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端木义万 审校
南京大学出版社

现代英语广告教程

MODERN
ENGLISH
ADVERTISING

Modern English Advertising

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前 言

改革开放以来,我国的现代广告业得到了蓬勃发展。随着我国经济国际化程度的提高以及全球统一市场的逐步形成,国际广告所占比重越来越大。进一步推动我国广告事业的发展,以适应全球经济一体化的需要,已是大势所趋。

英美等西方国家的广告业起步早,发展快,已形成较完善的现代广告学体系。他山之石可以攻玉。因此,了解西方现代广告学有助于我们结合我国的国情,创建社会主义市场经济条件下的广告理论。

从八十年代以来,我国的广告业已有了长足发展,先后有不少广告学著作问世,但专论现代英语广告的书籍尚属凤毛麟角。仅有的一些也只是把众多的实例简单地罗列在一起,未能发掘其妙。事实上,许多英语广告生动有趣,耐人寻味,语言运用更是精心考究,富有创意。

这本教材采取“三线展开、点面兼顾”的做法:一是在“课文”中系统介绍了西方广告学的基本知识;二是在“广告语言”栏目中用大量实例详细阐述了广告英语的特点;三是在“广告知识”一栏中着重分析了与广告紧密相关的西方社会文化。这样做的目的是为了读者系统全面地了解英语广告,帮助读者熟悉英语广告的特点,提高阅读理解水平。

我父母亲的关怀和支持是这本书得以编写成功的巨大动力,谨以此书献给我亲爱的父亲和母亲。方毅先生和邱旭强先生在百忙之中帮助收集了大量的参考资料,不断给予鼓励和支持。在此,谨向两位致以深深的谢意!另外,对曾给予我热情帮助的同事和朋友们表示衷心的感谢!

编 著 者
1997 年 4 月

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LESSON ONE

ADVERTISING DEFINED

What is advertising? In this text we shall use the following working definition of advertising:

Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media.^①

Let's take this definition apart and analyze its components. Advertising is directed to groups of people and is therefore nonpersonal in nature.^② The group might be teenagers who enjoy rock music or men and women who watch soap operas or sporting events.^③ But it is not personal or face-to-face communication.

In direct-mail advertising an attempt is often made to personalize the message by inserting the receiver's name one or more times in the letter.^④ But direct — mail is still nonpersonal; a computer inserted the name. And the signature on the direct-mail advertisement is written electronically.

Most advertising is paid for by sponsors.^⑤ General Motors, K mart, and the local record shop pay for the advertisements we read, hear, and see.^⑥ But some advertisements are not paid for by their sponsors. The messages of hundreds of organizations are customarily presented at no charge as public services.

A company sponsors advertising in order to convince people that its product will benefit them.^⑦ Most advertising tries to be persuasive — to win converts to a product, service, or idea. However, some advertisements, such as legal announcements, are

intended merely to inform, not to persuade.

Advertising is not restricted to the promotion of tangible products such as soap and soft drinks. Advertising is also used extensively to help sell services such as hair styling and motorcycle repairs. And increasingly advertising is used to sell economic, political, religious, and social ideas.

For a message to be considered an advertisement, the sponsor must be identified^⑧. Obviously, the sponsor usually wants to be identified — or else why advertise?

Most advertising reaches us through the mass media^⑨——that is, billboards, newspapers, magazines, radio, and television. But much advertising also reaches us through direct mail. Some advertising even reaches us through flyers hung on our doorknobs or placed under our windshield wipers at the shopping center.^⑩

难点注释:

① Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media. 广告是非个人的信息传播,通常由可认定的广告主出资通过各种媒体,本意是劝导人们购买他们的产品和服务或是接受他们的观念。

该定义是由美国营销协会(American Marketing Association)的命名委员会(The Definition Committee)所提供的,目前已得到社会各界的普遍认同。美国营销协会是由营销学教师、营销经理及实践研究者组成的专业性组织,其宗旨是致力于改善市场营销学科状况。

sponsor: 广告主, 出资者

② Advertising is directed to groups of people and is therefore nonpersonal in nature. 广告面向群体,因而它的性质是非个人的。

nonpersonal: 非个人的, 面向公众的

③ The group might be teenagers who enjoy rock music or men and women who watch soap operas or sporting events. 这个群体有可能是热

衷于摇滚乐的青少年或者是肥皂剧、体育比赛的男女观众。

rock music: 即 rock and roll, 摇滚乐。一种节奏强烈、旋律简单重复的流行音乐, 源于民间音乐、勃鲁斯歌曲和爵士乐, 起源于 20 世纪 50 年代的美国。

soap operas: 肥皂剧。指一种以家庭问题为题材的广播或电视连续剧, 因最初系由肥皂商所赞助播演而得名。

④ In direct-mail advertising an attempt is often made to personalize the message by inserting the receiver's name one or more times in the letter. 直接邮递广告常常试图通过在信函中一次或多次填入收信人姓名这种方法来使信息个人化。

direct-mail advertising: 直接邮递广告。这是一种通过邮寄方法将书写或印刷的广告散发到顾客手中的促销策略, 这种形式在西方国家较为普及。

⑤ Most advertising is paid for by sponsors. 大多数广告是由广告主出资的。

⑥ General Motors, K mart, and the local record shop pay for the advertisements we read, hear, and see. 通用汽车公司、K 马特公司和地方唱片商店为我们所读到、听到、看到的广告支付费用。

General Motors: 通用汽车公司, 美国最大的汽车公司之一。

K mart: 美国 K 马特公司, 是一家主要经营面向社会中下层零售业务的连锁商店。

⑦ A company sponsors advertising in order to convince people that its product will benefit them. 一个公司做广告的目的是要使人们确信它的产品对他们有益。

⑧ For a message to be considered an advertisement, the sponsor must be identified. 一则信息要成为广告必须要明示广告主。

⑨ Most advertising reaches us through the mass media. 多数广告是通过大众传播媒体向我们传播信息的。

mass media: <复>有广泛影响的宣传工具、大众传播工具、大众传播媒体, 如报纸、广播、电视等。

注: 难点注释②、⑤、⑦、⑧、⑨是广告的五大要素, 即: 面向公众而非个人、支付一定费用、传递一定信息、有特定广告主以及通

过一定的大众传播媒体来传递信息。

⑩ Some advertising even reaches us through flyers hung on our doorknobs or placed under our windshield wipers at the shopping center. 有些广告甚至是用挂在我们住房的球形门拉手上、或是 在我们停在购物中心的汽车挡风玻璃雨刮下的小传单传给我们的。

flyers:〈美〉小(广告)传单。

广告语言

广告英语总特色

在英美等西方国家,五花八门的广告数不胜数、满目皆是,令人眼花缭乱。商品与受众的不同、媒体与广告人的不同、乃至于时间与地点的不同等,都是造成广告形式与内容纷繁多样的诸多因素。虽然广告英语并没有绝对固定的撰写模式,但只要是广告,在文稿写作中必定会受到某些共同因素的制约。因此,广告英语的特点的是有规律可循的。

与新闻一样,广告也是依靠大众传播媒体来影响受众的。广告的受众面广,知识水平参差不齐,如果语言晦涩难懂,就等于拒人于千里之外,对广告人来说无疑是一种“自杀”行为。美国早期广告作家的泰斗约翰·鲍尔斯(John E. Powers)说:“商业性文字的正确标准是通俗易懂。广告的第一大优点是直截了当,‘过分修饰的文字’不仅使人感到刻意舞文弄墨,而且会引起反感。”广告代理商的先驱乔·罗厄尔(George P. Rowell)则主张:“你写出来的广告要使最笨的傻瓜也能看得懂——而不是给大学教授看的,这样,你也就能吸引许许多多、各种各样的大学教授。”因而,考虑到大部分读者的阅读水平,广告英语多采用大众口语体(public-colloquial),这样的语言通俗易懂,有较强的可读性(readability),给人一种亲切、友好、随和的感觉,缩短了双方的心理距离,适合社会各阶层的口味。商业广告形式万千、内容丰富,但万变不离其宗的就是它们都有一个明确的物质目的(a precise material goal)——推销商品和劳务。其中各种手法的运用归根结底都是为这个实实在在的目的服务,广告英语当然也不例外。使用具体、有说服力的语言,也就

形成了广告英语的一大特色。

好的广告通常都能达到 AIDMA 法则的五项要求,即引起注目 (Attention)、激发兴趣 (Interesting)、勾起欲望 (Desire), 加深记忆 (Memory)、促成行动 (Action)。从好广告的五项要求着手,我们就可以很容易地分析出广告英语的其它一些特点:

新奇性:西方国家报刊杂志上广告“泛滥”,人们反而会对广告熟视无睹,甚至还有许多人会对它产生一种敌视、厌烦的情绪。如果想在激烈的广告大战中巧妙地击败对手,使自己立于不败之地,“出奇制胜”是个行之有效的方法。任何非传统、与众不同的事物都容易激发人的好奇心,吸引人们的注意力,这是人类心理的共性。而从语言角度讲,误拼 (misspelling)、语法谬误 (grammatical solecism) 等“反常”现象都可以成为吸引注意力的有效方法 (attention-getter or eye-catcher)。

趣味性:据估计,在美国,每个成年人每天通过各种渠道所接触的广告多达五百余条,一个美国家庭平均每天通过视、听要接受 117 条电视和广播广告。置身于这样一个广告的汪洋大海之中的人们,对广告漠然处之,甚至产生抵制情绪也是可以理解的。所以,要写出好文稿,还必须在增加语言的趣味性和生动性上下功夫,干巴巴的广告只有遭冷遇的份儿。正如一个广告人所言:“遗憾的是,许多人可能会对一个无聊的人彬彬有礼,但没人会对一则无聊的广告客气,人们只是一瞥而过罢了。”

可忆性:在促成最后购买行动之前必须有一个前提,那就是要给顾客留下一个深刻的印象。英国语言学家利奇曾说过,“留下持久印象的广告才能对顾客的购买行为产生影响作用。”因此,广告中常常采用多种修辞手法来使语言琅琅上口、易记易诵。形式工整、节奏和谐的语句往往能有效加深受众的印象,人们可以信手拈来,随口道来,在不知不觉中受其左右。

简洁性:“惜墨如金”是广告人的一贯原则。因为,一方面,西方国家广告利润丰厚,媒体的版面和时间都格外昂贵。广告撰稿人往往要采用浓缩精炼的语言,以便在有限的空间内传达尽可能多的信息。另一方面,简洁的语言清晰、明了、易懂,容易博得顾客的好感;相反,冗长累赘的语言却会让人厌烦。西方一本广告教科

书里有这样一条忠告：“对广告人来说，高于一切的是让你的广告抓住公众，这要求不算高……最广大的人民，不管是穷是富，脑袋都是一样的简单，你必须用最简洁明了的方式与他们交谈。”由此可见，做到语言简洁对广告来说是多么的重要。

广告英语有着无穷的魅力，难怪有人说过，如果一个人能真正欣赏广告英语的魅力，那么他的英语水平也算是到家了。刚刚接触广告英语的人可能会遇到一些理解上的困难。但只要了解并抓住其特性，多接触，多实践，相信一定能化难为易，运用自如。

此外，有一点需要特别指出的是，不同文体语言适应不同交际的需要。如果在平时写作过程中盲目模仿广告英语的写作手法，一味追求新奇和“反传统”，置传统语法、文体和题材等于不顾，就容易形成华而不实的不良文风，这是在学习广告英语过程中应该注意的问题。

广告知识

酸甜苦辣广告人

中国有句古话：“三百六十行，行行出状元”。随着社会和经济的发展，一个又一个新行业悄然兴起。如今，社会上的行当已远远不止三百六十种了。就拿广告业来说吧，尤其在中国，正是一个热门的新兴职业。无数有志青年正跃跃欲试，渴望成为一名广告人。

广告以其五彩斑斓装饰了我们的生活，美化了我们的生存环境，也许正是它的这种表面特性吸引了众多好奇的年轻人。其实，广告人的生活远没有想象的那么浪漫和刺激。正所谓“隔行如隔山”，广告人的艰辛、重负却不是一般人所了解的。

先说说广告本身吧。实际上，广告学不仅是一门边缘科学，也是一门综合艺术。说它是科学，是因为它涉及到经济学、社会学、心理学、大众传播学、美学和语言学等十多门学科；说它是艺术，因为它是语言、图像、色彩、音乐的有机组合。这样一个既有科学性、又富艺术性的职业对其从业人员要求之高是可以想象的。虽说广告人也有具体分工，如创意、媒体、调查、业务等，但要想真正有所作为，一个见多识广的多面手当然会有更大的用武之地和更高的

成功机率。

广告人是客户和消费者之间的中介,因而总肩负着双重压力。广告人所承受的最大压力来自他们的客户,广告主对广告人要求苛刻是常有的事。因为,一方面,他们视广告为“万灵丹”,期望花小钱赢大利;另一方面,他们又害怕鸡飞蛋打,要求广告人尽可能采用安全可靠、无可争议的保险做法。被客户们逼迫在这进退两难的尴尬境地之余,广告人还必须直面“虎视眈眈”的消费者。公众已被太多平庸而枯燥的广告惹恼了,他们不仅有怨气、怒气,还有火气,但广告人只能绞尽脑汁地去迎合他们的喜好和口味。生活、工作在这种逆水行舟的环境下,广告人所承受的压力可谓大矣。

保罗·C·哈珀(Paul C. Harper, Harper and Steers 广告公司总经理)在第 16 届克利俄金像奖(CLIO Awards, 美国每年颁给最佳广告作品的奖项)的颁奖仪式上,曾对广告做过极为精辟的概括。他认为,一名优秀的广告人必须集商人、艺术家和人类学家等众多角色的素养于一身,具备严谨、机敏、勇敢、诚实等品质,必须在热爱这种艰辛工作的同时,发挥自身的天赋和想象力,并有足够的胆识和勇气打破陈规旧俗和条条框框,敢于创新。由此看来,要想干好广告这一行实在是件不容易的事。不过,虽说当个好的广告人是件困难的事,但正如俗语说的“一分汗水,一分收获”,广告人的收入在某种程度可以回报艰辛的付出。而且,如果能得到社会的认可和欣赏,也是莫大的精神回报。正是由于广告这一行魅力无穷,难怪有位美国总统曾说“不做总统就做广告人”呢!

LESSON TWO

FUNCTIONS OF ADVERTISING (I)

Marketing Function

To make money, companies manufacture and sell products that compete in the marketplace. To increase their sales or profits, companies develop marketing strategies.^① The marketing strategy is determined by the particular way companies combine and use various marketing elements. This marketing mix includes a variety of options known as the four Ps and generally categorized under the headings of product, price, place and promotion.^②

Advertising falls into the promotion category and is part of the promotional mix along with personal selling, sales promotion, and public relations—all of which are used to sell or win acceptance of the company's products, services, or ideas.^③

Advertising involves presenting the message, usually through the mass media, to a large group of people known as the target audience.^④ Through advertising, the cost of reaching a thousand people in target audience is usually far less than the cost of reaching one prospect through personal selling.^⑤

For example, to make a personal sales call on every football fan who watches the Super Bowl game in order to sell each a bottle of Coke would be unbelievably expensive.^⑥ The McGraw-Hill Laboratory reports that the average face-to-face sales call now costs a company well over \$ 170. If we multiply that by the 100 + million people who watch the Super Bowl, the cost is mind-boggling.^⑦ However, you could buy a 30-second television commercial during the Super Bowl and tell those same 100 million people about Coca - Cola for only \$ 525, 000. That's a lot less.

In fact, through advertising, you would be able to talk to a thousand of those prospects for only \$ 5.25——about 3 percent of what it costs to talk to one prospect through personal selling.

Communication Function

All forms of advertising communicate some message to a group of people. As a communication function, advertising had its beginnings in ancient civilizations. Most historians believe the outdoor signs carved in clay, wood, or stone and used by ancient Greek and Roman merchants were the first form of advertising. Since the population was unable to read, the signs were symbols of the goods for sale, such as a boot for a shoemaker's shop.

Because early artisans took pride in their work, they placed their own marks on goods such as the cutlery, cloth, and pottery they produced. These trademarks enabled buyers to identify the work of a particular artisan, just as trademarks do today, thus assuring consumers that they were getting the goods they wanted.^⑧

Today the communication of information is still one of the basic functions and objectives of advertising. Examples of advertising used primarily for communication are ads in telephone directories, newspaper classified ads, and legal notices published by various organizations and government bodies.^⑨

难点注释:

① To increase their sales or profits, companies develop marketing strategies. 为增加销售或利润, 公司制定出营销策略。marketing strategies; 营销策略, 就是确定一个目标市场及其有关营销组合的行为。通常认为, 营销策略是由一系列决策构成: a. 目标决策; b. 营销组合决策; c. 营销支出决策。

② This marketing mix includes a variety of options known as the four Ps and generally categorized under the headings of product, price,