

# ENGLISH WRITING FOR FOREIGN TRADE

## 外贸英语写作

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下册

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1984年

## Chapter 16

### STUDY OF SPECIMENS — ADVERTISEMENTS

In the introductory remarks for Part IV, it has been pointed out that some knowledge of advertisement is essential to all salesmen. As such, you will have frequent occasions to recommend your products or services to your customers. Unless you know how to do it, your efforts are less likely to be effective and may even bring forth results contrary to your wish.

Much of today's advertising is clever and original. It is the product of the combined talents of professional writers, artists and photographers. We, in this class, are of course interested only in the talent of professional writers. From their products we can learn the way to recommend our products and services successfully, and incidentally also the ingenious use of English for subtle purposes to bring our mastery of the language to a higher level.

This chapter contains a dozen specimens, showing first the general patterns of advertisement in English based on the principles outlined in the preceding chapter, and then our own ways examined in the light of those principles.

The Roman numerals on the margin of each specimen indicate the sections of the 4-step approach.



(101)

Merit  
Cigarette Sets  
New Taste  
Standard

I

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Tests confirm low tar MERIT delivers flavor of higher tar cigarettes.

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II

There is a way to get real taste from a cigarette without high tar.

Technology created it.

Taste tests proved it.

Smokers are confirming it. In fact, 75% of all MERIT smokers are former high tar cigarette smokers — the toughest taste critics of low tar smoking.

Merit — the cigarette packed with "Enriched Flavor" tobacco — seems to be solving the smoker dilemma of having to choose between high tar or low taste.

If you smoke, you'll be interested.

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Tests Prove Taste

MERIT was tested in the United States against a number of higher tar cigarettes. The results proved conclusively that "Enriched Flavor" tobacco does boost taste without the usual increase in tar.

III

Overall, smokers reported they liked the taste of

Merit as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has "Enriched Flavor" tobacco.

And you can taste it.

IV

Comments:

1. The whole piece revolves around the central theme "low tar Merit delivers flavor of higher tar cigarettes".
2. The "interest section" explains the central theme half-way to keep the readers in suspense so that they are curious to know more about it.
3. The "conviction section" satisfies the curiosity by convincing facts — nothing but facts. (See Chapter 15, point 8.)
4. There is only one sentence in the last section: "And you can taste it". When enough is said to work up the reader's desire, superfluous words will only weaken the effect. (See Chapter 15, point 4, last paragraph.)

I      Picture of a letter-writer arriving in a  
         fashionable automobile

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II      IF YOUR COMPANY  
         STATIONERY IS CONQUEROR,  
         THEY'LL EXPECT YOU TO  
         ARRIVE IN STYLE.

(Yet Conqueror costs little more than ordinary paper!)

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Conqueror Laid is the best laid paper you can buy because Conqueror insists on the strictest adherence to the highest standards in its production. Here are some of the benefits this high regard for superior quality gives you:

Greater density — feels more substantial,  
                         superior durability and eraseability.  
Watermark precisely in centre of A4 sheet —  
III      easy identification and superior appearance.  
Better texture — superior acceptability of any ink  
                         in any writing or printing mode.

When you specify Conqueror Laid for your stationery requirements you're doing more than just buying quality, performance and class, you're telling the people you write to that you are the kind of person who appreciates it. And we take a lot of trouble to make sure the message gets home.

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Please contact your printer now for free samples and details,



or call Peter Ho, Wiggings Teape (HK), at 5-635117.10

#### IV

##### CONQUEROR LAID

The paper that says  
a lot about you.

##### Comments:

1. The central selling point is that anyone who writes letters on Conqueror Laid — which is supposed to be a high quality paper — will give the recipient the impression that the writer can afford and likes to use everything of the best and most stylish kind ("in style").
2. Note that the central selling point is supported by specific description of the qualities of the paper, without which the central selling point would be groundless.
3. See how the advertiser tries to remove the fear that high quality may mean high cost.
4. See how this advertisement is based on careful study of the special features of paper as a merchandise. Mere description of its high quality, however specific, is not enough to win over customers from similar or better quality paper. So, it links up quality with an appeal to users' vanity. For the same reason, it suggests in the action section application for free samples and further details instead of immediate purchase. Until the customer has actually seen and used the paper, asking for immediate buying may be fruitless.

I

HOW DESIGN 2000 CAN HELP YOU FURNISH YOUR HOME IN CHINA.

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II

We know how it is. You'd love to properly furnish your home in China, but just can't find the right furnishings.

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Design 2000's Living in China Home Furnishing Advisory Service is the answer. Our huge Superstore in Hongkong stocks hundreds of furniture designs in all styles from Oriental to Italian modern.

III

Sofa sets, dining suites, coffee tables, beds and sofa-beds and the Orient's finest collection of home accessories are all our speciality. And for over 10 years, our experienced staff have carefully packed and forwarded furnishings at economical freight rates to many of China's leading foreign diplomatic and business residents.

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You'll find Design 2000's Living in China Home Furnishing Advisory Service a marvellous help in creating the perfect home. Fill out and post the coupon today and we'll forward you all the details.

IV

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-	DESIGN	-
-	2000	-

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Comments:

1. This and the next three specimens differ from the preceding two in that they cater to customers of a full line instead of a single article of merchandise. The central selling point and the you-attitude must suit all of them.
2. The central selling point here is a problem that is likely to worry all new comers to China. (See section II.) So it will probably interest all of them.
3. Detailed information is confined to that of common interest. Special needs of particular groups are to be supplied on their application by marking out their wishes on the enclosed coupon so that the relevant brochure or catalogue may be mailed separately without burdening the advertisement with unnecessary details.

(104)

Goodyear Products:

I

WE CAN HELP YOU GROW

II

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Known the world over as the world's largest rubber company, Goodyear has been pioneering new rubber products since the turn of the century. As for doing things in a big way, Goodyear makes over 2,000 different tire models for every kind of wheeled vehicle. Goodyear even makes tires for the exploration of the moon's surface.

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Back on earth, Goodyear's deversified product range includes heavy-duty industrial conveyor belts for



agricultural products, minerals and ores. The Goodyear Pylon conveyor belt pays for itself and performs consistently without slowdowns or breakdowns.

### III

Built to handle strong oils, acids and solvents — up to 90% of all of today's chemicals — Goodyear Blue Flexwing hose is a top performer. Look to Blue Flexwing for lower chemical hose costs.

And as for heavy-duty all purpose tires, Goodyear's extra grip and extra thick models perform with ease on rugged road surfaces.

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If Goodyear can get to the moon, it can help you get going.

### IV

(Flag & Trade Mark)

WE SOLVE INDUSTRIAL  
PROBLEMS

Goodyear International Corporation  
(Hongkong Address)

### Comments:

1. The long history of a pioneer in such a vast and important industry is naturally a valuable asset. But this alone can win over nobody; it must be linked up with what people can get from it now. Thus, the central selling point is "We can help you grow", with the long history as one of the supporting elements.
2. Development of the central selling point leads to the conclusion that "if Goodyear can get to the moon, it can help you going"; that is, it can help you solve any

- problems when you can get no satisfaction elsewhere. This is a boast that few of its competitors can challenge.
3. But the boast must be supported by facts. See how three categories are chosen with an eye on the China market from its widely diversified products for recommendation briefly but forcefully in three separate paragraphs each with its own selling point.
  4. An advertisement worthy of the time and money spent on it must be the result of the advertiser's careful study of himself, his products and his market. (See Chapter 15, point 3.)

(105)

GOODYEAR  
THE WORLD'S NUMBER ONE  
RUBBER COMPANY

Goodyear is the largest rubber company in the world. It is one of the most diversified companies with a product range that includes top performing tires, heavy duty industrial conveyor belts for minerals and ores, and transmission belts. With the highest standards in performance, Goodyear products are designed to take heavy loads and to resist heat, oil and mechanical abuse. Goodyear is your best partner in industrial modernization. Kindly contact us at the address below for more information about our industrial products.

Comments:

1. No. 105, which appeared on China Daily in February, 1983, is the revised version of No. 104. By comparing the two versions, you will notice the change from the more or less pompous style, which is typically American, to the sober and matter-of-fact style, which is typically Chinese.
2. The tactics has also changed: Instead of motivating straight purchases, the revised version aims at eliciting enquiries for further information so that more effective persuasion with full details can be focussed on the interests and uncertainties thus found out.
3. The language style of an advertisement must suit the taste of the readership. So are the pictures, if any. If an advertisement does not work well or is getting stale, it should be replaced by a new version designed in the light of the experience gained by the old one, as is apparently the case under comment.

(106)

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M O H R

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Coating Equipment

I

MACHINES FOR YOUR PRODUCT \_\_\_\_\_  
WE CAN OFFER YOU THEM

For articles of the motor car, bag and shoe leather, garment,

II

tilts, furniture and drapery fabrics, wall paper and packing industry, there are enough problems in the manufacture. You, therefore, should have the appropriate machines.

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For coating, impregnating, padding: air doctors; cylinder, rubber cloth or combined coating machines; roll-coaters; impregnating and padding units; single and multi-purpose machines.

For drying, jellifying, sintering: nozzle driers with one or double-sided ventilation, air suction or overflow tunnels, heated cylinders, infrared passages (see extra leaflet).

For laminating, bonding, finishing: different laminating units, smoothing and embossing units, printing and varnishing units, spray cabinets with rotating, changing or fixed guns.

III

PROJECTING, MANUFACTURE,  
KNOW-HOW, ALL FROM ONE HAND

Whichever procedure you choose, whether coating with solutions, dispersions or pastes, whether for one or several coats on a plant, we always have a good solution to the problem.

The project conceived is put to the test in our laboratory and perfected in the manufacture. The result gives you guarantee of economical production.

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YOUR PROBLEM IS OUR JOB

Convince yourself! Our travelling engineers, specialists and fitters are constantly on the way to help you. A modern



laboratory plant is at your disposal for trials. Write or phone us, or still better, ask for one of our technicians this very day.

(Name of Company and address)

#### Comments:

1. This is an advertisement catering to the technological needs of particular industries. It is naturally full of technical terms. Yet you will find the piece readable even if you do not quite understand some of the technical terms. It is a matter of skilful presentation. You will appreciate the skill better when you have a chance to see a similar advertisement of lower efficiency. (See Chapter 2 about technical words and Chapter 15 about readability.)
2. Even a large industrial plant cannot afford to forget you-attitude in advertising. You-attitude is, in fact, a business style. You must have a desire to serve your customers' needs before you can say it sincerely and convincingly.

(107)

#### ARE YOU FEELING 'FULL OF BEANS' ?

If not, get them from China.

China exports quality KIDNEY BEANS.

They come in different colours —

yellow, black, brown and white.

But they all have good nutritional value:

Sugar content 4.2% min.

Protein content 21.0% min.

Starch content 45.0% min.

Good for making soups and dishes, for  
canning or for cake fillings.

You'll like our beans!

(Address)

Comments:

1. The central selling point can only be the nutritional value and savouriness, which, however, is unlikely to be effective because it is equally applicable to beans produced anywhere. There must be some subsidiary means to attract attention and hold it on. The means adopted here is the ingenious use of the pun "full of beans" (meaning "in high spirits"). As the ingenuity is likely to linger on in one's memory, it may suggest by association buying from China when one needs importing beans.
2. This technique is often resorted to in advertising small articles having no special qualities to recommend themselves.

(108)

CURB YOUR SMOKING  
TEA

The Amazing Features of West Lake  
Yun-wu Tea!

Removing nicotine remainder in the  
smoker's body.

- \* Enabling you to drop your smoking habit unnoticeably just for a few cups a day —  
You'll be amazed by its speedy effect!
- \* Scientifically cured and packaged to guarantee flavour freshening —  
It tastes as good as top-class tea!
- \* Helping you pull through nicotinism and speeding up the recovery of your impaired pulmonary cells —  
Everything so simple, so ideal!

(109)

YUN-WU · TEA  
VERSUS SMOKING

Convincing volumes have been written on the pleasure of drinking Chinese tea, but perhaps not every foreigner is aware that Chinese tea is not just a quenching beverage synonymous with refined culture: it has remarkable medicinal and tonic qualities.

One outstanding example is Yun-wu tea.

That smoking, or at least excessive smoking, is detrimental to health is already a proven fact. To this many a heavy smoker still turns a blind eye mostly because smoking has become too strong a habit to get rid of. Many stalwart smokers would, of course, say defensively that smoking is indeed a pleasure.

But, as the saying goes, one man's meat is another man's poison. The taste of tobacco that smokers enjoy so much is

often disdainfully regarded as nauseating by non-smokers.

Grown on Tian-mu Mountains near Hangzhou, Yun-wu tea contains more chlorophyll than other types of tea and has a higher content of vitamin P, which is capable of increasing the normal resistance of the blood capillary and revitalizing the reactive capability of the human body against the stimulation by tobacco-tar inhaled during smoking. If one smokes after drinking the tea, one feels sick of the taste of tobacco, and when pleasure turns sour, smoking is hardly an enjoyment any more.

Yun-wu tea is blended with licorice roots, areca and lotus seeds. It is also rich in alkaloids, which can restrain the re-absorption of the kidney vessels, thus activating diuresis and speeding up the excretion of nicotine out of the body.

#### Comments on Nos. 108 and 109:

1. These two specimens are on the same subject and with the same central selling point but can be different in effectiveness. Their main differences are:
  - (a) The central selling point is presented in No. 108 by "enabling you to drop smoking habit unnoticeably just for a few cups a day...", while in No. 109 by "If one smokes after drinking the tea, one feels sick of the taste of tobacco..."
  - (b) In No. 108 there is a second selling point: "scientifically cured... — It tastes as good as top-class tea". In No. 109, there is nothing appealing to the general public.



- (c) The first and last paragraphs of 108 put the lengthy preaching in No. 109 against smoking in a highly condensed and agreeable form by keeping only elements useful for advertising purposes.
2. The weaknesses of No. 109 are that:
- (a) it caters only to smokers and contains nothing appealing to the general public;
  - (b) it tries to persuade by dwelling on "when pleasure turns sour" — which is against the rule of positive approach — thus turning away the great majority of smokers who are not resolute enough to choose the sickening taste in preference to enjoyment of smoking; and
  - (c) its verbosity is tedious to those who are not interested in reading about curbing smoking.

(110)

LANZHOU PETROLEUM & CHEMICAL  
MACHINERY WORKS

Qualified to design and manufacture  
Class III Pressure Vessels

We Design for Clients  
Strict Performance of Contract  
Prompt Delivery  
Orders are Welcome

Lanzhou Petroleum & Chemical Machinery Works is the largest plant in our country specialized in manufacturing oil drilling,