

经贸英语快餐系列

广告英语

SERIES OF
SPECIALIZED ENGLISH IN
ECONOMICS AND
BUSINESS

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广 告 英 语

徐小娟 编著

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出版说明

培养复合型专业人才已成为新世纪的一个重要课题。在权威机构所列出的当今及未来各类热门人才排行榜中,具备外语和相关专业知识并能将其融会贯通的复合型人才无一落选。在现实工作和生活中,那些既懂外语又懂专业的人才的确是社会中的一个耀眼群体。作为出版者,我们衷心希望有志成为这种复合型人才的人都能实现自己的理想。为此,我们推出这套《经贸英语快餐系列》丛书,以满足有关人士提高专业英语水平的需要。

为了本丛书的出版,我们专门聘请了一批在有关专业上学有所长的人士来编写。编写者中,既有对外经济贸易大学、北京物资学院等高校的专家学者,也有对外贸易经济合作部的专业骨干,还有富于实践经验的相关专业从业人员。本丛书共包括 10 个分册:《金融英语》、《会计英语》、《工商管理英语》、《贸易实务英语》、《商业书信英语》、《涉外经贸法律英语》、《电子商务英语》、《商务谈判英语》、《市场营销英语》和《广告英语》。

本丛书的体例和特点如下:

1. 各分册内容按单元划分,将有关专业知识按单元分类进行介绍,在突出重点的同时,也兼顾了覆盖范围,力求使各专业中可能涉及的重要英语表达法及概念都有所涵盖。

2. 每一单元分为四个部分,分别为句式(Sentence Patterns)、专业词汇(Professional Terms)、相关知识(Relevant Knowledge)、阅读材料(Reading Materials)。在句式部分,将该单元所阐述的内容中较为重要、特殊的句型罗列出来,使读者在熟读、熟记之后,既能大大提高理解专业英语资料的能力,也可以用这些句式对中文资料进行汉译英的练习与实践,一举两得。专业词汇部分为重要术语介绍,对相关的专业词汇以英汉对照形式给出,可以作为资料

备查。在相关知识部分,对读者在从事实际工作中可能遇到的疑难问题、注意事项等进行了介绍,以使读者在了解专业知识之余,增强实践能力。阅读材料部分的设置,主要目的在于提高读者理解专业外语资料的能力,开阔视野。每单元四个部分的内容共同构成一个掌握专业英语的完整体系,改变了以往专业英语书籍要么阅读过多,要么全是句式的模式,更便于读者对专业英语的学习。

3. 本丛书的另一个重要特点是英语的原汁原味。书中所选句式或阅读材料多是编写者从他们搜集整理的英语国家专业资料中选取的,不仅句式地道,而且从实践考虑,有一定的难度,因此很适合有志于提高专业英语水准的读者学习。

学海无涯。尽管编写者和出版者倾尽了心力,但仍不能保证本丛书的完美无瑕,恳请读者批评指正。

出版者

2002年4月

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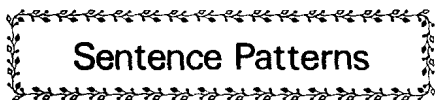
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Unit 1 Introduction to Advertising



Sentence Patterns



1. As consumers, we are all exposed to hundreds and maybe even thousands of commercial messages every day.

作为消费者,每天有成百甚至上千的商业信息会出现在我们面前。

2. At the beginning of the 20th century, Albert Laser, generally regarded as the father of modern advertising, defined advertising as “salesmanship in print, driven by a reason why”.

20 世纪初,通常被称为现代广告之父的阿尔伯特·拉斯尔把广告定义为“由因果关系驱动的印在纸上的推销术”。

3. Today, definitions of advertising abound. Journalists, for example, might define it as a communication, public relations, or persuasion process; business people see it as a marketing process; economists and sociologists tend to focus on its economic, social, or ethical significance.

目前,对广告的定义多种多样。比如,新闻记者把广告看成是传播过程、公共关系或者是说服过程;商人把广告看成是营销过程;经济学家、社会学家趋向于把研究重点放在广告的经济、社

会或伦理层面上。

4. Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.

广告是有组织的、综合的、非个人的信息传播活动,通常是由可识别的赞助商以付费方式通过各种媒体传达关于产品、服务或观点的说服力信息。

5. Advertising is a type of communication. It is a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill predetermined space and time formats that are controlled by the sponsor.

广告是一种传播活动,它是一种有组织的应用形式的传播,广告利用语言的和非语言的元素去填充赞助商事先预定并且控制的时间和空间。

6. Advertising is typically directed to groups of people rather than to individuals.

广告通常是针对群体而不是个人。

7. Most advertising is paid for by sponsors.

大多数广告由赞助商付费。

8. Most advertising is intended to be persuasive—to win converts to a product, service.

多数广告的目的是为了说服,赢得人们对某个产品或服务的信服。

9. In addition to promoting tangible goods such as oranges, oatmeal, and olive oil, advertising helps publicize the intangible services of bankers, bike repair shops.

除了推销有形的产品(比如橙子、麦片、橄榄油),广告还有助于

对无形的服务(比如银行、自行车修理店)进行宣传。

10. An ad identifies its sponsor. This seems obvious. The sponsor wants to be identified, or why pay to advertise?

一个广告要明确其赞助商,这似乎是明显的。赞助商希望被明确,否则为什么花钱做广告?

11. Advertising reaches us through a channel of communication referred to as a medium. An advertising medium is any paid means used to present an ad to its target audience.

广告通过一种被称之为媒体的传播渠道传递给我们,任何付费的可以把广告呈现在其目标受众面前的载体都是广告媒体。

12. Word of mouth, while it is a communication medium, is not an advertising medium.

尽管口头传播也是一种传播媒体,但它不是一种广告媒体。

13. Today technology enables advertising to reach us efficiently through a variety of addressable media and interactive media.

今天科技的发展使广告可以通过一系列可寻址的媒体和互动媒体有效地传递给我们。

14. The planning, scheduling, and buying of media space and time are important to advertising effectiveness.

广告媒体时间和空间的计划、排期和采购对广告效果是十分重要的。

15. Marketing is the one business function whose primary role is to attract revenue; without revenue, of course, a company cannot recover its initial investment, pay its employees' salaries, grow, or earn a profit. So marketing is very important.

营销是一种商业活动,其主要任务是获取利润;当然,没有利润,一个公司就不能收回其最初的投资,就不能为员工发工资,

企业就不能发展或者获利,所以营销是非常重要的。

16. The role of advertising is to inform, persuade, and remind groups of customers, or markets, about the need-satisfying value of the company's goods and services.

广告的作用是告知、说服、提醒消费者或者市场,公司的产品或服务能够满足消费者需要的价值。

17. An effective advertising specialist must have a wide understanding of the whole marketing process in order to know what type of advertising to use in a given situation.

为了了解在特定情况下利用何种类型的广告,一个能干的广告专业人才必须对整个营销过程有广泛的了解。

18. A firm's marketing activities are always aimed at a particular segment of the population—its target market. Likewise, advertising is aimed at a particular group called the target audience.

一个公司的营销活动总是针对特定的人口细分——其目标市场。同样,广告针对被称为目标受众的特别的群体。

19. In the end, customers are people. So advertising professionals must understand how people act and think—and why they buy, what they buy, and this requires great skill.


消费者终究是人。所以广告专业人员必须了解人们是如何行动、如何思考的,了解人们为什么购买、购买什么,这需要高超的技巧。

20. The importance of advertising in individual countries depends on the nation's level of development and national attitude toward promotion. Typically, advertising expenditures are higher in countries with higher personal incomes.

广告在某个国家的重要性取决于这个国家的发展水平和国民对推销的态度。一般来讲,个人收入越高的国家,其广告费用也越高。

21. As a social force, advertising has been a major factor in improving the standard of living around the world.

广告作为一种社会力量,在提高全世界的生活水平方面一直是一种主要的因素。



Professional Terms

1. advertising 广告
2. advertising medium 广告媒体
3. action advertising 行动广告
4. agricultural (farm) advertising 农业广告
5. author 作者
6. awareness advertising 告知性广告
7. branding 品牌术
8. brand awareness 品牌知名度
9. brand leader 领导品牌
10. brand name 品牌名称
11. brand switching 品牌转换
12. brand positioning 品牌定位
13. business advertising 工商广告
14. channel 渠道
15. collateral sales material 辅助推销材料
16. consumer advertising 消费者广告
17. consumer 消费者

18. consumer market 消费者市场
19. clearance advertising 清仓广告
20. decode 译码
21. demarketing 限制性营销 (attempting to reduce the demand for a product)
22. feedback 反馈
23. global advertising 全球性广告
24. goods 商品
25. ideas 创意
26. implied consumers 预定消费者
27. institutional advertising 机构广告
28. international advertising 国际广告
29. local advertising 地方性广告
30. marketing 营销
31. marketing communication 营销传播
32. marketing public relations (MPR) 营销公关
33. medium 媒体
34. message 信息
35. national advertising 全国性广告
36. noncommercial advertising 非商业广告
37. nonproduct advertising 非产品广告
38. personal selling 个人推销
39. positioning era 定位时代
40. product 产品
41. professional advertising 专业广告
42. public relations activity 公关活动
43. public relations advertising 公关广告
44. receiver (沟通中的)接受方
45. regional advertising 区域性广告

- 46. regular price-line advertising 常规价格广告
- 47. reseller market 转卖商市场
- 48. retail advertising 零售广告
- 49. sales promotion 促销
- 50. sale advertising 降价出售广告
- 51. service 服务
- 52. sponsor 赞助商、发起者
- 53. sponsorship 赞助
- 54. target audience 目标受众
- 55. trade advertising 贸易广告

Relevant Knowledge

Types of Advertising

Advertising help the organization achieve its marketing goals. So do market research, sales, and distribution. And these other marketing specialist all have an impact on the kind of advertising a company employs. An effective advertising specialist must have a broad understanding of the whole marketing process in order to know what type of advertising to use in a given situation.

Companies and organizations use many different types of advertising, depending on their particular marketing strategy. The strategy determines who the targets of advertising should be, in what locales the advertising should run, what media should be used, and what purposes the advertising should accomplish^①. These various criteria^② also determine what advertising skills are required.

Identifying Target Markets and Target Audience

A firm's marketing activities are always aimed at a particular segment of the population—its target market. Likewise, advertising is aimed at a particular group called the target audience. When we see an ad that doesn't appeal^③ to us, it may be because the ad is not aimed at any of the groups we belong to. For example, a TV commercial for denture cream^④ isn't meant to appeal to youngsters. They're not part of either the target market or the target audience. There are two main types of target audience: consumers and business.

Consumer Markets

Much of the advertising we see daily in the mass medium, radio, newspapers, and magazines—falls under the broad category of consumer advertising. Usually sponsored by the producer (or manufacturer) of the product or service, these ads are typically directed at consumers, people who buy the product for their own or someone else's personal use. This includes retail advertising, advertising sponsored by retail stores and businesses. Consumer advertising also includes noncommercial public service announcement from the American Cancer Society or the Partnership for a Drug-Free America.

In the end, customers are people. So advertising professionals must understand how people act and think—and why they buy, what they buy. This requires great skill. In fact, this area of study is the province of another specialty in marketing, consumer behavior. The better advertisers understand the buying behavior of people, the better they can bring their products into the collective consciousness^⑤ of prospective customers.

Industrial/Business Markets

Companies use business advertising to reach people who buy or specify goods and services for business use. It tends to appear in specialized business publications or professional journals, in direct-mail pieces sent to businesses, or in trade shows. Since business advertising (also called business-to-business, or BTB, advertising) rarely uses consumer mass media, it is typically invisible to consumers. However, some business-to-business ads, by computer manufacturers and firms like FedEx, do appear on prime-time^⑥ TV and in consumer magazines.

There are three types of business advertising: trade, professional, and agricultural. Companies aim trade advertising at resellers (wholesalers, dealers, and retailers) to obtain greater distribution of their products, to develop more outlets^⑦ or to increase sales to existing outlets.

Advertising aimed at teachers, doctors, dentists, architects, engineers, lawyers, and the like is called professional advertising and typically appears in official publications of professional societies. Professional advertising has three objectives: to convince professional people to recommend or prescribe^⑧ a specific product or service to their clients, to buy particular brands of equipment and supplies for use in their work, or to use the product personally.

Companies use agricultural (or farm) advertising to promote product and services used in agriculture to farm families and to individuals employed in agribusiness^⑨. Agricultural advertising typically show farmers how the advertised product will increase efficiency, reduce risks, and widen profit margins^⑩.

Business customers are often very knowledgeable, sophisticated buyers, and they may require extensive technical informational before making the purchase decision. So people who work in business-

to-business advertising need more specialized product knowledge and experience than their consumer advertising colleagues, who may spend their time promoting one fast-food hamburger over another.

Implementing Marketing Strategy

Once the organization determines the target market for its products, it designs a strategy for serving the market profitably.

Marketing strategy is the particular mix of strategic elements over which the marketer has control: product concept, pricing, distribution, and communication. Each of these elements affects the type of advertising used.

1. The product element. For mass-merchandised grocery brands like Tide laundry detergent^①, companies use a type of advertising called consumer packaged goods advertising. An insurance company is likely to use service advertising. Manufacturers of scientific and technical products use high-tech advertising. In other words, for virtually every product category, specialists in that area use a specific type of advertising.

2. The price element. A firm's pricing strategy also affects advertising style. Companies that don't compete on price typically use image advertising to create a particular perception of the company or personality for the brand. Or they may use regular price-line advertising, in which the price of a product is not shown, or at least not highlighted^②. More price-competitive companies use sale advertising, clearance advertising or loss-leader advertising to either increase store traffic^③ or create an impression of everyday low prices.

3. The distribution element. The third element of marketing strategy, distribution, also affects the type of advertising used. Global marketers like Coca-Cola, IBM may use global advertising, in which messages are consistent in ads placed around the world.