

A-Z 英汉双解

媒体术语词典

GLOSSARY MEDIA DICTIONARY

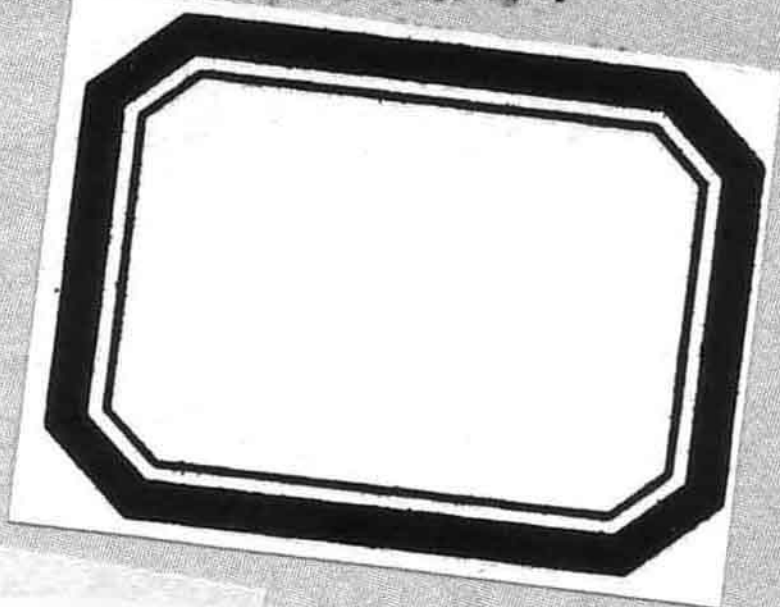
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Preface

It is Negro-Ponte's Being Digital which helps us realize how Humanities and Physics, or Materials and Information can be so intrinsically intertwined! It is the Internet's endless world of virtuality that helps us appreciate how marvelously foresighted Marshall McLuhan was 40 years ago. It is the development and presence of the new media in the past several years that leads us to marvel at the blessings of today's youngsters who receive their education in the midst of the new information order, grow naturally with the IT revolution, which only generates mountains of anxiety among the older cohorts for breathlessly trying to keep in tune with the new age.

It is all these changes that make us wonder whether we are doing justice to capturing all these, as we hope to, with the same 26 A-Z characters, and wonder whether our "A-Z of Media Terminology Pocketbook" would somehow already be outdated by the time the manuscript reaches the printer...

Yet, we tried our best to reflect the "change". On the basis of the traditional media, we have also included the concepts that have become part of our planning vocabulary in the recent past. We hope this little booklet will be considered a handy reference on your desktop, besides that it may be used to testify the amazing speed of the transformation of our time.

V.P.-Strategic Resources, ZenithOptimedia Great China

Zoe Tan

September 1, 2002 Shanghai

序

是尼葛洛-庞帝的《数字化生存》，让我们深刻感受到人文与物理、物质与信息原来可以如此唇齿相依！是网络的无尽虚拟世界，让我们佩服麦克鲁汉在40年前如此先知先觉；是新媒体在过去数年的发展与介入，让我们感叹如今的年轻人多么幸运。他们在新资讯社会秩序中接受教育，与IT革命同步成长，无须像他们的长辈在惶恐中追赶与适应新时代。

因为这些发展，我们感到有些不安，担心即使用同样的A到Z 26个字母捕捉这一切变化，我们的《媒体术语词典》是否仍然会在付梓之际难言全面……

但是我们尽力与“改变”赛跑，在传统媒介用语基础上，同时收录了在网络新世界中逐日习用的词汇。希望这本小书除了用来见证我们身处变革之中的惊人速度，还能够成为你案头的辅助。

实力传播大中华区策略研究副总裁

谭泽薇

2002年9月1日于上海

Foreword

Welcome to this new, much expanded edition of The A-Z of Media. In these pages we aim to equip you with the most comprehensive, up-to-date dictionary of abbreviations, words and phrases used in the media industry-everything, from ADSL through to zapping and zipping.

The media business has always had its fair share of jargon-much of it unintelligible and confusing to those not conversing at the coalface. However, until recently, the media world managed to contain its shorthand to a fairly brief, rarely changing list. Finding the meaning of "GRP", "frequency" and "OTS" didn't require a lexicon.

More recently, the Internet, digital TV, mobile phones, and other emergent forms of media have brought a plethora of new gobbledegook to the media scene. Today we have to wrestle with the bewildering hubbub of new media parlance; to many, a wholly foreign vernacular. In these pages we have translated the dotcom language into plain English.

We hope The A-Z of Media becomes your indispensable guide to media vocabulary.

Frank Harrison

前 言

欢迎浏览新版《媒体术语词典》。在本词典的编纂过程中，我们努力使之成为一本囊括媒体行业中所有最新词汇（包括从 ADSL 到掐播和快转的所有术语）的现代词典。

媒体行业一直都有其自身的术语，其中许多术语晦涩难懂，对于非专业人士而言如同天书。但是，直至最近，媒体行业终于整理了一个既简练又核心的术语词典。例如：要了解“GRP”、“Frequency”和“OTS”的含义，可能很多人并不需要去查词典。

最近，互联网、数字电视、移动电话和其他新出现的媒体形式给媒体行业带来了许多全新的冗长而又难懂的文字或语言。因此，现在我们需要努力理解这些外来词汇和容易混淆的新媒体用语。在这本词典中，我们已将互联网用语转换成通俗易懂的语言。

在此，我们希望《媒体术语词典》成为您工作时案头必备的媒体词汇指南。

Frank Harrison

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词典正文

ADSL

Asymmetric Digital Subscriber Line. A technology that allows data to be transferred over telephone lines at high speed. Data flow is typically between 1.5 and 9 megabits per second-high enough to deliver video on demand to TVs or PCs. (*see Bit*)

AIR

Average Issue Readership. The number of people who claim to have “read or looked at” one or more issues of a specific publication during a period back from the date of the research interview equal to the interval at which the publication appears, e.g. in the last month for a monthly title, in the last week for a weekly title or in the last day for a daily publication.

AM

Amplitude Modulation. Radio waveband carrying a signal at a fixed frequency but variable amplitude. Generally of lower fidelity than FM. An AM radio station broadcasts in mono sound. (*see FM*)



ADSL

异步数字用户线。一种在电话线上快速传输数据的技术。数据每秒的传输速度一般为 1.5~9MB——足以向电视机或电脑提供视频点播服务。(参见 *Bit*)

AIR

平均每期阅读率。在某一段时间内，根据宣称曾“阅读过或看过”一期或多期某印刷媒体的受访者而统计的阅读人口数量。回溯时段为自调研问卷执行当日起，根据出版物实际出版间隔回推。例如，根据上一个月情况询问月刊阅读率，据上一周情况询问周报阅读率，据前一天情况询问日报阅读率。

AM

调幅。以固定频率和可变幅度承载信号的无线电波段。通常保真度低于调频。调幅无线电台以单声道进行广播。(参见 *FM*)

A/S Ratio

Advertising to Sales Ratio. A method of calculating approximate advertising budgets or of checking whether investment in advertising is proportionate.

Adstock

A term used in market modelling to mean the sum of GRPs in the current period plus a proportion of the GRPs from previous periods whose effect, normally advertising recall, is estimated to have carried over into the current period. This is usually calculated as a constant proportion carried over from one period into the next. (*see Carry-Over, GRPs*)

Advertising Recall

A measure of what content of an advertisement is remembered. Should be distinguished from awareness, a measure of remembering seeing any advertisement(s) for a brand. (*see Awareness*)

A/S Ratio

广告销售比。一种计算广告预算是否适当或检查广告投资比例是否合适的方法。

Adstock

广告停留期恒比。在市场建模中使用的一个术语，表示某时段的总收视点（GRPs）加上同时段的广告效果（通常以“广告回忆度”表述）可能源自前一时段播出之部分的总收视点。这通常被计算为从一个时段延伸到下一时段的恒比。（参见 *Carry-Over*, *GRPs*）

Advertising Recall

广告回忆度。测量一支广告片中的哪些广告内容给视听众留下了记忆。应与知名度区分开，后者用于测量视听众对看过的一个品牌任何广告的记忆。（参见 *Awareness*）

Advertorial

An advertisement/editorial hybrid found mainly in magazines. The advertiser pays the editorial team to produce a feature endorsing his product in the style of that magazine, in the hope of conferring the magazine's values upon the product or service.

Affinity

The relative exposure, expressed as a percentage, of two discrete audience types to a given medium or advertising within it. Also known as "conversion".

Agate Line

Newspaper advertising space one-fourteenth of an inch deep by one column (col.) wide, often referred to simply as a "line". A lesserused alternative to "column inch" measurements of display advertising space. 14 agate lines = 1 inch deep by one column wide. (*see SCC, SCI*)

Advertorial

专题式广告。主要刊登于杂志上的一种与专题混合的广告文章。广告主付费给杂志编辑部，由后者依该杂志的风格编写宣传广告主产品的专题文章，以期通过该报导将杂志的价值转承体现在该产品或服务的价值上。

Affinity

倾向程度。某媒体或其中所含广告对于两种不同视听众类型的相对暴露率，以百分比表示。也称为“转换程度”。

Agate Line

报纸广告空间。十四分之一英寸高、一栏宽，通常简单地表示为一“行”。与“column inch”（“栏英寸”）相比，是在衡量广告空间时使用频率较低的一种术语。14 agate lines 即是一英寸高、一栏宽的空间。（参见 SCC、SCI）