

△ 经贸英语丛书

SERIES OF
SPECIALIZED ENGLISH IN
ECONOMICS AND
BUSINESS

Advertising English

(3rd Edition)

广告英语

(第三版)

徐小娟 ◎ 编著



首都经济贸易大学出版社
Capital University of Economics and Business Press

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第三版前言

随着我国广告行业的不断发展,广告业对广告人的素质要求越来越高,英语特别是广告专业英语水平经常会成为广告公司招聘员工时考察的重要因素。因此,无论是从求职的角度还是从扩展专业视野的角度,许多广告专业学生和职场人士都希望学习和了解广告专业英语。

《广告英语》(第二版)自2006年出版以来,编著者在教学过程中,经过与学生的互动,了解到更多的反馈意见,在这几年中也得到了其他院校广告专业老师的宝贵建议,随着时间的推移,感觉到有修订的必要。尤其是2009年本人到美国明尼苏达大学访学期间,接触到大量美国广告专业的教材和专业书籍,印象较深的是,不少教材的编写风格特别友善,对读者极为体贴关怀,让人有阅读的愉悦感,比如不少教材使用的语言风趣幽默,对读者进行人性化鼓励,课后安排练习题和答案,方便学生和读者进行自我测验,让读者感受到专业知识的学习并非枯燥乏味,也可以是轻松温馨地享受。我更加深切地感受到对《广告英语》进行第三次修改和完善已经成为十分紧迫的任务。

《广告英语》第三版更加注重读者导向,把读者放在第一位,细心体贴读者,适合于广告、新闻传播学、营销、企业管理、经济学等相关专业学生的学习和业内人士的业余充电使用。

较之第二版,《广告英语》第三版作了如下的重大修改:第一,增加了每单元练习题的答案,更加方便读者自学和自测。第二,用更加有亲和力的趣味阅读(Read for Fun)板块替代第二版中每单元的新观点(New Opinion)板块,给读者提供更多的英语阅读乐趣。趣味阅读一般结合单元的内容,提供轻松的相关广告业最新资讯,内容涉及中国人消费方式的变革、求职面试技巧、广告业新动态等,提高本书的实用性,希望读者能够在了解相关行业信息的同时,也体验到英语学习的乐趣。第三,精简了每单元的句型(Sentence Patterns)板块,使内容更加简练。第四,提供每单元相关知识(Relevant knowledge)板块和精读(Reading Materials)板块的中文翻译,方便读者对照学习。总而言之,《广告英语》修订第

三版的目的是—切为了读者。本人以感恩的心怀、勤勉的态度、小心求证的方法、为读者服务的动机力求让读者满意,回馈读者的厚爱。

在首都经济贸易大学出版社领导的大力支持下,特别是田玉春主任的积极帮助下,《广告英语》的第三版才得以顺利出版,在此我表示真诚的感谢!

在编著和修订本书的过程中,还要感谢家人的支持和鼓励,尤其是即将去美国上学的儿子关延川,他的英语水平较高又精通电脑,除了给我的翻译工作提出一些有益的建议和参考之外,在电脑的操作上也能及时帮我排忧解难,让我在欣慰的同时,感觉后生可畏!在此我也感谢徐可的帮助。

在编著和修订本书的过程中,我还得到好友王珏女士、毕金凤女士、贾钰平女士、刘荣华女士等人的关怀和照顾,是你们让我用愉快的心情在春节期间还能够坚持不懈地完成此项工作。

还要感谢在美国的好朋友 Mary Becker 女士、Kitti Killillea 女士、Judi Metzler 女士和 Frank Hutton 先生的善意和良好建议,感谢你们,认识你们让我感到人与人之间无私的帮助和给予,我感到很幸运,用当今时髦的话来表示,你们给了我正能量!

在编著和修订本书的过程中,本人参考了相关的大量专业资料,在此对原作者表示敬意和感谢!

由于水平有限,本书存在不足之处在所难免,敬请读者指正。

北京工商大学艺术与传媒学院 徐小娟
2013 年 3 月于北京

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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,我们每天要暴露在成千上万的商业信息面前。

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

3. 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使用的方式通过各种媒体,传达关于产品、服务或观点的说服力信息。

4. 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。

5. Most advertising is paid for by sponsors.

大多数广告由赞助商付费。

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

除了推销可以感知的产品(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。

7. 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。

8. 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.

广告通过一种被称为媒体的传播渠道到达我们,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。

9. 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到达我们。

10. 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。

11. 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国家的发展水平和国家对推销的态度。一般来讲,个人收入越高的国家,其广告费用也越高。

12. 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. author 作者
5. awareness advertising 告知性广告
6. brand awareness 品牌知名度
7. brand leader 领导品牌
8. brand name 品牌名称
9. brand switching 品牌转换
10. brand positioning 品牌定位
11. business advertising 工商广告
12. channel 渠道
13. collateral sales material 辅助推销材料
14. consumer advertising 消费者广告
15. consumer 消费者
16. consumer market 消费者市场
17. clearance advertising 清仓广告
18. decode 译码
19. demarketing 限制性营销
20. feedback 反馈
21. global advertising 全球性广告
22. goods 商品
23. ideas 创意
24. institutional advertising 机构广告
25. international advertising 国际广告
26. local advertising 地方性广告
27. marketing 营销
28. marketing communications 营销传播
29. marketing public relations (MPR) 营销公关
30. medium 媒体(复数形式为 media)
31. message 信息
32. national advertising 全国性广告
33. noncommercial advertising 非商业广告
34. nonproduct advertising 非产品广告
35. personal selling 个人推销
36. positioning era 定位时代

- 37. product 产品
- 38. professional advertising 专业广告
- 39. public relations 公共关系
- 40. public relations activities 公关活动
- 41. public relations advertising 公关广告
- 42. receiver 沟通中的接受方
- 43. regional advertising 区域性广告
- 44. regular price-line advertising 常规价格广告
- 45. retail advertising 零售广告
- 46. sales promotion 促销
- 47. sale advertising 降价出售广告
- 48. services 服务
- 49. sponsor 赞助商,发起者
- 50. sponsorship 赞助
- 51. target audience 目标受众
- 52. trade advertising 贸易广告



Relevant Knowledge

Types of Advertising

Advertising helps 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.

1. 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.

(1) Consumer Markets. Much of the advertising we see daily in the mass media: 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.

(2) 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 B2B 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^⑪ buyers, and they may require extensive technical information 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.

2. 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^⑫, 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^⑬. 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^⑭. More price-competitive companies use sale advertising, clearance advertising or loss-leader advertising to either increase store traffic^⑮ 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^⑯ in ads placed around the world. Other firms may promote their products in foreign markets

with international advertising, which may contain different messages and even be created locally in each geographic^⑦ market.

Companies that market in several regions of the country and use the major mass media are called national advertisers, and their promotion is called national advertising. Some companies sell only in one part of the country or in two or three states. They use regional advertising, placing their ads in local media or regional editions of national media. Businesses and retailers that sell within one small trading area typically use local advertising placed in local media or direct mail.

(4) The Communication Element. The final element of marketing strategy is communication. Advertising is just one of the tools in the marketing communications tool kit. Marketing communications typically refers to all the planned messages that companies and organizations create and disseminate^⑧ to support their marketing objectives and strategies. In addition to advertising, major marketing communication tools include personal selling, sales promotion, public relations activities, and collateral^⑨ materials. The extent to which an organization uses any or all of these tools again depends on its marketing needs, objectives, and strategy.

Each marketing communication tool offers particular opportunities and benefits to the marketer. Personal selling, for example, in which salespeople deal directly with^⑩ customers either face-to-face or via telemarketing, offers the flexibility possible only through human interaction. Personal selling is thus an excellent tool for conveying information, for giving demonstrations, and particularly for consummating the sale especially on high-ticket items like cars, real estate, as well as most business-to-business products. The drawback to personal selling is its high cost, so companies that emphasize personal selling in their marketing mix often spend a lower percentage of sales on advertising than other firms.

As a marketing communications tool, advertising enables marketers to reach more prospects at lower cost than a salesperson could ever do. Further, the creativity inherent in advertising allows the marketer to conjure^⑪ an image or personality, full of symbolic meaning and benefits, for the company's brand. No sales person can do this. In fact, of all the marketing communication tools, only advertising has this ability. However, advertising does suffer from credibility gaps. For creating brand awareness, familiarity, and image, as well as for reinforcing prior purchase decisions, advertising is usually the marketing communication tool of choice.

Advertising can be used to satisfy a variety of sponsor objectives. Some

advertising is meant to help generate profits for the advertiser; some is sponsored by non-profit groups. Some ads try to spur^② the target audience to immediate action, others to create awareness or understanding of the advertiser's offering.

For example, to promote their goods and services, companies use product advertising. To sell ideas, though, organizations use corporate advertising. A Citgo ad for its gasoline is a product ad. But a Citgo ad promoting the company's mission or philosophy is called corporate or institutional advertising.

Similarly, while commercial advertising seeks profits, noncommercial advertising is used around the world by governments and nonprofit organizations to seek donations, volunteer support, or a change in consumer behavior.

Some ads are intended to bring about immediate action by the reader; others have a longer-term goal. The objectives of awareness advertising, for example, are to create interest in, and an image for a product and to influence readers or viewers to select a specific brand the next time they shop.

A direct-mail ad, seeks an immediate, direct response from the reader. Most ads on TV and radio are awareness ads, but some are a mixture of awareness and action. For example, a 60-second TV commercial may devote the first 50 seconds to image building and the last 10 seconds to a local phone number for immediate information.

Sales promotion is a communication tool that offers special incentives to motivate people to act right away. The incentives may be coupons, free samples, contests, or rebates^③ on the purchase price. By offering added value, sales promotion accelerates sales. So it is a very effective tool. It is often used in conjunction with advertising—to promote the promotion. However, like personal selling, it is very expensive; it suffers from other drawbacks as well.

Public relations (PR) is an umbrella^④ process—much like marketing—responsible for managing the firm's relationships with its various publics. These publics may include customers but are certainly not limited to them. Public relations is also concerned with employees, stockholders^⑤, vendors and suppliers, government regulators, and the press. So PR is much larger than just a tool of marketing communications. However, as part of their marketing mix, marketers use a number of public relations activities because they are so good at creating awareness and credibility for the firm at low cost. These activities include publicity, press agency, sponsorships, special events, and a special kind of advertising called public relations advertising, which uses the sponsored format of media advertising to accomplish public relations goals. While PR is closely aligned with

advertising, it requires very different skills and is usually performed by professionals in PR firms rather than ad agency people. However, advertising people need to understand how important PR activities are.

Companies use a wide variety of promotional tools in nonpaid media to communicate information about themselves and their brands. These collateral materials include fliers^{②⑥}, brochures, catalogs^{②⑦}, posters, product specification sheets, instruction booklets,^{②⑧} and so on. These materials may be very inexpensive or costly. But because they contribute so much information to customers and prospects, they are very important to both closing sales and reinforcing prior sales decisions. The people who produce collateral materials may work for the company's advertising agency, but often they work for outside graphic design firms, packaging specialists, and independent film and video producers.

【注释】

- ①accomplish 完成, 达到, 实现
- ②criteria (名词 criterion 的复数形式) 标准
- ③appeal 恳求, 吸引力
- ④denture cream 假牙乳脂
- ⑤collective consciousness 共同的意识
- ⑥prime-time 黄金时间
- ⑦outlet 奥特莱斯, 出口, 市场
- ⑧prescribe 规定, 指定, 开处方
- ⑨agribusiness 农业综合经营
- ⑩margin 边缘, 边际
- ⑪sophisticated 老练的, 久经世故的
- ⑫detergent 清洁剂
- ⑬high-tech advertising 高科技广告
- ⑭highlighted 突出的
- ⑮store traffic 商店的客流量
- ⑯consistent 一致的, 坚持的
- ⑰geographic 地理上的
- ⑱disseminate 传播, 宣传
- ⑲collateral 并行的, 随附的
- ⑳deal... with 与……交易(处理)
- ㉑conjure 变戏法, 想象, 念咒语召唤

- ②spur 刺激, 激励
- ③rebate 部分退款, 折扣, 打折扣
- ④umbrella (名) 雨伞, (形容词) 包罗万象的
- ⑤stockholder 股东
- ⑥flier (美) 传单, 广告单
- ⑦catalog 目录
- ⑧booklet 小册子

参考译文

广告的类型

广告有助于企业达到其营销目标, 市场调研、销售、分销也具有同样的作用。所有这些营销活动对企业发布何种广告都会产生影响。为了了解在特定情况下发布何种类型的广告, 广告专业人才必须对整个营销过程有广泛的了解。

根据不同的营销策略, 公司和团体发布不同类型的广告。广告策略决定了广告的对象是谁、广告应该在何处发布、使用什么媒体、达到什么目的, 这些不同的因素也决定广告的技巧。

1. 找出目标市场和目标受众。企业的营销活动总是瞄准市场中的一部分人口——目标市场。同样, 广告也要针对一个特定的群体——目标受众。当我们看到某个广告对我们没有吸引力时, 也许是因为, 该广告并不针对我们所属的任何群体。比如, 假牙乳膏的电视广告就不打算吸引年轻人, 因为他们不是该产品的目标市场和目标受众。目标受众主要有两类: 普通消费者和工商企业。

(1) 消费者市场。我们每天在大众媒体上(比如广播、报纸和杂志)看到的广告, 大部分都属于消费者广告这个宽泛的类型。这类广告通常由产品或服务的生产商赞助, 直接瞄准消费者, 也就是那些购买商品给自己或者他人使用的人。消费者广告包括由零售商店和公司赞助的零售广告, 也包含非商业的公益广告(公共服务广告), 比如美国抗癌协会和美国禁毒协会所做的广告。

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。实际上, 这属于营销的另外一个专业领域, 即消费者行为。广告主对消费者行为掌握得越多, 就能够更好地让未来消费者理解其产品。

(2) 工商市场。企业做工商广告来影响那些为企业购买和指定产品及服务

的人。工商广告通常发布在专业的商业出版物、行业杂志、直接寄给公司的直邮信件及贸易展销会上。因为工商广告(也称为企业对企业广告或 B2B 广告)很少使用大众消费者媒体,所以一般情况下,消费者看不到这类广告。然而,有些 B2B 广告,比如,电脑生产商和类似联邦快运这样的公司,也在电视的黄金时间和消费者杂志上做广告。

工商广告有三种类型:贸易广告、专业广告和农业广告。企业的贸易广告针对转卖商(批发商、经销商和零售商),以便使其产品获得更多的分销渠道,建立更多的经销店面,让现有的店面提高销售。

针对教师、医生、建筑师、工程师、律师等人的广告被称为专业广告,这类广告通常在专业协会的官方出版物上发布。专业广告有三个目的:说服专业人员给客户推荐或者指定某个特定产品或服务;在工作中购买特定品牌的设备或用品;促使个人使用某个产品。

企业做农业广告(或者农场广告)向农户家庭和个人推销农业生产设备和服务。农业广告通常向农场主展示广告商品可以提高生产效率、降低风险、扩大利润率。

工商客户经常是见多识广、精明老练的买主,在作出购买决策之前,他们会获得大量的技术信息。与做普通消费者广告的同行人相比,做 B2B 广告的人要有更多的专业产品知识。

2. 执行营销策略。一旦公司决定了产品的目标市场,它就要制定一个对市场有利的策略。

营销策略是营销人员可以控制的各种策略要素的特定组合,这些要素包括:产品概念、定价、分销、传播。每种要素都影响所发布的广告类型。

(1) 产品要素。对大量生产的日常商品(比如汰渍洗衣粉)而言,企业做的广告是消费者包装产品广告。保险公司的广告是服务广告。科技产品的生产商是高科技广告。换言之,对几乎每种产品类别来讲,广告专业人员都有相应类型的广告来应对。

(2) 价格要素。公司的定价策略也会影响广告的类型。不在价格上竞争的公司,会做产品形象广告,以引发消费者对公司的特定认知、为品牌建立个性。这样的公司也可以做常规价格广告,即在广告中不显示产品的价格,或者至少不突出价格。那些在价格上进行竞争的企业做促销广告、清仓广告、特价广告来增加客流量,给人一种天天低价的印象。

(3) 分销要素。营销策略的第三个元素是分销,它也影响广告的类型。全球企业(比如可口可乐公司、IBM 公司)做全球广告,在全世界各地的广告信息保持一致。在国外市场推销产品的企业做国际广告,他们要根据每个市场的情