

英语广告词精品

An Anthology of Selected English Advertisements

英汉对照
英语精品廊

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编辑出版例言

学习任何一种语言,阅读是最重要的一环。英语自不例外。在一个人的语言生活中,阅读活动大概是最大量的。一个语言水平高的人,无疑读过大量各类作品;相反,一个阅读量不多的人,很难设想他有多么高的语言水平。道理人人明白。这里只不过提个醒。

多读比少读好。正如中国古语所言:“开卷有益”。不过,在有限的时间里,还是有个选择为好。如同我们挑选食物一样,选营养丰富的,挑顺口的,也就是好吃的。就阅读而言,经过作家反复锤炼,并且历经时代考验,也就是具有某种恒时意义的作用,称得上上乘语言材料,其营养价值必高,滋补作用必强。我们这里把它称为精品。欢迎读者到我们这个“英语精品廊”作客,聆清和之声,品芬醇之茗,赏韶秀之景。

把学习视作苦事,那是负担;视作乐事,那是享受。我们并不认为人人都已达到把学习看作乐事的境界,但诚盼早日完成变苦为乐,变负担为享受这个过程。小说,诗歌,散文——杂文、小品、随笔乃至日记、书信等等文学艺术形式,拥有广泛的读者群;它可以引导人们洞察社会人生,覃思哲理世情,同时也体味语言的运用和表现力——结合所表述的情景,才能显见语言运用之精巧。为读者提供一个学习语言的轻松愉快的环境,是我们编辑出版这套读物的出发点,也是我们的目的。

选文均附有译文。阅读时或对照译文,或参考译文,取决于读者的需要。至于注释,多为难点之所在,具有不同于译文的作用,不宜忽视。

序

正如书名所揭示的那样,这并不是是一本单纯介绍广告英语的书,它在更大程度上是一本介绍国外广告的书。书中精选的商业广告多见于九十年代以来美国和香港地区的书刊。出于包容不同体裁的考虑,我们还选录了一些产品目录(catalogue)和公益广告(non-profit advertisement)。

一般来说,广告使用的英语较难理解。广告词不能像普通文章那样作许多铺垫和解释,广告英语用词洗炼、含蓄、跳跃性强,并运用双关、押韵、比喻等修辞饰方法,为便于记忆,还经常包含改换过的成语。所以广告英语已经超出了单纯语言的范畴,如果没有对英、美文化的深入了解,是难以体会其中的深意和妙处的。

商业和社会文化互相交融。在经济高度发达、人们的基本物质需求得到基本满足的社会中,商业也正在努力满足人们精神方面的需求。现代人购买一件商品,不仅仅是在用它来满足物质上的需要,同时也在用它满足精神上的需求。因此,商业正在越来越多地吸收社会文化的内涵并影响着社会文化。要在现代商业竞争中获胜,必须要对社会文化的现状及其发展趋势有深刻的了解,必须要懂得广大消费者在购买商品和劳务时所怀有的精神上的需求。商业这种对社会文化的反映和影响在广告中集中地表现出来。

正因为如此,我们希望通过这本书,使读者不仅能较全面地理解广告中使用的英语,而且能更深刻地体会广告背后的社会文化底蕴。因为在科技的发展使文化交流日益频繁和密切,在经济高度国际化的今天,每个消费者时刻都面对着外国商品和它们所折射出来的异国文化,而每一个生产者和经营管理者都必须把国际市场纳入视野。此外,我们还希望这本书中许多睿智、风趣、优美的广告能给读者带来美的享受。

在本书成稿之际,我们也怀着很多遗憾。由于条件有限,书中收录广告的形式仅限于书面广告,而许多其他形式的广告,如电视广告、灯箱广告和户外广告等,都未能收录;同时由于篇幅有限,许多广告的图片未能收录在书中,这在一定程度上影响了广告的效果。

俞弘和叶凌云两位同志分别负责翻译了第五和第六部分的全部广告,并且承担了这两个部分的文字输入工作,在此深表谢意。

另外,广告为了吸引读者观众,加深印象,还经常辅以运用不同字体、字号、书写格式等手法来达到这一效果。我们在编排本书时,也注意反映了这一风格特色。

编 者

一九九八年十月

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Part One

Advertisement of Office Stationary and Equipment

办公用品广告

1. 1

WHERE'S THE WALLY WITH THE MOBILE PHONE?

NOKIA THE EASIEST WAY TO FIND WALLY.

LARGEST, EASIEST TO READ DISPLAY

SIMPLE ONE HAND OPERATION

UNIQUE, EASY TO USE MENU SYSTEM

STYLISH EUROPEAN DESIGN

THE LARGEST EUROPEAN MANUFACTURER OF
MOBILE PHONES

NOKIA

CONNECTING PEOPLE

【参考译文】

手持移动电话的威利在哪儿？

诺基亚 找到威利最简便的方法

显示面大，清晰易读

单手操作，简便易行

独特简捷的操作系统

时尚的欧式外型设计

欧洲最大的移动电话制造商

诺基亚

联系大众

1. 2

BORN TO PERFORM.

JUST LIKE A PARKER.

PARKER

SONNET

The PARKER SONNET Fougere has a deep cut engraved sterling silver exterior, enriched by heavy 23K gold plated trim. The fountain pen's performance is enhanced by a precisely engineered ink flow system designed to give a smooth and uninterrupted flow to your writing, giving long lasting beauty and performance. Like all new PARKER writing instruments it has a lifetime guarantee.

【参考译文】

与生俱来的表演天赋
就像派克钢笔一样

派克
桑耐特

派克桑耐特钢笔的笔头部分有一条深槽，其外体采用纯银制造；23K 镀金则使它更显豪华精美。精心设计的出墨系统使书写极为流畅。和派克的其他书写用具一样，实行终身保修。

1.3

When you combine Aldus PageMaker with Aldus FreeHand, you have the power to create anything imaginable. And do it faster and easier than ever before.

Today's best-selling desktop publishing and advanced drawing programs give your Macintosh powerful capabilities. And they give you unequalled versatility, control, and productivity for serious desktop publishing.

With Aldus FreeHand, you can produce everything from simple graphics to sophisticated illustrations. Unlike other advanced drawing programs, it lets you see your changes on the monitor while you work. So it's easy to refine a shape or apply PANTONE Colors without losing sight of the big picture.

And Aldus FreeHand gives you greater text handling capabilities than any other program. Which gives you total control over typography. Curve text on a path, rotate or stretch type, mix sizes, fonts, and colors. You'll spend less time running back and forth to the typesetter. And less money on type.

LOOK WHAT HAPPENS WHEN YOU GIVE PAGEMAKER A FREE HAND.

After you polish your graphics and display type in Al-

dus FreeHand, place them in PageMaker. And marvel at how well these powerful design tools work together.

Only PageMaker's unique combination of precision and grace can make page layout such a rewarding experience. For both short and long documents. Ruling, kerning, spot color, text flow, wraps. You name it. It's all there, in a familiar environment as natural as your drawing board.

When you combine Aldus FreeHand and PageMaker, you have more than today's most advanced illustration, design, typography, and page layout capabilities. You have a creative edge in business.

Discover today's powerful design team.

Call 1-800-333-2538^①. Department J-2, for your FREE copy of the Aldus Design Team information packet. Or visit your nearest authorized Aldus dealer.

ALDUS

The Creative Edge in Business

【参考译文】

当您将奥尔德斯的制版程序和徒手画程序结合起来时,您可以创造出任何想象得出的事物,并使您的工作比以前更为迅速、简便。

① “1-800-”为美国国内免费长途电话号码;美国很多厂家、公司都使用这个号码,为客户提供方便。

当今最为畅销的台式印刷程序和先进的绘图程序赋予您的麦金托什电脑强大的功能以及无与伦比的多种用途和控制,并能提高您制作严谨的台式印刷品的生产能力。

运用了奥尔德斯的制版程序,您可以轻松完成从简单图像到复杂图解的任何工作。不像其他先进的绘图程序,徒手画程序可以让您在工作中从显示器上看到变化,因此您可以一边看着大的图像,一边很容易地对图像的某些部分进行修改或使用帕托尼色彩。

制版程序对文本的处理能力比其他的程序强得多,它可以整体控制印刷样式,在某一路径上搜寻文件、转动或拉长字体,混用不同的尺寸、字体和颜色。您不需要花很多时间多次去找排版工人,并能省钱。

当您放手让制版程序徒手画画时,
看看会发生些什么。

当您在制版程序上对图像进行了润色,并显示了字体之后,可以将它们放入徒手画程序,您会惊叹这些设计工具的完美结合。

只有制版程序对精确与美观的独特结合才能使版面安排成为一种值得一试的经历。无论文稿长短,是画线,是使字体上下突出,是进行着色,还是其他什么任务,凡是您想做的,程序上都有,就像在您的画板上工作一样,自然而又亲切。

当您将奥尔德斯的制版程序与徒手画程序结合起来时,您所得到的将不仅仅是当今世界上最先进的插图、设计、印刷样式和版面设计功能,您还获得了创造性的商业优势。

了解有关当今强大的设计小组

请拨打 1-800-333-2538。J-2 部将为您提供关于奥尔德斯设计组的免费资料。您也可以去最近的奥尔德斯销售店看看。

奥尔德斯
创造性的商业优势

**"It's not about putting a computer on a student's desk
and then walking off and forgetting about it.**

To get the most out of technology, you need a vision for how it can improve learning in your school. You need a plan to turn that vision into reality. And, you need help and advice.

Over the years, Apple has been with us every step of the way. They've given us presentations and provided us with lots of materials that showed us different ways we could use computers meaningfully. Their people have always been available to offer assistance and answer technical questions. When we were developing our network, Dave Staton, an Apple systems engineer, devoted a tremendous amount of time and energy to helping us. Apple has even included us in focus groups and used our ideas in designing their new computers. In the end, I get the sense that Apple is truly dedicated to education. While I realize Apple sells computers, I believe they really sell learning. "

—**Dr. Sheila Cory**

Director of Instructional Technology and Media,
Chapel Hill, North Carolina

At Apple, we realize that putting technology in a school can

be a very detailed and, often, a very demanding process. Even experienced computer coordinators find that they may need a little help every now and then.

That's why we have a dedicated division of education specialists — many former educators themselves — on hand to answer questions and assist you. That's why we're always investing in educational research, and sharing our knowledge with the education community. And that's why we've designed our new Macintosh LC computers from the ground up, to meet the unique needs of educators and students.

It's these kinds of special efforts that have helped make us the number one computer company in schools today. And it's a commitment to education that you'll find only with Apple.

We don't just want to make computers. We want to make a difference.

Apple

【参考译文】

“不要把一台电脑放在学生的书桌上，

然后就走开而且还把它忘掉。

为了尽可能多地利用科技成果，你需要构想这些成果怎样才能用来提高学校的教学质量。你需要有一个计划来把这样的构想变成现实，