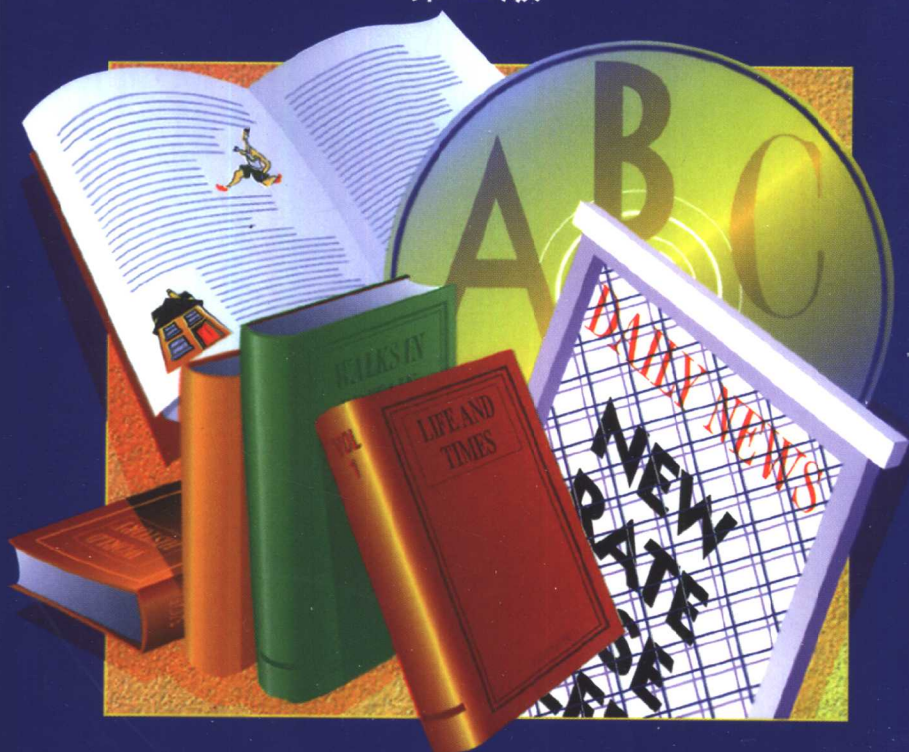


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AN ENGLISH-CHINESE
DICTIONARY OF
PRINTING AND
PUBLISHING

第二版



外语教学与研究出版社

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PRINTING AND
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第二版
Second Edition

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译者前言

本词典根据(英国)彼得·科林出版公司第二版译出。译本采取双解的形式,一般词条给出汉语对应词,读者可同时借助英语释义理解词条的含义。本词典中释义所用的英语词汇量控制在 500 个单词以内,词条例句丰富,读者可据此学习该词条的具体用法。另有大量的带有百科知识性的注解(Comments)对理解词条有很大的帮助;而 Notes 则对该词的使用法、在美国英语中的形式等进行了说明。

本词典收词多、词汇新。词典中共收录了 9,100 余个相关的词条,且新词特别多,很多是同类词典中所难查到的。如 EGA 等电子出版专业术语及 e-mail 等目前信息时代用词也是首次被收录在此类专业词典中。

本词典涵盖了出版印刷业的各个领域。在欧洲,自谷登堡(GUTTENBERG)发明现代印刷技术之后,纸制图书阅读迅速成为人们学习、娱乐的最重要的方式之一。随着现代科学技术的发展,出版印刷业发生了质的变化,电子多媒体产品相继面市。目前,网络出版也成为全球出版业在探讨的热门话题。20 世纪六七十年代,欧美出版业的大规模兼并加快了出版业全球化的进程,并将先进的管理模式带入了出版业。为了适应目前出版印刷业的发展,本词典收录了编辑、排版、印刷、仓储、市场营销、企业管理、财会、税务、运输、计算机等领域的词汇。

本词典在翻译过程中力求译名的准确和规范。译者参考了国内出版的新的词典,如中国出版印刷研究所编写的《出版印刷词汇》、中国计算机学会编写的《计算机词汇》和朗文清华《英汉双解科学技术词典》等,在此表示衷心的感谢。

随着我国加入 WTO,全球化进程的加速,我国出版业同仁势必将有很多机会与国外同行进行交流,我们希望这本词典能成为大家沟通的纽带。

译者

Aa

a circle *US a ring* **noun** 'a' with a small circle over it (å) used in Scandinavian languages 斯堪的纳维亚诸语言中的字母 å

A format paperback **noun** paperback with the format 178 × 111mm A 开本平装书

A series or A sizes (A1, A2, A3, A4, A5) **noun** ISO recommended international standard sizes of paper (also used for sizes of computer screen) (国际标准化组织推荐的)A 纸张系列或 A 纸张尺寸: **You must photocopy the spreadsheet on A3 paper.** 你必须把空白表格复印到 A3 纸上。 **We must order some more A4 headed notepaper.** 我们需要再订些印有信头的 A4 信纸。 a standard 300 d. p. i. black and white A4 monitor 一台标准的 300 线黑白 A4 监控机 参见 B SERIES, C SERIES

COMMENT: A sizes of paper are based on the largest size (A0), which is 1189 × 841mm; folded once, this gives A1 (841 × 594mm), which if folded once gives A2 (594 × 420mm), and so on.

注解: A 型纸张尺寸是以 1189 × 841mm 的 A0 型纸张尺寸为根据。沿长边折一半, 得到 841 × 594mm 的 A1 型纸张尺寸; 再折一半, 得到 594 × 420mm 的 A2 型纸张尺寸, 依次类推。

AAs = AUTHOR'S ALTERATIONS 作者变更

ABA = AMERICAN BOOKSELLERS ASSOCIATION 美国书商协会 (NOTE: The bookfair sponsored by the ABA, and formerly also called 'the ABA' has changed its name to BookExpo America.)

abbreviate **verb** to make something shorter 缩写, 简写: **The words 'out of stock' are usually abbreviated to 'O/S'.** “out of stock” (脱销) 通常被缩写为 “O/S”。 **abbreviated text** = text which is shorter than the original 节略文章

abbreviation **noun** something which is shorter than the original, especially single letters used to represent words 省略, 缩写: **The abbreviation 'O/S' stands for 'out of stock' and 'O/P' stands for 'out of print'.** 缩写 “O/S” 代表 “out of stock” (脱销), 缩写 “O/P” 代表 “out of print” (绝版)。 **list of abbreviations** = note in a reference book which lists the abbreviations used and what they stand for (usually printed at the beginning of the text, after the prelims, or, in some reference works such as dictionaries, on the endpapers) 略语表

abrasion resistance **noun** ability of a surface (such as a printing plate) to resist rubbing without showing scratches or other signs of wear 耐磨度, 耐磨性

abridge **verb** to make a shorter version of a book 简写, 缩写: **an abridged version of 'War and Peace'** 《战争与和平》的简写本; **The abridged version will sell in the educational market.** 简写本将在教育类图书市场出售。

abridgement **noun** shortened version of a book 简写本

absorb **verb** (a) to take up liquid 吸收: **Glossy paper does not absorb ink very well.** 光面纸吸墨不太好。(b) to take in a small item so as to form part of a larger one 吸取: **overheads have**

absorbed all our profits = all our profits have gone in paying overhead expenses 管理费用耗尽了我们所有的利润
absorbency noun ability to absorb moisture 吸收能力: *The paper has a high absorbency level.* 这种纸吸墨性很好。
absorbency test = test carried out in a laboratory to test how absorbent a sample of paper is 吸收性测试

absorbent adjective which takes up moisture 吸收的, 吸墨的: *highly absorbent paper* 易吸墨的纸张

absorption noun (a) taking up moisture 吸收, 吸水: *the absorption of ink by the paper* 纸张的吸墨性; (b) **absorption costing** = costing method, which takes into account the time taken, the overhead costs (including machining costs) for each part of a job, rather than dealing with the job on a single-cost basis 归纳成本法, 吸收成本法, 全部成本计算

COMMENT: Paper is a relatively absorbent substrate because there are pores in between the fibres and mineral particles. Liquids such as oil or water can be absorbed through these pores. Water absorbency and oil absorbency are quite different properties, and as most printing inks are oil-based, the printer is more concerned with the oil absorbency of paper than its water absorbency. Oil absorbency can be measured using the PIRA Surface Oil Absorbency Tester (SOAT), the K & N method or the IGT method.

注解:纸张是一种相对具有吸收能力的基质,因为在纤维和矿物质颗粒中有气孔。液体,如油或水可以被这些气孔吸收。纸张的吸水性和吸油性不同,大部分的印刷油墨是油性的,因而印刷厂更关注于纸张的吸油性而不是吸水性。吸油性可以通过派拉表面吸油性测试仪, K & N 方法或 IGT 方法测定。

abstract 1 noun (a) short summary of what is said in a learned article (文

章的)摘要: *English abstracts of the articles are printed at the back of the journal.* 这份杂志的封底印有英语摘要。

(b) short form of a report or document (报告或文件的)摘要: *to make an abstract of the company accounts* 为公司文件做摘要
2 verb to make a short summary of what is said in an article 做摘要: **abstracting and indexing (A & I)** = making summaries and indexes for articles and books 给文章和书做摘要和索引

a/c or acc = ACCOUNT 账目, 账户

academic adjective concerned with or aimed at the university and polytechnic market 学术的, 学校的: *an academic publisher* 学术性出版社; *They publish three academic journals.* 他们出版 3 种学术期刊。 *He has made his career in academic publishing.* 他从事学术出版工作。

accelerator noun chemical such as borax, used to make photographic film develop more rapidly (加速显影的) 促进剂

accent noun small sign placed on, above or below a printed or written character to show that it is pronounced in a different way 重音符号; **acute accent** = accent above a character, which slopes upwards to the right 扬声符; **circumflex accent** = accent above a character, shaped like an upside down 'v' 长音符; **grave accent** = accent above a character, which slopes upwards to the left 抑声符
 参见 CEDILLA, TILDE, UMLAUT

accented adjective (letter) with an accent on it 标重音的

accept verb to agree to something which is being offered 接受: *He accepted the estimate for printing.* 他接受了印刷报价。 *She has accepted our terms.* 她接受了我们的条件。 *He will not accept the job unless we increase the salary.* 除非我们加薪, 否则他不会接受这份工作。 **to accept a book for**

publication = to agree to publish a book 同意出版; **to accept delivery of a shipment** = to take goods into the warehouse officially when they are delivered 验收入库

acceptable *adjective* which can be accepted 可接受的: *His MS is not acceptable as it stands, and will need rewriting.* 他的手稿不能接受, 需要重写。

The terms of the contract are not acceptable to the agent. 代理商不接受这个合同的条款。

acceptance *noun* taking or agreeing to something 接受, 同意, 认可: **acceptance of a book for publication** 接受一本书的出版; *On his acceptance of the terms, we will send him a contract.* 他一旦同意这些条款, 我们就会给他寄去一份合同。 *The first part of the advance will be paid on acceptance.* 接受后就会支付预付款的第一部分。 **acceptance of an offer** = agreeing to an offer 接受报价; **to give an offer a conditional acceptance** = to accept provided that certain things happen or that certain terms apply 有条件地接受报价; **we have his letter of acceptance** = we have received a letter from him accepting the offer 我们接到他接受的信; **acceptance sampling** = testing a small part of a batch to see if the whole batch is good enough 抽样

access 1 *noun* ability to reach data stored in a computer 数据存取; **random access** = calling up data in a computer immediately in any order 随机存取; **sequential access or serial access** = calling up data stored in a computer by reading through the data in order 顺序存取; **access time** = time needed for the file to become available on the screen or time taken by a computer to find data stored in it 存取时间 **2 verb** to call up (data) which is stored in a computer 存取: *She accessed the address file on the computer.* 她在计算机里提取地址文件。

to access a computer file = to call up and start examining a computer file 取出一个计算机文件

accessions *noun* new books which are added to a library 新书登记; **accession number** = serial number used in a library indexing system (numbered to show when the book was acquired) 图书登录号

accordion fold or concertina fold or fanfold *noun* (i) method of folding a printed sheet in parallel folds, with one fold in one direction, and the next in the other, so that it will unfold sideways 折页 (ii) method of folding continuous paper, one page in one direction, the next page in the opposite direction, allowing the paper to be fed into a printer continuously with no action on the part of the user 手风琴风箱式折页; **accordion insert** = insert in a magazine which is folded in this way 杂志中的插页

account 1 *noun* (a) record of money paid or owed 账, 账目: *Please send me your account or a detailed or an itemized account.* 请给我你的账目/详细账目/分项的账目。 **representative's expense account** = money which a company allows a representative to spend on travelling and entertaining clients in connection with his business 销售代理的经费: *He charged his hotel bill to his expense account.* 他用他的经费付旅馆账。(b) customer who does a large amount of business with a firm and has an account 客户, 账户: *He is one of our largest accounts.* 他是我们最大的客户之一。 *Our salesmen call on their best accounts twice a month.* 我们的销售人员每月给他们最好的客户打两次电话。 **account executive** = employee who looks after certain customers or who is the link between certain customers and his company 客户经理; (c) **the accounts of a business or a company's accounts** = detailed

record of a company's financial affairs 账目; **to keep the accounts** = to write each sum of money in the account book 记账; **annual accounts** = accounts prepared at the end of a financial year 年度账, 年度结算; **management accounts** = financial information (sales, expenditure, credit, and profitability) prepared so as to assist a manager in taking decisions 账目; **profit and loss account** = accounts for a company with expenditure and income balanced to show a final profit or loss 损益账, 损益调配账户; **accounts department** = department in a company which deals with money paid, received, borrowed or owed 会计部门; **accounts manager** = manager of an accounts department 会计部经理; **accounts payable** = money owed by a company 应付款; **accounts receivable** = money owed to a company 应收款; (**d**) **sum paid on account** = sum paid in advance or as a first payment 定金 **2 verb to account for** = to explain and record a money deal (账目) 说明: *The editor was asked to account for a loss or a discrepancy in his budget.* 那位编辑被要求说明他的亏损或与预算矛盾的地方. *The reps have to account for all their expenses to the sales manager.* 销售代表们得向销售经理说明他们所有的花销。

accountant *noun* person who keeps a company's accounts or person who advises a company on its finances or person who examines accounts for individuals and prepares tax returns 会计, 会计师: *the chief accountant of a manufacturing group* 一家制造集团的总会计师; *Most authors send all their income tax queries to an accountant.* 大部分作者把他们所有的所得税问题交给一位会计师处理. **management accountant** = accountant who prepares financial information for managers so that they can take decisions 成本或管理会计

account book *noun* ledger in which accounts are kept 账本; **accountbook binding** = binding style which is used for books which are to be written in, and therefore must lie flat when open (also called 'stationery binding') 账本装订

accounting *noun* work of recording money paid, received, borrowed or owed 会计(工作); **accounting period** = period usually covered by a firm's accounts 会计结算期; **cost accounting** = preparing special accounts of manufacturing and sales costs 成本会计; **current cost accounting** = method of accounting which notes the cost of replacing assets at current prices, rather than valuing assets at their original cost 现行成本会计, 当期成本会计 **accredited** *adjective* (agent) who is appointed by a company to act on its behalf 被委派的

acct = ACCOUNT 账目, 账户

acetate *noun* sheet of transparent film used for marking the designer's instructions, for placing CRC, for making overlays or for laminating a glossy book cover; proofs can also be taken from acetates 醋酸纤维素胶片, 醋酸盐(酯): *The colour separations are on acetate.* 分色片是以醋酸纤维素胶片为介质水。

achromatic *adjective* without any colour 无色的: **achromatic colour** = (grey) colour within the range between black and white displayed by a graphics adapter 消色, 无彩色(指白、灰黑色); **achromatic separations** = colour separations on a scanner by using the very minimum of primary colours and adding black 消色差分色(使用极少量原色, 加重黑色的分色方法)

acid *noun* chemical compound containing hydrogen, which reacts with alkali to form a salt and water, and turns litmus paper red; acids are used to etch printing plates 酸: **acid-free**

paper = paper which has had certain acid chemicals removed; if they are left in, the paper will become yellow and brittle with age; acid-free paper is used to wrap and preserve documents and other works of art which might be affected by the acid in normal wrapping paper 无酸纸; **acid process** = process of making chemical paper pulp using acid (制造纸浆时的)酸处理过程

acknowledge *verb* to tell a sender that a letter *or* package *or* shipment has arrived 告知收到: **He has still not acknowledged my letter of the 24th.** 他一直未告知收到我 24 日的信。 **We acknowledge receipt of your order of June 14th.** 我们通知你 6 月 14 日的订单已收到。

acknowledgement *noun* (a) act of acknowledging 回执, (收到的) 确认通知: **She sent an acknowledgement of receipt.** 她发了回执。 **They sent a letter of acknowledgement.** 他们寄信确认已收到。(b) **acknowledgements** = text printed at the beginning of a book, where the author *or* publisher thanks people who have helped in its preparation (书前的)致谢

COMMENT: The acknowledgements may also include references to institutions which have given permission to quote copyright material or to use copyright photographs. The acknowledgements are usually placed after the verso of the title page and before the preface; if short, they can be listed at the end of the preface itself.

注解: 书籍前的致谢还可以包括注明那些许可使用其资料或照片的机构。致谢通常排在扉页的背面, 序言前; 如果很短, 还可以把它放在序言末。

acoustic *adjective* referring to sound 声音的; **acoustic hood** = soundproof hood placed over a printer to reduce the noise (印刷机的) 声音减噪壳

acoustic coupler *noun* device that

connects to a telephone handset, converting binary computer data into sound signals to allow data to be transmitted down a telephone line 声音耦合器

COMMENT: The acoustic coupler also converts sound signals back to digital signals when receiving messages; it is basically the same as a modem but uses a handset on which a loudspeaker is placed to send the signals rather than direct connection to the phone line. It is portable, and clips over both ends of a normal telephone handset; it can be used even in a public phone booth.

注解: 声耦合器在接受讯息时, 还可以把声音信号转换成数字信号。它基本上与调制解调器相同, 但是它使用的是带扬声器的送受话器来发送信号, 而不是直接连在电话线上。它是便携式的, 夹在普通电话送受话器的两端; 它甚至可以在公共电话亭使用。

acquire *verb* to buy 购买, 获得: **to acquire the paperback rights to a new novel** 购买新小说的简装本版权; **US acquiring editor** = ACQUISITIONS EDITOR 策划编辑

acquisition *noun* book *or* rights bought; act of getting *or* buying something 购得的书或版权; 购得: **new acquisitions** = new books which have been acquire by a library 图书馆购得的新书; **acquisitions editor** *or* **US acquiring editor** = editor who is responsible for building a list by acquiring titles from packagers *or* from other publishers 策划编辑; **data acquisition** *or* **acquisition of data** = obtaining and classifying data 数据采集和分类

Acrobat™ *noun* file format (developed by Adobe Systems) that describes a graphics, text and indexing system that allows the same screen image *or* page layout file to be displayed on different hardware; for

example, an Acrobat file can be viewed on a Macintosh and a PC or from Internet browsers such as NetScape Acrobat 文档格式

acronym *noun* abbreviation, usually formed from the initial letters of a group of words, which make up a word which can be pronounced 首字母简写, 首字母缩写词: *The acronym RAM means Random Access Memory.* 简写的 RAM 意思为随机存取寄存器。

ACs = AUTHOR'S CORRECTIONS 著者订正, 作者校对

actual *1 adjective* real or correct 现实的, 真实的, 实际的: *What is the actual cost of one unit?* 一个元件的实际费用是多少? *The specimen page is actual size.* 样张是原大。 *The pictures reproduced are half the actual size.* 那些重做的图是原大的一半。 *2 noun* actuals = real figures 实际数字

acute *adjective* (**a**) very sharp or clear (image) (形象) 轮廓分明的; 精明的, 敏锐的; (**b**) **acute accent** = small sign (*or*) placed above a vowel to show that it is pronounced in a special way or to indicate stress 元音字母上的重音标志

ad *noun informal* = ADVERTISEMENT 广告: *We put an ad in the paper.* 我们在报纸上刊登了广告。 *She answered an ad in the paper.* 她与广告上要求的相符。 *He found his job through an ad in the paper.* 他是通过报纸上的一则广告找到工作的。 **coupon ad** = advertisement with a form attached, which is to be cut out and returned to the advertiser with your name and address for further information 附有回执格式的广告; **display ad** = DISPLAY ADVERTISEMENT 以醒目方式刊载的广告

adapt *verb* to change a work so that it fits a different medium or market 改编: *The novel has been adapted for television.* 那部小说被改编成了电视剧。

He wants to adapt the textbook for the American market. 他想改编那个课本以适合美国市场需要。

adaptation *noun* work which has been adapted 改编: *He paid \$ 50,000 for the screen adaptation.* 他为改编成电影剧本付了 50,000 美元。 *His adaptation of the novel was turned down by the editorial board.* 他对小说的改编遭到了编委会的否决。

adapter or **adaptor** *noun* (**a**) person who has done an adaptation 改编者: *He was the adapter of the novel for the TV series.* 他把那部小说改编成电视连续剧。 (**b**) device that allows two or more incompatible devices to be connected together 转接器: **graphics adapter** = electronic device (normally on an expansion card) in a computer that converts software commands into electrical signals that display graphics on a connected monitor 图像转接器

add *verb* (**a**) to put figures together to make a total 加, 加起来: *to add home and export sales* 将国内销售额和出口销售额加起来; (**b**) to put things together to make a large group 增添: *We are adding to the sales force.* 我们在不断的增加销售力量。 *They have added two new lists to their range of homecare titles.* 他们在他们的“家庭关怀”系列增添了两个栏目。

added entry *noun* secondary file entry in a library catalogue 图书馆目录中的次要文件条目

addendum *noun* text which is added (such as late copy, which reaches the publisher after the main text has been printed and is added as a supplement) 补遗, 附录: *He attached an addendum to the contract.* 他签署了合同的附加本。 *The encyclopaedia appeared with twenty pages of addenda.* 大百科全书新增加了 20 页的附录。 (NOTE: plural is addenda)

addition *noun* (**a**) thing or person

added 补充: *We are exhibiting several additions to our reference list.* 我们展示了我们附注中的几个增补的地方。 *The marketing director is the latest addition to the board.* 市场部经理是最新加入董事会的。(b) text which is added at proof stage (校对阶段) 补充的内容: *Author's additions and corrections are charged extra.* 作者的补充内容和改错另付酬。**in addition to** = added to or as well as 另外的, 补充的: *There is a twelve-page supplement in addition to the new colour pictures.* 新的彩图附有 12 页的补充文字。

additional adjective extra or which is added 额外的, 附加的: *There is no room for any additional text matter.* 没有地方加东西了。 *The agent has proposed additional clauses to the contract.* 那位代理提议增加合同条款。 *You pay extra for additional material.* 你要为附加的材料另付款。

additive adjective produced by adding 添加的, 附加的: **additive colour mixing** = mixing different colours to give the final colour that is wanted 加色混合; **additive colours** or **additive primary colours** or **additive primaries** = primary colours (red, blue and green pigments) which when added together form white light, and are used to make all other colours 三原色

address 1 noun (a) details of number, street and town where an office is or a person lives 地址: *My business address and phone number are printed on the card.* 我公司的地址和电话号码都印在名片上了。**accommodation address** = address used for receiving messages but which is not the real address of the company 融通地址(该地址不是公司真实的地址, 只是为了收取信息); **cable address** = short address for sending cables 电报地址; **forwarding address** = address to which a person's mail can be sent on 收信地址;

home address = address of a house or flat where someone lives 家庭地址: *Please send the documents to my home address.* 请把文件寄到我家。**address list** = list of addresses 地址簿: *We are continually updating our address list of clients in Europe.* 我们不断更新我们在欧洲的客户的地址簿。(b) point in a computer file where a certain piece of information has been stored, and the code which allows the user to access it 存储位置 **2 verb** (a) to write the details of an address on an envelope, etc. 在...写上地址: *to address a letter or a parcel* 在信件上/包裹上写上地址; *Please address your enquiries to the manager.* 请在给经理的咨询表上写好你的地址。 *a letter addressed to the author, care of his publisher* 一封写给作者的信, 由出版商转交; *an incorrectly addressed package* 一个地址有误的包裹; (b) to speak 致辞, 演讲: *to address a meeting* 在大会上演讲

addressee noun person to whom a letter or package is addressed 收件人

addressing machine noun machine which puts addresses on envelopes automatically 贴地址机

adhere verb to stick to something 黏着, 附着

adhesion noun ability to stick 附着力

adhesive 1 noun glue, substance which sticks 黏合剂, 胶粘剂: *The company has developed a range of adhesives for perfect binding.* 那个公司开发了一系列装订用的胶。 *The books are bound using special adhesive for tropical climates.* 热带地区的书用特殊的胶粘。**hot melt adhesive** = binding glue which is heated before being used 热熔胶粘剂; **spray adhesive** = glue in an aerosol can, which is used for pasting up artwork and allows the designer to reposition the artwork if necessary 喷雾胶粘剂 **2 adjective** which sticks 带黏性的: *The posters are stuck to the back of the stand with adhesive*

tape.海报用胶带贴在台子背面上。**The display boards have adhesive backing**.广告板有粘性的衬背。**adhesive binding or perfect binding** = binding where the folds of the signatures are trimmed, and not sewn, the cover being glued to the cut pages (the pages are cut roughly so as to help the glue adhere properly) 胶订; **adhesive lettering** = letters with an adhesive backing, used to make display paste-ups 用于制作广告板的背面带黏性的字

adjust verb (a) to change something to fit new conditions 调整, 调节: **to adjust prices to take account of inflation** 根据通货膨胀来调整价格; **Prices are adjusted for inflation**. 由于通货膨胀调整价格。**The text will be adjusted at page make-up stage**. 正文将在版式设计阶段调整。**The pages have been adjusted to allow for the extra material which the author has sent in**. 为了把作者增补的内容排入, 版面进行了调整。(b) (*in word-processing*) feature which automatically changes the right-hand margin when new text is inserted (文字处理) 自动调节右边线

adjustment noun act of adjusting; slight change 调整, 调节: **to make an adjustment to the page layout** 对版式进行调整; **Some adjustment of prices is needed to take account of rising paper costs**. 根据纸价的提高, 价格需要进行一定的调整。

adman noun informal man who works in advertising 广告从业人员: **The admen are using balloons as promotional material**. 广告人员用气球作为宣传材料。

admin noun (informal 非正式)(a) work of administration, especially paperwork 管理工作(尤其指日常的文书工作): **All this admin work takes a lot of my time**. 所有的这些管理工作占去我大量的时间。**There is too much admin in this job**. 这份职业需做大量的管理工作。**The admin people have sent the**

report back. 管理人员已将报告送回。(b) administration staff 管理人员: **Admin say they need the report immediately**. 管理人员说他们马上需要那份报告。

administer verb to organize or to manage 管理, 经营, 组织: **US administered price** = price fixed by a manufacturer which cannot be varied by a retailer 管理价格(厂家制定的零售商不能任意变动的价格)

administration noun organization or control or management of a company 管理: **the expenses of the administration or administration expenses** = costs of management, not including production, marketing or distribution costs 管理费用

administrative adjective referring to administration 管理的

Adobe™ noun software company that developed products including Acrobat, ATM, and PostScript Adobe 软件公司

Adobe Illustrator™ vector image and editing software; a drawing program 图像及编辑软件、画图的向量程序

Adobe Photoshop™ raster image creation, editing and format translation software; a paint program 图画设计程序

Adobe Type Manager™ or ATM software technology for describing scalable fonts-most commonly used with Apple System 7 and Microsoft Windows to provide fonts that can be scaled to almost any point size, and printed on almost any printer 字体管理器 参见 OUTLINE FONT 比较 BIT-MAPPED FONT

adopt verb (a) to agree to (something) or to accept (something) 同意, 接受: **to adopt a resolution** 接受决议; **The proposals were adopted unanimously**. 那些提议被一致同意。(b) to put a textbook on an official list of books to be used in state schools (教材

被官方)指定采用: *The English course has been adopted by the State of Texas*. 英语课的教材已被得克萨斯州指定采用。

adoption *noun* agreement that a textbook shall be used in state schools (教材)指定采用: *The company is hoping for an adoption in Texas*. 公司希望教材被得克萨斯州指定使用。

ADS = ADVERTISEMENT DELIVERY SYSTEM digital file format used in the transmission of mono and colour images 广告传送系统

adult *noun* person who is older than a child or over 18 years of age 成年人; **adult paperback market** 成人平装图书市场; *They have started a new list of adult nonfiction titles*. 他们开始出版一系列针对成人的非文艺类新图书。 **adult education** = education of older people 成人教育: *The course book is aimed at adult education classes*. 那套教材是针对成人课堂教育编写的。 **adult literacy programme** = programme to teach adults to read and write 成人读写教授程序

advance 1 *noun* (a) (i) money paid as a loan or as a part of a payment to be made later 预付款 (ii) money paid by a publisher to an author before a book is published which will be covered by future royalties 预付版税: *to pay an author an advance of £1,000 against a royalty of 10 per cent* 从10%的版税中给作者1,000英镑预付稿酬; *The paperback houses pay advances of over \$50,000 to established authors*. 出版社预付给名作家们50,000美元。(b) **advance copies** or **advances** or **advance sheets** = copies of a book (or of printed sheets) sent by the printer direct to the publisher's office, before the bulk stock is sent to the warehouse 预赠本,样书: *The marketing department needs twenty advance copies for the exhibition*. 在展览会上市场部需要20本样书。 *Don't forget to send advance*

jackets to the reps. 别忘了给销售代表寄护封样。(c) **in advance** = early or before something happens 事先的: *freight payable in advance* 预付运费; *price fixed in advance* 预先定价; (d) early 提前,事先的: *advance booking of advertising space* 预定广告版面; *We have recorded over 10,000 advance orders for the title*. 那本书的预订数已超过10,000本。 **advance feed** = the first part of a paper tape, with sprocket holes which carry the tape into the machine 前置导孔; **advance selling** or **pre-publication selling** = selling of a book by a bookseller before the official publication date set by the publisher 预售 **2 verb** (a) to lend 借给: *The bank advanced him £100,000 against the security of his house*. 那家银行以他的房子作为抵押借给他100,000英镑。(b) to make something happen earlier 提前: *The publication date has been advanced to May 10th*. 出版日期提前到5月10日。 *The meeting with the German distributors has been advanced from 11:00 to 09:30*. 与德国发行商的见面从11:00提前到9:30。

adverse *adjective* bad or not helpful 坏的,无助的: *Adverse publicity about the author did not help the sales of the book*. 对作者的不利宣传妨碍了这本书的销售。 **adverse trading conditions** = bad conditions for trade 不利的贸易条件 **advert** *noun* GB informal = ADVERTISEMENT 广告

advertise *verb* to announce that something is for sale or that a job is vacant or that a service is offered 为...做广告: *to advertise a vacancy in the production department* 为制作部的空缺做广告; *to advertise for a secretary* 做广告招聘秘书; *The author has phoned to ask what we are doing to advertise his new title*. 那位作者打电话来询问我们为他的新书如何做广告。

advertisement *noun* (a) notice which shows that something is for sale

or that a service is offered or that someone wants something or that a job is vacant, etc. 广告; **to put an advertisement in the paper** 在报纸上做广告; **to answer an advertisement in the paper** 答复广告; **classified advertisements** = advertisements listed in a newspaper under special headings (such as 'property for sale' or 'jobs wanted') 分类广告; **display advertisement** = advertisement which is well designed to attract attention 醒目广告; **advertisement manager** = manager in charge of the advertisement section of a newspaper 广告部经理; **advertisement page** = page facing the title page of a book, which may have a list of other works in the same series or by the same author 广告页; **(b) advertisement delivery system (ADS)** = digital file format used in the transmission of mono and colour images 广告传送系统

advertiser *noun* person or company which advertises 刊登广告者, 广告客户; **The advertisers will complain if circulation drops.** 如果报纸销量下降, 广告客户会抱怨的。

advertising *noun* business of announcing that something is for sale or of trying to persuade customers to buy a product or service 广告业; **She works in advertising.** 她在广告业工作。 **He has a job with an advertising agency.** 他在广告代理公司工作。 **advertising agency** = company which plans, designs and manages advertising for other companies 广告代理公司, 广告公司; **advertising copy** = text written for an advertisement 广告文字内容; **advertising manager** = manager in charge of advertising a company's products 广告业务经理; **advertising rates** = amount of money charged for advertising space in a newspaper or advertising time on TV 广告费率; **advertising space** = space in a news-

paper set aside for advertisements 报纸的广告版; **to take advertising space in a paper** = to book space for an advertisement in a newspaper 在报纸上预订广告版面

adveritorial *noun* text in a magazine, which is not written by the editorial staff but by an advertiser (杂志中的) 广告页

advice *noun* **(a) advice note** = written notice to a customer giving details of goods ordered and shipped but not yet delivered (关于货物提供及运输的) 通知单; **as per advice** = according to what is written on the advice note 根据通知; **(b) opinion as to what action to take** 建议; **to take legal advice** = to ask a lawyer to say what should be done 接受法律指导; **The advice of the libel lawyer was to go ahead and publish.** 诽谤罪律师的建议是继续出版。 **We sent the documents to the police on the advice of the accountant or we took the accountant's advice and sent the documents to the police.** 我们接受会计师的建议把文件送给警方。

advise *verb* **(a)** to tell someone about something 告知, 通知: **We are advised that the shipment will arrive next week.** 我们被告知货物将在下周到达。 **He was advised that some of the material in the book could be libellous.** 他被告知书中一些材料是诽谤性的。 **(b)** to suggest to someone what should be done 劝告: **The accountant advised us to send the documents to the police.** 那位会计师劝告我们将文件送给警方。

advise against *verb* to suggest that something should not be done 劝阻: **The lawyers advised against publishing the MP's memoirs.** 那些律师劝阻我们不要出版那个下议院议员的回忆录。

adviser or advisor *noun* person who suggests what should be done 建议者, 劝告者: **He is consulting the company's legal adviser.** 他在向公司的法律顾问咨询。 **financial adviser** =

person or company which gives advice on financial problems for a fee 财务顾问

advisory adjective as an adviser 顾问的:

He is acting in an advisory capacity. 他以顾问身份行事。**an advisory board** = a group of advisers 顾问委员会

afterword noun short text placed at the end of a book (sometimes used for a note about the author, especially if the author has died since the first printing of the book) 后记, 编后记

against preposition as part of 作为...一部分: *to pay an advance against royalty* 预付版税的一部分; *Can I have an advance against next month's salary?* 我能预支下月工资的一部分吗? 参见 GRAIN

agate noun former type size equal to five and a half points (still used in the USA) 5.5 点铅字(美制): **agate line** = (i) line on a rule, measured in agates 用 5.5 点铅字排的行宽 (ii) depth of an advertising column in a newspaper, equal to about one thirteenth of a column inch(报纸广告栏的)标准行宽

agency noun (a) job of representing another company in an area; office which represents 代理: *They signed an agency agreement or an agency contract.* 他们签定了一份代理协议/合同。**sole agency** = agreement to be the only person or company allowed to represent a company or to sell a product in a certain area 独家代理; **(b)** office or business which arranges things for other companies 代理机构: **advertising agency** = office which plans or designs and manages advertising for companies 广告代理机构; **employment agency** = office which finds jobs for staff 职业介绍所; **literary agency** = office which represents authors in their negotiations with publishers, and finds publishers for new works by authors, for a commission (usually a

percentage of the authors' royalties) 出版代理公司; **news agency** = office which distributes news to newspapers and television stations 新闻代理机构

agent noun (a) person who represents a company or another person in an area (such as an agent representing a publishing company) 代理人: **sole agent** = person who has the sole agency for a company in an area 独家代理人; **agent's commission** = money (usually a percentage of sales) paid to an agent (付给) 代理人的佣金; **(b)** person in charge of an agency 代理商: **authors' agent** = LITERARY AGENT 出版代理商; **commission agent** = agent who is paid by commission, not by fee 经纪人; **forwarding agent** = person or company which arranges shipping and customs documents 货运商; **literary agent** = person who acts on behalf of an author, negotiates with publishers and receives a percentage of the author's fees or royalties 著作经纪人; **paper agent** = person who represents paper suppliers and receives a percentage of any sale which he makes for them 纸张代理商

AGM = ANNUAL GENERAL MEETING 年会刊物, 年鉴

agree verb (a) to decide on or to approve 商定, 批准, 通过: *We have agreed the budgets for next year.* 我们已通过了下一年的预算。*Terms of the contract are still to be agreed.* 合同中的条款还需要进一步的商定。**(b)** to say yes or to accept 同意接受: *It has been agreed that the contract will run for 25 years.* 大家同意合同将执行 25 年。*After some discussion he agreed to our offer.* 经过讨论, 他同意我们的提议。*The bank will never agree to lend the company £ 250,000.* 那家银行将永远不会借给公司 250,000 英镑。*We all agreed on the publishing programme.* 我们都同意了出版计划。**(c)** to agree to do something = to say that you will do

something 同意做…: *She agreed to be chairman.* 她同意出任主席。 *Will the finance director agree to pay the costs?* 财务部经理会同意付这笔开销吗?

agreement *noun* contract between two parties which explains how they will act 合同, 协议; **written agreement** 书面协议; **unwritten or verbal agreement** 口头协议; **to draw up or to draft an agreement** 起草协议; **to break an agreement** 终止协议; **to sign an agreement** 签署协议; **to witness an agreement** 在协议上签名作证; **An agreement has been reached or concluded or come to.** 达成了一项协议。 **to reach an agreement or to come to an agreement on prices or salaries** 在价格/工资上达成协议; **an international agreement on trade** 国际贸易协议; **collective wage agreement** 集体工资协议; **an agency agreement** 代理协议; **a marketing agreement** 市场协议; **blanket agreement** = agreement which covers many different items 总括协议; **exclusive agreement** = agreement where a company is appointed sole agent for a product in a market 独家代理协议; **publisher's agreement** = contract between a publisher and the copyright holder or author or agent or another publisher, which lays down the terms under which the publisher will publish the book for the copyright holder 出版协议

agree with *verb* (a) to say that your opinions are the same as someone else's 同意, 赞成: *I agree with the chairman about the need to boost sales.* 我与主席在关于加强销售增长方面的观点一致。(b) to be the same as 和…一致: *The auditors' figures do not agree with those produced by the accounts department.* 审计员的数字与财会部门做的数字不一样。 *The figures for sales by title do not agree with reps' sales by area.* 这本书的销售数字与销售代表的地区销售数不同。

A & I = ABSTRACTING AND INDEXING making summaries and indexes for articles and books 摘要及索引

air *noun* (a) white space on a printed page 空白处: *We need to give the text some more air.* 我们需要多留些空白处。(b) method of travelling or sending goods using aircraft 航空旅行, 空运: *to send a letter or a shipment by air* 空寄信件/空运货物; **air carrier** = company which sends cargo or passengers by air 航空公司; **air forwarding** = arranging for goods to be shipped by air 空运; **air letter** = special sheet of thin blue paper which when folded can be sent by air mail without an envelope 航空信; (c) **air-dried paper** = good quality paper made and dried slowly in air, instead of being passed over heated rollers 风干纸; **paper which is air dry** = paper which is as dry as the air around it (taken to be paper with 10% moisture content) 风干的纸

airbrush 1 *noun* machine which uses compressed air to spray ink or paint 气刷, 喷枪: *He uses an airbrush to create soft background effects.* 他用气刷制造了柔和的背景效果。 2 *verb* to paint using an airbrush 用喷枪修版, 用气刷修版: **to airbrush out** = to remove (a detail) using an airbrush 用喷枪修掉; *We got the art department to airbrush out some of the lines on the author's photograph.* 我们让美术部用喷枪修掉作者照片上的一些线。

air cargo *noun* goods sent by air 空运的货物

air freight *noun* method of shipping goods in an aircraft 空运: *to send a shipment by air freight* 空运货物; **air freight charges or rates** 空运费

airfreight *verb* to send goods by air 空运 *to airfreight a consignment to Mexico* 空运委托品去墨西哥; *We airfreighted the shipment because our agent ran out of stock.* 我们空运货物, 因