Readings in Business English (Ⅱ)

商务英语阅读（下）

刘宝成 江春 主编

对外经济贸易大学出版社

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前　言

为什么要编写这套读物?

学习语言是一定要下功夫的,但是不一定要吃苦,相反,它可以是一种乐趣。这种乐趣不仅仅在于它的结果,其实结果并不重要,而关键在于过程的乐趣。如何能在这个过程中找到乐趣呢?当务之急是要找一本好的读物,这样的读物无论在内容还是在体例上首先要有趣味,其次要容易,而且要循序渐进,因为学语言不能打攻坚战。换言之,学习语言就好比练习驾车,我们都能想像得出在一个没有章法的教练指导下开着一辆破旧的大卡练车的滋味。

我们设定这套读物的读者不仅是那些为学外语而学外语的人士,而且是那些对商务世界感兴趣的人士。其实,在商务渗透到我们生活的各个角落的今天,了解商务已经不是那些矢志经商的人士的专利了,因此这套读物尽管始终围绕商务这一主线,它同时提供了一个多元的视角来帮助读者理解世间万象。

这套读本的体系和内容

本套书分为上、下两册,涵盖了8个商务专题,全部用英文编写。每篇文章由3部分组成:1)文章导读;2)阅读欣赏;3)注释讲解。力求知识前沿、内容有趣、语言地道、图文并茂。每个专题都是整体读本体系的一部分,但又自成体系。它试图介绍商务某一领域的新知识、新发展、新观念。每个商务主题的中英文标题为:

——迈入管理新世纪(Managing into the 21st Century)
——沟通、沟通、再沟通(Enhancing Business Communications)
——商战无国界(Doing Business Across Borders)
——穿越多元文化(Working Through Cultural Diversities)
——精彩的广告世界(Living in the Vibrant World of Advertising)
——金融世界 让数字说话(Letting Figures Talk in the World of Finance)
——营销的艺术:理智与情感(The Art of Marketing: Sense and Sensitivity)
——在法律下生存和竞争(Living and Surviving Under the Law)

此套读本的定位和特色

此套读物专门为大学本科英语专业三、四年级学生所设计，供他们做英语泛读教材。可在两年内全部读完。亦可作为商务英语专业本科、研究生、MBA 高级商务英语课程的阅读教材。此外，它还是出国商务培训、出国学位学习培训和公司商务英语培训的理想阅读教材。参加 BEC 考试、商务师资格考试及其他商务类出国考试的考生也可将此教材作为系统商务知识的补充和语言阅读能力的提高教材。而大学本科以下、以上的学生或其他已从事商务工作的英语爱好者也可以阅读。

此套丛书的特点为：

——语言浅显易懂并涵盖了商务英语各方面的必要词汇；

——内容丰富有趣，包括了商务领域的方方面面；

——编写者兼具商务知识、语言优势、教学理论与实践经验；

——一石双鸟，厚积薄发。既学语言又学商务。

编　者

2005 年 6 月于惠园

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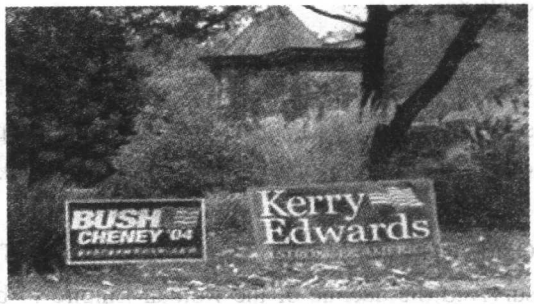
Living in the Vibrant World of Advertising

精彩的广告世界

Unit One

The Origin of Advertising

文章导读



随着人类社会的进步，商业有了一定的发展。随着商业竞争和货物识别的需要，出现了符号。人类最早的文字广告是在底比斯废墟中发现的距今已有三千年历史的刻在芦苇纸上的广告。广告发展史上最重要的事件之一是1438年德国人约翰·谷登堡发明了一种铅铸活字体系。此前一千多年前中国人已发明了纸张，并在十二世纪由土耳其人传入欧洲。至此，批量印刷万事俱备。与此同时，有文化的人与日俱增。一位早期英国印刷家威廉·卡克斯顿在1478年印出了现今被公认为已知的最早英语广告的一份传单，由此开创了广告历史。

阅读欣赏

Introduction

Henry Sampson in his *History of Advertising*[1] talked about the beginnings of advertising,

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"... *There is little doubt that the desire among tradesmen and merchants to make good*[2] *their wares has had an existence almost as long as the customs of buying and selling, and it is but natural to suppose the advertisements in some shape or form have existed not only from time immemorial, but almost for all time.*"

1. The Earliest Advertising

It is not surprising that the people who gave the world the Tower of Babel[3] also left the earliest known evidence of advertising. A Babylonian[4] clay tablet[5] of about 3000 B. C. bears inscriptions[6] for an ointment[7] dealer, a scribe[8], and a shoemaker. Papyri[9] exhumed[10] from the ruins of Thebes[11] show that the ancient Egyptians had a better medium on which to write their messages. (Alas, the announcements preserved in papyrus offer rewards for the return of runaway slaves.) The Greeks were among those who relied on town criers to chant the arrival of ships with cargoes of wines, spices, and metals. Often a crier was accompanied by a musician who kept him in the right key. Town criers later became the earliest medium for public announcements in many European countries, and they continued to be used for centuries.

Roman merchants, too, had a sense of advertising. The ruins of Pompeii[12] contain signs in stone or terracotta[13], advertising what the shops were selling: a row of hams for a butcher shop, a cow for a dairy, a boot for a shoemaker.

Outdoor advertising has proved to be one of the most enduring forms of advertising. It survived the decline of the Roman Empire to become the decorative art of European inns in the seventeenth and eighteenth centuries. That was still an age of widespread illiteracy[14], so inns vied with[15] one another in creating attractive signs that all could recognize. This accounts for the charming names of old inns, especially in England. In 1614, England passed a law, probably the earliest on advertising, that prohibited signs from extending more than eight feet out from a building. (Longer signs pulled down too many house fronts.) Another law required signs to be high enough to give clearance[16] to an armored man on horseback. In 1740, the first printed outdoor poster (referred to as a "hoarding"[17]) appeared in London.

2. Origins of Newspaper Advertising

The next most enduring advertising medium, the newspaper, was the offspring of Johann

Gutenberg's[18] invention of printing from movable type (about 1438), which, of course, changed communication methods for the whole world. About 40 years after the invention, William Caxton[19] of London printed the first ad in English — a handbill of the rules for the guidance of the clergy at Easter. This was tacked up[20] on church doors. (It became the first printed outdoor ad in English.) But the printed newspaper was a long time coming. It really emerged from the newsletters[21], hand-written by professional writers, for nobles and others who wanted to be kept up to date on the news, especially of the court and important events — very much in the spirit of today's Washington newsletters.

The first ad in any language to be printed in a disseminated sheet appeared in a German news pamphlet in about 1525. And what do you think this ad was for? It was for a book extolling[22] the virtues of a mysterious drug. But news pamphlets did not come out regularly; one published in 1591 contained news of the previous three years, it was from such beginnings, however, that the printed newspaper emerged. The first printed English newspaper came out in 1622, the Weekly News of London. The first ad in an English newspaper appeared in 1625.

3. *Siquis*[23] — Tack-Up Advertisements

The forerunner of our present want ads bore the strange name of Siquis. The clergy were apparently the first to make use of the written word for the purpose of bringing together the forces of supply and demand. A candidate seeking a clerical position would post a notice setting forth his qualifications, while someone having an appointment to make would post a notice specifying the requirements. These early "want ads" were usually in Latin and began si quis ("if anybody"); hence the name Siquis. The name continued, although soon these notices covered a variety of subjects, including lost-and-found objects, runaway apprentices, and so on.

(Adapted from *Advertising Procedure* by J. Thomas Russell, Pearson Education Inc., Upper Saddle River, New Jersey 2002)

要点注释

1. 《广告史》(The History of Advertising)一书由 Henry Sampson 撰写,发表于 1875 年。
2. make good 做成功;成功
   e. g. If I don't make good, I'll trot back to college. 假如我失败,我就回大学去读书。
   课文中"make good"可理解为"受欢迎、做成",此句的意思为:商人们力求使他们的商品受欢迎的愿望几乎同买卖习俗的存在一样久远。
3. Tower of Babel 巴别通天塔。
   Babel 是基督教《圣经》中的城市名,诺亚的后代拟在此建通天塔,上帝怒其狂妄,使建塔人操持不同的语言,塔因此终未建成。
4. Babylonia(历史上)巴比伦王国
5. tablet (古时以木、象牙、金属等制成并涂以蜡层或黏土层供刻写用的)刻写板,简;(铭刻文字的)匾,牌
6. inscription 铭文;碑文;刻印文字
   e. g. inscriptions on the rocks 刻写在岩石上的文字
7. ointment (一种药)油膏,软膏
8. scribe 指古代印刷术未发明前的抄写员
9. papyrus [papyri(pl.)] (古代)纸(莎)草纸
10. exhume (从坟墓等处)掘出(尸首)
    e. g. exhume a body 掘出尸体
11. the ruins of Thebes 底比斯废墟(Thebes 古代城市名)
12. the ruins of Pompeii 庞培废墟
    庞培城位于意大利南部,在维苏威火山附近,公元 79 年火山爆发,全城湮没,自 18 世纪中叶起,考古学家断续地发掘其遗址,至今已完成过半。
13. terracotta 赤陶土
    e. g. a sculpture in terracotta 赤陶雕塑
14. illiteracy 文盲;未受教育
    e. g. a country with 90 percent illiteracy 一个文盲占人口 90% 的国家
15. vie with sb. in doing sth./to do sth. 与某人争做某事
    e. g. Reporters vied with each other to write about it. 记者们争着采写这件事。
16. clearance 净空;余地;余隙

e. g. The bridge has a clearance of 3 metres over water. 该桥桥下净空有 3 米。

17. hoarding 板围;广告牌

18. Johann Gutenberg 约翰·谷登堡

德国人,1438 年发明了一种铅铸活字体系,这是广告发展史上最重要的事件之一。

19. William Caxton 威廉·卡克斯顿

早期英国印刷家,在 1478 年印出了现今被公认为已知的最早的英语广告,由此开创了广告历史,这则广告名叫《索尔兹伯里》(Salisburi Pye)

20. tack up 用钉钉

e. g. tack up a note to the door 把一张字条钉在门上

tack up a notice 钉出通知

21. newsletter 新闻信札

流行于 17 世纪及 18 世纪,为近代报纸的前身。

22. extol 颂扬,赞颂

e. g. extol sb's merits 称颂某人的功德

extol sb. as a hero 称赞某人是英雄

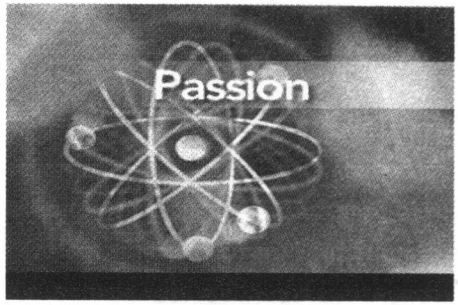
23. *siquis* 用作公告的拉丁文起始语

Unit Two

Different Approaches in Advertising Writing

文章导读

随着时代的进步和经济的发展，广告已渗透到社会生活的各个领域。广告虽数不胜数，满目皆是，广告英语的撰写模式却在某种程度上有规律可循。常用的手法有：把商品的性能、优点集中起来，用优美的语言加以描述的叙述式；由一系列的问题组成的提问式；或传播知识式、发言人式等等。下面介绍几种有效的方法。



阅读欣赏

Introduction

The lens through which a writer sees a product may be the magnifying glass[1] of the technician, who perceives every nut and bolt[2] and can explain why each is important, or it may be the rose-colored glasses of the romanticist, who sees how a person's life may be

affected by the product. That is why we speak of copy approaches rather than types of ads. The chief approaches in describing a product are the factual, the imaginative, and the emotional.

1. Factual Approach

In the factual approach, we deal with reality — that which actually exists. We talk about the product or service — what it is, how it is made, and what it does. Focusing on the facts about the product that are most important to the reader, we explain the product's advantages.

One of the interesting things about a fact, however, is that it can be interpreted in different ways, each accurate but each launching different lines of thinking. Remember the classic example of an eight-ounce glass holding four ounces of water of which can be said: "This glass is half full" or "This glass is half empty." As you know both are correct and factual. The difference is in the interpretation of reality, as the Mitsui O. S. K. ad headline for shipping seafood says, "We cater to[3] the best show".

Their copy talks facts: "Mitsui takes a great deal of pride in catering to the needs of the world's most discriminating shippers. Salmon[4], shrimp, crabs, mussels[5] and other gourmet[6] seafood, for example, are delivered in 409 high-cube reefer[7] containers so that they arrive fresh and delectable[8] in Asian and American markets." Skill in presenting a fact consists of projecting it in a way that means the most to the reader.

The factual approach can be used to sell more than products or services. Facts about ideas, places — anything for which an ad can be written — can be presented with a fresh point of view.

2. Imaginative Approach

There is nothing wrong with presenting a fact imaginatively. The art of creating copy lies in saying a familiar thing in an unexpected way. Kimberly-Clark B2B ads were selling to lab technicians a line of contamination[9] control solutions. They could have simply said, "We can help you clean with Kim wipes." But instead of saying so, the copy says, "When you're a Baby, finding a piece of lint[10] can be like discovering a new toy. But when you're a lab technician, it can mean contamination, tainted[11] results, and ruined work in the process.

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