



巧学巧用丛书

看美国广告

● 张伯权 著

巧学英语



广告英语是无孔不入的英语，也是最扣人心弦的英语！

若说广告是反映时代的一面镜子，那么美国广告就是反映美国社会文化的万花筒！

NEW

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世界图书出版公司

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要学好美式英语， 为什么要读美国广告？

——因为广告的英语是最浅白、最动人的英语，充满了生活的气息！

我一直认为，语言是一套用来承载某一社会的文化与价值观念的符号系统，所以任何一种语言的学习，绝对不能将其自所滋生成长的社会文化中抽离出来进行，就犹如鱼在水中才有生命一样的道理。

美国广告是反映美国社会文化的万花筒。

广告的英语是最浅白、最动人的英语。

想一想，广告的目的是在打动人心，激发欲望；广告使用的文字必须人人都看得懂，而且每一字每一句都要能充分发挥它的“效果”与“媚力”。

固然，亲口尝过了汉堡才算真正体会 hamburger 的“字义”；但如果我们 know hamburger 这个字乃是取自德国城市 Hamburg（汉堡）之名——十九世纪时候，“汉堡”经由水手传





到了北美洲大陆——我们对于这个字的体会必然加多了一点“不一样”的丰富感。

另外,我们知道 *literate* 一字作“具有读写能力”解,但如果看到有人把它和 *computer* 连接起来写成 *Computer-literate*, 造出一句“*Those who are not computer-literate will be left behind in the advanced technology environment.*”(处在高科技的环境中,不具备电脑素养的人将被淘汰),那么我们再回过头来看看 *literate* 这个字,顿觉它不再如以前那般苍白无力,而是显得更有生气更富感情。

同样的道理,美国人假借 *alcoholic*(酗酒者)一字,制造了另两个新字 *computerholic* 和 *workaholic*,前者指那些看到什么就想把它电脑化的“电脑狂”,后者指“工作狂”。因此,知不知道 *computerholic* 和 *workaholic* 这两字,*alcoholic* 所引发人们的联想,其内涵当然不一样,相信知道之后 *alcoholic* 这个字的“副义”(shade of meaning)会更为丰富——因为 *computerholic* 和 *workaholic* 帮助我们跳出了 *alcoholic* 的语意学方阵。

我所以不厌其烦列举这些例子,意在说明“语言的视野”可以经由各种“阅读的冒险”而得到拓宽并提升。

本书提供了读者精通美国英语的一种崭新的 *approach* (方法)。一旦潜浸其中,将会发现它不但有效而且有趣;不啻让我们学会“广告中的英语”,也让我们见识了“广告中的美国”!



本书的资料收集,来自当今美国流行的各种杂志,从多数人常听见的 *Good Housekeeping* 或 *Fortune*, 到鲜为人知的 *Crain's Chicago Business* 或 *His* 都是对象。



从最初将近两百则大小不一的广告,逐一筛选,又因为受到篇幅的限制,只用了本书的四十一篇。筛选的标准当然有,只是取舍之间,也着实折腾了一番。一、必须有利于语言的学习;二、除了语言,还希望能激发读者一点文化的省思;三、题材必须活泼有趣——凡是与以上原则不符或有冲突者,只有忍痛割爱。

毕竟,本书的动机在帮助读者学习英语,而非教人如何选写广告——也许本书能够激发某些广告人(adpeople)的思考与创意,那也是‘无心插柳’之喜!

本书活用法:

- 1 本书共收 41 篇不同题材的美国广告, 长短不一。原则上一种题目一则广告。
- 2 每篇文章之前, 都附有该广告的完整缩版, 以增加“临场感”。
- 3 每篇广告的解析共分三部分: a. 文化背景与语言常识的介绍 b. 广告文字的对译 c. 词汇与语法注释。
- 4 给您一个建议: 首先, 将广告自头至尾浏览一遍, 纵使遇有不懂之处, 也暂时不要去翻查字典。
- 5 待看过全篇解析文章之后, 不妨将自己喜欢的句子整理并背诵下来。
- 6 除了这 41 篇, 读者也可以自己剪下别的广告加以研读, 相信一分耕耘必有一分收获。



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"I'll do a lot for love, but I'm not ready to die for it."



"I never thought having an intimate relationship with someone could be a matter of life or death. But with everything I hear about AIDS these days, I'm more than uncomfortable. I'm afraid!"

AIDS isn't just a gay disease, it's everybody's disease. And everybody who gets it dies.

AIDS is transmitted from one sexual partner to another, often by a mate who has contracted the disease without even knowing it.

But what we find so alarming about this terrible disease is that people are doing so little to try to prevent it.

Especially since the Surgeon General recently stated,

"The best protection against infection right now, barring abstinence, is use of a condom."

It's for this reason that we at LifeStyles[®] say that the proper use of a LifeStyles Brand Condom can greatly reduce the chances of you or your partner contracting AIDS.

Because a LifeStyles condom acts as a shield that helps prevent the transfer of the AIDS virus. So the likelihood of getting this disease is dramatically diminished. And LifeStyles Brand Condoms, when properly used, help prevent other sexually transmitted diseases like herpes and gonorrhea.

LifeStyles condoms are manufactured by Ansell International, America's largest manufacturer of condoms. Tustin Falls, NJ 07724. © Ansell, Inc. 1987.





1

保
险
套

为了防范“爱滋病”(AIDS),美国去年保险套(condoms)的销量骤然增加了百分之十,连一向拒登保险套广告的《美国新闻与世界报道》杂志(*U. S. News & World Report*),也在今年二月二日出刊的英文版中,首次让保险套登上“大雅之堂”。

《美新》周刊在“敬告读者”的启事(见附图)中说:该刊于一月十二日刊出有关爱滋病的封面故事

和社论,认为“谨慎”可能拯救成千上万的美国人免于感染爱滋病。有鉴于此,该刊认为不能再拒登保险套的广告了,因为许多医界人士认为,保险套是防止感染爱滋病最有效的方式之一。

本来“保险套”就是为了预防性病而发明的,据说与英国国王查理二世(Charles II, 1630—1685)的风流事有关,不过当时采用的材料是羊肠;今天的橡胶制品则是十九世纪中叶才有的。所以从美国药房里买来的保险套,有些包装盒上便打着“ONE DOZEN PROPHYLACTICS”的字样。prophylactic [ˌprɒfɪˈlæktɪk] 就是“预防(疾病)药;预防法”之意。一般 condoms 的广告词不外是:“...for sensitivity & confidence”, “For natural feeling and sensitivity”, “For feeling in love...”, 并且标榜 reservoir end/reservoir tip 和 lubricated 两个特点,前者指保险套前端小小的储纳精液囊,后者表示经过润滑处理。如果具有“特殊效果”,包装上就会特别标明: RIBBED CONDOMS

Sharma Oliver, R.N.
Seattle



看美国广告学英语

Note to readers: In our January 12 issue, we ran a cover story and an editorial about AIDS, stating that "prudence could save thousands of people in the United States." In view of this, we believe it is no longer appropriate to refuse advertising for a product—condoms—that much of the medical community says is one of the best ways to prevent the disease. Our first such ad appears on page 60 of this issue.

We have received many requests for reprints of the January 12 AIDS cover story, and they are available. The minimum order we can accept is five copies for \$1.75—bulk prices on request. Orders, with payment, should be addressed to our Reprints Division, 2400 N Street, N.W., Washington, D.C. 20037-1196.

Address letters for publication to Letters Editor,
U.S. News & World Report, 2400 N Street, N.W.,
Washington, D.C. 20037-1196

U.S. NEWS & WORLD REPORT, Feb. 2, 1987

(ribbed) (表示“有棱线”之意), 而且颜色还分有红、黄、蓝、绿等所谓的“tropical colors”。

LifeStyles 在《美国新闻与世界报道》上刊登的广告大标题为: “I'll do a lot for love, but I'm not ready to die for it.” (我愿为爱情付出许多, 但还不预备为它而死。), 哀怨之中缠绕着几分恐惧, 佐以图片, 犀利、动人无比。





说明文案(body copy)对译如下:



"I never thought having an intimate relationship with someone could be a matter of life or death. ¹ But with everything I hear about AIDS² these days, I'm more than uncomfortable. I'm afraid."

AIDS isn't just a gay³ disease, it's everybody's disease.

And everybody who gets it dies.

AIDS is transmitted from one sexual partner to another, often by a mate⁴ who has contracted the disease without even knowing it.

But what we find so alarming about this terrible disease is that people are doing so little to try to prevent it.

Especially since the Surgeon General recently stated, "The best protection against infection right now, barring abstinence⁵, is use of ⁶ a condom."

It's for this reason that we at LifeStyles⁷ say that the proper use of a LifeStyles Brand Condom can greatly reduce the chances⁸ of you or your partner contracting AIDS ⁹.

Beacuse a LifeStyles condom acts as a shield that helps prevent the transfer of the AIDS virus¹⁰. So the likelihood of getting this disease is dramatically¹¹ diminished. And LifeStyles Brand Condoms, when properly used, help prevent other sexually transmitted diseases like herpes¹² and gonorrhea¹³.

"我从来没有想到,和某人的亲密关系竟会成为有关生死的问题。但这些日子听来的有关 AIDS 的一切,岂止叫我觉得



不舒服,我很害怕。”

AIDS 不只是同性恋者可能患的疾病,而是人人都可能患的疾病。

谁得了它谁就死。

AIDS 由一个性伴侣传给另一个,而传递者甚至往往自己身罹此疾而不自知。

不过我们发觉,这种恐怖疾病最令人吃惊的是,人们居然未采取多少行动来设法预防它。

尤其是自从公共卫生局局长最近说过这么一段话之后:“目前防止感染的最好防护方法,除了禁欲,便是使用保险套。”

基于这个理由,我们谨就 LifeStyles 来说,适当使用 LifeStyles 牌子的保险套,能够大大地减低你或你的伴侣感染 AIDS 的机会。

因为 LifeStyles 保险套好比一面盾,有助于防止 AIDS 病毒的传染,如此一来,罹染这种疾病的可能性便大大的减少了。再者,LifeStyles 保险套如果正确使用,还可预防其他诸如疱疹、淋病等因性行为而传染的疾病。

词汇与语法注释

- ① **I never thought having an intimate... life or death:** 本句为所谓的 complex sentence (复合句), thought 之后省略一连接词“that”, that 引导“having an intimate ... life or death”此一从句作 thought 的宾语,而在此从句中,主语为动名词短语“having an intimate relationship with someone”。
- ② **AIDS = Acquired Immune Deficiency Syndrome** (“后天性免疫不全症候群”,俗名“爱滋病”)





③ **gay**[gei] *n* [俚] 同性恋者, 或者 homo; 女同性恋者则叫 lesbian (亦即 homosexual woman)。

④ **mate**[meit] *n* 一对或一双中之一

⑤ **barring abstinence**: “barring” 为一介词, 意即 “excepting” (除了…以外), “except for” (除了…) 或 “not including” (不包括…)。此字所引导的介词短语常作补述性用法。例 Nobody else knows, barring you and me. (除了你和我之外, 没有旁人知道)。广告原文中, 由前后的逗号可知, 这是个插句型补述用法的介词短语。

⑥ **be use of**: 此处的 “use” 作名词用, 为主语 “the best protection” 的补语, 意为 “the act of using (employment)” 例 the use of a catalyst in a chemical process (在化学变化中使用催化剂)。

⑦ **at LifeStyles**: 这里的 “at” 作 “in a place or condition of” 解, 表示 say 后面所说的一段话, 是 “就 LifeStyles 的立场” 发表的, 而非官方或任何卫生机构的意见, 以免有夸大不实 (false and puffery), 误导消费者之嫌。

⑧ **chance**: 做 “possibility” 解, 时常接: (1) 由 <of + 名词> 或 <of + ing(动名词)> 构成的介词短语; (2) 由 that 引导的名词性从句。

例 (1) There's a chance of rain today.

You'd have more chance of catching the train if you took a bus to the station instead of walking.

(2) What chance is there that she will come?

Is there any chance that we can do it?

而 chance 后加不定式短语 (to V) 时则做 “opportunity” 解。

例 I never miss a chance to play football.



- ⑨ **you or your partner contracting AIDS:** 这是非正式 (informal) 的英文语法, 正式写作应当写成 “your and your partner’s contracting AIDS.”。可是在现代英文中, 这两种写法却暗示了写作人在文句中所强调的部分不同:

- 例 (1) **Imagine my travelling to Japan.** ——强调 “travelling” 一事
 (2) **Imagine me travelling to Japan.** ——强调 “me”

由此可知, 文案撰稿人选择第一种写法, 目的在于突出他的广告诉求对象 (appeal target), 即 “you and your partner”

• **contract** [kən'trækt] *vt* 注意, 作动词用时, 重音在第二音节, 表 “感染; 染患” 之意。作名词 “契约” 解时, 重音在第一音节。例 He has contracted a cold. (他得了感冒。)

- ⑩ **virus** ['vaɪrəs] *n* 滤过性病毒

- ⑪ **dramatically** [drə'mætɪkəli] *adv* 在此作 “strikingly, impressively” 解, 意为 “显著地, 引人注目地”。

- ⑫ **herpes** ['hɜ:pɪz] *n* 疱疹

- ⑬ **gonorrhea** [ˌɡɒnə'riə] *n* 淋病 ▶ V. D. (= venereal diseases) 性病

马桶坐垫广告:

这则广告表现了人们对 AIDS 的恐怕心情以及商人精明的生意头脑

Guard against AIDS

You can protect yourself from harmful bacteria and germs that flourish in all public restrooms.



Sani-Safe

DISPOSABLE TOILET SEAT COVERS

Easy to carry & easy to use!
 AIDS virus can survive for hours on toilet seats. With Sani-Safe, you can guard against possible infection from AIDS, Herpes, gonorrhea and other communicable diseases. Sani-Safe handy purple size pouch contains 25 covers. Protect yourself and your family.
 To order send \$4.99 plus \$1.00 for postage and handling, for each pouch, (check or money order), to:

SAF ENTERPRISE
 P.O. Box 400 C01 Hewlett, NY 11557
 Money Back Guarantee



Does smoking really make you look more grown up?

It's a crazy world.

Most adults we know would love to look younger than they really are. While most young people are busy trying to look more adult.

This is one reason why many young people take up smoking.

Well, we wish they wouldn't.

For one thing, it doesn't work. A fifteen-year-old smoking a cigarette looks like nothing more or less than a fifteen-year-old smoking a cigarette.

Even though we're a tobacco company, we don't think young people should smoke. There is plenty of time later on to think about whether or not smoking is right for you.

Besides, when you think about it, being grown up is highly overrated. You have to go to work, pay taxes, wear normal clothes and raise kids who grow up to be teenagers.

Why be in such a hurry?

R.J. Reynolds Tobacco Company