


# CONTEMPORARY LANGUAGE AND KNOWLEDGE ON GRAPHIC COMMUNICATIONS



Contemporary Language

## 当代印刷 专业英语

 印刷工业出版社



程常现 编著

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English

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开 本: 787mm × 1092mm 1/16  
字 数: 480千字  
印 张: 30.325  
印 数: 1-5000  
印 次: 2009年11月第1版  
定 价: 38.80元



印刷工业出版社

887525707 887525707

## 内容提要

本书采用英汉对照的方式,按照正文、专业词汇、课后练习、译文、扩展阅读短文的体例,对印刷专业的各个领域,包括印刷业概览、印前工艺技术、平版胶印印刷、凹版印刷及柔性版印刷、纸张与油墨、装订及印后加工以及印刷管理等7方面的内容进行了介绍,书后附录中还收录了模拟试卷和常用印刷术语词汇表,便于读者掌握所学知识和在实际应用中查阅。

本书内容新,覆盖面全,可满足广大高等院校印刷包装工程专业的师生、广大印刷工程技术人员、印刷企业管理人员学习专业英语的需求,既适用于课堂教学,也适用于课外自学。

## 图书在版编目(CIP)数据

当代印刷专业英语 / 程常现编著. —北京:印刷工业出版社, 2009.8

ISBN 978-7-80000-868-9

I. 当… II. 程… III. 印刷工业—英语 IV. H31

中国版本图书馆CIP数据核字(2009)第120168号

## 当代印刷专业英语

编 著:程常现

责任编辑:魏 欣

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出版发行:印刷工业出版社(北京市翠微路2号 邮编:100036)

网 址:www.keyin.cn www.pprint.cn

网 店://shop36885379.taobao.com

经 销:各地新华书店

印 刷:北京通州丽源印刷厂

开 本:787mm×1092mm 1/16

字 数:480千字

印 张:20.375

印 数:1~2000

印 次:2009年9月第1版 2009年9月第1次印刷

定 价:39.80元

I S B N : 978-7-80000-868-9

◆ 如发现印装质量问题请与我社发行部联系 发行部电话:010-88275707 88275602

# 前言

近几十年来,世界范围内的新技术革命推动了印刷技术的革命性变化,促进了印刷工业的快速发展。中国的印刷业也正面临着经济全球化所带来的激烈竞争,中国的印刷企业、印刷工程技术人员、印刷院校师生肩负着紧跟并赶超国际印刷新技术潮流,提升中国印刷业竞争力,使中国印刷业走向世界前列的艰巨任务。

《当代印刷专业英语》正是为了适应广大高等院校印刷工程专业的师生、广大印刷工程技术人员、印刷企业管理工作者学习专业英语的需求而编写的。很长时间以来,作者本人一直在北京印刷学院担任专业英语课程的讲授任务,也一直在尝试教学内容、教学方法与教材的改革。本书是在教学改革与实践的基础上,根据新颁布本科教学大纲要求编写的。在编写过程中,力求做到内容新,覆盖面全,既适于课堂教学,也能适于课外自学。

全书共包含23节,分为7章,包括第一章:印刷业概览;第二章:印前工艺技术;第三章:平版胶印印刷;第四章:凹版印刷及柔性版印刷;第五章:纸张和油墨;第六章:装订及印后加工;第七章:印刷管理。

每一节的内容由五部分组成:

1. 正文 (The text)
2. 专业词汇 (Technical terms)
3. 课后练习 (Test your knowledge)
4. 汉译文 (Chinese translation)
5. 扩展阅读短文 (Better understanding through further reading)

书后附录还收录了模拟试卷和常用印刷术语词汇表,可供学校教学过程中参考,亦便于读者掌握所学知识以及在学习本书时甚至在实际应用中查阅。

在本书出版之际,非常感谢在教学过程中给予积极配合与协助的很多届学生,他们在大学学习期间甚至有些同学在毕业之后的工作中,对课程的教学以及教材的编写做出了积极的和有益的反馈与探讨。正是他们,促使了本书的不断改进与课堂教学效果的提升。也正是他们在实际工作中的需要与应用,验证了这门课程的必要性与实际教学效果。

诚恳欢迎广大读者批评指正!

编者  
2009年8月

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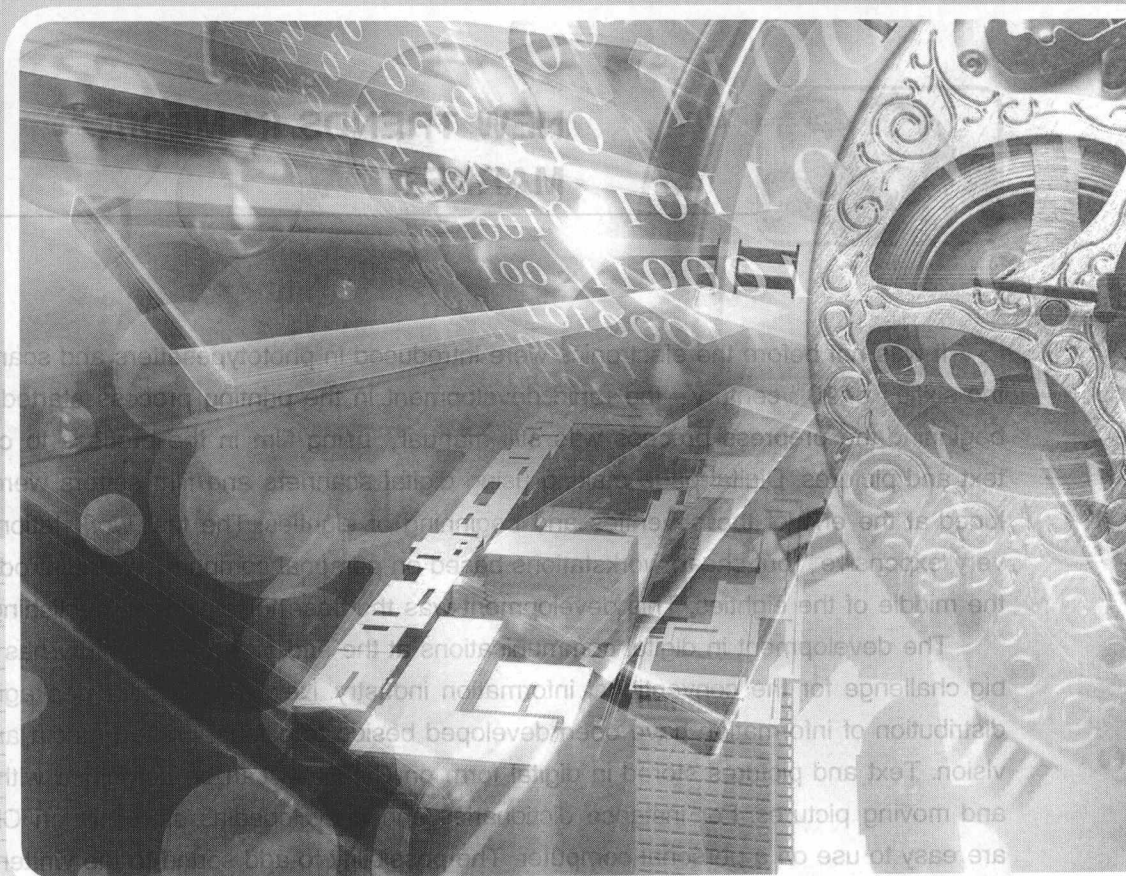


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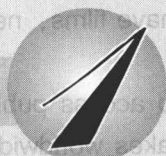
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## CHAPTER



# Introduction To The Graphic Communications

## INFLUENCE OF NEW MEDIA ON CONVENTIONAL PRINTING

When CD-ROM and electronic publishing started to take a position on the media



Unit



## NEW TRENDS IN MEDIA MARKET

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It was not before the electronics were introduced in phototypesetters and scanners in the sixties of 20<sup>th</sup> century, the rapid development in the printing process started. At the beginning the prepress process was still manual, using film in the process to combine text and pictures. Digital page making using digital scanners and film setters were developed at the end of the seventies and beginning of eighties. The first workstations were very expensive, but cheap workstations based on personal computers were introduced in the middle of the eighties. This development was the base for electronic publishing.

The development in digital communications at the end of the 20<sup>th</sup> century has been a big challenge for the conventional information industry. New methods for packaging and distribution of information have been developed beside traditional printed media and television. Text and pictures stored in digital form on CD-ROM can be combined with sound and moving pictures. For instance dictionaries and encyclopedias stored in on CD-ROM are easy to use on a personal computer. The possibility to add sound to the written media makes it more attractive for the customers.

Satellites have made TV broadcasting global. The introduction of digital TV will again multiply the supply of TV channels. The number of TV channels exceeds already the demand by far, and the consumers have films, news and entertainment available continuously.

Internet offers the possibility to access publishers files without having any physical printed media or CD-ROM. This makes worldwide distribution easy, and offers the consumer unlimited possibilities for real time information supply. The main benefit of electronic media is its fast and cheap methods for packaging and distribution of information to the public.

Digital printing developed in the last decade of the century has made it possible to print short runs in a fast and economic way. Digital printing in its first generation covers print runs from only a couple to some thousand prints. The output quality is already acceptable, but the volume is not yet a threat for conventional printing.

### **INFLUENCE OF NEW MEDIA ON CONVENTIONAL PRINTING**

When CD-ROM and electronic publishing started to take a position on the media



market in the beginning of the nineties of 20<sup>th</sup> century, forecasts for the future of printed media were contradictory. Many technologists, excited by the possibilities the new media offers, predicted that the use of paper would start to decrease rapidly, and electronic media would replace books and magazines. Paper consumption has, however, still continued to grow steadily, and printing press manufacturers are well booked, which means that printers still believe in a future for the conventional products.

## **THE MEDIA MARKET IS GROWING**

The information flow from producer to consumer can be divided into two groups. On one hand there is the information that the consumer actively looks for. Such information is mainly news or professional information, but in some cases the consumer also reads advertisements actively, for instance qualified ads. The other type of information is the commercial information the producer wants to bring to the consumer, to draw the consumers attention. This information needs pictures, colour and, if possible, sound to be noticed by the consumers. It is, however, the consumer who chooses media, and his choice depends on what type of information he wants to receive.

It is a fact that the media market has been growing, and forecasts show that the growth will continue. People's spare time has increased, which also leads to more time to spend with printed and electronic media. There are today personal computers in many homes, and an increasing part of them are also connected to Internet. Making this technical development in telecommunications available for a growing part of the population is a good ground for dramatic growth in the information flow.

The growing supply in the media market happens basically in electronic media. As a consequence of new satellites and introduction of digital TV the number of available TV channels will continue to grow steadily. Though people use more time for watching TV, the number of TV channels has been growing faster. This means that the average number of viewers for each channel is decreasing, and the fight for viewers is going to be hard.

The interesting question is how conventional printing can keep its positions when electronic media grow. When TV channels fight for viewers and the average number of viewers decrease, it loses its strength as advertising media. Printed media, especially special interest magazines hit their target groups very well. As the magazine reader chooses the product according to his own interests, it means that the advertisements hit their targets with good precision.

Present forecasts tend to predict continuous growth also for printed media though the main growth will happen in electronic media. This means that the market share for printed media will continue to decrease though the absolute volumes will grow.

## ACTIVITY IN INFORMATION RECEPTION

When analyzing the forecast for conventional printing, it is necessary to analyze different types of products. The situation is totally different when the information, for instance advertisements, is brought to the consumer by the supplier, or when the consumer looks for information, for instance news.

The way the end user wants to get his information depends on time of the day and state of his mind. Sometimes, for instance by the morning coffee or in a train, when time available is limited, the consumer wants to decide how to dispose his time. Then he wants to decide exactly at what time he wants a certain kind of information. Depending on the interest he finds in a certain article he decides how much time he will use on it before he continues with the next one. At these times he wants to compose his information package in his own way. This is probably the time when printed papers best meet the consumer's expectations.

In the evening or when the consumer has more time and maybe is tired he might be ready for more passive information reception. Then television is optimal, but also general interest papers and magazines are suitable. This might also be the time when the consumer wants to concentrate on his special interests.

For this purpose the use of dedicated TV channels will increase, but also special interest magazines will gain markets. This time is the most busy also on Internet. The net users at this time are though mainly the young ones who surf the net more for fun, but at the same time learn a new way to find information.

## PUBLICATION PRINTING

The biggest part of conventional printing is publication printing, covering almost 50 per cent of the total market of printed products. Common for publication printing is that the publishers are depending on that the consumer pays for every single copy. The publisher has to find the most cost effective way to get as many copies as possible sold to the public.

In printed publications direct printing and material costs generally represent some 10 to 20 percent of the total costs of the product. Depending on how the product is distributed, the distribution costs can be even higher than the printing costs. In the future it will be possible to deliver books, and later also full colour magazines, as digital data that can be loaded to an electronic screen, looking like a book or magazine. At least single colour text books will achieve the same quality as printed text. For both publisher and consumer this will be a very significant way to produce text information. Full colour pictures are still more difficult as they need very big data capacity. In a quite near future this will probably also be solved.

For the publisher this means that the main problem will be to charge the customer for



the publications. This will be solved on Internet, CD-ROM and similar digital media. One problem that will remain is that the digital publications are very easy to copy, and even if copying is made more difficult it will be very difficult to prevent pirate copies from entering the market.

## **ADVERTISING PRINTING**

Advertising printing stands for about 40 percent of the total printing market. For the advertising printing it is typical that the print buyer and the target group for the information are not the same. The print buyer pays the printer and distributor for delivering advertising material to the target group. For the advertising market it is most important to develop distribution channels where the advertisements meet their target groups.

It is known that the increase of TV channels has lead to changes in behavior of the viewers. When the consumer has many commercial channels he tends to change channel when there is a commercial break in the program. This means that the commercial will lose its effect, and at the same time the TV channel will lose its viewer. Thus the increase in TV channels has a negative effect on TV media. The effect of digital TV is not yet seen, but experience with increasing number of commercial channels has affected interest in digital TV negatively. A fact is that in some countries increase in TV channels has led to increasing advertising in magazines and newspapers. A result of growth in the overall advertising market, and of the problems advertisers have to find their target groups on TV, is that advertising printing will continue to grow.

## **DIGITAL PRINTING**

Digital printing has entered the market during the last years, and significant development in the digital printing technology will happen during the next years. Digital printing today is, however, more to compare with high volume office printing than with conventional printing.

For the reader the digital print is identical to the conventional print. The print is built from ink and paper and seen by the eye in exactly the same way. The big difference is how the print is produced.

In conventional printing the information on the printing cylinder is either on offset plates or gravure cylinders. The prints in a print run are all identical. In digital printing every copy can be different as the information on the printing cylinder changes from one sheet to the next. This means that the press must be programmed and controlled by a computer. The initial programming work is big and the transferring of data to the printing cylinder makes the press significantly slower than conventional presses. Prints can, however, be made on demand, and there is less waste in digital printing.

Digital printing is today most suitable for short runs. In this area it has also generated

new printed products, which previously were too expensive to produce. The printing machines are also relatively small, and their productivity relatively low. In the future, however, digital presses will develop, and their speed and productivity will make them competitive with conventional printing. Today they have taken some small jobs from sheet fed offset, but in the future their competitive ability will gradually develop to bigger products. This does not mean that the total volume of printing on paper changes.

In the future there will also be combinations of conventional and digital printing. The conventionally printed products will be complemented by digitally printed elements. When the media market turns digital, the techniques for printing on paper will develop too. Prepress operations will in the future be totally filmless. The techniques for making printing cylinders will regardless of printing method utilize digital technology. This will reduce make ready times, and make it easier to change the printed information. The use of digital technology makes it possible to produce short runs competitively. By combining different printing methods it will also be possible to make demographic print runs, where every copy is different. This development of conventional printing is necessary to keep it competitive in the future.

### Technical terms

electronic publishing

conventional information industry

real time information supply

digital communication

short run

advertising printing

digital printing

media market

publication printing

### Test Your Knowledge

1. Tell what other media are mentioned in this unit besides printing.
2. How conventional printing was influenced by the new media?
3. Explain the growing trends of different media.
4. List some factors that affect people's information reception.
5. Describe the situation of publication printing.
6. What was the situation of ads. market?
7. Describe the relationship between conventional printing and digital printing.



## 第 1 节

## 传媒市场的新趋势

电子技术在 20 世纪 60 年代应用于照相排版和分色机以后,印刷工艺得以快速发展。最初,印前处理工艺是靠手工完成的,通过胶片把文字与图像组合在一起。到 70 年代末,80 年代初,人们利用数字式电子分色机和胶片制版设备进行数字式页面合成。当时的第一台这样的工作站十分昂贵。80 年代中期,基于 PC 个人计算机的廉价的工作站开始投入使用。这一发展过程形成了电子出版的基础。

20 世纪末的数字通信技术的发展,对传统信息传播工业造成了巨大挑战。在传统印刷媒体和电视之外,新的信息包装方式及其传播方法得到了发展。在 CD-ROM 上以数字形式存储的文字和图像可以与声音和动画组合在一起。比如在 CD-ROM 上存储的字典和百科全书很容易在 PC 计算机上应用。把声音加在媒体上使之更具吸引力了。

卫星技术使得电视广播的全球化成为可能。数字电视的出现再次使电视频道成倍增加。电视频道的数量远已超过人们的需求,同时消费者继续享受着电影、新闻和其他一些信息消费形式。

互联网技术使得人们不需要任何有形的印刷媒体或 CD-ROM 即可得到出版信息。这就使得世界范围的信息传播更容易了,而且为消费者提供了获得实时信息的可能性。电子传媒的主要特点在于它向公众进行信息包装和传递的快速性和廉价性。

20 世纪最后十年中发展起来的数字印刷为短版活件找到了快速和经济的印刷方法。第一代数字印刷工艺可以印刷从几张到几千张的印品,其输出质量与传统印刷相比已经为人们所接受,但是从印刷批量角度讲,并未对传统印刷构成威胁。

### 新媒体对传统印刷的影响

当 CD-ROM 和电子出版于 20 世纪 90 年代开始在传媒市场占有一席之地时,人们对于印刷媒体的未来预测出现了矛盾的看法。受新媒体存在的各种可能性所激励,一些专家作出了“纸张的使用将开始下滑,书籍和杂志将被电子媒体所取代”的预言。然而,事实上,纸张的消费仍然持续稳步地增长,而且印刷机械制造商的订单并未减少。这些都证明了印刷企业仍然相信传统印刷产品的未来市场。

### 传媒市场还在继续增长

从生产者到消费者的信息流通可被分为两类。

一方面,消费者极力寻求信息,这样的信息主要是新闻或专业信息。在某些情况下,消费者也认真阅读广告,尤其是高质量的广告。

另一类信息是生产者要传递给消费者的商业信息,以吸引消费者的注意力。这样的信息需要图画、色彩、可能时还需要能吸引消费者注意的声音。这种情况下,正是消费者在选择媒体,而且这种选择依赖于他要接受哪方面的信息。

当前的传媒市场一直在增长,而且有关预测表明这一增长仍在继续。人们的空余时间已经增加了,使得人们把更多时间花在印刷和电子媒体上。目前,相当多的家庭都有了计算机,而且,这些计算机与互联网连接的数量在不断增加。为一部分不断增加的人群在电信领域应用这项技术开发是信息流大幅增长的一个很好的基础。

正在增长的媒体市场基本上集中在电子媒体上。随着更多新卫星的发射以及数字电视的出现,电视频道的数量将继续稳步增长。尽管人们会花更多时间看电视,但是,电视频道数量的增长速度更快一些。这就意味着每一频道的平均观众数量将下降,而且争夺观众数量的争斗将更残酷。

令人感兴趣的问题是,传统印刷在电子媒体增长的情况下如何保持本身的位置。当电视频道争夺观众因而使观众的平均数量下降时,它作为广告媒体的强大地位将丧失。印刷媒体,尤其是具有特殊趣味的杂志仍然吸引着它的读者群。由于杂志读者根据他自己的兴趣选择阅读对象,同时也说明杂志广告可以准确地抓住某一部分读者群体。

目前的预测表明,尽管传媒的主要增长是电子媒体,印刷媒体也会继续增长。同时也表明,印刷媒体的绝对数量仍然在增长,但其市场份额在下降。

## 人们接受信息的途径

在对传统印刷进行预测时,有必要对不同的产品类型进行分析。当诸如广告之类的信息被广告提供者送到消费者面前时,或者当消费者在寻求某种信息(比如新闻)时,情况完全是不同的。

最终消费者希望得到信息的方式与每天中的时间段以及消费者本身的精神状况有关。某些时候,如吃早点时,或者在火车上旅行时,由于可利用的时间有限,消费者需要作出如何打发时间的决定。然后他要作出在哪个时间段内要获取哪类信息的决定。根据对某一文章的感兴趣程度,他会作出花多少时间来阅读接着才继续阅读下一篇的决定。在这些场合,信息消费者要按照自己的方式来选择他需要的信息组成。这种时候,消费者会选择传统印刷品来满足他的需求。

晚上,或者当消费者具有充裕的时间时,或许在他感到有点儿累的情况下,他更愿意被动地接受信息。这时,电视是最佳的选择,同时普通的,有趣味的印刷信息和杂志也是合适的选择。这一时段是消费者希望进行某项特殊兴趣消费的时间。

基于这一目的,电视的专业频道收视率将得到提高,同时,具有特殊兴趣的杂志也会获得市场。互联网在这一时段也最繁忙。这时的网民主要是年轻人,他们上网浏览,寻找乐趣,从中也学到了获取信息的新方法。

## 出版印刷

传统印刷的最大分支是出版印刷,约占整个印刷品市场的一半。出版物印刷的共同之处在于出版商依赖于消费者为每一份出版物支付的费用。出版者必须找到最低成本的生产