

编著  
程坪

# 实用广告英语教程

红旗出版社

北京广播学院广告学系专用教材

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# 前 言

近年来,市面上关于广告的专著日见其多。但广告英语方面的书不多见。

笔者近年常应一些单位的邀请,讲授广告英语,逼迫自己平时比较留心此方面的内容,并翻译了一些有关广告的论文或专著,积累了一些资料 and 想法。另外,在与一些专业人士的接触中,发现许多在合资广告公司工作的本土广告人,在与客户或广告公司高级主管沟通时,常有语言障碍的困扰,这些障碍大多属于专业知识和专业术语的范围。更多的本土广告人存在着这样的难题,不知如何与国外客户做有效的专业沟通。鉴于此,在友人的支持和鼓励下,笔者历时一年半,成就此书。

本书以应用为目的,与一般的广告英语类书显著不同处是,不局限于广告文案词汇与语句的传授,而是结合广告专业知识,将广告专用词汇与术语,融在广告策划、市场调查、广告媒介计划、广告创作、广告效果测定等具体的广告营运环节,着力于广告英语的交际功能。同时,本书还提供给读者“媒介计划”、“个人简历”、“广告公司求职信”、“影视广告脚本”、“广告合同”、“市场调查问卷”等范式,供读者参考。

全书分三部分,共 19 个单元和 14 个附录。除第 4、第 8 单元外,其余每个单元后均配有相应的练习。词汇表中按词汇在广告中的使用频率而加以星号标明,星号越多,使用频率越高。本书适于广告学专业、新闻学专业、公关专业、影视专业、经济类专业三、四年级学生及有一定英语基础的广告专业人员使用。

笔者希望本书能在中国广告业国际化过程中起到一点儿作用。

在构思与写作本书的过程中,得到了丁俊杰、黄升民先生的指导与帮助,感谢曹璐教授的鼓励。在本书完成之际,特别感谢美国威斯康辛州立大学副教授潘忠党博士,感谢他为本书提供的珍贵资料。

由于编者占有资料及水平有限,错误与不足难免,恳请广大读者指正。

程 坪

1995 年 6 月于北京东郊



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# Unit One

## Advertising in Brief

### I . Prework

Find the general meaning of the following words in your dictionary before you read the text:( 找出下列单词的一般意义 )

marketing	improve
promote	identify
employ	corporate
idea	audience
message	clearance
paid	nonpersonal
commercial	define
appeal	awareness
strategy	patronage
target	institute
demand	

### II . Text

Directions: Read the following passages carefully, paying special attention to the block words. They are the most used words in advertising.( 仔细阅读下列段落, 注意黑体字。它们为广告常用词。)

Advertising is mainly used as a tool of business to assist in the goods and service. The Definitions Committee of the American **Marketing** Association defines Advertising as "any **paid** form of **nonpersonal** presentation and **promtion** of **ideas**, **goods**, or **services** by an **identified** sponsor". Some other experts define it as "any

paid form of presentation of certain **sponsor** on certain nonpersonal **media** to **appeal** to certain **audience**."

While advertising is very important to business, it is only a small factor in overall business **strategy**. We can not expect to solve all the business problems by means of advertising only. It is necessary that we use advertising together with other promotional tools, such as personal selling, sales promotion, and public relations.

There are number of ways to classify advertising. It can be classified into several broad categories:

By **target audience**

**Consumer** advertising

Business advertising which includes industrial, trade, professional, and agricultural (farm) advertising.

By geographic area

International advertising

National( general) advertising

Regional advertising

Local (retail) advertising which includes regular price—line advertising, sale( price) advertising, and clearance advertising.

By media

Print advertising

Broadcast advertising

Out—of—door advertising

Direct—mail advertising

By purpose

Product advertising and product **reputation** advertising

Nonproduct( corporate/institute) advertising including **patronage**, public relations and public service advertising.

Noncommercial advertising such as recruitment advertising, advocacy advertising



## **Commercial advertising**

Action advertising

Awareness advertising

### **By form**

Co-operative advertising which includes tie-in/horizontal advertising and vertical cooperative advertising.

Comparative advertising

Classified advertising

### **By demand**

Primary-demand advertising

Selective-demand advertising

There are three major components engaged in making advertising: **advertisers**, advertising **agencies** and advertising **media**.

How the producer treats the advertising function depends upon the importance of advertising to the overall promotional strategy of the firm. It varies considerably from firm to firm. As firms grow more marketing-oriented, with greater focus on marketing function to maximize their **profits**, the functional areas of advertising, sales, new-product development, and marketing **research** requires a catalyst that would integrate all these **efforts** and provide for better marketing **planning**.

### **Notes:**

1. goods and services    商品和劳务
2. any paid form of nonpersonal presentation    任何非人员的表现形式
3. ideas    观念
4. identified sponsor    可识别的赞助人,即广告主

5. message 讯息,指信源(source)发出(deliver)的任何形式的表达符号,既可以是  
有意义的,也可以是无意义的。“讯息”有别于“信息”(information)。Information  
指有意义的表达,因此,在英语中有 informative advertising 和 informercial  
(信息性广告)。
6. institute advertising 企业广告,又叫机构广告。
7. regular price-line advertising,  
普通广告,零售商告知消费者商品价格的广告。
8. sales/price advertising 促销广告,又叫减价广告。
9. clearance advertising  
清仓广告,一种为促使滞销商品流动,为新产品上市而作的零售广告。
10. patronage advertising  
好感广告,一种为获取消费者好感而作的企业形象广告。
11. recruitment advertising 招聘广告,包括征兵广告。
12. action advertising, awareness advertising 促动广告,认知广告。
13. cooperative advertising  
联合广告,分 vertical 和 horizontal( tie-in) 两种。horizontal 为平行行业不同广告  
主共同发布的广告,vertical 则为生产厂家和零售商共同发布的广告。
14. marketing planning  
营销策划,注意 planning 与 plan 的区别,“planning”指“策划”,有一个过程,而  
“plan”指一个具体的“计划”。

### III . Words and Expressions

paid	付费的,有偿的
promotion**	促销
goods and services**	商品和劳务
define** v.	界定,划定,锁定
nonpersonal**	非人员的
presentation*	表现

idea**	观念, 创意
identify** v.	识别
sponsor**	资助人, 广告主
message**	讯息
media**	媒介
appeal( to) **	诉求
audience**	(听众, 观众) 受众
factor**	因素
overall	整体
strategy**	战略
by means of	以... 方式
personal selling**	人员销售
sales promotion**	销售推广
public relations**	公共关系
consumer**	消费者
retail**	零售
category	品种
reputation**	声望
corporate**	企业
commercial**	经济的, 商业的
patronage**	(消费者的) 信任
advertiser**	广告主
depend upon	取决于
vary v.	变化
maximize v.	使... 最大
profit*	利润
develop** v.	开发
research**	调查, 研究
catalyst	催化剂

integrate v.	组合, 合成
effort**	努力, 力量(人员)
marketing**	营销
source**	来源, 信源
component*	成分
engage** vt.	参与
function*	功能, 职能
informercial*	信息性广告
clearance	清仓
awareness**	感知
institute**	企业, 机构
target**	目标
demand**	需求

#### IV . Exercises

##### A. Questions

- 1) Give the definition of Advertising by DCAMA.
- 2) What is the use of advertising?
- 3) What is your understanding of advertising?

##### B. Put the following sentences into Chinese.

- 1) Today, we all have very strong opinions about advertising which may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending upon the point of view.
- 2) Advertising is usually aimed at a particular part of population.
- 3) Technological advances of the 19th century created the greatest changes in the advertising industry.

- 4) Most advertising is intended to be persuasive. A company usually sponsors advertising to convince people its product will benefit them. In addition to promoting tangible goods as suits, soap, and soft drinks, advertising also helps sell intangible services of bankers, beauticians and bike repair shops, And increasingly, advertising is used to sell a wide variety of ideas.

C. Put the following sentences into English.( 汉译英 )

绝大部分透过大众媒体——电视、报纸、广播、杂志——传播的广告是消费者广告。这些广告既可以由生产这些产品的厂家出资来做,也可以由经销它们的经销商出资。这类广告主要针对消费者——那些为自己或别人购买产品的人。例如,杂志上的可口可乐广告既可能针对购买者,也可能针对使用者;二者既可能是同一个人,也可能是不同的人。

## Unit Two

### Advertising Agency

#### I . Prework

Find the general meaning of the following words in the dictionary:

handle	size
talent	place
account	structure
boutique	house
formula	objective
select	policy
purchase	run
client	employ

#### II . Text

Directions: Read the following passages carefully, paying special attention to the block words. They are the most used words in advertising.

An advertising agency is an independent organization of **creative talent** and business people who, on the basis of marketing **objectives**, specialized in **developing**, preparing and **running** or **placing** advertising plans, advertisements, and other promotional means. The agency also arrange or contract for the **purchase** of advertising **space** or **time** in the various media. It does all these on behalf of the advertisers( sellers)—their clients—in an effort to find **consumers** for their goods or services. Regardless of their size, structure( organization) or location, all advertising agencies serve essentially the same purpose.

The agency employs specialists in applying the complex art and science of advertising to business problems. They include administrators and other business people, and writers, artists, market and media analysts, researchers, or other specialists.

Basically, advertising agencies may be classified by the range of their services and by the type of **account** they handle as well as by their organization.

## By services

Full-service agencies

A la Carte service including creative boutique, media buying services, and affiliated agencies.

## By account

Consumer-goods agencies

Industrial-goods agencies

Financial advertising agencies

## By organization

International agencies

Multinational agencies

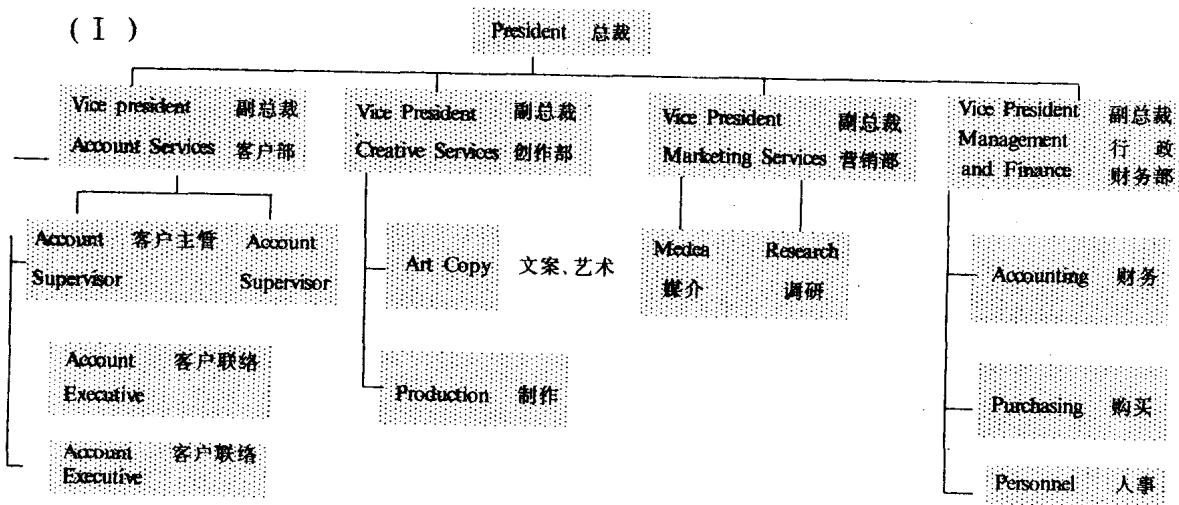
In-house agencies

Right choice of advertising agency will help a lot in the success of an advertiser's business. There is no simple formula for selecting an advertising agency. However, there are some criteria such as the speculative presentations of the advertising agency, the role of advertising in the overall promotional strategy, the experience of the agency with the same account, the size of the agency, the facilities of the agency and its organization and personnel, the character, philosophy and policies of the agency.

The followings exhibit how an agency is organized.

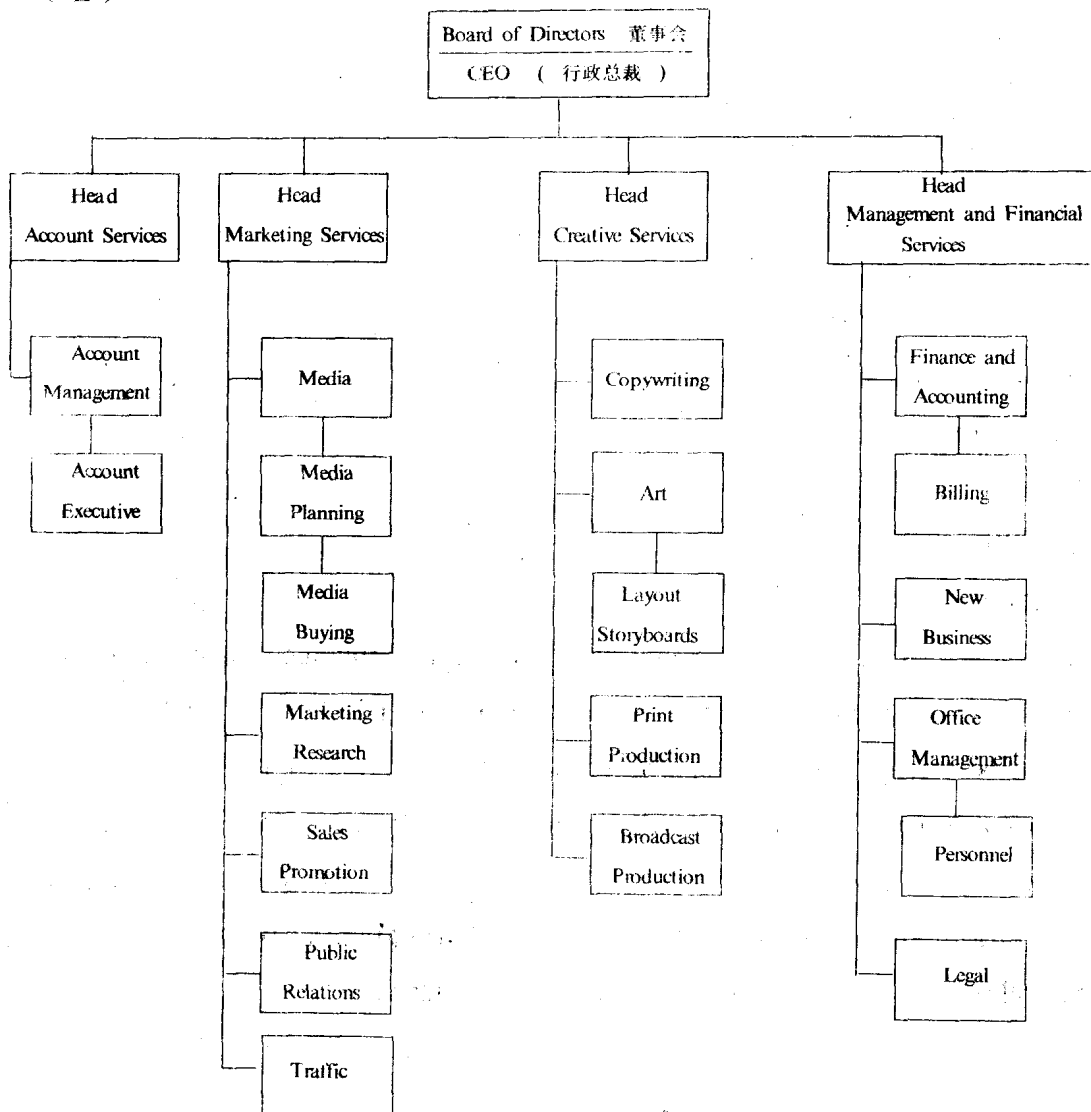
### Structure of an agency:

( I )





( II )



And here are some job titles in an advertising agency:

Art director 艺术总监

Market research manager 市场调研总监

Assistant art director 助理艺术总监

Market researcher 市场调研员

Artist 美工、演员

PR manager 公关主管

Photographer 摄影师

PR assistant 公关助理

Jingle creator 乐师

Advertising director/manager 广告主管

Copywriter 文案

Brand/product manager 品牌主管

Assistant account executive(AAE) 助理专户联络员

Account Executive(AE) 专户联络员

Traffic assistant 内部协调助理

Account supervisor 客户主管

Account director 客户总监

Junior account executive 初级专户联络员

Print production manager 平面制作经理

Media planner 媒介策划

Media buyer 媒介采购

Broadcast producer 广播广告制片

Notes:

1. creative talent

创意天才。广告中常用 talent 一词表示参与广告演播的演员、播音员等。

2. developing, preparing and running and placing advertising.