



摇摇摇摇

总序

广告学专业书籍的写作与出版，一直是广告学术界的大事。见诸出版物的学术文字，作为学术研究最终体现方式之一，常常成为一个时期内学术研究水平的最重要表征。

中国广告学学术研究的传统，早在 20 世纪上半叶就已奠基。自 1935 年甘永龙编译的第一部广告学专著《广告须知》问世，到 20 世纪三四十年代一批广告学著作集中出版印制发行，标志着中国广告学研究曾经历过一个蓬勃发展的初创阶段。这一时期，经由上海商务印书馆、上海中华书局等机构出版发行的广告学译著、专著、论文、文集等各种形式的学术著作已达三十多种。其后及至当代广告学重建，虽经几十年的历史尘烟，学术传统一度中断，我们仍然可以通过这些书籍刊物，来发现当时广告学研究的历史真相，探讨学术继承与发展的现实。

一方面，学术活动的正常发展在很大程度上是由出版环节支持的，出版情况对学术文字成果的形成及传播常起着制约和导向作用；另一方面，高等院校在发展科学的广告知识体系方面也扮演了重要角色，这在系统化（发展成课程）、结构化（组合成专业课程计划）、合法化（课程和课程计划获得认可）及传承（传授给准专业人员——学生）等方面的专业知识生产程序中都有所体现。今天，广告学的学术研究活动主要还是在大学的广告专业教育体系中得以发展进行，高等院校仍是广告学术研究和知识生产的重要基地。

综观当代中国广告学学术研究与学科建设的事实，不可否认，我们还处

于学术积累不足，专业知识传播不力的尴尬境况。鉴于此，由高等院校的广告专业教育系统与出版界加强联合，通过出版推广一系列能反映时代学术前沿风貌的广告学著作、教材来共同促进广告学的知识生产与学术研究，推动广告学的学科建设，已经是刻不容缓的时代任务。

正是基于这样一个共识，中南大学出版社和中国广告协会学术委员会于2014年 远月在北京召开了全国广告学教材建设研讨会。此后，在全国范围内广泛征集了教材书目和编写提纲，得到了全国广告学知名高校教师和广告实业界专家的支持和应征，在此基础上确定成立由我担任主编、黄升民教授担任主审的《当代广告学专业系列教程》编审委员会，先期推出十本主干教材，以后再分期推出第二期、第三期……以期不断完善广告学核心课程和方向课程的教材建设。

2014年 怨月，《当代广告学专业系列教程》编委会又在南京中国广告协会学术委员会学术年会上，就本套教材的编写要求和特色达成了以下共识：

1. 视野开阔，注重国际广告理念与本土广告文化的对接与融汇。

2. 力求以同实战相吻合的方式阐述原理和方法，具有“临场感”。

3. 力争做到高水平、有特色、入主流，既符合教学实际，又有适度超前，有所创新。

4. 层次清晰、逻辑严密、概念明确、文字精练、语言流畅、图文并茂。

5. 规范编写体例。每册的每章节包括教学目的、本章小结、思考与案例讨论，同时书末附有参考文献。

6. 每门课教材配有多媒体教学课件。

在编辑出版过程中，我们对书目的审核、作者的遴选、大纲的审定等都是严格把关，对书稿内容反复讨论、多次修改。另外，我们在设计、版式、开本、纸张、印刷等诸多环节也是努力向国际标准看齐。我们希望这套吸纳了国内广告学者最新研究成果、凝聚着国内众多广告学专家心血的教程的出版，能为我国的广告学学术研究、广告专业教育事业以及广告行业的发展做出应有的贡献。

中国广告协会学术委员会主任
北京广播学院院长助理、教授

丁俊杰

2014年 远月



前 言

英语作为重要的交流工具在国际商业与传播活动中的地位任人皆知，理解英语专业术语并运用于实际业务，已经成为经济全球化时代工商业人士的必备能力之一。在中国加入 宰鞣, 国内市场环境日益国际化的背景下，中国广告 轳销业界的专业人士和学习广告 轳场营销专业的学生对现代广告业的国际交流工具——英语的学习需求有了明显提高。

在广告 轳销业界的专业人士进行详细的创意与概念沟通时，专业术语是最为简明、直接、便捷的交流工具。广泛使用英语专业词汇的国际广告从业人员都明白，目前大量使用的专业术语和行话尽管完全是从标准的英语中分离出来的，但为了清楚地进行沟通就必须掌握它们。在国际化商业环境中，如果没有通行工商界的英语广告术语来沟通广告主、广告业和媒体，宝贵的创意也许会被曲解、被丢掉甚至变成了根本不想要的意义。实际情况表明，许多本土广告专业人员尽管具备了丰富的实践经验和出色的专业水准，其中一部分人的英语能力也通过了四、六级考试，但正是由于不具备专业英语沟通特别是口头沟通的技能，大家在广告业务操作中始终苦于无法自如地表达自己的见解，进而妨碍了向客户和竞争者充分展现自己真正的专业能力。与此同时，在实际工作中作者发现，国内相当多的涉外广告 轳销业务沟通依靠文字形式进行，但遗憾的是大量的英文材料用非术语写成，外国客户不知所云，而且有相当多的国外广告专业资料被不了解专业术语和英语国家语言习惯的翻译人员依据字典转译成似是而非的内容，这在很大程度上降低了沟通的质量。

基于这一现实，通过系统而实用的训练方式，帮助学习者获得运用专业英语开展国际业务和专业交流的基本能力，就成为中南大学出版社和作者开发《广告专业英语》教材的首要目的。

作者的专业背景，决定了《广告专业英语》教材无论在体例上还是教学要求上均与常规的大学英语教材有别，其主要特色是面向英语能力达到源级的专业人士和大学英语 猿级的广告专业学生，用各种实际业务中常见的真实素材营造一个仿真的广告英语操作环境，以教授具有国际专业特色的，以

口头交流为主的广告英语沟通技巧和术语。这意味着《广告专业英语》既不是用英语写成的广告教材，也不准备传授英文广告的撰稿技巧，它的价值在于帮助中国专业人员了解国际广告行业通行的英语沟通方式，实现英语专业交流水平的跨越。

为使读者随着广告作业的步骤，以循序渐进的方式一步步地系统吸收专业术语并掌握规范的业务交流方法，作者按照实际的广告流程顺序安排《广告专业英语》的每章内容。课程的每一章都是由三项主要内容：每一个单元有在实际情景中运用术语和行话的课文；有一组旨在帮助读者理解并巩固所学知识的课后习题以及附录在书后的解答；还有每一章所涉及的专业词汇的发音及汉译对照附表。对一些读者可能不熟悉的、非广告专业的短语，本书也分别在每一章里另外作了翻译，因为学习短语也是一种使读者深入到真实的国际广告业务情景中的有力方法。其他诸如课文的中文翻译、英语广告作品范例以及书中提供的有价值的参考网站等信息，都是对读者很有帮助的学习内容。

美国不仅是当今世界上最大的广告市场，也是现代广告的发源地，长期以来云集麦迪逊大街的广告精英引领着世界广告业的潮流。正是由于这个原因，我们在编写教材时使用了美式英语和美国广告业普遍使用的专业词汇和行话。经过《广告专业英语》课程的学习，读者可获得超过 2000 个专用词汇的储备并能运用英语思维理解它们的含义；通过中英文对照，大家可以体会两种语言习惯的明显差别，从而具备用英语讨论、处理诸如广告、营销和其他相关领域问题的综合技能。在一个以传播为主要功能的行业里，每当读者需要附加信息进行更清晰交流的时候，具备案头工具价值的《广告专业英语》，将成为广大专业人士不可多得的专业资源。

董立津 (Dong Lijun)

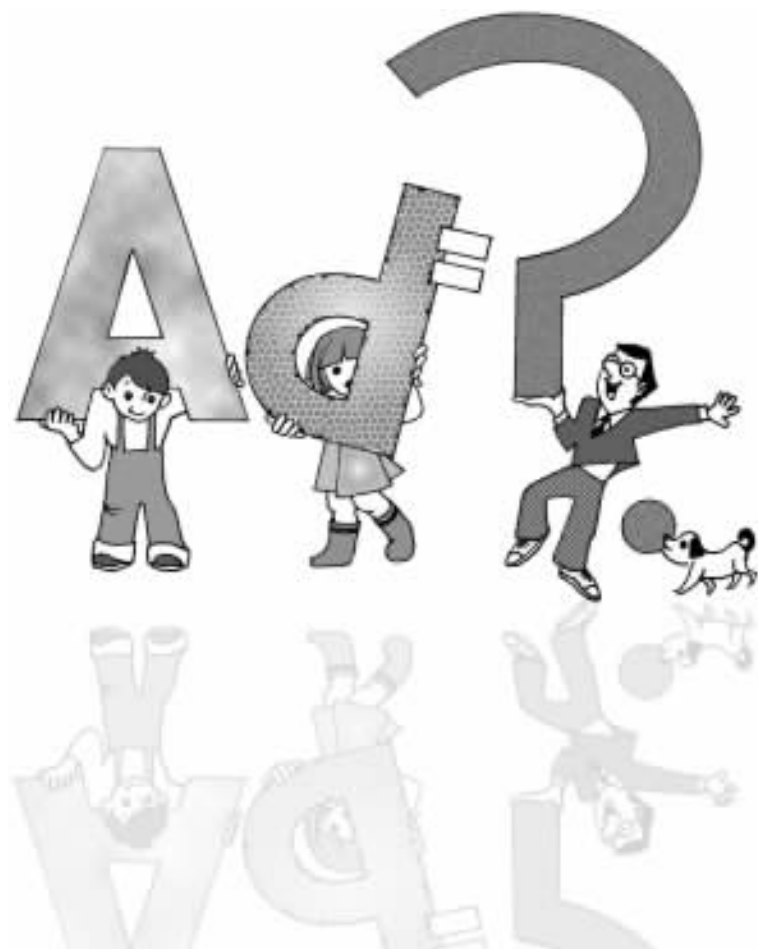
陈保士 (Chen Baoshi)

周源 (Zhou Yuan)

周源 (Zhou Yuan)

Chapter 1

Introduction to Advertising



New Text

An Introduction to Advertising

So what is advertising? What can it do? How is it done?

To answer such questions, this book will look at different steps in the process, different uses of advertising, related fields and the underpinnings of capitalism and consumerism themselves.

Target markets vary greatly, and so advertising strategies and techniques must be tailored to meet those needs. When people first think of advertising, they usually picture consumer advertising — and often national advertising — which is a form of commercial advertising. But the array of different forms of advertising include: B2B advertising such as industrial advertising; professional advertising; trade advertising; and local retail advertising generally targeting end-users of products and services. There are even noncommercial advertising forms such as advocacy advertising and institutional advertising, often called PSAs.

The speaker, customer (or to whomever it is the speaker is talking) and the communication process dictate the type of advertising that is required to be effective. Reaching the customer in the most effective manner is one of advertising's primary goals. However, there are many other concerns related to such an endeavor. There are legal restrictions at various governmental levels. Additionally, guidelines from such organizations as the AAAA concerning the use of techniques such as comparative advertising, so as to prevent puffery from becoming deceptive advertising, or to keep people from engaging in subliminal persuasion have been created. Working with an agency's suppliers and the media creates additional challenges. Not to mention the experience of winning business through the pitch and bid process, which is both stressful and riveting.

Words and Expressions

AAAA America Association of Advertising Agencies (Pronounces by the individual letters) 美国广告代理商协会

advertising ['ædvətaiziŋ] 广告、广告活动

advocacy advertising ['ædvəkəsi] 倡导型广告

bid [bid] 广告竞标

business-to-business advertising (B2B advertising) ['biznis-tu:-'biznis] B2B 广告

capitalism ['kæpitəlizəm] 资本主义, 资本运营

commercial advertising [kə'mə:ʃəl] 商业广告

communication process [kə,mju:ni'keifn 'prəuses] 传播过程

comparative advertising [kəm'pærətiv] 比较广告

consumer advertising [kən'sju:mə] 消费品广告

consumerism [kən'sju:mərizəm] 消费模式

customer ['kʌstəmə] 顾客

deceptive advertising [di'septiv] 虚假广告

department [di'pa:tmənt] 部门

designs [di'zains] 设计稿

end-user [end-'ju:zə] 最终用户、实际使用者

industrial advertising [in'dʌstriəl] 工业广告

institutional advertising [,insti'tju:ʃənl] 社团机构广告

media ['mi:diə] 媒介

national advertising ['næʃənl] 全国性广告

noncommercial advertising [nɒnkə'mə:ʃəl] 非商业广告

pitch [pitʃ] 提案

professional advertising [prə'feʃənl] 专业服务型广告

public service advertising (PSA) ['pʌblik 'sə:vis] 公益广告

puffery ['pʌfəri] 吹捧式的广告

retail advertising ['ri:teil] 零售商广告

subliminal persuasion [sʌb'liminl pə'sweiʒən] 阈下劝服(潜移)

supplier [sə'plaiə] 制作公司

target market ['tɑ:ɡɪt 'mɑ:kɪt] 目标市场
 trade advertising [treɪd] 促销产品
 riveting ['rɪvɪtɪŋ] 迷人的
 not to mention [nɒt tu: 'menʃən] 不用说
 underpinning [ʌndə'pɪnɪŋ] 基础

Matching

In the blank to the left of the term or on a separate sheet of paper , write the letter or pair of letters of definition that best applies.

- | | |
|--------------------------|--|
| 1 AAAA | A the emphasis of advertising and marketing efforts toward creating consumers |
| 2 advertising | B paid communications conveyed by a mass medium |
| 3 advocacy advertising | C companies that sell goods or services to an advertising agency for their use in constructing advertisements , e. g. design studios , color houses , printers , and paper producers |
| 4 bid | D advertising directed to other businesses , rather than to consumers |
| 5 B2B advertising | E a form of business-to-business advertising aimed at manufacturers. This advertising typically promotes parts , equipment , and raw materials used in the manufacturing process. |
| 6 capitalism | F Advertising that is aimed at a national market , as opposed to local advertising |
| 7 commercial advertising | G advertising directed toward professionals such as doctors , dentists , and pharmacists , et al. who are in a position to promote products to their patients or customers |

8	communication process	H	a description or explanation of the chain-of events involved in communicating information from one party to another
9	comparative advertising	I	the person who actually uses a product ,whether or not they are the one who purchased the product
10	consumer	J	American Association of Advertising Agencies , an association whose members are ad agencies
11	consumer advertising	K	one that utilizes economic goods
12	consumerism	L	advertising directed at a person who will actually use the product for his own benefit , rather than to a business or dealer
13	customer	M	an economic system characterized by private or corporate ownership of goods , by investments that are determined by private decision , and by prices , production , and the distribution of goods that are determined mainly by competition in a free market
14	deceptive advertising	N	advertising that is designed to educate and promote ideas or institutions , e. g. public service announcements
15	end-user	O	A group of vehicles used to convey information , news , entertainment and advertising messages to an audience. These include televisions , cable televisions , magazines , radios , billboards , etc.
16	industrial advertising	P	the offering of one's service to the prospective client , usually in competition with other agencies
17	institutional advertising	Q	a lawful exaggeration of praise lavished on a product that stops just short of deception
18	media	R	the act and instance of presenting an agency's concepts before the prospective client
19	national advertising	S	An advertising message presented below the threshold of consciousness. A visual or auditory message that is allegedly perceived psychologically , but not consciously. Also called subception.

20	noncommercial advertising	T	advertising designed to increase sales , specifically for retailers and wholesalers
21	pitch	U	a group of individuals whom collectively , are intended recipients of an advertiser's message
22	professional advertising	V	one that purchases a commodity or service
23	PSA	W	advertising with a central focus on public welfare , and is generally sponsored by a non-profit institution , civic group , religious organization , trade association , or political group
24	puffery	X	an advertising appeal that consists of explicitly comparing one product or brand to a competitive product or brand
25	retail advertising	Y	Advertising which promotes local merchandisers' goods and services. Also referred to as local advertising.
26	subliminal persuasion	Z	advertising that involves commercial interests rather than advocating a social or political cause
27	supplier	AA	advertising used to promote a position on a political or social issue
28	target market	BB	a representation , omission , act or practice that is likely to mislead consumers acting reasonably under the circumstances
29	trade advertising	CC	advertising to promote an institution or organization , rather than a product or service , in order to create public support and goodwill

Translation

Translate the following sentences (examples can be found in Appendix 2)

1. 根据现行的《广告法》，比较广告在中国受到严格的限制。相关的法律规定是：“广告不得贬低其他生产经营者的商品或服务。”(第二章第十二条)
2. 对属于阙下劝服性质的广告，到目前为止，中国的广告法还没有明确的限制，也未见任何广告主因为类似行为而受到处罚。
3. 广告中不得出现中国国旗、国徽、国歌。这是政府管理部门严格执行的法律条款，但《广告法》没有专门对违反这项限制的广告行为作出具体的处罚规定。

Fill-in-the-Blank

宰爆当月霖操

*advertising , advocacy , bid , B2B , consumer , customer , end-user ,
noncommercial , pitch , professional , retail , target market*

(Note : For this practice section , two of the terms above are interchangeable , but use each only once.)

During the (1) _____ process , the (2) _____ agency will (3) _____ its idea to the prospective client. Whether (4) _____ advertising for a local merchant , (5) _____ advertising directed at doctors , lawyers , etc. (6) _____ advertising targeting other companies , or (7) _____ (8) _____ advertising promoting an idea , the question the prospect is asking themselves is , “ Will the plan effectively reach and sway our (9) _____ ? ” The prospect wants to know if the individual (10) _____ buying the product or service (whether he/she be the actual (11) _____ and (12) _____ or not) purchasing the product , service or whatever it is they are promoting , will understand the benefit as a result of the agency’s advertising.

Role Play

Take turns with your partner speaking aloud the text. Say aloud one sentence, and then allow your partner to say the next sentence. Do this until you no longer need to look at the book to remember the words. This can help you memorize the terms for future chapters as well.

Writing Exercise

Compose a story about a company and its advertising. Try to use as many new words as possible. Do not be afraid to make the story humorous if you wish.

Useful Links

AdAge

www.adage.com

Website for the more than 70 years old AdAge Magazine

AdWeek

www.adweek.com

The website of the primary competitor to AdAge Magazine

BEEKstreet

www.beekstreet.com/glossary.htm

An online glossary of common Advertising terms

Jade River Designs

www.jaderiver.com/glossary.htm

The Marketing Manager's Plain English Internet Glossary



Chapter 2

Agency Structure



New Text

The Advertiser Tours His New Agency

The advertiser , Jim Cochran , comes to visit his new agency. The CEO , Terry Parkinson takes him on a tour of the agency. At each different department , Mr. Cochran is introduced to various agency members and their respective position.

Terry Parkinson Cochran Jim , you already know Susan O'Donnell , our CFO , and Mich Connelly , our Management Supervisor , as well as Sandy Losh , the director of our Traffic Department. Now I'd like you to meet some of our other members of the agency. This is our Creative Director , Tom Walsh. He's been with us for just over three years now. He transferred here from our sister agency in Chicago.

Jim Cochran It's a pleasure to meet you , Tom. We were especially impressed with the designs your department put together for the pitch. We'll certainly be looking forward to more of the same in the future.

Tom Walsh Mr. Cochran , all of us in the Creative Department are very excited about this opportunity. We are only putting our best and brightest Creatives on your account to make these ads really standout. Mike Peters has been our Art Director for nearly five years now. And Renee Thompson , one of top Copywriters , turns-out some of the best copy I've personally ever read.

Terry Parkinson And this is Miguel Rojo , Assistant Partner and head of Account Services.

Miguel Rojo I'll be working closely with Jim Stevens , our Account Executive , to insure that you and your Advertising Department

get all the support you need. His dedication to the work has made him one of our rising stars here in Account Services. And with his previous experience on our Michelin Account , I feel he'll be a great fit for your company.

Terry Parkinson This is Mary Atchison. She's a member of our Media Department , and she'll be overseeing media planning for you. She's been here for just over six years now.

Terry Parkinson And this is Richard Li , head of our Research Department. His work for our client , Crest , was invaluable in expanding the company's market share in the southwest. He's got a real knack for turning qualitative data into quantitative results.

Jim Cochran It's a pleasure to meet all of you. I think you can really do a lot for our brand image. Now who will be handling account planning on our company's account ?

Terry Parkinson That would be Mike Stevens. I'm afraid he's not in right now , but he was just as excited as we were to hear that you could entrust your North American business to our agency. He said he'd be in later this afternoon , so I hope you get a chance to meet.

Jim Cochran I as well. I feel a clear understanding of the needs and desires of the customer is essential to proper marketing and advertising. I really felt that your agency did the best job in identifying our primary customers during the bid process , and I assure you that did much to win us over. Well , don't let me keep you. I know you're all busy.

Miguel Rojo Not at all ! It's just such an honor for our agency to have been given this opportunity.

Terry Parkinson Well , Jim , how about a bite to eat ?

Jim Cochran Sounds great !