

♠ 实用新视野英语导航丛书 ♠

广告英语导航

A Guide to Advertising English

程瑜蓉 编著

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前 言

我国自从走市场经济道路以来,广告浪潮便波及到了各行各业,并且势头一阵比一阵强劲。目前,不管您走在路上还是呆在家里,广告都会映入您的眼帘或传进您的耳里,影响您的观念和决策,而且这些广告中,有相当一部分是英语广告。因此,有许多人迫切需要掌握广告英语知识。

然而,目前市面上的广告英语书籍却非常有限,远远不能满足广大读者的需要。而且这些数量极为有限的几本书,几乎都只讨论英语广告的一个方面——文案创作。要知道,广告英语所涉及的内容远不止此。如果只了解一点文案创作知识,是远不能达到用英语进行广告交流和宣传的目的的。因此,本书从更广的视角,对广告英语进行了较为全面的探讨。

本书由以下部分构成:

● 广告基础

这部分介绍了广告的基本概念、分类和作用,剖析了广告业的构成和现状。

● 广告调查

广告调查是广告活动必不可少的一个重要环节。这部分对制定广告计划前的开发调查、广告发布前的测试性调查和广告发布后的评估性调查进行了探讨,还讲解了调查问卷的设计方法。

● 广告计划

这部分讲解了广告战略的确定原则、广告预算的制定方法和广告计划书的写作要领。

● 广告创作

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广告创作部分不但涉及到广告文案创作,而且还探讨了广告的艺术设计和制作工艺。这部分精练的基本知识讲解、生动的对话范例和精心编写的常用词句,旨在提高读者的广告创作技能。

● 广告媒介

这部分首先探讨了媒介计划,然后介绍了报纸、杂志等印刷媒介、电视、广播、网络等电子媒介以及广告牌、交通工具、飞行物、购买现场、特制赠品、电话簿和赞助活动等辅助媒介。

● 国际广告

这部分介绍了国际广告的创作要领、应注意的法规要求以及媒介选择应注意的事项。

《广告英语导航》一书虽然由本人执笔撰写,但实际上是集体智慧的结晶,因为在本书的编写过程中,有不少人给予了我极大的支持和帮助。他们是郭双冰、郝绍伦、李开文、王军凯、邓明丽、黄武诚、张洁。本人在此对他们表示诚挚的感谢。

程瑜蓉

2002年8月28日

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第一章 广告基础

Fundamentals of Advertising

1.1 广告的定义

Definition of Advertising

1.1.1 基本知识

Basic Knowledge

广告是个人或组织通过有偿取得的媒介,向一定的社会群体宣传其产品、服务或观念,并劝说他们购买或采取相应行为的活动。广告可以根据以下标准分类:

1. 目标群体

广告按其需要影响的群体,一般分为消费者广告(consumer advertising)和企业广告(business advertising)。消费者广告面向的对象是直接消费者。企业广告面向的对象是工商企业。

2. 目标区域

广告按目标区域可分为地方广告(local advertising)、全国广告(national advertising)和国际广告(international advertising)。

3. 传播媒介

广告按传播媒介主要可分为印刷广告(print advertising)、电子广告(electronic advertising)和户外广告(out-of-home advertising)。

4. 宣传目的

广告按宣传目的可分为商业广告(commercial advertising)和非商业广告(non-commercial advertising)。商业广告是工商企业以盈利为目的而做的广告。非商业广告是政府部门、宗教团体或慈善机构等非商业组织,为宣传其自身

组织或倡导公益行为而做的广告。

1.1.2 范 例

Sample

范例 1.1: 广告的定义

D⇒Dill J⇒Jack

D: I've no idea of the precise definition of the term

“advertising.” Jack, you are an excellent MBA student. Can you clarify it for me?

J: The term “advertising” doesn't have a uniform definition. Let's refer to the *American Heritage Dictionary*. I happen to have one here ... “The activity of attracting public attention to a product or business, as by paid announcements in print or on the air.”

D: But net advertising nowadays is done through the cable.

J: I don't think the definition is accurate, either. However, I have a clear memory of a definition I came across in a book.

D: Out with it.

J: It's like this: Advertising is a non-personal communication of information, usually paid for and usually persuasive in nature, about products, services or ideas through various media.

D: You are a real talent. But I don't understand what you mean by “non-personal.”

J: Advertising is directed to groups of people rather than individuals.

D: I see. Besides, how do you categorize advertising in academy?

J: Advertising can be categorized by target audience, target

area, media, purpose, etc. By target audience, advertising can be categorized into consumer advertising and business advertising.

D: Can't a business act as a consumer of the product or service?

J: Yes, but it is not a direct consumer or an end user in general. Most advertisements we come across in newspapers or on TV are the result of consumer advertising, while business advertising is usually sent out through the professional journals or direct mailing. By target area, advertising can be categorized into local advertising, national advertising, and international advertising. By media, advertising can be categorized mainly into print advertising, electronic advertising, and out-of-home advertising.

D: Out-of-home advertising?

J: Transit advertising painted onto the bus, for example. By the purpose of whether it intends to make a profit, advertising can be categorized into commercial advertising and noncommercial advertising.

D: While commercial advertising seeks profits, noncommercial advertising is used by government or nonprofit organizations to publicize the organization, seek donations, or call for some actions beneficial to society, right?

J: Very right. Most noncommercial advertising is for the public interests, so some people call it public interests advertising.

D⇒迪尔 J⇒杰克

D: 我不知道“广告”这个词的准确含义。杰克，您是MBA高才生，能给我解释一下吗？

J:“广告”这个词没有一个统一的定义。我们来看一下《美国传统词典》是怎么定义的吧,我这儿正好有一本……“通过有偿的书面方式或空中传播方式,吸引公众对某一产品或工商企业注意的活动。”

D:但现在的网络广告是通过电缆传播的呀。

J:我也觉得这个定义不准确。但我清楚地记得曾在一本书上见过的定义。

D:说说看。

J:大概是这样的:广告是广告主通过各种媒介向非个体传播其产品、服务或观念等信息的活动,这种活动通常得付费,传播的信息通常为劝说性的。

D:您真是才子。但我不懂您所说的“非个体”是什么意思?

J:广告的对象不是单个的人,而是群体。

D:我明白了。另外,你们在学术上是怎样给广告分类的?

J:广告可以按目标群体、目标区域、传播媒介、宣传目的等分类。广告按目标群体可分为消费者广告和企业广告。

D:难道企业不可以是产品或服务的消费者吗?

J:可以,但往往不是直接消费者或终端用户。我们在报纸、电视等媒体上看到的多为消费者广告,而企业广告往往通过专业性的期刊或直接邮递的方式发布。广告按目标区域可分为地方广告、全国广告和国际广告,按传播媒介主要可分为印刷广告、电子广告和户外广告。

D:户外广告?

J:比如喷在公共汽车上的交通广告。广告按是否是以盈利为目的划分,可分为商业广告和非商业广告。

D:商业广告是为了追求利润,而非商业广告是政府或非盈利组织自我宣传、募集捐款或倡导有益于社会的行为的方式,对吗?

J:说得很对。大多数的非商业广告都是为了公共利益,所以有人把这种广告叫做公益广告。

1.1.3 常用词句

Common Expressions

1. 基本词汇和短语

- 1) advertising 广告, 广告业, 广告活动
- 2) advertisement 广告
- 3) advertising audience 广告的听众, 观众或读者
- 4) target audience 目标听众, 目标观众, 目标读者, 目标群体
- 5) geographic area 地区
- 6) medium 媒体, 媒介(复数形式为 media)
- 7) purpose 目的
- 8) consumer advertising 消费者广告
- 9) business advertising 企业广告
- 10) local advertising 地方广告
- 11) national advertising 全国广告
- 12) international advertising 国际广告
- 13) global advertising 全球广告
- 14) print advertising 印刷广告
- 15) electronic advertising 电子广告
- 16) out-of-home advertising 户外广告
- 17) commercial advertising 商业广告
- 18) noncommercial advertising 非商业广告
- 19) broadcast advertising 广播电视广告
- 20) Internet advertising 网络广告

2. We may define advertising as a communication process, a marketing process, a public relations process, or a persuasion process.

我们可以把广告定义为沟通过程、营销过程、公关过程或劝说过程。

3. In addition to promoting tangible goods such as detergents and soft drinks, advertising also help publicize the intangible services of bankers, lawyers, etc.

广告除用以促销洗涤剂、饮料等有形产品外, 还用来宣传

银行、律师等提供的无形服务。

4. Most advertising is directed to the general public.
大多数广告的对象是公众。

5. Advertising is to be paid for.
广告是要付费的。

6. Word-of-mouth publication isn't advertising.
口碑宣传不是广告。

7. The vast majority of advertising is intended to be persuasive.
绝大多数广告是劝说性的。

8. Ideas can also be advertised.
观念也可以广告。

9. Advertising reaches us through a channel of communication referred to as a *medium*.
广告是通过一种叫做“媒介”的传递渠道传播给我们的。

10. Mass media are the most common advertising channel.
大众传播媒介是最常见的广告渠道。

1.2 广告的作用

Functions of Advertising

1.2.1 基本知识

Basic Knowledge

广告主要有如下作用：

1. 宣传产品或服务信息、特点、优势，劝诱消费者购买，刺激产品销售。

2. 树立产品、服务或企业形象，实现差异化战略。

3. 培养消费者对广告产品或服务的偏好和忠诚。

4. 降低销售总成本，进而降低产品或服务价格。

5. 减少商业周期对企业的不利影响。

6. 刺激社会总需求，使 GDP(gross domestic product, 国

内生产总值)增加。

1.2.2 范 例

Sample

范例 1.2: 广告的作用

D⇒Dill J⇒Jack

D: You know, many people dislike advertising. I hear some

people say that it is advertising that has forced them to buy some things that they don't need at all and that it is advertising that has repeatedly increased the prices. I know it's not true, but I can't explain all these to them.

J: Yes, many things are found useless after the purchase. Such things also happen to me sometimes. However, no one thought it useless the moment when he or she decided to buy it. What they say is simply an excuse for their imprudent decision and an attempt to shift the liability to advertising. If it weren't for advertising, I believe many people would also buy some things that they don't actually need or that are not very useful to them. Is it possible that advertising forces a woman to buy a shaver for her own use? I wonder.

D: But advertising does influence the human demand.

J: Yes. Advertising publicizes the advantage of the product and persuades the consumer to buy it, thus stimulating the consumer's demand for the product. But stimulation of demand is by no means a sin. On the contrary, the increase of demand is beneficial to the development of social economy. As for a country, if its demand is not sufficient enough, its economy will stagnate. Stimulating demand and increasing export are important

means for many countries to develop their economy.

D:How do you account for the relations between the advertising cost and the price?

J:Some people think the product would cost less if the company stopped the costly advertising. Right? Wrong! First, advertising is helpful to the formation and development of the economy of scale. And it is uncontroversial that the economy of scale can greatly reduce the price. Secondly, compared with personal selling and many other sales approaches, the unit cost of advertising is actually very low. For example, Coca-Cola can talk to 1,000 prospects for only \$7.5, which is only about 3 percent of what it costs to talk to one prospect through personal selling.

D:It reminds me of pyramid selling.

J:The sales cost of pyramid selling is several times higher than that of a general product selling, and the price is much higher than the same type of product of the same quality. Another problem with pyramid selling is that persons highest up the pyramid receive the most and those at the bottom may still be selling large quantities but receive little return for their labor and even be cheated. Therefore, in America pyramid selling is prohibited by law.

D:Today I've got a real understanding of the benefits of advertising.

J:The benefits of advertising to the economy are also embodied in its influence on the business cycle. Evidence shows that the firms that maintain advertising scale during a recession perform much better afterward than the firms that cut advertising spending.

D:Advertising is really very important to the survival and

development of the business.

J: Yes. Advertising is an important means for a business to create the product and corporate identities and realize the differentiation strategy. It can build the consumer's brand preference and loyalty, thus increasing the value of the product.

D: Advertising can increase the value of the product?

J: Right. Advertising can help build the brand, increase the value of its goodwill, and win the confidence of the consumer. In this way, the product can provide its consumers with greater sense of security and satisfaction, and its value increases. In fact, most human wants are emotional, social, and psychological rather than functional.

D: You are quite right.

D⇒迪尔 J⇒杰克

D: 您知道吧,有许多人不喜欢广告。我听到有人说,是广告强迫他们购买了他们根本不需要的东西,是广告使得有些商品的价格一涨再涨。我知道事实不是这样,但就是解释不清。

J: 不错,许多东西在购买后才发现自己其实并不真正需要。有时我也这样。不过,在做出购买决策的时候,没有人会觉得自己不需要。这是在为自己不慎的决策行为寻找借口,推卸责任。即使没有广告,我相信许多人仍然会买些自己不需要或对自己用处不大的东西。我想问,广告会强迫女人为自己使用而购买剃须刀吗?

D: 但广告确实是影响到人们的需要呀。

J: 是的。广告通过宣传产品的好处,劝诱消费者购买,刺激了消费者对产品的需求。但刺激需求并不是罪恶。相反,需求的增加,对整个社会经济的发展是有好处的。一个国家,如果需求不足,经济就会停滞。刺激内需和增加出口,