

<<广告英语教程>>

图书基本信息

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前言

本书是上海外国语大学新闻传播学院的广告学、英语教学和教学设计三方面专家通力合作的成果，使用对象主要是广告学专业的本科生和研究生，也可用作营销和广告行业的从业人员进行专业英语培训的中高级教材。

根据设计要求，使用本书的学习者应该具有大学英语四级的能力水平。

广告学专业英语教学要使学习者在有限的时间内接触尽量多的观点和语言风格，目的主要是使学习者提高在营销和广告领域运用英语进行国际学术交流(如在国际会议上发表论文)和开展实际工作(如用英语进行提案等)的能力。

但需要指出的是：这种能力是综合性的，由一系列从属

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内容概要

本书是上海外国语大学新闻传播学院的广告学、英语教学和教学设计三方面专家通力合作的成果，包含16个单元，涉及广告的基本概念、广告营销过程、传播工具、广告调查、广告策划与创意、广告媒体、公共关系、广告管理和国际广告等方面的内容。

在题材和资料的选择上借鉴了国外广告学教材的方法，针对国内广告英语的教学实际进行了具体的设计和安排，通过话题讨论和小组讨论的形式将广告领域的专业知识与英语术语、用法结合起来，旨在提高读者在现实场景中对广告专业英语的综合运用能力，同时配有必要的课后练习、拓展词汇及阅读材料，以延伸课堂教学的视野。

全书内容丰富，体例简练、清晰，具有很强的教学操作性，可供广告学专业进行双语教学和广告行业从业人士参考使用。

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作者简介

张祖忻，教授，现任上海外国语大学新闻传播学院院长，1975年7月毕业于原上海外国语学院英语系英语专业，并在校外语电化教学馆从事英语教学和外语电教研究，兼任上海外语音像出版社编辑室主任。

1986年参与创建教育技术专业，并任专职教师至今。

1989年在英国威尔士大学

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章节摘录

A . Decide whether the following statements are true or false . 是非判断 1 . Advertising is used to increase the sales of a product or service or to promote a brand name . 2 . Informative advertising and persuasive advertising are two basic types of advertising . 3 . Although it is not easy to know how effective an advertising is , market research can be used to measure whether it is successful or not . 4

. Advertisements appear on various media such as newspapers , magazines , television , radio and posters .

5 . In order to increase the sales of a product or service , advertisers should do their best to attract as many people as possible when designing their campaign . B . Fill in the blank in each sentence with the appropriate form of the given word in the bracket . 词性转换

1 . The goal of the world organization is to raise the standard of sales—— research through publications . (promote) 2 . We believe China can——and win in the new century . (competition) 3 . I wonder if you are able to——what she looks like after your 20 years ' separation . (imaginary) 4 . Examples from both developed and developing countries are used to enhance

knowledge of the world——and skills in solving practical problems . (economist) 5 . All students were to hand in their student——cards to Mr . Theodore the next day . (informative) C . Fill in the blank in each sentence with one of the following expressions in the proper form . 选择填空 a variety of .

in preparation for , be aimed at , appeal to , according to 1 . British intelligence and security services are on high alert——terror attacks in major UK cities following the double assault on London . 2 . The magazine——those young people who are interested in mountain climbing . 3 . Today , college students are offered——opportunities to improve themselves in China . 4 . The troop level is now at about 20 , 000 , including 15 , 000 American troops , a military spokesman in Baghdad . 5 . The teacher ' s sense of humor has all his students enormously .

Part Three Follow——up 第三部分后续活动 A . Additional reading . 补充阅读 The advertising communication model is created to make us understand more about the advertising communication process . This process starts when one party , called the source , generates a thought , then encodes it as a message , and sends it through some channel to another party , called the receiver . The receiver must decode the message in order to understand it . Afterwards , the receiver responds to the original message by encoding the new idea and sends a new message back via a channel , or a medium . That new message represents feedback , which affects on the encoding stage of the new message by the source . Let us look at some important factors one by one .

Source dimensions : In advertising , there are three kinds of person who are considered the sources . Firstly , it is the sponsor or the one who pays for the ad . Even though the sponsors pay for the advertising , the sponsors do not produce the message by themselves . It is the job of the author or the ones who are responsible in designing the messages , which could actually be a copywriter , an art director or mostly a group of advertising agency . These people are considered outside the text of the message . However , the author himself does not convey the messages to the audiences but the persona who is with the text of the message . The persona is the spokesperson , either real or imagined , who usually gives voice and appears in the advertising . Most of the personas are celebrities , as they have the ability to attract consumers . As a result , to the consumer , the one who is the source of the information is the persona .

Message dimensions : Messages that are communicated in the advertising are various in terms of types . There are three main types included here in message dimensions . Autobiographical messages are those of “ I ” tell a story to “ you ” . For instance , in “ Dove Shampoo ” advertising , the woman as the persona (source) tells the imaginary audiences (consumers) about her personal experience in using “ Dove Shampoo ” . On the contrary , in narrative messages a third——person tells a story about the others to an imagined audience . In addition , the last type of message is drama , in which the characters act out events directly in front of an imagined audience . For example , the advertising of the “ Detergent ” , in which the son tries to wash the dirty spots out of his school uniform , as he is afraid being punished by his mother . And because of the effectiveness of the Detergent , the spot has already faded out when his mother checks his uniform .

Receiver dimensions : In advertising , the

receivers are multidimensional as well . Firstly,

there is an implied consumer . Implied consumers are those particular groups of people imagined by the advertisers to be the audiences of the particular advertising . The second kind of receiver is sponsorship consumers . The sponsorship consumers are the gatekeepers or those who decide if the ad will be run or not . Thus , the first task of the advertising is to persuade the sponsor before the real consumers . Lastly , there are actual consumers or audiences in the real world . In other words , actual consumers are people who really watch the advertising . People like all of US who are consuming advertising in everyday lives are considered actual consumers .

编辑推荐

内容丰富，体例简练、清晰，具有很强的教学操作性，可供广告学专业进行双语教学和广告行业从业人士参考使用。

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