

Chapter 25 Export Communications

I. Objectives

- To realize the significance of contracts in export;
- To grasp the main idea and the structure of the text;
- To master the usage of key special terms, words and phrases in this chapter;
- To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.

II. Introduction

The word “**Xuanchuan**” in Chinese might be translated, according to different contexts, into “publicity”, or “communication”, or “propaganda”. In order to understand the meaning of these words, we’ve got to understand the different cultures of the English-speaking countries. You will understand the real meaning and method of “Export Communications” after you have learnt this lesson.俗话说，酒香不怕巷子深。可是，在当今所谓“信息爆炸”、“眼球经济”的时代，事实恐怕并非如此。广告、沟通在现代商务中的作用与日俱增。通过本课文的学习，你会懂得“Export Communication”的意义和方法。

III Main points of the text

- 1 The meaning of export communications
2. steps in export communications
3. Sales literature-one of the media
4. Newspapers-one of the media
5. Advertisements on TV

IV. Background and terminology

1. export communications

Export communications means all the ways of sending sales-oriented messages to the people in the foreign market where we wish to influence the target audience. 出口宣传是指将以**销售**为导向的信息发送给国外市场上的人们所有方式，我们希望用这些方式影响目标受众。

2. sales-oriented: sales-focusing 以销售为导向的

3. target market 目标市场

4. advertisement

Advertisement means purchasing space or time in a medium in order to present a message. 广告是为了提供信息而在某个媒体上购买空间或时间。媒体是发送信息的手段。

5. publicity

Publicity is to stimulate demand through a variety of techniques, including advertising, trade fair, personal selling and so on. (p78 Chapter. 23)

For the sake of simplicity, we sometimes use the word publicity to refer to all forms of communications other than personal selling. But in the world of marketing the word “publicity” often has a more specific meaning—placing messages in media by means other than paid advertising. 为了简单起见，我们有时用“publicity”这个词来指除了个人贩卖以外的各种宣传形式。但是，在市场营销领域，“publicity”这个词通常有更具体的意义——借助有偿广告之外的手段将信息置于媒体之中。

6. sales channels (marketing channel):销售渠道

7. Purchasing power

“Purchasing power” means the ability to make purchases based on income and savings (在收入和储蓄基础之上的购买能力).

8. target audience:目标受众

9. target consumer 目标客户

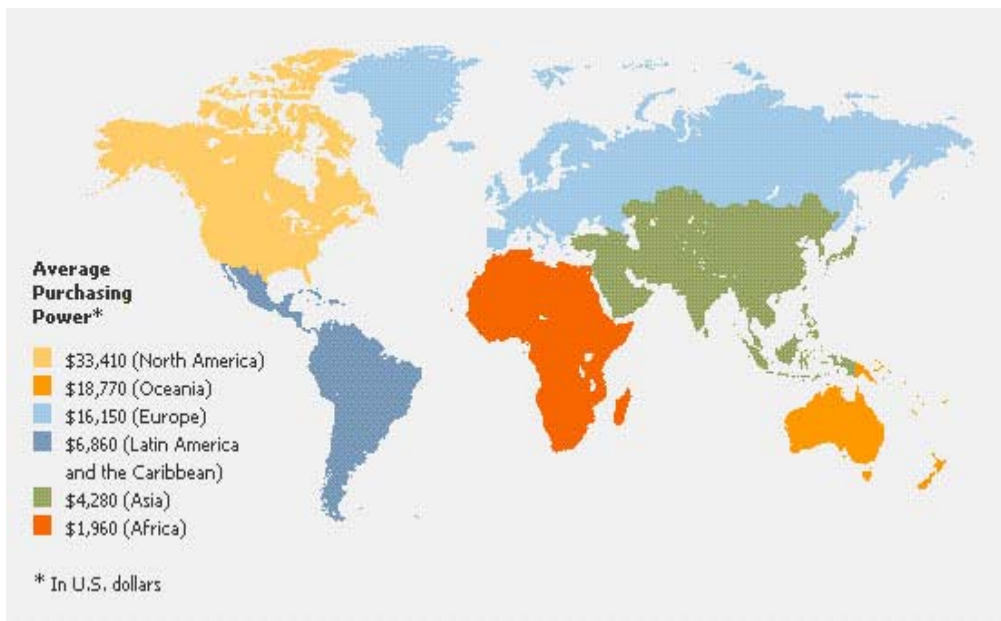
10. sales literature 销销资料

11. price list 价目表

12. mass media 大众媒体

13. Global Average Purchasing Power 全球平均购买力状况

“Purchasing power” means the ability to make purchases based on income and savings (在收入和储蓄基础之上的购买能力).



Income disparities between the developed and the developing countries of the world are apparent in the map above showing average purchasing power by region. The average person in the richest region, North America, has an annual purchasing power of US\$33,410

in United States dollars, compared with only \$1,960 for the average person in Africa.

在上面以地区划分的全球平均购买力图中可以看出，发达国家和发展中国家的收入不平衡是很明显的。在最富有的地区，北美洲，人均年购买力为 33, 410 美元，而非洲的人均购买力仅为

1,960 美元。

14. 一条市场营销渠道(Marketing channel/sales channel)是指那些配合起来生产、分销和消费某一生产者的某些货物或劳务的一整套所有企业和个人。"这就是说,一条市场营销渠道包括某种产品的供产销过程中所有的企业和个人,如资源供应商(Suppliers)、生产者(Producer)、商人中间商(Merchant middleman)、代理中间商(Agent middleman)、辅助商(Facilitators)(又译作"便利交换和实体分销者,如运输企业、公共货栈、广告代理商、市场研究机构等等)以及最后消费者或用户(Ultimate consumer or users)等。

①食品加工商 A 通过"收购商"向"食品生产者"收购原料,同时向其他供应商取得其他生产资源。这些货物由供应商存在仓库,并根据 A 公司加工的需要情况有计划地运往工厂。

②A 公司通过"食品经纪人"向各种批发商(如独立批发商、自愿连锁、零售商合作社等)推销产品,通过他们转卖给各种零售商店(如方便商店、超级市场等)。

③市场营销渠道包括食品生产者、食品收购商、其他供应商、各种代理商、批发商、零售商和消费者等。

V. Language Points

1. **Now we consider how to hit the target market surely and effectively—how to communicate with it so that the market knows about your products.**

现在我们考虑一下如何稳妥有效地打入目标市场——如何与市场进行沟通,以便让市场了解你的产品。

本句中,“how to hit the target market surely and effectively”为带有连接副词“how”的不定式短语,用作“consider”的宾语。破折号“—”引出同样的结构,用作同位语,对前者作进一步解释。

target market: 目标市场

communicate: pass on information, news, etc. 宣传

Ancient Indian tribes communicated by sign language.

It's the duty of the mass media to communicate news.

2. **The words used in talking about export communications can be very confusing, so we have to clarify what we mean by some of those terms.**

在谈论出口宣传时所用到的这些词可能会令人混淆,所以我们必须澄清一下我们用这些术语要表达的意思。

“used in talking about export communications”是过去分词短语,用作“the words”的后置定语。过去分词可以转换成定语从句:“The words that are used in talking about export communications...”。

3. **Export communications means all the ways of sending sales-oriented messages to the people in the foreign market we wish to influence the target audience.**

出口宣传是指将以市场为导向的信息发送给国外市场上的人们的所有方式,我们希望用这些方

式影响目标受众。“we wish to influence”是定语从句，先行词（被定语从句修饰的对象）是“the people”。“the target audience”是“the people we wish to influence”的同位语。

4. **A medium is a means of sending messages. The word media is simply the plural of “medium”.**

Examples of media range from television to buying coupons.

媒体是发送信息的手段。“media”这个词就是“medium”的复数形式。媒体的例子涵盖从电视到购买优惠券等各种形式。

Examples of media: TV, radio, newspaper, coupon

range from...to...:

- ages that ranged from two to five.
- 两岁至五岁年龄段
- a boundary that ranges from A to B
- 从甲地延伸到乙地的边界

5. **For the sake of simplicity, we sometimes use the word publicity to refer to all forms of communications other than personal selling.**

为了简单起见，我们有时用“publicity”这个词来指除了个人贩卖以外的各种宣传形式。

for the sake of for the benefit of 为.....的好处着想

I stopped smoking for the sake of my health.

为了健康起见我戒烟了。

Never do wrong for the sake of money.

绝不要为金钱而做坏事。

other than 除了

They did not examine the product other than casually.

他们只是随便地检查了一下产品。

They imposed no pre-conditions other than that the meeting should be held in their capital.

除了要求会议在他们的首都召开以外，他们没有强加其它的前提条件。

6. **The first step in planning effective export communications is to identify your target audiences — the people who really count in achieving your goals.**

策划有效的出口宣传的第一步就是要分辨出你的目标受众——这些人在实现你的目标时至关重要。

“count”是“be of importance 有重要性”的意思。

Every point in this game counts.

这场比赛每一分都很重要。

It is the thought that counts.

贵在心意（礼轻情意重）。

这里的介词“in”引出一个状语。请注意不要与 count.....in, count on 等用法混淆。

“count...in”意为“把.....算在内”，例如：Please count me in on this project.请把我算在这个项目之内。再看“count”其它搭配：

We have ten applicants for the post, but two of them, I know, have now accepted other appointments, so we can **count** them **out**. 我们有了 10 个人申请这个职位，但据我所知，他们中有两个人已经接受了其它的任命，所以可以把他们不包括在内。

You can always **count on** him in any emergency. 你在任何紧急情况下都可**依靠（或指望）**他。

7. **Target audiences could be industrial buyers who use your product; agents who are in related businesses and might be interested in handling your line; particular groups of consumers in an area where you have just established sales channels.**

目标受众可能是使用你的产品的实业买主；也可能是有关商行的代理商，这些人对你的产品系列感兴趣；更有可能是某一地区的消费群体，你在那里建立了你的销售渠道。

vaguely defined : not clearly specified 定义模糊

to result : come

agent 代理商

your line: your product line

sales channels (marketing channel):销售渠道

请看本句的结构：“Target audiences”是全句的主语；“could be”谓语动词；“industrial buyers”为第一个表语；“who”引导定语从句修饰“buyers”；“agents”为第二个表语，定语从句“who are in related businesses and might be interested in handling your line”修饰“agents”；“particular groups”为第三个表语，其中“where”引导的从句为定语从句，修饰“area”。

8. **Once you have decided on your target audiences, you then have to find the best media and techniques to reach them economically, and in the most suitable way.**

一旦你确定了你的目标受众，然后你就必须找到最好的媒体和技术，以节省的最适宜的方式将信息传达给他们。

economically: not wastefully

specialized: professional

9. sales literature 销售资料

leaflets 传单

catalogues 目录

price lists 价格表

prospective: potential; future

applicable to: appropriate: 适宜的；适当的：

She gave applicable examples to support her argument.

她举出适当的例子来支持她的论点。

10. **Newspapers may be daily, weekly or, more rarely, monthly.**

报纸也许有日报、周报或偶尔有月报。

请注意：句中“daily, weekly, monthly”均用作名词。意为 “a periodical publication appearing once a

day/a week/ a month”。

11. They may be slanted towards readers with particular political or economic tastes or a particular level of purchasing power.

它们会针对那些具有一定的政治或经济品味或具有一定购买力水平的读者倾斜。

slant: prejudice

purchasing power: 购买力

mass media: 大众媒体

advantages: reach large numbers of people at lower cost

disadvantage: be thrown away quickly

“Purchasing power” means the ability to make purchases based on income and savings (在收入和储蓄基础之上的购买能力).

Global Average Purchasing Power (referring to Introduction)

12. TV coverage is usually national or regional so for this reason as well as that of cost it is usually appropriate only for large-scale consumers marketing.

电视覆盖面通常是全国性和地区性的，所以，基于这个理由，也基于成本的原因，电视广告通常只适于大规模消费市场。

“for this reason as well as that of cost” 基于这个理由，也基于成本的理由，可以看出：其中“that”代替“reason”。

Advertisements on TV

advantages: visual movement and spoken language

disadvantage: expensive --- only for large-scale consumers marketing

for this reason as well as that of cost =for both this reason and the reason of cost

13. When we look closer at the export communications, you will see clearly that there is a lot wrong with the famous saying: BUILD BETTER MOUSETRAP AND THE WORLD WILL BEAT A PATH TO YOUR DOOR.

当我们密切关注出口宣传的时候，你会很明显地看出这个名言中的严重误区：构建更好的捕鼠器，整个世界将会踩出一条通向你家门前的道来（酒香不怕巷子深）。

world-beater: sth that beats the world/ the best on the world

has tremendous advantage over sb

He has great advantages over other runners.

(Please read the supplementary material at the end of this unit so that you may join a further discussion about the saying.)

14. In other words you have to go out and create a demand for your product.

换句话说，你必须走出去，为你的产品创造需求。

in other words to say it in another way 换句话说，也就是说

In other words, they were surprisingly good-humored.

换句话说，他们感到出奇地愉快。

I soon found that the work I was doing had already been done by someone else — in other words, I was wasting my time.

我很快发现，我正在做的工作别人已经做过了，也就是说，我在浪费时间。

VI. Summary of the lesson

Now we consider how to hit the **target market** surely and effectively——how to communicate with it so that the market knows about your products. The first step in planning effective export communications is to identify your target audiences—the people who really count in achieving your goals. Once you have decided on your target audiences, you then have to find the best media and techniques to reach them economically, and in the most suitable way. **Sales literature** is printed material containing information about your product or your company. Newspapers may be daily, weekly or, more rarely, monthly. Advertisements on TV combine the advantages of visual movement and spoken language. People don't just come to you. In other words you have to go out and create a demand for your product.

VII. Comprehension questions

1. What does “exporting communications” mean?
2. What is the purpose of advertisement?
3. What does “publicity” mean in the world of marketing?
4. How do you understand the term “sales literature”?
5. What is the disadvantage of the newspaper as a means of advertising?
6. What are the characteristics of advertisements on TV?