

# Werbewörterbuch. Advertising Dictionary. Dictionnaire de La Publicite



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Foreword

To provide maximum utility on minimum space is the n~jor purpose of this booklet. It is designed to facilitate communications between practitioners working in the advertising industries of three large language areas of the Western world.

To reach this aim, we have reduced the number of entries to some 3000 words. In choosing the technical terms in each of the three languages German, English and French, we included only those terms of which it may be assumed that people working in the advertising business whose mother language is either English, French or German would really be at a loss for an adequate translation. An Englishman hoping to find out that the French say "radio" for what the British call "radio", while the Germans term the same thing "Radio", will, therefore, find no entries here.

What was left after having cleaned the endless list of prospective entries from these self-evident and well-known translations, is - we hope - a condensed directory of absolutely necessary technical terms.

In order to end up with a handy booklet we had to impose another constraint: There is only one single translation for every entry in all three languages. Only in exceptional cases a second translation is added in parentheses. ..

Of necessity, this is a simplification and, often enough, even an oversimplification. Thus, for instance, my "Standard Dictionary of Advertising, Mass Media and Marketing/Standardwörterbuch für Werbung, Massenmedien und Marketing" lists 59 different English translations of the German term "Einschaltquote" - all of which denote different nuances of the core term "rating". So, whoever needs to have more detailed information about the exact meaning of technical terms is advised to consult this comprehensive reference work.

Allensbach on Lake Constance, December .1992 Wolfgang J. Koschnick

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