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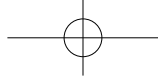
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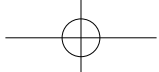
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UNIT

1

Advertising



I What is a good advertisement?

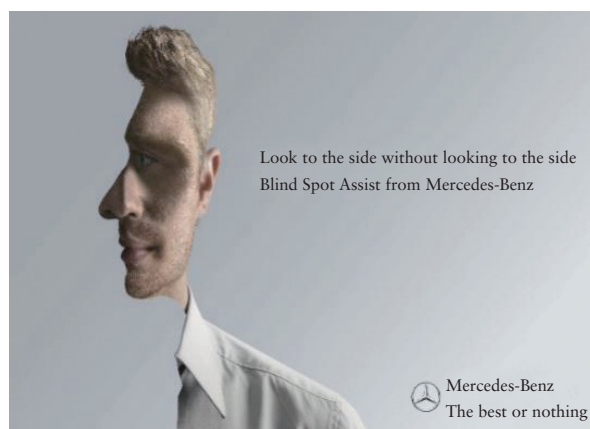
A | Criteria for a good advertisement

Are these good advertisements?

Group discussion

- 1 Work in groups of four and study the car advertisements. Then fill in the table below. Note that ads 2)–4) are video clips.

1) Blind Spot Assist



Ad	Selling point	Impression*	Why I like/dislike this ad
1) Blind Spot Assist Brand name: _____		E/A/P	
2) Love Today Brand name: _____		E/A/P	
3) Efficiency Brand name: _____		E/A/P	
4) Best Graduation Gift Brand name: _____		E/A/P	

*For the Impression column, tick E (for excellent), A (for average) or P (for poor).

- 2 Which ad do you like best? Which car would you most likely check out if you were buying a car?
- 3 Compare your notes with others in the group and develop a list of standards for a good advertisement.

We think a good advertisement should have the following features:

What is a good advertisement?

Reading & discussion

Read the passage below and do the tasks that follow.

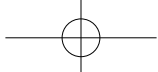
What is a good advertisement?

1. The answer to this question obviously depends very much on whether we are selling, buying or merely watching advertisements on TV.
2. If we merely sit watching the commercial breaks on television, we'll want an advertisement to be interesting, entertaining and amusing. Advertisements can be fun, and some advertisements have an entertainment value that may be quite independent of their effectiveness in selling the product they are designed to promote. Often, in fact, we remember the advertisement and forget the product.
3. But suppose we're looking at an advertisement because we want to buy something. It's not entertainment that we want, but hard information about the product that will help us to decide whether to buy it or not. A "good" advertisement in this case is one that tells as much as possible of what we want to know about the commodity—its effectiveness, durability, price, and so on.
4. For the manufacturer, a "good" advertisement is one that will sell his product, and manufacturers now know well enough that they will not sell their

products in large quantities just by giving us information about them. Consider this description of the change that has taken place in the advertising of cars.

5. Originally cars in advertisements were just machines—the ads said they worked but that was all they did say. The promises they made about "performance", "reliability" and "economy" were all related to the cars themselves. It was rare to find any suggestion that owning a car would make you more attractive or more successful.
6. But then in America psychologists began to uncover the deeper motives which made people buy cars. So, instead of merely describing the machine, car ads began to appeal to people's secret hopes and dreams and ambitions.





UNIT 1 Advertising

1 According to the author, what do you want an advertisement to do in the following situations?

1) You are watching TV and happen to see some advertisements.

The ads should _____.

2) You want to buy a particular product.

The ads should _____.

3) You want to sell a product.

The ads should _____.

2 To summarize, the main idea of the passage is _____
_____.

3 Read the last two paragraphs and then look at the following statements that have been taken from advertisements for cars. Tick E for statements typical of early advertising and M for modern advertising as described in the passage. Compare your answers with a partner.

- | | | |
|---|---|---|
| 1) Life is more fun with an X car. | E | M |
| 2) X cars can be relied on in all weather conditions. | E | M |
| 3) Girls prefer men who drive X cars. | E | M |
| 4) X cars: the best that money can buy. | E | M |
| 5) For top quality and excellent performance, X cars will never let you down. | E | M |
| 6) X: the car of the Top People. | E | M |

4 In groups of three or four, re-examine the list of standards for a good advertisement you have developed on Page 2, and classify the standards according to the perspectives listed in the passage.

Perspective	What makes a good ad
casual reader/viewer	
customer	
manufacturer	

Language work

Lexical cohesion

- 1 In the first paragraph of the passage (Page 3), the writer refers to “*selling, buying* or merely *watching* advertisements”. Mark the places where each word is repeated in the passage. What does this tell you about how the writer has organized his argument?

- 2 Repetition is only one way that words can be used to mark the structure of a passage. Good writers will often try to avoid repetition and use “elegant variation”. That is, they will look for **synonyms** (or, more usually, **near synonyms**) to avoid repetition. For example:

The weather had been hot. It was another boiling day.

In the same passage, although the word *advertisement* appears several times, the writer has also used other words and phrases that are similar in meaning. Underline these words.

- 3 Another important way of structuring a text is to make use of the relationship between a **superordinate** (or **general**) **term** and its **hyponyms**. For example:

They are very fond of animals. You can't go to their house without tripping over a dog, or a cat, and last time I went they had a tame mongoose.

In the last paragraph of the passage (Page 3), the words *hopes, dreams* and *ambitions* are all **co-hyponyms**. What is the **superordinate term**?

- 4 Read the passage again and identify words related in meaning, drawing on what you have learned in 2 and 3 above.

- 1) Words related to “fun” in Paragraph 2:

e.g. interesting

- 2) Words related to types of “hard information” in Paragraphs 3 and 5:

e.g. effectiveness (Para 3)

- 3) Words related to “motive” in Paragraph 6:

e.g. hopes

Reassessing advertisements

Group discussion

Work in groups of three, choose one advertisement out of the four (Page 2), and do the following tasks.

- 1 Each student evaluates the advertisement from one perspective (casual reader/viewer, customer or manufacturer), and then prepares an evaluation report. In the report you should first say whether you think the advertisement is good or not from the perspective you adopt, and then list the reasons for your judgment. Try to use the details of the advertisement to support your evaluation.
- 2 Present your evaluation, and respond to the questions and comments from other members of the group.
- 3 Compare the judgments made from the three perspectives, and see to what extent they are similar or different, i.e. count how many say it is good, and how many say it is not good.
- 4 Re-examine the details of evidence used to support the judgments from all three perspectives, and see to what extent they are similar or different. Then discuss the following issue: Is it possible for an advertisement to appeal to all three types of readers/viewers? Why or why not?
- 5 Summarize the results of the discussion, and share them with the rest of the class.

I What is a good advertisement?

B | *Coca-Cola advertisements*

**I'd like to buy the world
a Coke**

Viewing

Watch the Coca-Cola advertisement and answer the following questions.

- 1) Does this ad provide hard information about a product or appeal to emotional needs of its customers?
- 2) What is the central idea that the ad tries to pass on?
- 3) When was the ad made, in the 1930s, 1970s or 2000s? Why do you think so?

Analyzing an advertisement

1. Coca-Cola advertising through the years—listening

1 Listen to a mini-lecture on the history of Coke ads and answer the following questions.

- 1) How is the lecture organized?
- 2) What are the images that Coke advertisements have popularized?
- 3) When was the ad “I'd like to buy the world a Coke” made according to the lecture?
- 4) Are Coke ads always a success?

2 Listen to the lecture again and take notes for features of Coca-Cola ads at different times.

- 1) 1886 _____
- 2) 1900s _____
- 3) 1930s–1960s _____
- 4) 1960s–1980s _____
- 5) 1990s _____
- 6) Present _____

- 3 Match the following pictures with their timeline based on your notes from the list on the left. What does the change of graphics tell you about advertising strategies of Coke?

COCA-COLA.

DELICIOUS!

REFRESHING!

EXHILARATING!

INVIGORATING!

The New and Popular Soda Fountain Drink, containing the properties of the wonderful Coca plant and the famous Cola nuts. For sale by Willis Venable and Nunnally & Rawson.

A: _____



B: _____

I What is a good advertisement?




C: _____ D: _____

- 4 The mini-lecture mentions “I’d like to buy the world a Coke” as one of the most successful ads when Coca-Cola went global. Watch the ad again and answer the following questions.
- 1) What is the message the ad tries to convey?
 - 2) What do you know about the US and the world in the 1970s?
 - 3) Why was the message of the ad well-received at that time?
 - 4) Is that message still popular today? Would the ad be effective if used today for Coca-Cola? Why or why not?


2. Preparing for a semiological analysis

Semiology is the study of signs which has its origins in philosophy and has become important in developing our understanding of media discourse such as advertising. The following passage is a semiological analysis of an advertisement for Johnson’s Baby Lotion from a Western perspective. Look at the advertisement (on the left) carefully, read both the passage and the table underneath, and then do the tasks that follow.



Underneath it all you are still a Johnson’s baby.

Life is hard on a grown-up skin. That’s why you need a gentle,

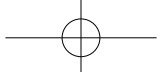


effective cleanser to wipe away what the day’s put on.

Johnson & Johnson

The photograph shows a clear, fresh face with an open and trusting expression. She has a towel around her neck, but apart from that there is no sign of any clothes, make-up or jewelry. She is in a state of nature, of innocence before “the Fall”. The copy runs: Underneath it all you are still a Johnson’s baby. The first three words are ambiguous. They could refer to underneath make-up, underneath clothes or underneath the image that is presented to the world, partly with the aid of accessories, clothes and make-up. “You are still a Johnson’s baby” makes the link between the past (baby) and present (adult) use of Johnson’s and puts the reader/model in the role of a child who can rely on Johnson’s as their “parent”, a source of permanence in a changing, demanding world. The copy around the bottle suggests that the working woman suffers pollution of her natural state as a result of her entry into the world of work. So women need Johnson’s to return to their natural baby-like state by removing the detritus of life.

Denotation	Connotation	Problem	Promise
Young woman with towel around neck and preparing to apply Johnson’s Baby Lotion with cotton wool.	Cotton wool and white towel = babies. Fresh skin, open expression and no make-up = innocence, happiness and naturalness.	Stresses in the adult world, especially for women. Ageing especially for women. Responsibilities.	Return to babyhood. Youth, happiness and authenticity.



UNIT 1 Advertising

1 Denotation is the literal meaning of a word or phrase, whereas connotation is a commonly understood cultural or emotional association attached to it. For example, the denotation of the word *snake* is a scaly, legless and sometimes venomous reptile, while the connotations of the word *snake* are often related to evil or danger (although in some cultures a snake can be seen as a sacred guardian). Discuss in a group, and write down the connotations of the following words.

- 1) Home: _____
- 2) National flag: _____
- 3) Panda: _____

2 The idea of denotation and connotation can be extended to help us describe images or some of our behaviours. What are the possible connotations of the following actions?

- 1) A boy giving roses to a girl

- 2) Wearing a formal suit to an interview

3) Sitting in the front row of the classroom

3 Can you think of an occasion where people intentionally make use of such connotations?

4 Look at the Johnson's ad again. What is your evaluation of the ad? Do you think the ad will work in China? Why or why not?

3. Semiological analysis—group discussion

1 Watch the Coca-Cola ad again, and then in groups of three or four, do the following tasks.

- 1) Analyze the lyrics and the video separately.
- 2) Work out the denotation (words or images used), the connotation(s) it symbolizes, the problem(s) it aims to address, and the promises the advertised product gives to the potential customers. Fill your answers in the corresponding columns of the table below.

	Denotation	Connotation	Problem	Promise
lyrics				
video				

2 Discuss the following questions based on your analysis of the advertisement.

- 1) Does this ad promote the global image of Coca-Cola effectively?
- 2) If you were assigned to produce a Coca-Cola ad for international market today, what would you do?

Language work

Advertising slogans

- 1 Advertising slogans are usually short and catchy. Study the following slogans and identify the rhetorical devices used in them.
 - 1) Intel Inside. (Intel)
 - 2) Impossible is nothing. (Adidas)
 - 3) Buy it. Sell it. Love it. (eBay)
 - 4) Got milk? (California Milk Processor Board)
 - 5) Beyond your dreams. Within your reach. (Alaska)
 - 6) Be the best. (British Army)

- 2 Rewrite the following texts into catchy advertising slogans.

Budweiser	We make the most delicious beer in the world. _____
Energizer	Our battery has long lasting power. _____
Harley Davidson	Our motorcycle is made in the US and keeps our rebellious style. _____
Jaguar	Our sportswear is elegant. It allows space for movement and can be very supportive in sports. _____
Maxwell House	The coffee we make is so tasty that our customers will drink it all. _____
Panasonic	We have a lot of creative ideas that make your life better. _____
Reebok	If you wear our sportswear, you show your confidence and persistence to be your true self. _____
Volkswagen	Our car is small in size, environment-friendly and comfortable in every single detail. _____

UNIT 1 Advertising

- 3 Match the brand names on the previous page with the following slogans. Identify the rhetorical device used in each slogan if any.

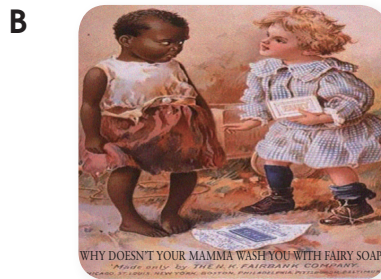
Brand	Slogan	Rhetorical device
	American by birth. Rebel by choice.	
	Good to the last drop.	
	Grace, space, pace.	
	I am what I am.	
	Ideas for life.	
	Keeps going and going and going.	
	The King of beers.	
	Think small.	

Ads out of place

Group discussion

Some advertisements, though effective, might be considered somewhat inappropriate. Work in groups and do the following tasks.

- 1) Choose one from the following ads and provide a semiological analysis.
- 2) Point out why it is inappropriate.
- 3) Be prepared to share your analysis and findings with your class.



II What is behind a good advertisement?

A | What may the customer like?

Which does your partner prefer?

Information exchange—pair work

Work in pairs, examine the two famous brands under each type of product or service, and do the following tasks.

- 1) Guess which of the brands your partner may prefer by ticking the corresponding brand.
- 2) Briefly state the reason(s) why you choose the brand for your partner (according to what you know about him or her).
- 3) Ask each other about the guess at the preference and the reason(s) for the choice.
- 4) Count the number of correct guesses at the preference.
- 5) Count the number of correct guesses at the reasons.

Product/ Service	Brand 1	Brand 2	Reason	
			Your guess	Your partner's
Food				
Drink				
Car				
Watch				
Computer				
Shopping venue				

How does a business identify its target customers?

1. Introduction to market segmentation—viewing & discussion

You are going to hear an introduction to the standards by which customers are grouped to improve the success of product marketing.

1 Watch the video once and complete the following statements.

- 1) Market segmentation is _____.
- 2) A market can be segmented by _____, _____, or _____.
- 3) The benefit of market segmentation is _____.

2 Watch the video clip one more time, and do the following tasks.

- 1) Complete the statement below.
The speaker shows three magazines as examples of segmenting by _____ and _____.
- 2) The speaker uses cars as examples to explain market segmentation. Match each car below with the segment targeted.

Car	Segment targeted
1. New Mini	a. Younger
2. Micra	b. Older
3. BMW 5 Series	c. Lower income
4. Ford Mondeo	d. Higher income
5. Kia Picanto	e. Men
6. Seat Ibiza	f. Women

3 In groups of three or four, discuss the following issues, which are related to what you have learned in the video.

- 1) When citing the examples of magazines, the speaker claims that “some are clearly for teenage girls, some for women in the twenties, some for young males”. Notice that when the speaker says some magazines are for a certain group of readers, she implies that she knows what that group of readers like about the magazine. Now imagine you are the speaker, state what each of the following groups of readers likes by completing the sentences below.

Teenage girls like _____.

Women in their twenties like _____.

Young men like _____.

- 2) Are magazines in China similar for each group of readers as listed above? Why or why not?
- 3) The speaker gives examples of cars targeting different genders. Is there such a distinction in the Chinese car market?
- 4) Refer back to your pair work results in “Which does your partner prefer?” (Page 11) Can the three standards proposed by the speaker explain all the choices your partner has made? What needs to be added to the list of standards?

2. Market segmentation—reading

- 1 Read the newspaper article and fill in the following table with the required information. The first one has been done for you.

Type	Key word(s)	Solution
Geographic profiles	location	placing door hangers containing a special offer or mailing coupons to all homes in the area

Market segmentation

Businesses can gain a competitive edge by focusing their marketing efforts on specific segments of the market instead of trying to appeal to everyone. Market segmentation involves using market research to identify the business's ideal target market and customer. Segmentation can be used to develop several different types of customer profiles.

► Geographic profiles

Customers can be segmented based on their geographic location. For a small business such as a pizza shop, its target market may be all residents within a five-mile radius of the shop's location. The shop owner can target this market by placing door hangers containing a special offer on all homes and businesses within this radius or by mailing coupons to all homes within specific zip codes.

► Demographic profiles

Demographics are personal characteristics used to categorize consumers. Demographics include characteristics such as age, gender, income level and marital status. Through market research, the company may identify its ideal customer as a married, college-educated female aged 30 to 35 with an annual income level of \$35,000 to \$45,000. This information helps the business owner develop a marketing strategy that appeals to individuals with this demographic profile. For example, an owner of a women's clothing store might attempt to reach this market by developing an ad campaign to promote a new line of business attire.



UNIT 1 Advertising

► Psychographic profiles

Psychographic profiling attempts to segment the market based on traits such as personality and lifestyle. Marketers may use these traits when developing a targeted advertising or promotional campaign. A purveyor of expensive jewelry items can use psychographic profiling to market to individuals who have purchased similar items in the past or other luxury products like expensive cars or clothing. For instance, they can create an ad for placement in a magazine that appeals to an upscale market.

► Behavioural profiles

Behavioural profiling analyzes characteristics such as desired product benefits, price sensitivity and brand loyalty. Behavioural profiling is useful for determining buying patterns and what changes may affect these patterns. For instance, if a restaurateur determines that customer loyalty is high, it may mean customers are more willing to tolerate menu price increases. Behavioural profiling can also tell a company how many of their customers are first-time buyers as opposed to repeat customers. If repeat purchases are low, the company may need to focus on improving quality or building brand loyalty. A bakery owner can improve quality by selecting better ingredients and encourage repeat visits by attaching coupons to customer receipts.



2 Write a one-sentence summary for the passage.

The passage _____.

3. Learning to market a product—pair work

Work with a partner, and do the following tasks.

1 Look at the following cartoon. Which type of profiling is it about? Do you fall into any of these categories?

The Clearance Rack Shopper



The waist is a bit big, but it's OK. I'll just wear a belt.

The Obsessive Compulsive Shopper

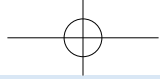


The pants fit well, but I don't like the color of the thread on the lining inside the back right pocket.

The Superlative Shopper



My God! I have never, in all my years of existence, seen a shoe as amazing as this! This is truly a modern manufacturing miracle!



II What is behind a good advertisement?

The Rational Shopper	The Eco-Friendly Shopper	The Dedicated Shopper
 <p>With the money I saved by switching back to one-ply toilet paper, I can finally afford to buy this dress!</p>	 <p>These pants are made from 100% recycled bins.</p>	 <p>Day 17: Rations are low, and hypothermia is starting to set in. If I can survive for one more day, I'll be first in line for the super sale.</p>

- 2 Refer back to the results in “Which does your partner prefer?” (Page 11) Determine the type of profiling you have used for each choice you made, based on the definitions of profiles in the passage (Pages 13–14). Then summarize the kind of customer your partner is.

Language work

1. Word usage

- 1 Work with a partner, and find at least four words that are used as both a verb and a noun in the passage about market segmentation (Pages 13–14). The following is an example for you.

- 1) ...*focusing their marketing efforts on specific segments of the market...* (noun)
- 2) *Customers can be segmented based on their geographic location.* (verb)

- 2 Words often have different meanings in different contexts. Explain what the following words mean in different contexts.

- 1) The picture shows the girl in *profile*.
We first built up a detailed *profile* of our customers and their requirements.
- 2) The job offers excellent *promotion* prospects.
There was a *promotion* in the supermarket and they gave away free glasses of wine.
- 3) The allies are intensifying their air *campaign*.
The government has launched an advertising *campaign* to encourage people to vote.

- 4) *Royalty* and government leaders from all around the world are gathering in Japan.
I lived on about \$3000 a year from the *royalties* on my book.

2. Lexical chaining

“Lexical chaining” is one of the ways in which writers develop and maintain coherence and cohesion. Typically, a text will have several lexical chains, each of which is used to develop an argument. Lexical chains can be maintained in several ways. The most common are as follows.

- a. repetition (simply using the same word several times)
- b. repetition + strong collocate (using the same word, but extending its meaning through the addition of strong collocates)
- c. “elegant variation” (using near synonyms to maintain the topic without direct repetition; this is stylistically favoured in formal written English)
- d. lexical relations (using antonyms or hyponyms)

In the extract below the lexical chain associated with MARKET has been marked for you with the number [1]. There are at least four other lexical chains in the text. See how many you can find. Use a different colour or underlining style to show each chain and give it a new number.

[1] Market segmentation

Businesses can gain a competitive edge by focusing their [1] marketing efforts on [1] specific segments of the market instead of trying to appeal to everyone. [1] Market segmentation involves using [1] market research to identify the business's ideal [1] target market and customer. [1] Segmentation can be used to develop several different types of customer profiles.

► Geographic profiles

Customers can be [1] segmented based on their geographic location. For a small business such as a pizza shop, its [1] target market may be all residents within a five-mile radius of the shop's location. The shop owner can [1] target this [1] market by placing door hangers containing a special offer on all homes and businesses within this radius or by mailing coupons to all homes within specific zip codes.

► Demographic profiles

Demographics are personal characteristics used to categorize consumers. Demographics include characteristics such as age, gender, income level and marital status. Through [1] market research, the company may identify its ideal customer as a married, college-educated female aged 30 to 35 with an annual income level of \$35,000 to \$45,000. This information helps the business owner develop a [1] marketing strategy that appeals to individuals with this demographic profile. For example, an owner of a women's clothing store might attempt to reach this [1] market by developing an ad campaign to promote a new line of business attire.

Marketing T-shirts

Writing & peer-reviewing

A successful advertisement often involves presenting a product to the right customers in the right way. Based on what you have learned about the ways of segmenting market, do the following tasks in pairs.

- 1 Based on the profile you have developed for your partner on Page 15, write a description for a T-shirt, and present it to your partner.
- 2 Read the description of the T-shirt written by your partner, and write a comment on the description. The comment should include the following information:
 - 1) your intention of buying the T-shirt, given your partner's description of the T-shirt,
 - 2) and an explanation of your intention, based on your assessment of your partner's description of your profile (i.e. point out the details of your profile that you think are inaccurate, and correct them).

II What is behind a good advertisement?

B | Who is the product made for?

Who are the customers?

Comparing & contrasting

- The following is the Lucozade ad of 1954. Look at it carefully and write down a simple description of its potential customers in the corresponding box of the table below.



	Targeted customer
1954	
1985	

- Watch the Lucozade ad of 1985 and write a description of its potential customers in the above table.
- Do these two groups of customers have anything in common? Explain your answer.

A successful advertising campaign

1. Lucozade: a strategy for revival—reading

- Scan the passage on the next page and complete the multiple choice task below.
 - Lucozade is a kind of _____.
 - soft drink
 - marketing strategy
 - Ogilvy and Mather is a(n) _____.
 - manufacturer
 - advertising company
 - Daley Thompson is a(n) _____.
 - athlete
 - businessman
 - Lucozade Sport is a _____.
 - game
 - drink

Lucozade: a strategy for revival

When SmithKline Beecham first decided to change the marketing strategy for their well-established Lucozade brand, they expected that sales would increase. Little did they realize, however, that Lucozade would soon become the third largest selling carbonated drink in the UK (after Coca-Cola and Pepsi Cola), with sales accelerating from a mere £15 million in 1980 to a massive £143 million by 1991. So how did this transformation come about?

Lucozade is, in fact, a good example of a product which, through the use of extension strategies—the development of a successful advertising campaign and of new packaging—has increased its sales dramatically and been given a new lease of life in the process.

Lucozade was introduced back in 1927. By the early 1980s it had reached maturity in its life cycle and might well, after such a long life, have seemed to be heading towards an honourable retirement.

Sales levels were static and it had become clear that the brand image was becoming old-fashioned. It was also recognized that the traditional “Lucozade aids recovery” message was restricting consumers’ perceptions with

Lucozade being seen as a drink purely for convalescents.

The decision by SmithKline Beecham to change the market positioning of the brand from that of specific convalescent usage to an “in-health” energy drink was a bold move, which was aimed at exploiting a much wider market and in particular the increase in “one-shot” drinks.

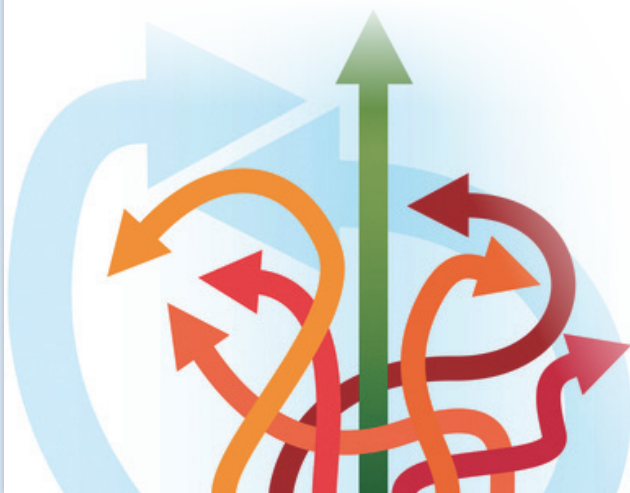
In line with this, Lucozade brought out the small “one-shot” bottle, in recognition of the fact that on-the-street consumption was becoming an increasingly common consumer trend in modern society.

At the same time the strategy developed with their advertising agency, Ogilvy and Mather, set out to emphasize the energy replacing benefit of Lucozade and the importance of this for today’s fast moving pace of life.

They could hardly have chosen a better personality than the outstanding athlete Daley Thompson to endorse Lucozade’s new image with teenagers and young adults. In his own likeable way, Daley Thompson symbolized raw energy, sporting achievement and an infectious enthusiasm for life, with which the target market could readily identify.

The creation of a memorable new advertising campaign, linked with the introduction of appropriate packaging, has clearly succeeded in repositioning Lucozade as an energy-giving drink for today’s lifestyle.

The sales success has prompted the company to introduce a host of product variants—Orange, Lemon and Tropical Barley and a Light Version, as well as the new Lucozade Sport, which is promoted by footballer John Barnes.



II What is behind a good advertisement?

2 Read the passage again, and do the following tasks.

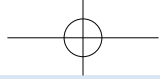
- 1) The main purpose of the passage is to _____.
 - a. argue the importance of athlete endorsement
 - b. reveal the deceitful nature of advertisement
 - c. demonstrate how successful repositioning can change a business
 - d. explain how a product should change with time
- 2) The passage contrasts the situations before and after the campaign at various points. Find information in the passage to fill in the table.

	Before the campaign	After the campaign
Sales		
Benefit of product		
Package		
Targeted market		
Flavour		

- 3) Write a short summary (two or three sentences) of the passage with information from the above table.

- 4) Mark each of the following statements as T (true), F (false) or U (undecided) if information in the passage is not sufficient.

a. Some people predicted that the new campaign would be a great success.	T	F	U
b. Before the campaign, sales were going down quickly.	T	F	U
c. Before the campaign, Lucozade was used by old people only.	T	F	U
d. Lucozade changed its major ingredients to develop an energy drink.	T	F	U
e. The new Lucozade was packed in bottles smaller than the old one.	T	F	U
f. Daley Thompson was very popular among young people.	T	F	U
g. Daley Thompson had to personally sign each bottle of Lucozade sold.	T	F	U
h. Daley Thompson was the best choice for the campaign.	T	F	U



UNIT 1 Advertising

5) Explain the meaning of the following marketing terms as used in the passage.

a. Extension strategy: _____

b. Repositioning: _____

c. Endorsement: _____

3 Viewing

Go back to the passage and underline the sentence describing the image of Daley Thompson. Then watch the commercial of 1985. In your opinion, does Daley Thompson in the commercial live up to the description? Explain why.

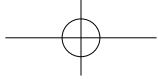
2. Viewing and discussion

1 Watch the Lucozade commercial of 2012, and answer the question: Are the ideas and messages of the commercial the same as those of the 1985 commercial?

2 Positioning a product involves emphasizing its distinguishing features and creating a suitable image through advertising. The reading passage has shown that Lucozade has been selling the same product, but to very different market segments after repositioning. Study Lucozade ads of 1954, 1985 and 2012 and fill in the following table to find out how positioning works for Lucozade.

Year of ad	Product function	Function statement	Target market	Slogan	Graphics	Message
1954	contains glucose, a sugar that is easily changed into energy by the human body	aids recovery	sick people who need energy	the sparkling glucose drink	mother serving Lucozade to a sick baby; nurse with a statement	Lucozade is approved by the authority and widely used to take care of the sick.
1985				the refreshing glucose drink		
2012					Faster. Stronger. For longer.	footballer Ashley Young

3 For many customers, advertisements are their major source of product information. What is the role that advertisements play in your life? Do the techniques and skills marketing experts use affect your shopping decision? How can you keep the negative effects, if any, in control?



Language work

1. Personification

Personification is the process of giving an inanimate object human qualities or abilities. For instance, “By the early 1980s it [Lucozade] had reached maturity in its life cycle and might well, after such a long life, have seemed to be heading towards an honourable retirement.”

- 1 Rewrite the sentence without personification.

II What is behind a good advertisement?

- 2 The following sentences are written with personification. Rewrite them without using personification.

- 1) Opportunity was knocking at her door.

- 2) My computer throws a fit every time I try to use it.

- 3) The news took me by surprise.

- 4) I could hear Hawaii calling my name.

- 5) The fire ran wild.

2. Vocabulary building

Words in column A of the table are from the passage on Page 18. Locate and underline them in the passage, and explain the difference between these words and those in column B.

A	B
massive	mass
extension	extensive
perception	concept
exploit	explore
agency	agent
personality	person
identify with	identify
readily	ready

A case of successful positioning in China

Research project

Positioning strategy contributes to the success of many famous brands, e.g. Vanish (detergent), 脑白金 (health supplement), 东方树叶 (tea) and 天地壹号 (vinegar). Conduct research on a Chinese brand that interests you and write a passage of about 400 words to illustrate how it has benefited from its positioning strategy.

II What is behind a good advertisement?

□ | *What is the real message?*

Steve Jobs's speech on marketing

Viewing

Watch the short clip of Steve Jobs's speech about marketing made before Apple's famous turnaround "Think different" campaign. Answer the two questions about the main idea.

- 1) For Steve Jobs, marketing is about _____, not about _____.
- 2) Apple's core value is _____

_____.



"Think different"

Viewing & discussion

- 1 Watch the 1997 "Think different" commercial once and answer the following questions.
 - 1) What is the colour of the commercial? Why does Apple choose the colour?
 - 2) Does it embody Apple's core value outlined by Steve Jobs?
 - 3) Does the ad give a clear message? Do you like it?
 - 4) Which does this ad try to promote, a particular Apple product or Apple as a company?
- 2 The commercial uses images of 17 famous historical figures. Watch the video again and write down as many names as you can. Share your list with your class and find out how many you can name as a class. _____

_____.
- 3 The personalities who appear in the video are listed in the encyclopedic entry below. Read it, and answer the following questions.
 - 1) What is the occupation of each of these figures?
 - 2) What are their achievements in their fields?
 - 3) What do they have in common?
 - 4) What is the message Apple is trying to send by using the images of these people?
 - 5) Can you think of any other people that fit into their category?

The one-minute commercial featured black-and-white footage of 17 iconic 20th century personalities. In order of appearance they were: Albert Einstein, Bob Dylan, Martin Luther King, Jr., Richard Branson, John Lennon (with Yoko Ono), Buckminster Fuller, Thomas Edison, Muhammad Ali, Ted Turner, Maria Callas, Mahatma Gandhi, Amelia Earhart, Alfred Hitchcock, Martha Graham, Jim Henson (with Kermit the Frog), Frank Lloyd Wright and Pablo Picasso.



II What is behind a good advertisement?

- 4 Watch the ad again and pay close attention to the script below to answer the following questions.
- 1) What are the labels the ad attaches to these people?
 - 2) Do you find the labels proper? Choose a figure you like the best and explain why.
 - 3) What is the message Apple is trying to send with the script?

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think that they can change the world...are the ones who do.

- 5 Discuss the following questions with your partner.
- 1) Is the ad effective in communicating its message?
 - 2) Who might the ad attract? Who are Apple's target customers?
 - 3) Would anyone find the ad uninteresting or even repelling?
 - 4) Do you agree with Steve Jobs's statement that "Marketing is about values"?
 - 5) Which of the ads you have read and watched in this unit is/are about values?

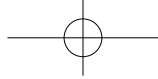
Language work

Words with connotations

- 1 The script (on the left) for the ad "Think different" is a piece of "advertising copy". It is intended to be spoken aloud and it is written in a style that has been carefully designed to influence and persuade people. Can you identify any of the language features that make it different from ordinary written texts?
- 2 The writer comes up with many synonyms to describe the phrase "the crazy ones". List these in the first column of the table and answer the questions on the next page.

	Connotation (pos./neg.*/neutral)
the crazy ones	
misfits	

* pos. for positive
neg. for negative



UNIT 1 Advertising

- 1) In your view, do these words and phrases usually have positive, negative or neutral connotations?
- 2) Does the writer attribute positive, negative or neutral connotations to these words and phrases? How do you know?
- 3) How does the writer play with expected connotations in order to influence people?

3 Look at the following groups of words which are often used to describe people. What is the connotation (positive, negative, or neutral) of each word in each group?

- 1) childlike, youthful, childish, young

- 2) disabled, crippled, handicapped, retarded

- 3) slim, skinny, slender, thin

- 4) cheap, frugal, miserly, economical

- 5) inquisitive, interested, curious, inquiring

- 6) lovely, knockout, beautiful, stunning

Core values of my university

Group discussion

Statements of values might be needed at different levels: A person declares his/her values in a personal ad, a city in a public service announcement, and a country in a promotional video for Olympics. Suppose your university is planning to produce a short film to engage the attention of high school students and their parents, and is eliciting inputs about the campaign from students enrolled, what would you propose as the core value(s) of your university?

- 1) Work in a group of four to six and each student writes down a list of values that come to mind.
- 2) Compile a list of all the values and select the top three based on the following standards.
 - a. Representativeness of who you are
 - b. Relevance to your daily experience
 - c. Attractiveness to your target audience
 - d. Uniqueness to your university
- 3) Prepare an oral report of three minutes to explain your group's top value(s) to your class.
- 4) The whole class vote for the top three values to include in your proposal to the university.



III Advertising and culture

English and Chinese brand names

Reading for cultural information

Examine the literal translations of nine Chinese brand names and nine well-known English brand names, and answer the following questions.

Product	Chinese brand name	English brand name
detergent	White Cat	Tide
toothpaste	Darlie	Colgate
tyre	Triangle	Firestone
chocolate	Golden Monkey	Cadbury
battery	555	Duracell
soap	Panda	Cussons
razor	Flying Eagle	Gillette
toothbrush	Grand Bridge	Sensodyne
pencil	Great Wall	Staedtler

- 1) How many of these well-known brand names are just names? Chinese: _____ English: _____
- 2) How many are names of animals? Chinese: _____ English: _____
- 3) How many are place names? Chinese: _____ English: _____
- 4) Complete this conclusion:
The majority of brand names of products in _____ are simply names which have no particular meaning whereas _____ brand names make great use of the names of _____ and _____.
- 5) What are the pros and cons of using literal translations of Chinese names if we want to market Chinese brands abroad?

Chinese brand names translated into English

China exports more and more products. Many of these products have their brand names translated into English and other languages. On the next page, there is a selection of brand names from a trade fair catalogue in the 1980s, grouped under four headings. All the names are translated into English literally.

1. Preliminary analysis

Examine the lists of names and discuss whether each name is acceptable in an English-speaking culture or not.

UNIT 1 Advertising

Shoes		Products named "Great Wall"	
Gold Cup sports shoes	金杯牌运动鞋	canned meat	肉罐头
Double Coin shoes	双钱牌鞋	ceramic tiles	瓷砖
Shell Brand rubber shoes	蚬牌胶鞋	high quality lubricant	高级润滑油
Chung Brand shoes	钟牌鞋	medicine	药
Panda rubber-soled shoes	熊猫牌胶鞋		

Brand names using flowers		Other brand names	
Begonia hand-embroidered silk blouses	秋海棠牌手绣丝上衣	Laoshan mineral water	崂山矿泉水
Lotus Flower glassware	莲花牌玻璃器皿	Blue Sail Brand beachwear	蓝帆牌海滩服装
Peony and Phoenix Brand silk rugs	牡丹凤凰牌丝地毯	Triangle Brand castors	三角牌小滚轮
Calling Spring Flower Brand poplin	报春花牌府绸	Moon Rabbit batteries	月兔牌电池
Sunflower Brand candles	葵花牌蜡烛	Tortoise Snake wine	龟蛇酒

2. Listening

1 Listen to Dialogues 1 & 2, and fill in the following table. Compare your opinions against the speakers'.

	Attitude	Dialogue 1
Shoes	approval	
	disapproval	
Flower brand names	approval	
	disapproval	

	Attitude	Dialogue 2
Products named "Great Wall"	approval	
	disapproval	
Other brand names	approval	
	disapproval	

- 2 Listen again and summarize the reasons why the native speakers of English reject the translated brand names.

Reason 1: _____

Reason 2: _____

3. Application

- 1 The following table shows a list of recent Chinese brand names and their transliterations or literal translations. Which of these names would be acceptable to English-speaking cultures?

Snack		Jewelry	
恰恰	Qia Qia	周大福	Chou Tai Fook
口水娃	Mouth-Watering Baby	明牌	Ming
Cashmere		Ceramic tile	
鄂尔多斯	Erdos	东鹏	Dong Peng
鹿王	King Deer	冠军	Champion

- 2 Literal translation and transliteration are not the only way to generate English brand names. Identify what the following companies have done with their English names, and fill in the third column of the table. An example has been given for your reference.

Chinese name	English name	Strategy
腾讯	Tencent	Coined word that sounds similar to Chinese pronunciation
联想	Lenovo	
以纯	Yishion	
匹克	Peak	
TCL	TCL	

Translations of foreign brand names into Chinese

1. Matching

Match each Chinese translation with the product category and the original foreign name. Remember to justify your answer.

Chinese translation	Category	Foreign name
精工表	camera	Lactogen
必理痛	car	Pepsi Cola
可口可乐	medicine	Benz
百事可乐	drink	Elekiban
美能达	car	Datsun
得胜	drink	Seiko
力多精	watch	Coca-Cola
一粒克病	medicine	Panadol
奔驰	powdered milk	Minolta

2. Discussion

The above names are generally considered excellent translations. Based on these names, what are the standards for a good translation of a brand name into Chinese?

Standard 1: _____

Standard 2: _____

Watch your language

Reading

Read the passage (Page 29) taken from a popular magazine and answer the following questions.

- 1) What is the main idea of the passage?
- 2) How does the author argue his points?
- 3) Can you think of any other examples of embarrassing, or just bad, translations?
- 4) What is the tone of the passage? Why?

Watch your language

There is more to mastering a language than getting the technical bits right, as we learn that nuances of a language can't always be learned from a book.

Cracking an international market is a goal of most growing corporations. It shouldn't be all that hard, yet even the big multi-national companies run into trouble because of language and cultural differences.

The name Coca-Cola in China was first rendered as Ke-kou-ke-la. Unfortunately, the Coke company did not discover until after thousands of signs had been printed that the phrase means “bite the wax tadpole” or “female horse stuffed with wax”, depending on the dialect. Coke then researched 40,000 Chinese characters and found a close phonetic equivalent, ko-kou-ko-le, which can be loosely translated as “happiness in the mouth”. Better, much better.

Also in Chinese, the Kentucky Fried Chicken slogan “finger-licking good” came out as “eat your fingers off”.

When General Motors introduced the Chevy Nova in South America, it was apparently unaware that nova in Spanish

means “it won't go”. After the company figured out why it wasn't selling any cars, it changed the name of the car it hoped to sell in its Spanish-speaking markets to Caribe¹.

Ford had a similar problem in Brazil when the Pinto flopped. The company found out that Pinto was Brazilian slang for “tiny male genitals”. Ford pried all the name-plates off and substituted Corcel, which means horse.

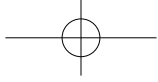
Colgate introduced a toothpaste in France called Cue, the name of a notorious porno mag.

Japan's second-largest tourist agency was mystified when it entered the English-speaking markets and began receiving requests for unusual sex tours. Upon finding out why, the owners of Kinki Nippon Tourist Company hurriedly changed the name.

It is sadly true that there are times when the harder you try the harder you fall. And that is never so true as when you convince yourself that no one, not even the dumbest foreigner, can possibly mistake your meaning. But that doesn't mean we should give up trying, does it?



¹ It has been argued by many that this widely-circulated story is just an urban legend.



TRANSCRIPTS

I

What is a good advertisement?

Are these good advertisements?

(It's not a word-for-word transcript.)

2) Love Today

Today, the world is pretty sad. But there are great things too. Today is actually...pretty great. What about giving back? What about being accepted for who you are? What about chemistry? We are driving on Mars. And engineering fast cars. The redesigned Honda Civic Coupe. One more thing to love about today.

3) Efficiency

All engines are highly efficient. Turbo chargers used in all models. Intelligent solutions to reduce fuel consumption and emission levels. Active radiator grille shutters. Reduced drag. Optimum cooling. Auto start/stop function. Switches off the engine when rolling to a stop. Lower fuel consumption. Lower CO₂ emissions. Coasting function. Automatically decouples the engine. Uses kinetic energy. Efficiency.

4) Best Graduation Gift

[S—son; M—Mom; D—Dad; G—girl]

S: Is this necessary?

M: Happy graduation, Sweetie!

S: I can't believe you've got me this car. Amazing! Status update! Best day of my life. Call Grandma.

M: Should we tell him that...?

D: No. No. Let him tire out first.

S: Jogger, check out my sweet ride. How can you jog when you can drive?

D: Not yet. He's losing steam...Just let it ride its course.

G: Would you marry me right now?

S: So marry you right now.

G: I'm getting married.

S: This is the best day of my life.

D: Hey, Steve. Have the car.

S: Best gift ever...Hey! Mr Johnson just stole my car.

I'd like to buy the world a Coke

(It's not a word-for-word transcript.)

I'd like to buy the world a home,
And furnish it with love.
Grow apple trees and honey bees,
And snow white turtle doves.

Chorus:

I'd like to teach the world to sing
In perfect harmony.
I'd like to buy the world a Coke
And keep it company.

That's the real thing.

(Repeat chorus)

It's the real thing
What the world wants today.

Coca-Cola advertising through the years—listening

Coca-Cola is one of the longest surviving brands. Part of the reason is their strong advertising and marketing.

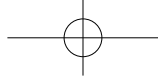
There is little creativity found in its first ad in 1886, just some text. No artsy fonts, no images, no gimmicks. The first newspaper ad showed the company's first tagline: "Delicious! Refreshing! Exhilarating! Invigorating!"

During the early 1900s, Coca-Cola advertising relied on young women as their spokespersons. The first spokesperson of Coca-Cola was model Hilda Clark.

Coca-Cola invented the red-and-white jolly Santa during the 1930s. Before Coca-Cola Santa, the image of Santa was somewhat varied: He could be big, small, fat, elf-like, lovable, old, or young. He has worn all kinds of suits, donning a priest's robe or even animal skin. The image of Coca-Cola Santa Claus appeared through their advertisements for three decades.

From 1960 to 1980, Coca-Cola went global. The company has now spread to 163 countries worldwide. With the swift expansion, Coca-Cola went with a massive advertising campaign. The international appeal of Coke was shared in their advertising with the slogan: "I'd like to buy the world a Coke". The advertisement is considered one of the most loved and influential TV ads in history.

The 1980s marked the introduction of the new Coke. In response to declines in sales and the increased competition from Pepsi, the company changed the formula of Coke. In tests, people favoured the new taste. But in reality, people hated it. People missed the classic taste of Coke, and there were 8,000 calls, complaints



and angry letters every day. New Coke is considered to be one of the company's biggest blunders in history. Coke admitted their mistake and announced that it would be using its former recipe again.

Aside from Santa Claus, one of Coca-Cola's most memorable symbols is the animated polar bear created in 1993. The first ad featured polar bears watching a "movie" while drinking Coca-Cola.

The present theme of Coca-Cola ads centres on people drinking Coke and feeling happy and positive. The campaign has optimistic and positive vibes. It encourages people to love spontaneity and to see the world in full colour.

Among Coke's most successful endeavours of today is the "Happiness Machine", or in some countries, the "Happiness Truck". The Happiness machine uses elements of both guerilla marketing and viral advertising by using "YouTube". Coca-Cola decided to own a word, and that word is "Happiness".

II What is behind a good advertisement?

Introduction to market segmentation —viewing & discussion

(It's not a word-for-word transcript.)

Knowing about markets is important, but businesses also need information about customers. Not all of us like or buy the same things. We don't all like the same music or books or shops. So businesses need to find some way of grouping people with similar taste together. This is called segmentation. Once they have done this, they can market products to them more successfully.

Let's look at some examples. Let's use the magazine market. Next time you are in a news agent or supermarket, look at how many magazines there are. Some are clearly for teenage girls, some for women in the twenties, some for young males. The publishers have segmented their market by age in this case, but also segment the market for magazines by lifestyle and interest.

What I want you to do now is think about the car market and write down how you think this market

is segmented. Try and give some examples of brands of car that are targeted to each segment. Pause for a moment and write down some ideas.

How did it go? You've probably got these segments written down or something similar: age, for example, New Mini vs Micra; income, for example, BMW 5 Series vs Ford Mondeo; gender, for example, Kia Picanto vs Seat Ibiza.

As we can see, age can be used to segment the car markets. The new Mini is more of a young person's car than a Micra. Or by income, a BMW is targeted to people with higher incomes than a Mondeo. If we look at gender, the Picanto is definitely targeted more of women as the advert shows women being able to fit their clothes shopping into the car. These are, of course, generalizations, but it is what marketers do. By knowing which segment they are targeting, they can better decide when, where and how to advertise to attract those people.

Steve Jobs's speech on marketing

(It's not a word-for-word transcript.)

To me marketing is about values. This is a very complicated world. It's a very noisy world. And we're not gonna get a chance to get people to remember much about us. No company is. And so, we have to be really clear on what we want them to know about us.

Our customers want to know who is Apple and what is it that we stand for? Where do we fit in this world?

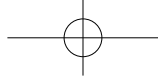
And what we're about isn't makin' boxes for people to get their jobs done...although we do that well. We do that better than almost anybody, in some cases. But Apple is about something more than that. Apple at the core...its core value...is that, we believe that people with passion can change the world for the better. That's what we believe.

III Advertising and culture Chinese brand names translated into English

Dialogue 1

[I—female, Chinese interviewer; E—male, English]

I: Now that you've had a chance to look in the trade fair catalogue at some of the brand names



UNIT 1 Advertising

used, do you find any that are appealing to you? How about the shoes, for example?

E: Well, I think that Gold Cup sports shoes is probably the best sounding name to a Western person, because it has some connection with sport and ideas associated with sports.

I: Right, so Gold Cup is the best of these ones. Are there any you don't like the sound of?

E: Well, some of them seem a bit strange. Panda and Shell don't really seem to have any connection with shoes, and the word "Chung" means absolutely nothing to an English speaker. And Double Coin shoes sounds very strange in English, though I believe there are a lot of "double" names in China. Mm...Gold Cup is definitely the best.

I: Right. And what do you think of the brands using the names of flowers? Are any of these suitable?

E: Mostly not, for example, Sunflower candles. Well, think of sunflowers and you think of sunny days, not nights, which is when you might expect to use candles. So it seems inappropriate. But I see that lots of things in China are decorated with flowers, so they are obviously a popular image for things here.

I: So none of them are really appropriate?

E: Well, this one, "Calling Spring Flower Brand" poplin could be OK, if it was just called "Spring Flower", which sounds fresh and light and bright. But I mean, how can a spring flower "call"? And in the West we just don't put "brand" after every product's name.

I: Mmm...Do you have any other comments?

E: I think really that it all depends on the product. For example, soft pretty products can have flower names. I like Lotus Flower glassware, but again, I'd cut down on the words. Why not just call it Lotus Glassware? Brand names have more impact if they are shorter.

I: Well, thanks a lot for sharing your opinions.

E: No problem. Thanks for asking.

Dialogue 2

[I—male, Chinese interviewer; E—female, American]

I: Thank you for agreeing to give your views about some of the English brand names being used by some Chinese companies.

E: It's a pleasure.

I: Now quite a few products are called "Great

Wall". What do you think about these?

E: Well, I know the Great Wall is famous all around the world, but I can't see any connection between the idea of the Great Wall and some of these products, for example, canned meat, tiles, lubricants and medicine. It's a bit like an American company calling a product White House canned meat, or a British company having Buckingham Palace lubricant.

I: So none of them really appeal to you?

E: Not these...though I suppose Great Wall ceramic tiles is OK, because that's to do with building and suggests solidity. But associating products like jam or canned meat, which ought to be soft or tender, with bricks and stones doesn't seem quite right.

I: How about the other brand names? Which do you find more appealing?

E: Laoshan mineral water is good. It says where it comes from, so Western people are familiar with this kind of branding—we have quite a lot of bottled water there already. A straight name is what we usually use for brand names in English, and so using its Chinese name makes it sound quite exotic, which can be good sometimes for selling to the West!

I: Are there some which are really definitely not appropriate?

E: Moon Rabbit batteries sounds a bit odd. What have rabbits got to do with batteries or lights? I imagine a moon rabbit might be some mythological Chinese figure, but to people in the West it's meaningless. Moon batteries might be OK, I suppose.

I: A bit of a pale light that only occasionally comes out though!

E: That's true. It doesn't really suggest the power you expect from a battery, does it?

I: No. So I suppose a good translation has to be sympathetic to both cultures and make appropriate alterations?

E: Definitely. I mean, Blue Sail beachwear, omitting the word brand, really sounds OK, but Triangle castors is a bit strange because a castor is round, not triangular.

I: Yes...Well, thank you for giving your reactions to some of these brand names.

E: Not at all. You're welcome.