

영어 11주 강의 자료

제11주 강의 Business and Consumer Magazine (업계 및 소비자잡지)

<제11주 학습목표> 6/1 예정

1. 제조업자가 잡지에 더 많이 광고하는 이유 설명
2. 업계출판물의 3가지 기본 유형 토의
3. 광고매체로서 잡지 활용의 주요 단점 언급
4. 광고할 잡지 선정 시 안내지침으로 활용하는 4질문

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제11주 Business and Consumer Magazine

Objectives: After completing this assignment, the student will be able to

1. tell why more **manufacturers** advertise in magazines than in any other mass medium;
2. discuss the three basic types of business publications;
3. state the main disadvantage of using magazines as an advertising medium; and
4. name four questions an advertiser can use as a guide for selecting magazines in which to advertise.

* be able to : 할 수 있다(**can**과 같으나 조동사 **will** 다음엔 **can**을 사용할 수 없음)
manufacturer: 제조업자, 생산자(producer)

2

Business and Consumer Magazine(계속)

Magazines as we know them today **came about** in the late 1800s. Magazines grew in popularity because railroads were by then carrying mail (including magazines) from one end of the country to another. When **Congress** passed the second-class postal rate for publications, lower mailing costs for magazines resulted. New methods of reproducing pictures and color made magazines more interesting to the public.

- * **Magazine**: 잡지(읽을거리가 많다는 불어 **magasin**(단창, 단약고)에서 유래)
came about: 생겨나다, 발생하다 (happen; come to pass)
Congress: 의회, 국회(parliament)

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Business and Consumer Magazine(계속, 49쪽 좌하, 무상)

In the late 1800s and early 1900s, **literary**, fiction, and entertainment magazines were published. These were the **forerunners** of many of our popular magazines today. Even though magazines do not **account for** the largest amount of advertising revenue, more manufacturers advertise in magazines than in any other mass medium.

- * **literary**: 문학[literature; cf. literacy(문자해독)]
forerunner: 선구자, 조상(predecessor; ancestor; forebear)
account for: 설명하다(give an explanation; cause)

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Business and Consumer Magazine(계속, 49쪽 무삼)

For example, **look through** any magazine and count the number of advertisers. Then compare this to the number of commercials on a one-hour TV show. One feature that **accounts for** this is the selective nature of magazines. Special interest magazines offer business people a unique opportunity to reach a select audience. This **allows** companies with small advertising budgets **to** make a large impact on their target markets.

- * **look through**: 검토하다, 살펴보다(examine),
account for: 설명하다, **allows ~ to ~**: ~가 ~하도록 해주다

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Business Publications (업계 간행물)

Business publications **are designed to** appeal to narrow **interest groups** – **principally** business people – in a nonretail manner. The three basic types of business publications are (1) general business (business magazines), (2) specialized business publications (business papers), and (3) farm publications (farm papers).

- * **be designed to**: ~하기 위해 고안되어지다
interest group: 이익집단
principally: 우선적으로, 주로, 특히 (primarily; mainly; particularly; especially)

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Business Publications (계속, 49쪽 우하)

Business magazines are edited primarily for top management personnel in companies and corporations. Most of these magazines are distributed nationwide. Others are limited to specific geographical areas. They all carry a great deal of business advertising. Because their readership covers many industries, they are perhaps best suited for the advertising of big businesses.

- * a great deal of: 많은(much)
- be suited for: ~에 적합한[be (satisfactory; agreeable; acceptable; appropriate; suitable) to]

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Business Publications (계속, 50쪽 좌상) // 0523

*Business papers (or industrial or trade papers) are periodicals issued for a single industry or for people with similar duties in different industries. When they serve one industry, they are called "vertical" business papers, such as *Supermarket News*, *Hardware Retailer*, and *Sporting Goods Dealer*. When they serve several industries, they are called "horizontal" papers, such as *Advertising Age*, *Purchasing*, and *Chain Store Age*.*

- * periodical: 정기간행물
- vertical: 수직적인(산업별)
- horizontal: 수평적인(동업종간)

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Business Publications (계속, 50쪽 좌하)

Farmer papers are directed toward a specific consumer group – farmers. Farming has always been a family *operation*, so the editorial content and the ads concern both the business of farming and the farm home. No other medium *is so specialized for* advertising products for rural life. An example of this is *The Wallaces Farmer*.

are directed toward : ~을 지향하다; *operation* : 운영
is specialized for : ~에 전문화되어 있다. rural life: 시골생활

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Business Publications (계속, 50쪽 우상)

Business papers *are valuable to* manufacturers. It has been estimated that at least *eight out of ten* business people () in responsible positions read one or more specialized business publications regularly. Many subscriptions to these publications are paid by the company *rather than* by the individual. These publications usually have a circulation of less than 50,000, but they provide intensive *coverage* of the industry, trade, or profession for which they are edited.

* () who are가 생략 *rather than*~: ~라기 보다는 오히려 (앞부분)
coverage: 보급(율)

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Business Publications (계속, 50쪽 우하)

Because of low circulation figures, most of the page advertising rates are low **compared to** consumer publications. More than 50 percent of the business publications are published monthly. Well edited business publications or trade magazines have high reader acceptance. They include such publications as *Journal of Marketing*, *Architectural Forum*, and *Journal of the American Medical Association*. Other classifications include institutional magazines, industrial publications, and **executive** publications such as *Wall Street Journal* and *Dun's Review*.

* **compared to**: ~과 비교하다 **executive**: 경영진, 임원

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Consumer Magazines (소비자잡지)

Consumer magazines are usually **separated into** general appeal and special interest groups. *Reader's Digest* and *People* are general appeal magazines. *Vogue*, *Psychology Today*, and *Ms.* are magazines that appeal to special interest groups. Members of special interest groups have **something in common** – lifestyles, careers, hobbies, etc.

* **separated into**: 나뉘지다, 분리되다

Ms.: 결혼여부에 대한 정보가 담기지 않은 여성(cf. Miss, Mrs.)

something in common: 공통의 어떤 것(요인)

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Consumer Magazines (계속, 51쪽 좌 중)

There is, however, a weakness in this method of classification because every general publication has a degree of special appeal, and every special interest journal has items of general appeal. The variety of consumer magazines is reflected by the fact that Standard Rate and Data Service lists over fifty special interest classifications ranging from art and automotive to women's fashion.

- * a degree of: 어느 정도, 약간의 variety: 다양성
is reflected by: ~에 의해 잘 반영되어 있다. ~에 잘 나타나 있다.

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Advantages (잡지의 장점)

Magazines offer advertisers a way (for them) to appeal to a particular type of consumer within the whole population. Many advertisers use geographic or special interest editions. Geographic editions make it possible (for various advertisers) to buy only that part of the national circulation that matches the distribution of the advertiser's products or services. Many national consumer magazines offer such geographic editions.

- * offer: 제공하다 (provide) (): 의미상의 주어 (advertisers)
it ~ to buy: it는 가짜 목적어이며 to 이하가 진짜 목적어임

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Advantages (계속, 51쪽 좌하)

An edition may cover several states, a single state, or a large city with its surrounding trading area. Markets can be identified **according to** certain characteristics. Both general and special interest consumer magazines have a long reading life. Magazines **allow** the consumer time for leisurely reading. People **seldom** read a magazine from cover to cover **at one sitting**. They pick it up at intervals. Thus, an advertising message has a chance of being seen more than once.

- * **according to**: ~에 따라 **allow**: 참작하다, 고려에 넣다
- seldom**: 거의 ~하지 않다 **at one sitting**: 앉은 자리에서

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Advantages (계속, 51쪽 우상)

The length of the reading life of a magazine and the number of times it is picked up varies with its frequency and its editorial content. The availability of color is another key selling point of magazine advertising. Color is highly desirable for **such** products **as** food, clothing, and cosmetics. Most of the color work is **outstanding**.

- * **such ~ as**: as 이하와 같은 그런
- outstanding**: 현저한 탁월한

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Disadvantages (단점)

The **lag** between the time the ad must be delivered to the office of the publication and the date the magazine appears with the ad inserted is a major disadvantage. If a new product announcement about a product or service is to be made, magazines may not be the best medium to use. Magazines may ask for ads up to eight weeks in advance of publication. Many advertisers **find** it difficult to prepare ads this far in advance, particularly for new products or services.

* **lag**:지체, 뒤떨어짐

find:생각하다, 알다