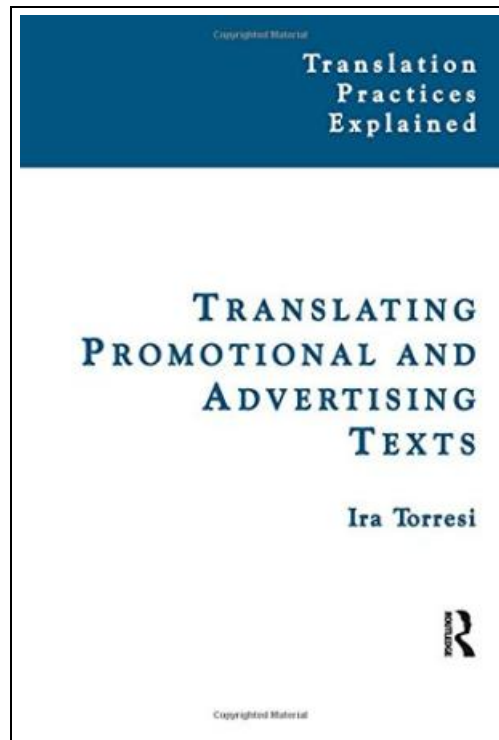


Translating Promotional and Advertising Texts



Filesize: 8.43 MB

Reviews

Extensive manual! Its this sort of very good study. It is rally fascinating through reading time period. I am just pleased to explain how this is actually the finest publication we have go through during my personal life and can be he greatest ebook for actually.
(Henri Runolfsdottir)

TRANSLATING PROMOTIONAL AND ADVERTISING TEXTS



To read **Translating Promotional and Advertising Texts** eBook, you should refer to the web link under and save the ebook or gain access to other information that are have conjunction with TRANSLATING PROMOTIONAL AND ADVERTISING TEXTS book.

St Jerome Publishing, United Kingdom, 2014. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book. Promotional and advertising texts come in different forms and account for a considerable share of the translation market. Advertisements, company brochures, websites, tourist guides, institutional information campaigns, and even personal CVs all share a common primary purpose: that of persuading the reader to buy something, be it a product or a lifestyle, or to act in a particular way, from taking preventive measures against health risks to employing one candidate in preference to another. Consequently, their translation requires the application of techniques which, although they vary depending on the specific text type, are all aimed at preserving that persuasive purpose. This often requires in-depth cultural adaptation and, on occasion, thorough rewriting. *Translating Promotional and Advertising Texts* covers different areas of personal promotion, business to business promotion, institutional and business to consumer promotion, including advertising. Numerous examples from a wide variety of languages and media, taken from the author's own professional experience and from real-life observation, are provided throughout. The volume is designed for use as a coursebook for classroom practice or as a handbook for self-learning. It will be of interest to undergraduate and postgraduate students, but also freelance and in-house translators, as well as other professionals working in sales, public relations or similar departments whose responsibilities include involvement in the management of multilingual advertising and promotion activities.



[Read Translating Promotional and Advertising Texts Online](#)
[Download PDF Translating Promotional and Advertising Texts](#)

You May Also Like



[PDF] Twitter Marketing Workbook: How to Market Your Business on Twitter

Access the web link below to download and read "Twitter Marketing Workbook: How to Market Your Business on Twitter" file.

[Download PDF »](#)



[PDF] Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Access the web link below to download and read "Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America." file.

[Download PDF »](#)



[PDF] Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback

Access the web link below to download and read "Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback" file.

[Download PDF »](#)



[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Access the web link below to download and read "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" file.

[Download PDF »](#)



[PDF] Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Access the web link below to download and read "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" file.

[Download PDF »](#)



[PDF] Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Jo Ann Brewer ISBN: 9780205491452

Access the web link below to download and read "Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Jo Ann Brewer ISBN: 9780205491452" file.

[Download PDF »](#)