

### Paragraph 3

Product- (15) eponyms such as Photoshop, (16) the (17) (18), are brand names that are commonly used to describe other similar products, or (19) this (20) an action. Photoshop is an image- (21) software program created by Adobe Inc. It is used to create, modify, or digitally combine images and photographs. (22) it was first released in 1987, Photoshop has become the standard software used by photographers and designers (23) the (24). It became (25) widely known (26) (27) (28), people began to use “Photoshop” as a verb to mean “to edit a photo.” (29) (30), no matter what software program is actually used, you could say, “The picture has obviously been photoshopped.” In the beginning, Adobe was not pleased that people were using their product name to describe the work of other companies’ products, but the eponym has become too popular for them to stop its widespread usage.

另一方面，如Photoshop等根據產品而生成的字，都是一些品牌名稱，一般用來描述與其類似的產品，或是以Photoshop而言則是用來描述一個動作。Photoshop是一個由Adobe公司所開發的影像處理軟體，用來繪製、修改或數位合成影像和照片。自1987年推出以來，Photoshop便成為全球攝影師與設計師使用的標準軟體。由於這個軟體太廣為人知，時間一久大家逐漸開始將Photoshop當成動詞來表達「編輯圖片」之意。舉例來說，不管你實際上用了什麼影像編輯軟體，你都可以說：「這張圖很明顯被photoshop過了。」一開始，Adobe對於自家產品名被人用來描述其他公司產品所做的事不太高興，但這樣的借代用法變得太普遍，擋也擋不住。