

Unit 7 Advertisement

Reading Comprehension

Ads Gone Wrong



Vocabulary

advertiser (n.):

promote (v.):

foolish (adj.):

tribe (n.):

slogan (n.):

translate (v.):

executive(n.):

ancestor (n.):

translation (n.):

generation (n.):

launch (v.):

alive (adj.):

Directions :Match the words with the definitions

1. _____: person or company that advertises something (ผู้โฆษณา)
2. _____: to change written or spoken words into another language (แปลภาษา)
3. _____: a foolish action, remark, etc. is stupid and shows that someone is not thinking sensibly (โง่, เช่, ไร้สาระ)
4. _____: a social group consisting of people of the same race who have the same beliefs, customs, language, etc. and usually live in one particular area ruled by their leader (ชนเผ่า, ชาวดอย)
5. _____: a short phrase that is easy to remember (คำโฆษณา)
6. _____: having, characterized by, or relating to administrative or managerial authority (เกี่ยวกับการบริหาร)
7. _____: when you translate something, or something that has been translated (การแปลภาษา)
8. _____: still living and not dead (ที่มีชีวิตอยู่)
9. _____: all people of about the same age (คนรุ่นราวคราวเดียวกัน)
10. _____: a member of your family who lived a long time ago (บรรพบุรุษ)
11. _____: to introduce a new product to the public (เปิดตัวสินค้า)
12. _____: to help something to develop or increase (ช่วยเหลือให้ดีขึ้น, ส่งเสริม)

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If advertisers think that they can just translate an ad and use it in another country, they'll often be wrong. And if they don't take care about their use of a foreign language, the advertisers will look foolish. Here is a collection of real-life mistakes: ads that went wrong!

Nike had a TV commercial filmed in Kenya with local tribes people. The camera closes in on one man who speaks in native Maa. As he speaks, the Nike slogan "Just do it." appears on the screen. The Kenyan is really saying, "I don't want these. Give me the big shoes." Nike's executives thought that nobody in the U.S. would understand what he was saying. Wrong! Some people DID notice.

In Taiwan, the translation of the Pepsi slogan "Come alive with the Pepsi generation." came out as "Pepsi will bring your ancestors back from the dead." The idiom come alive in English actually means have more energy and so have more fun.

In Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as "Eat your fingers off." Finger lickin' good suggests that the food is so good that when you finish eating it, you want to get a final taste of it by licking your fingers.

An African airline once had the slogan, "Flies all over Africa."

AMC launched a new car called Matador. In Spain, matador means bullfighter but in Latin America, it means hired killer.

An American T-shirt maker printed shirts in Spanish to promote the pope's visit to Miami. Instead of "I saw the Pope" (el Papa), the shirts read "I saw the potato" (la papa).

Do you know any other bad advertising slogans?

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Directions: Read each passage carefully and choose the correct answer to each question.

1. What is the consequence of advertisers not being careful with their use of a foreign language in advertising?

- A) The advertisements become more interesting.
- B) The advertisers receive positive feedback.
- C) The advertisers risk looking foolish.
- D) The advertisements become more effective.

Answer: _____

2. In the Nike commercial filmed in Kenya, what was the discrepancy between what the Kenyan man said and the Nike slogan "Just do it."?

- A) The Kenyan man said, "I don't want these. Give me the big shoes."
- B) The Kenyan man said, "Just do it."
- C) The Kenyan man said, "I love these shoes."
- D) The Kenyan man said, "Buy Nike shoes."

Answer: _____

3. What was the mistranslation of the Pepsi slogan in Taiwan?

- A) "Pepsi will make you more energetic."
- B) "Come alive with the Pepsi generation."
- C) "Pepsi will bring your ancestors back from the dead."
- D) "Pepsi is the choice of a new generation."

Answer: _____

4. What was the misunderstanding in the translation of Kentucky Fried Chicken's slogan in Chinese?

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|------------------------------|---------------------------|
| A) "Eat your fingers off." | B) "Finger-lickin' good." |
| C) "Get your fingers dirty." | D) "Savor every bite." |

Answer: _____

5. What was the slogan of the African airline that caused confusion?

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| A) "Flies all over the world." | B) "Fly with us to Africa." |
| C) "Discover Africa's beauty." | D) "Flies all over Africa." |

Answer: _____

6. In Spain, what does the word "Matador" mean?

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|------------------------|-----------|
| A) Bullfighter | B) Speedy |
| C) Strong and powerful | D) Heroic |

Answer: _____

7. What was the translation error made by an American T-shirt maker for the pope's visit to Miami?

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|---------------------------------|---------------------------|
| A) "I saw the Pope" (el Papa) | B) "I saw the Popeye" |
| C) "I saw the potato" (la papa) | D) "I saw the Pope's hat" |

Answer: _____