

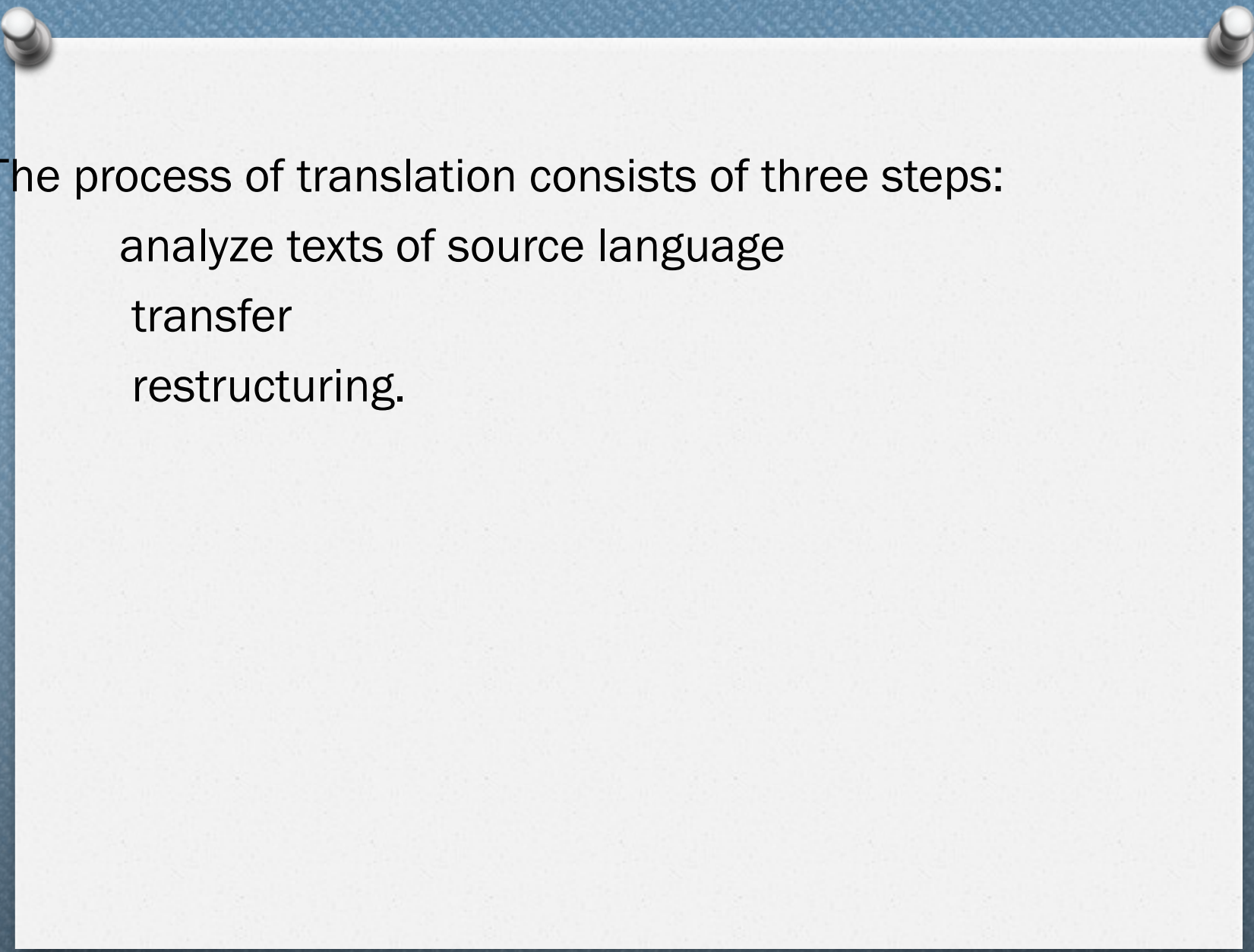


Advertising and Public Relations Translation

Review of Translation

The Definition of Translation

- Translation consist of reproducing in the receptor language the closest natural equivalence of the source language message



The process of translation consists of three steps:

analyze texts of source language

transfer

restructuring.

Translation Procedure

- Additional information
- Deletion information
- Structural adjustment

Sign Notices and Labels

Signs and notices are presented for different purposes. Some to warn, tell the person to be careful , to apologize, to make a request, to inform of what is going to take place.

They often **give you information** (e.g. that an office is closed) or give you **instructions** (e.g. that you must keep quiet)

**SOME COMMON WORDS YOU CAN FIND
IN THEM:**



ALLOWED



www.hooverwebdesign.com

NOT ALLOWED

Eva Hugas

Labels

Labels are found on cans, boxes, bottles, a washing-machine, an on many other things in our houses or stores.

Servings per container refer to the number of servings found in this container.

Amount per serving refers to the nutrient content for each serving of food.

This section lists the recommended daily limits of fat, saturated fat, cholesterol, and sodium, plus amounts of carbohydrates and fiber one should aim for on a daily basis for diets of 2,000 and 2,500 calories.

Nutrition Facts

Serving Size 1/2 cup (114 g)

Servings Per Container 4

Amount Per Serving

Calories: 90 Calories from Fat 30

% Daily Value*

Total Fat 3g **5%**

Saturated Fat 0g **0%**

Cholesterol 0mg **0%**

Sodium 300mg **13%**

Total Carbohydrate 13g **4%**

Dietary Fiber 3g **12%**

Sugars 3g

Protein 3g

Vitamin A 80% Vitamin C 60%

Calcium 4% • Iron 4%

* Percent Daily Values are based on a 2,000-calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300g	300g
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300mg	375mg
Dietary Fiber	25g	30g

Calories per gram

Fat 9 • Carbohydrate 4 • Protein 4

The **serving size** refers to the average amount or portion a person should eat at one time.

% Daily Value is based on a 2,000-calorie daily diet. These values may be higher or lower based on the number of calories in one's diet. One should aim for 100% each day of total carbohydrate, dietary fiber, vitamins, and minerals and not exceed 100% for total fat, sodium and cholesterol.

Instructions

Structure

Complete Sentence

Imperative

Pictures

Imperative with pictures

Sentences with connectives of

logical

order

How To...

Wash Your Hands

1



Remove watches and jewellery. Roll up your sleeves.

2



Wet hands before applying soap.

3



Dispense one measure of hand soap.

4



Rub hands, wrists and forearms until soap lathers. Wash for at least 20 seconds.



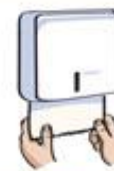
5



Rinse hands, wrists and forearms thoroughly under running water removing all soap.



Dry hands, wrists and forearms under automatic hand drier or dry using towels.



QUESTIONS?
Freephone 0800 525 525
Please note: All telephone calls to this number are recorded for training and quality purposes.

JohnsonDiversey
Clean is just the beginning



PS244 05/06

Classified Ads

Advertisements in a newspaper are typically short, as they are charged for by the line, and are one newspaper column wide.



Categories of Classified newspaper ads

MATRIMONIAL
PROPERTY
RECRUITMENT
BUSINESS
PERSONAL
VEHICLES
CHANGE OF NAME
LOST & FOUND
ANNOUNCEMENT
TRAVEL
TO RENT
PUBLIC NOTICE AND TENDERS

SITUATION WANTED
SERVICES
RETAIL
WEDDING ARRANGEMENTS
OBITUARY
COMPUTERS
MARRIAGE BUREAU
ASTROLOGY
REMEMBRANCE
ENTERTAINMENT
EDUCATION
OTHER CATEGORIES

SUNDAY, AUGUST 7, 2011

CLASSIFIEDS

Business Real Estate

ING SHOP
oods, wood-
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r to operate
& current
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bert Malt
3494

(or more)
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1.95 Report
corp., Suite
10 Piummer
CA 91311

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1 Major CCs
234-6982
22039

VENDING
SS
'13/05
2264
'B02410

COW!!
thine Units
ns • Entire
\$20 Hurry!
#B02426

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OK invest
1-3684

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In

Commercial Real Estate For Sale



FISCHER • GAETA • CROMWELL
Commercial Real Estate Services
FOR SALE

■ PALM BEACH GARDENS
4,141 SF of class A office
condos with 1-95 frontage.
Delivered Fall 2005.
\$932,400 shell. #706

■ WEST RIVIERA BEACH
Haverhill Industrial complex
4.4 acres-40,000 SF of show-
room/warehouse, fenced
yard, trucks, equipment &
much more. \$5,500,000 #776

■ WEST PALM BEACH
3,000 SF in 2 bldgs. 260'
frontage on Belvedere w/Air-
port Comm zoning. Auto
sales & rental OK.
\$1,700,000 #779

■ LAKE WORTH
1,900 sf office/retail bldg. -
direct frontage on Lake Ave.
"MIC-1" zoning Can add 2 story
Won't last! \$850,000 #788

■ WEST PALM BEACH
4,200 SF retail/office condo
close to I-95 at the Gateway
to SCRIPPS. Endcap @
\$598,000 #763

■ WEST PALM BEACH
1,200 SF bldg with 50' front-
age on Broadway in WPB.
CID zoning. Auto sales &
repair OK. \$350,000 #782

FOR LEASE

■ RIVIERA BEACH
33,000 SF office showroom.
Fronts Congress. #597L
■ PALM BEACH GARDENS

Commercial Real Estate For Sale

**Need to buy or lease
Commercial Property?**
Visit
PalmBeachPost.com
& click on Real Estate to
find the most
current local listings.

Commercial Real Estate Rent/Lease

Boynton Bch Medical office
1050 sq ft, completely parti-
tioned, handicap bath, rea-
sonable rates, near I95.
Boss Realty 561-844-5500

**Coco Plum Plaza - now
renovating** bays from 5,000,
2400, 1450, 850. Military Tr
N. of Okeechobee, retail or
business use 561-296-2848

JUPITER Office/Warehouse
For Lease in Heart of Jupiter.
1200 sf. Security system.
New Interior! Great location!
\$1500/mo. 561-371-0888

LAKE PARK - 10th St.
3300 SF. HIGH VISIBILITY &
TRAFFIC. FL EXEC. RLTY.
561-687-1901
Ferm1@aol.com

LAKE WORTH - CHURCH
Complete facility 6,750 sq ft,
completely built out w/class-
rooms, childrens ministry,
bookstore, offices, etc. avail.
Sept '05. Lake Worth & Jog
561-965-6526 561-236-0460

LOXAHATCHEE 5 ACRES.
6,000 SF bldg w/dock, fully
fncd, Southern Blvd & B Rd.
\$4,750 mo. 561-984-8000

Jobs

WPB Airport Center
Pvt ofc's for Lsest Best Deal
from \$499mo inc. elec
Steve. Bkr. 561-832-7889

WPB - Congress & 45th
1750 SF New Space.
\$16 PSF Gross.
Asset Specialists
561-689-0220

WPB Downtown 250 to 500 sf
single or double office starts
at \$475 Conf. room, elect &
janitorial incl. 561-655-1521

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**Must Have 10-30
Years experience**

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St. Lucie West's
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Office Building

1,000-28,000 SF for lease

Warehouse/ Industrial

JUPITER 2700 sq. ft. condo
5 bay, prime area \$295,000.
Keyes Company Realtors
Ed Baptista
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Jupiter Office/Warehouse
600 SF office, 1800 SF
Warehouse. Available now.
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LAKE WORTH, EAST 25
mile from I-95. For Rent:
900 SF warehouse with store-
front, hurricane windows,
office, bathrm & overhead
door. Kyle 561-305-1480

LANTANA Rental Bays
Industrial w/3-phase Avail.
Aug. 4050sf & 4500sf
No auto repair 561-582-1044

LW Lt Industrial bldg 10,000sf
rail to bldg, 17' ceil, 5 ch doors
Lease \$1400/mo or Sale
\$975K. Coldwell Banker
Carola Rathke 561-346-9552

****NEW FLEX - SPACE****
PBC/Martin County
Pre-construction from \$125 sf
Why rent when you can buy?
OF RE & Dev 561-622-4000

Okee / Tpk • Office / Whse.
1152 • 1750 • 4400sf & up
from \$1,295 per mo

MCCRANEY
PB County's Leading Provider
(561) 478-4300

RIV. BCH. I-95 & Blue Heron.
300-725 Sq Ft. From \$200
month. No auto repair. Call
561-547-1558

Riviera Beach Rent
4500 sq. ft. dock - yard

Boynton Beach

MOVE IN SPECIALS
1/1 \$790. NEW
1/1 \$950 Intracoastal
2/w garage \$1,100.
2/2 near Intra \$1200
3/2 Lik new \$1,300.
3/2 TH 2000 sq ft \$1400.
No Application
Credit Problems ok.
Work w/MI money.
RL Enterprises 561-255-1138

YACHT CLUB - Intracoastal
1 & 2 Br from \$1050/mo
Jay Stein 561-213-6764
www.RealtyWorldBocaRaton.com

\$0 Sec' 3br \$1200 Pets
ok! Tile, Split Bedrooms
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FLORIDA RENT FINDERS

Need an apartment?
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PalmBeachPost.com
and click on Real Estate to
find local listings.

Delray Beach

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Furn Condo Annual.
561-373-3810
Jordyn Taylor Properties

1/1 \$650 Patio Design. Pool
huge scrnd patio, tile, bike to
beach, private setting, tropi-
cal views, walk-in closets.
561-733-2121 buyrenttree.com

1/1 \$700; 2/2 \$800

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572-2400 FL RENT FINDERS

Lake

1BR + Den.
Near Intrac
\$700 Mo.
561-503-041

2/1 \$595
Private H2
561-3
Jordyn Tay

2/1 Nice clea
comm. pool
N. A Street
rent \$850.
Call 954-263

2/1 Walk to C
& Park, Intr
W/S. Call 56

2/2 \$699 Bn
bdrs, move-
scrd patio
gated, lush l
561-733-2121

2/2 copy, c
Scree
off stre
\$900/mo. V
Call 561

Lanta W

Beautiful
apartment,
W/D incl. C
shopping,
I-95, 1200/
561-955-932

2BR duplex
Military CAH.
No Pets 571

Advertisements

TYPES OF DISPLAY ADVERTISING



Slogan



"Just do it"



"Impossible
is Nothing"



"I'm lovin' it"



"Reassuringly
Expensive"



"The Ultimate
Driving Machine"



"Vorsprung
durch Technik"

L'ORÉAL

"Because
I'm worth it"

Gillette

"The Best
A Man Can Get"



"Every Little Helps"

John Lewis

"Never Knowingly
Undersold"



"The World's
Local Bank"



"Always Coca-Cola"



"A Diamond Is
Forever"



"For Successful
Living"



"The Totally Tropical
Taste"



"Does exactly what
it says on the tin"

Editorials

*taste***tv**

with Michelle Rose

Zero to hero: 'Worst Cooks' returns to Food line-up

TV Media

We've all had our mishaps in the kitchen: burnt food, an unevenly cooked meal (it's always the oven's fault, right?), maybe a bland-tasting (or just plain awful) dish.

But what if this was the norm? Worse yet -- what if, day in and day out, you're the one who has to politely eat these meals, valiantly sacrificing your own taste buds to spare the cook's feelings?

It seems some folks have had enough and they're turning to the Food Network for help. The fourth season of "Worst Cooks in America" gets underway on the Food Network on Sunday, Feb. 17. Once again, 14 of the country's worst cooks (as nominated by their own loved ones) are set to undergo a cooking boot camp over the next few weeks to gain new skills and cooking know-how.

Bobby Flay returns for his second attempt at unseating reigning series champ Anne Burrell, who is undefeated as a mentor since the series premiered back in 2010. They'll each lead a team of recruits and there are some bragging rights on the line between these two as they hope that it'll be one of their recruits who will outshine the rest.

When learning a new skill, you have to start somewhere, and there are plenty of basic skills to be learned during this competition. The competitors will have to learn a variety of skills, from basic knife skills to training their palates.

Of course, the catch is that these competitors will need to learn fast if they want to avoid elimination, so that they can stay on and learn as much as they can from the seasoned mentors.

Each week's episode will feature a series of challenges, and the least successful candidate(s) will be sent home (thus, their learning ends there). By the time the March 31 finale rolls around, the final two remaining contestants will have turned things around so dramatically that they'll have to execute a three-course menu at a New York City restaurant.

But let's not get ahead of ourselves. In Sunday's season premiere, viewers will get their very first taste of the competition when the initial group of competitors have to use canned and processed ingredients typically found in their own homes to prepare their best dish. After facing Burrell and Flay's critiques, they'll have to settle into their teams quickly when they attempt to prepare a classic microwavable meal of meat and potatoes -- minus the microwave.

It promises to be a long (and exhausting) road ahead for some of these competitors. But by the end, one of these "worst cooks" will win themselves a \$25,000 grand prize (and a victory for their mentor) if theirs proves to be the most successful culinary transformation.

Do you have a unique recipe to share with us? We may publish it. Email us at tastetv@tvmedia.us

Press Release

ABC Press Release



Composing a press discharge shockingly might be an overwhelming assignment. So you may need to acclimate yourself with press discharges different organizations have issued and observe the structure and configuration.

An alternate method for taking a gander at it is that you're not attempting to offer anything other than to educate book fans of your item, administration or occasion. Yet at the same time have a concentrate on the center profits book lovers get with your items.

<https://www.youtube.com/watch?v=4XkMvhKeJcc>



Larry Miller, MP
Bruce-Grey-Owen Sound

News Release

FOR IMMEDIATE RELEASE

February 24th, 2016

MP Larry Miller Tables Common-Sense Firearms Legislation

Ottawa, ON – Today, Larry Miller, Member of Parliament for Bruce-Grey-Owen Sound, tabled a Private Member's Bill (PMB) that will provide a definition for the term 'variant' as it relates to firearms classification in Canada.

The term variant is used 99 times in the *Regulations Prescribing Certain Firearms and Other Weapons, Components and Parts of Weapons, Accessories, Cartridge Magazines, Ammunition and Projectiles as Prohibited, Restricted or Non-Restricted* but yet is not defined in either the *Criminal Code* or the *Firearms Act*. The lack of definition and the vagueness surrounding the use of the term 'variant' has caused confusion for law-abiding gun owners who have seen firearms become prohibited through the use of this term with no consistent explanation.

The legislation provides the following definition of the term 'variant':

- "a firearm that has the unmodified frame or receiver of another firearm"

This will ensure that firearms that are classified as variants are just that – a variant of the previously classified firearm. They must share fundamental parts of the weapon. This bill will remove the current vagueness surrounding the term and will ensure that firearms classifications are based on fundamental definitions rather than inconsistent interpretation.

"I am looking forward to working with the Government, and all Members of the House of Commons to ensure that we have a clear, consistent, and fair firearms classification system," said Miller. "If a term is used almost 100 times in regulations it seems like common-sense to ensure that we have a clear definition of what that term means. This legislation will ensure that the term 'variant' is no longer subject to inconsistent interpretations."

Brochure

A **brochure** is an informative paper document (often also used for advertising) that can be folded into a template, pamphlet or leaflet.

Brochures are promotional documents, primarily used to introduce a company, organization, products or services and inform prospective customers or members of the public of the benefits.

READY TO PRINT
• A4 FORMAT •

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WELCOME

1. SPONSOR
2. SPONSOR
3. SPONSOR
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