

- 关于台词的备注:

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Phil

Hello, this is Question and Answer of the Week. I'm Phil.

Jiaying

And I'm Jiaying. Welcome! 本期节目要回答的问题来自听众 Arvin，问题是这样的：

Question

您好，我想询问“brochure、leaflet”和“pamphlet”的区别，谢谢您！

Phil

OK, so this is a vocabulary question, and it's about telling the difference between three similar things – brochures, leaflets and pamphlets.

Jiaying

这三个词分别指不同类型的、印有信息的纸制品，但它们并不是书本。我们先从名词“brochure”讲起吧。

Phil

OK, a brochure usually looks like a magazine – it's printed on paper, it usually has a soft cover, it can be quite thick, and usually has lots of pictures. So, that's what they look like, but what are they for?

Jiaying

Brochures are for promotion. 一本“brochure（小册子，宣传册）”的用途是宣传某个地点、场所或介绍产品和服务信息。“Brochure”可以用于任何一个行业，但我们常说“travel brochure（旅游宣传册）”。这类宣传册中通常会介绍旅游目的地、度假村和酒店的详细信息，目的是说服人们购买一个特定的旅游假日服务。听两个例句。

Examples

This hotel is nothing like the one in the brochure! I want a refund.

（这家酒店一点也不像宣传册上说的的那样！我要退款。）

I picked up some brochures so we can choose where we want to go – they're so many options!

（我拿了一些宣传册，这样我们可以选择想去的地方，有很多可以挑的！）

Phil

Right, next, let's look at 'leaflet' – there's a big difference straight away in that a leaflet is usually only one piece of paper – it might be folded, or have text and pictures on both sides – but it's usually only one piece of paper.

Jiaying

名词“leaflet（传单，说明页，说明书）”通常是单张纸，这张纸可能会是折叠起来的或者两面都印有文字和图片，但它通常只有一页纸。

“Leaflet”的用途相对更广泛，它既可以像“brochure”一样用于宣传推销，印有广告，也可以用来给人们提供信息。

Phil

That can be information about anything – local services, health advice, how to get to places, products to buy. So, the important thing about a leaflet is that it's made out of one piece of paper – it can be used for anything while a brochure is only really used for one thing.

Jiaying

没错，具体来讲，一张“leaflet”上面可能印有任何信息。比如：当地的服务、健康方面的建议、方位或产品信息。所以要记住这一点：“leaflet”是“单页纸”，可以用来提供任何类型的信息，而“brochure”则是“一本册子”，只能用于宣传。听两个例句。

Examples

You can find out all about the museum in this leaflet.

（你可以在这张传单中找到有关这座博物馆的全部信息。）

We've made a leaflet to give people the addresses of all the local doctor's surgeries.

（我们制作了一份传单，上面为大家印上了当地所有医生诊所的地址。）

Jiaying

下面，我们来讲一讲问题中的最后一个词“pamphlet”。

Phil

OK, yes. We had a 'brochure' that can be quite thick, and we had a 'leaflet' – that's usually one piece of paper. Finally, we're going to look at 'pamphlet' – now, that's somewhere in the middle. A pamphlet usually has a few pages.

Jiaying

是的，名词“pamphlet”也指“小册子”。“Pamphlet”也可以用来给人们提供信息，但这并不是“pamphlet”最常见的用途。

Phil

We often use the word 'pamphlet' to describe a short publication that gives someone's opinions on a topic and often tries to convince people to agree with them. Libraries sometimes have collections of pamphlets.

Jiaying

除了提供信息以外，“pamphlet”还可以指“一份简短的出版物，报告手册”，用来展示某人对某个主题的看法或观点，以说服他人同意此人的观点。图书馆有时会收藏这类手册。听两个例句。

Examples

He wrote a pamphlet to explain why the river had become polluted.

（他写了一本小册子来解释这条河被污染的原因。）

The historian wanted to look at some old pamphlets.

（这位历史学家想找一些旧的手册来看。）

Jiaying

所以，“brochure、leaflet”和“pamphlet”都是非书籍类的纸质印刷品。这三个词的区别在于它们的外观形式及用途。

Phil

Brochures can be as thick as magazines, leaflets are a lot smaller, and pamphlets are somewhere in the middle.

Jiaying

从用途上看，“brochure”一定是具有宣传性质的，“leaflet”可以用于宣传目的或者单纯提供信息，“pamphlet”可以用来提供信息，但更常用来展示观点和看法。

Phil

We hope that's answered your question and we'll see you next time! If you have a question you'd like us to answer, you can email us too! Our email address is: questions.chinaelt@bbc.co.uk

Jiaying

你也可以通过微博向我们提问。我们的微博账号是“BBC 英语教学”。谢谢收听“你问我答”节目。我是佳莹。再会！

Phil

Bye, everyone!