

## 提 要

廣告是商業社會的產物，有商業活動就必須有廣告。廣告的目的是宣傳商品或勞務，所以廣告必須能引起消費者的注意，再進一步促成消費者的消費行爲。廣告文稿在這方面起很大的作用。香港廣告文稿的特徵是簡明新奇而富感染力。句法特徵是多用短句、省略句，句子語氣方面多用肯定、祈使、感歎語氣。詞彙特徵是多用褒義詞、美好的感情色彩詞、外語詞、方言詞。外語詞以英語爲主、方言詞則以廣東方言爲主。香港的廣告文稿中也運用了不同的修辭格，使廣告文稿更具吸引力。廣告是爲宣傳商品或勞務而作的，是應用文的一種，但爲了引起注意，不得不加進一些藝術成分，因此廣告文稿的語言既包含提供資訊的非藝術性語言成分，又包含富感染力的藝術性語言成分。

## Synopsis

Advertisement is the product of any commercial world. When there is commerce, there is advertisement. The purpose of putting advertisement is to promote commodities and services. Therefore, advertisement needed to be good enough to grasp the attention of the public and more precisely to facilitate the consumption of potential consumers. Hence, the script of the advertisement is very important. The scripts in Hong Kong advertisements share some common features : simple, short, creative and influential. The syntax of those scripts mainly employs short phrases and ellipses. Positive, command and exclamation are the major elements in the mode expressed in the scripts. Furthermore, the vocabulary used is most probably admiring and emotional. The scriptwriters bring various languages and dialects. English is the dominant one in foreign language while Cantonese is the main one in Chinese dialect. Different rhetoric is also used to make the advertisement more attractive. The simple purpose of advertisement is to promote its targeted goods or services. In order to make this effective and efficient, the informative elements are not only be put into the scripts, but also the artistic elements which can make the advertisement more infectious.