

**INTRÄDESPROV TILL
FACKÖVERSÄTTARUTBILDNINGEN
Inriktning: Engelska**

Delprov 1: Översättning från engelska till svenska

Datum: xxxx-xx-xx

Tid: 3 timmar

Instruktioner

- *Översätt till korrekt och idiomatisk svenska.*
- *Inga hjälpmedel tillåtna.*
- *Skriv tydligt! Oläsliga ord betraktas som fel.*
- *Skriv på varannan rad.*
- *Ange namn och personnummer på varje blad.*
- *Dessa två blad, försättsblad och provtext, lämnas in tillsammans med översättningen och läggs överst.*
- *Provloken får inte lämnas tidigare än en timme efter provets början.*

The first mass-marketing campaigns, starting in the second half of the nineteenth century, had more to do with advertising than with branding as we understand it today. Faced with a range of recently invented products – the radio, phonograph, car, light bulb, and so on – advertisers had more pressing tasks than creating a brand identity for any given corporation; first, they had to change the way people lived their lives. Ads had to inform consumers about the existence of some new invention, then convince them that their lives would be better if they used, for example, cars instead of wagons, telephones instead of mail and electric light instead of oil lamps. Many of these new products bore brand names – some of which are still around today – but these were almost incidental. These products were themselves news; that was almost advertisement enough.

The first brand-based products appeared at around the same time as the invention-based ads, largely because of another relatively recent innovation: the factory. When goods began to be produced in factories, not only were entirely new products being introduced but old products – even basic staples – were appearing in strikingly new forms. What made early branding efforts different from more straightforward salesmanship was that the market was now being flooded with uniform mass-produced products that were virtually indistinguishable from one another. Competitive branding became a necessity of the machine age – within a context of manufactured sameness, image-based difference had to be manufactured along with the product.

So the role of advertising changed from delivering product news bulletins to building an image around a particular brand-name version of a product. The first task of branding was to bestow proper names on generic goods such as sugar, flour, soap and cereal, which had previously been scooped out of barrels by local shopkeepers. In the 1880s, corporate logos were introduced to mass-produced products like Campbell's Soup, H.J. Heinz pickles and Quaker Oats cereal. As design historians and theorists Ellen Lupton and J. Abbott Miller note, logos were tailored to evoke familiarity and folksiness, in an effort to counteract the new and unsettling anonymity of packaged goods. "Familiar personalities such as Dr. Brown, Uncle Ben, Aunt Jemima, and Old Grand-Dad came to replace the shopkeeper, who was traditionally responsible for measuring bulk foods for customers and acting as an advocate for products...a nationwide vocabulary of brand names replaced the small shopkeeper as the interface between consumer and product". After the product names and characters had been established, advertising gave them a venue to speak directly to would-be consumers. The corporate "personality", uniquely named, packaged and advertised, had arrived.