

## Business and PR Translation

### Basic Key Business Terminologies

#### Revenue

- Definition:
- Example: "The company's revenue increased by 10% last year."

#### Profit

- Definition:
- Example: "The company made a profit of \$1 million this quarter."

#### Expenses

- Definition:
- Example: "We need to reduce expenses to increase profitability."

#### Market Share

- Definition:
- Example: "Our goal is to increase our market share by 5% this year."

#### Budget

- Definition:
- Example: "We need to stick to our budget for the next quarter."

#### Supply Chain

- Definition:
- Example: "Improving our supply chain will help reduce costs."

#### Target Market

- Definition:
- Example: "Our target market is young professionals aged 25-35."

#### Capital

- Definition:
- Example: "The company raised additional capital to fund its expansion."

#### Assets

- Definition:
- Example: "The company's assets include buildings, machinery, and intellectual property."

#### Liabilities

- Definition:
- Example: "The company reduced its liabilities by paying off loans."

### Basic Public Relations (PR) Terminologies

#### 1. Audience

- a. Definition:
- b. Example: "Understanding our audience is key to successful communication."

2. Brand

- a. Definition:
- b. Example: "We are working on strengthening our brand."

3. Publicity

- a. Definition:
- b. Example: "The event generated a lot of positive publicity."

4. Campaign

- a. Definition:
- b. Example: "The marketing campaign was successful in increasing sales."

5. Press Conference

- a. Definition:
- b. Example: "The CEO held a press conference to announce the new product."

6. Crisis Management

- a. Definition:
- b. Example: "Effective crisis management helped the company recover quickly."

7. Stakeholders

- a. Definition:
- b. Example: "It's important to keep stakeholders informed about company decisions."

8. Media Relations

- a. Definition:
- b. Example: "Good media relations are essential for effective PR."

9. Message

- a. Definition:
- b. Example: "The message of the campaign was clear and well-received."

10. Engagement

- a. Definition:
- b. Example: "Social media is a key tool for audience engagement."

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**Exercise: Translating Participles in Business Contexts (EN-TH)**

**Part A: Present Participles (-ing)**

1. Our company is the leading distributor of electronic components in the region.

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2. The email confirming your order has been sent.

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3. We will discuss all matters relating to the Q3 budget in the next meeting.

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4. The list of employees attending the workshop is on the notice board.

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5. There is an outstanding invoice that requires your immediate attention.

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6. The chart showing the annual sales growth is on page five of the report.

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7. All staff working in the marketing department must attend the briefing.

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8. This is a complex problem requiring a careful and immediate solution.

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9. Following the discussion, we will vote on the new proposal.

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10. The document summarizing the key findings will be distributed shortly.

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**Part B: Past Participles (-ed / -en)**

1. Please review the attached document carefully before our meeting.

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2. All selected candidates will be notified by email.

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3. The updated price list is effective from August 1, 2025.

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4. A signed copy of the agreement is required for our records.

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5. The proposed changes must be approved by the board of directors.

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6. All required fields on the application form must be filled in.

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7. The scheduled system maintenance will take place this weekend.

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8. We cannot proceed without written authorization from a manager.

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9. The agreed delivery date is September 15, 2025.

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10. Please find the detailed analysis of the market survey in this folder.

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**Part C: Mixed Practice**

1. The revised manual includes a new section covering safety procedures.

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2. Please send the completed application form to the hiring manager.

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3. All interested parties must respond to the attached invitation by the end of the week.

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4. The estimated budget for the remaining project tasks has been approved.

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5. The published report listing all certified suppliers is now available online.

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6. A written statement concerning the delayed shipment is required from the logistics team.

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