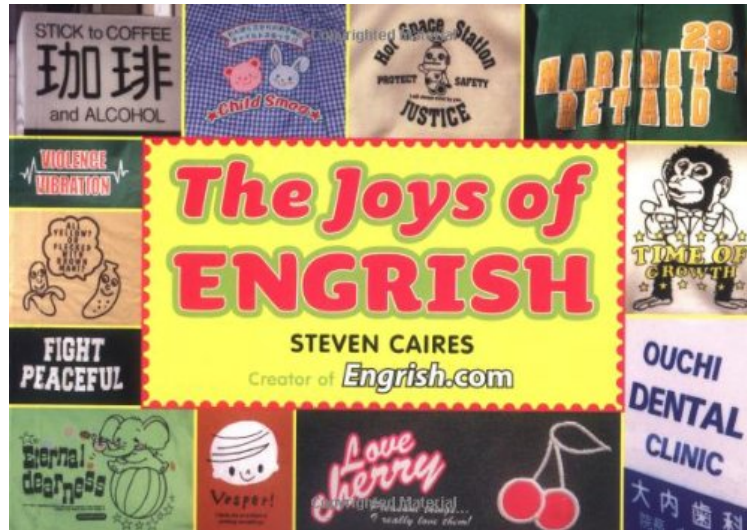


(Free) The Joys of English

The Joys of English

Steve Caires

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#1395914 in Books Tarcher 2005-12-29 2005-12-29 Original language: English PDF # 1 4.48 x .26 x 6.221, .30 #File Name: 1585424528112 pages | File size: 77.Mb

Steve Caires : The Joys of English before purchasing it in order to gage whether or not it would be worth my time, and all praised The Joys of English:

0 of 0 people found the following review helpful. DisappointedBy Leila WilliamsI gave this product a 3 because it's a small book, 4 x 7, and because the English in the content is now so commonplace on the Internet that one doesn't need a book to reiterate what one already can find, for free. Unlike the other series about useless things Japanese make, nothing in this book's content is particularly funny.0 of 0 people found the following review helpful. Elvis is deadBy Penny ThoughtfulFunny book to keep on hand for when I want to amuse myself offline.0 of 0 people found the following review helpful. Pretty disappointingBy EcoDesignerI had high hopes for this book when I heard of it and saw the reviews, but I was disappointed. It's very short and had very few examples that I actually found funny. There are much better examples on Google.I wonder if those who rate this book so highly do so because they've never seen real examples of "English" or heard of it before? There are so many better examples.

Welcome to the world of English-an alternate- reality version of the English language, which finds its greatest expression in Japanese advertising and product design. Based on the popular website Engrish.com, The Joys of English is a full-color parade of images that highlight the most outrageous and riotous-yet oddly insightful-misuses of English.Compiler Steve Caires created Engrish.com, which showcases the finest examples of the art, and has now become one of the most popular entertainment sites on the Web. What started out with a cult following is now a worldwide phenomenon generating Web traffic of five to six million visitors a year (and rising), plus a hugely successful line of merchandise. As an Engrishman himself might say of the book, "Please make sure to enjoy your pleasant with vigor!"

From Publishers WeeklySkating close to insult by mocking the English used by some Japanese advertisers and product designers, Caires takes care to show fascination, not derision, in his explanation of why he's attracted to Japanese-

created English phrases. "Somehow, oddball truths seem to emerge," he writes. "Irony, existentialism, and dark humor appear where only fun-loving phraseology had been intended." As he's done with the Web site Engrish.com, Caires collects an array of examples that emphasize his belief that there is profundity, even if it's accidental, in the way English words are used by Japanese designers. He includes clothing items, like a baby bib with "Nice Lovers" surrounded by cherries, and accessories, such as the purse embossed with "Time resolves nothing." Rather than add commentary to each item, Caires presents only a brief introduction and lets each image "speak" for itself. Usually shot closeup, the photographs are a parade of cute icons, bubbly fonts and non sequiturs like "Bravo!" or "Dust and dreams." The phrases are often amusing, like the pad claiming, "This is the most comfortable notebook you have ever run into," and some do have the existential tint Caires speaks of: "I am always full of appetite," notes a squirrel discussing walnuts. "Then, it is fine." (Dec.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Steve Caires, the founder of Engrish.com, became an avid collector of Engrish while living in Japan. His ten years in the country included two stints as an exchange student, both at the prestigious Waseda University and as a Monbusho (Japan Education Ministry) scholar at the University of Hokkaido, where he studied Japanese. END