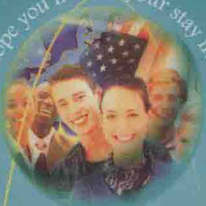


It's going to be the pride of our company.



We hope you'll enjoy your stay in this city.



Nice to meet you. I've heard a lot about you.



I'm glad our negotiation has come to a successful conclusion.



I am ready to sign the agreement.



Event English Interpretation 会展英语 口译

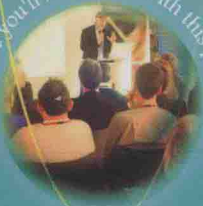
主编◎吴云 李静

副主编◎俞觉惟 钱嘉颖 任丽萍

Our product is competitive in the international market.



I'm sure you'll be pleased with this product.



That sounds like the product we had in mind.



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

Event English
Interpretation

会展英语 口译

主编◎吴云 李静

副主编◎俞觉惟 钱嘉颖 任丽萍



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内容提要

本书内容包含会展口译理论和实践,为会展口译教学和培训提供指导方法和真实素材,是一本会展专业口译用书。它介绍了会展业专门用语和会展相关知识,运用了从英语速录到“影子”训练、视译训练和同声听译训练等多种科学和先进的口译培养方法和手段,涵盖了会展接待、会展行程安排、会展媒体与信息发布、展览讲解、商务会议口译、会展场地谈判、会展搭建谈判、会展合同谈判、会展设施租赁谈判、会展物流谈判等会展业口译工作领域,具有专业实用、训练手段前瞻、口译功能针对性强等特点,适合各层次高等院校师生学习和使用,也将是会展业及相关行业人士的案头必备用书。欲从事会展口译领域工作的社会读者,亦可以学习参考此书。

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前言

随着我国社会经济、文化的迅速发展,现代会展活动已经开始登上国际舞台,扮演着传播东方文明、吸收世界先进文化知识与技术的重要角色。目前在全国,尤其在上海,会展业已成嫣然之势,国际会展业务与日俱增,无论是在境内或出境举办的会展活动,都迫切需要高质量的汉英和英汉口译服务。因此,会展口译人才已经成为国际会展策划与管理方需要解决的首要问题之一。

与当前我国会展口译需求大好形势形成鲜明对比的是,会展口译的教育、教学、教材和培训市场几乎是空白。其实,这是我国现阶段口译教学畸形发展的结果。比较而言,西方口译发展非常成熟,其特点之一就是与相应细分市场的专业化口译,即培养专门领域中的高质量口译人员。这种专业化程度高的口译培养模式节约了培养成本,提高了口译效率和质量,符合社会生产力进一步分工的历史进程。

当前我国许多高校都开设会展专业,或在其他专业开设会展选修课程,大学生学习会展知识的热情高涨。然而,突出的问题是没有足够多的实用教材。会展“热”在我国已经有几个年头了,大学生对会展知识的了解也有许多途径,他们已经不满足于扫盲式的会展英语教材,其所需要的是能在课堂上学到与会展相关的英语职业技能和技巧。

《会展英语口语》一书,从学生需求出发,结合行业实际,运用科学有效的训练手段,采用课堂可操作性强的编排体系,发展了口译教学方法论,使学生在毕业前就能掌握会展领域的口译技能,为其以后实际工作打下坚实基础。

同时,《会展英语口语》一书是目前教材市场上一种教学方法的创新,也是与国际口译业的一种接轨。在我国,专业会展口译为专业口译应用最广之领域。几年来,笔者在自己的教学和口译实践中,积累了一些经验和

第一手材料,写成了这本书,注重口译教学手段和训练技能。

参加本书编写的人员还有:李智玲、杨劲松、高玮、朱锦霞、童淑华、张振羽。在此一并致谢。希望本书能成为广大读者的好助手。在今后的实践中,作者一定会对本书进一步完善与充实,“从善如流”,让它为专业化会展口译事业发挥其真正的作用。书中错讹在所难免,还望读者批评指正。

编者

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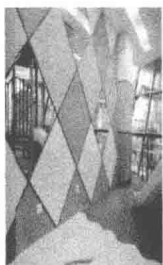
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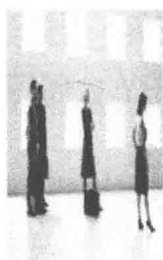
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EVENT RECEPTION

第1章

会展接待



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Shadow Repeating 影子模仿

① Listen to the recorded English items. Repeat promptly after the voice. Put down the words that will help you in your presentation exercise.

① A Welcome Speech: You may start repeating now ...

② Words to help understand:

② Listen to the recorded English items. Repeat promptly after the voice. Put down the words that will help you in your presentation exercise.

① Toast at the Chinese Dinner Party: You may start repeating now ...

② Words to help understand:

● Golden Finger



词汇收录

- | | |
|---|------------|
| 1. Environment Protection Association | 环境保护协会 |
| 2. Shanghai International Exchange Center
for Science and Technology | 上海国际科技交流中心 |

- | | |
|-------------------------------------|------------|
| 3. Ming House suite | 明式套房 |
| 4. keynote speaker | 主讲人 |
| 5. session | 会期 |
| 6. workshop | 研讨会 |
| 7. handouts | 分发材料, 讲义 |
| 8. overhead projector | 高射投影仪 |
| 9. reception banquet | 招待宴会 |
| 10. Shanghai Exhibition Association | 上海展览协会 |
| 11. trade fair | 贸易交易会 |
| 12. to join sb. in a toast to ... | 和……一起为……干杯 |



“大脑记忆和笔记并用”的基本原则

口译活动常常需要记录关键词。写字速度当然比听和朗读的速度要慢,因此,要尽量使自己适应这个时差,而要做到这一点,必须要在听且受到他人朗读声的干扰下快速分析材料,找到内在的逻辑,用词把这种逻辑记录下来。同时,还要比较同一层次内容中的多条信息,记录最重要的那一条,其余存入短时记忆库中。应牢记“大脑记忆和笔记并用”的基本原则,不能过分依赖笔记。

● Audio Script

1. A Welcome Speech

Hello, you must be Mr. Thomas Evens from Environment Protection Association. My name is Jiang Lei. I'm director of the Shanghai International Exchange Center for Science and Technology. Here's my card.

We've been expecting your visit ever since you sent us a fax informing us of your date of arrival. Upon your request, we have reserved for you our Ming House suite, which is located in the East Tower of the Center. This is a classic Chinese building in the style of China's Ming Dynasty. I'm sure you'll like our Ming House.

Mr. Evens, the Conference on Global Pollution Control will take place at our center as scheduled. I'm pleased to tell you that you have been chosen by the organizing committee as a keynote speaker for the first session of the workshop. If you would like to use a photocopier for your handouts, or an overhead projector for your speech, please do not hesitate to contact our Business Center.

Of course, you need a good rest after such a long flight. May I leave you

alone? See you again at the reception banquet tonight.

2. Toast at the Chinese Dinner Party

Ladies and gentlemen, it's a great pleasure to have you all here this evening. On behalf of the Shanghai Exhibition Association, I'd like to extend a warm welcome to you all. Welcome to Shanghai! Welcome to the trade fair!

I also want to take this opportunity to express my thanks for the close cooperation and kind support our friends have given us over the years.

Now, I'd like you to join me in a toast. To the success of the Fair! To our friendship and cooperation! To the health of everyone! Cheers!

Presenting 演讲

① Present your English summary orally before the class, using the words that you have put down in the Shadow Repeating exercise.

You may start your presentation now ...

● Golden Finger



如何致欢迎词

前面听到的是欢迎词,现在要求你以江雷的口吻来做演讲。在演讲开始时可以参考下面的致欢迎词技巧。

迎接客人做全陪时,应当有准备地致欢迎词。欢迎词好比一场戏的序幕、一篇文章的序言、一次演讲的开场白。客人们大都讲究第一印象。致欢迎词是给人留下第一印象的好机会,我们应当重视。一篇达到专业水平的欢迎词,一定包括下面几个要素:

- (1) 首先问候客人,代表组织和本人(或他人)欢迎客人光临本市或本地区。
- (2) 介绍自己的姓名和职务,介绍参加接待人员的姓名和职务。如在游览车上,应介绍司机的姓名及他所驾车的牌号。
- (3) 介绍住宿和交通安排。
- (4) 介绍会议和展览活动安排。
- (5) 介绍餐饮和其他安排。
- (6) 表达自己工作的态度,提供服务的诚挚愿望,即愿努力工作并解答问题。
- (7) 祝愿客人旅行愉快,并希望得到客人的合作和谅解。

一般来说,对欢迎词的基本要求是简短、明快、易懂。欢迎词内容应根据国籍、团队、时间、地点、成员身份不同而有所区别,不可千篇一律。但以上几点要素必须

具备。总之,要使客人感到真挚、亲切、热情,符合自己的身份。

当然,如在欢迎词中加上一两句中国好客的谚语和格言,如“有朋自远方来,不亦乐乎”(We are so happy to have friends like you coming from afar.)、“有缘千里来相会”(No distance can prevent friends getting together.)等等,将会使欢迎词增色不少。

- ② Present your English summary orally before the class, using the words that you have put down in the Shadow Repeating exercise.

You may start your presentation now ...

● Golden Finger



如何致祝酒词

前面听到的是在中式宴会上的祝酒词,现在要求你以江雷的口吻来做演讲。在演讲开始时可以参考下面的常用语:

I would like to invite you to join me in a toast. To the health of Mr. Vice President. To the health of our American friends. To the health of my colleagues, and to all the ladies and gentlemen present here.

请和我一起举杯,让我们:为副总统先生的身体健康,为我们的美国朋友的身体健康,为我的同事们的身体健康,为所有在座的女士们、先生们的身体健康,干杯!

Simultaneous Reading 同步朗读

- ① Listen to your partner who will read the Chinese passage on atomic energy meeting opening speech in the Audio Script section. Read the English version simultaneously.



● English Version

The Atomic Energy Meeting Opening Speech

Good morning, ladies and gentlemen,

Allow me now to call the meeting to order.

First, I welcome you all on behalf of the executive committee on the peaceful use of atomic energy. Let me introduce myself.

I am Mr. John Holt from the U.S., serving as chairman for this morning's session.

We are very much honored to have Dr. Elton Doyle, professor of physics from Columbia University, sitting on my left, as co-chairman with me. Miss Nellie Pierce acts as secretary of the meeting.

The purpose of the meeting is to swap experience and knowledge in regard to the theories, new developments and practical applications of two promising techniques of civil engineering. A number of scholars and experts will read academic papers, each of which will take about thirty minutes. It is our hope that there will be half an hour at the end of each meeting left for group discussion. The first speaker today is Dr. Soddy, professor of chemistry at the New York University. A native of New Jersey, Professor Soddy holds the B.S. and M.S. degrees from Michigan University and the Ph. D. degree from Columbia University. His major field of interest and professional career have always been chemical industry or been linked with it. He is an outstanding member of many international professional societies throughout the world. It is really a great pleasure for us to have him address us. His lecture is entitled "Chemistry for Peace". I am sure his talk will be highly useful, interesting and informative. Now I would like to invite him to deliver his lecture. Let's welcome him with warm applause. Professor Soddy, please!

● Golden Finger



词汇收录

- | | |
|------------------------|-------|
| 1. atomic energy | 原子能 |
| 2. executive committee | 执行委员会 |
| 3. morning's session | 上午会议 |

- | | |
|--|---------|
| 4. civil engineering | 土木工程 |
| 5. to swap experience and knowledge | 交流经验和知识 |
| 6. scholar | 学者 |
| 7. to read academic paper | 宣读学术论文 |
| 8. group discussion | 小组讨论 |
| 9. B.S. degree | 理学学士学位 |
| 10. M.S. degree | 理学硕士学位 |
| 11. Ph.D degree | 博士学位 |
| 12. international professional society | 国际专业学会 |
| 13. to address | 发表演讲 |
| 14. informative | 内容丰富的 |
| 15. warm applause | 热烈鼓掌 |



汉英职位对译

译员首先面临的一道难题是称谓的翻译。称谓代表了一个人的职位、职衔或学衔,体现了一个人的资历和地位。称谓的误译不仅是对有关人员的不尊重,而且也会产生种种不良的后果。称谓的准确翻译关键在于:译员对有关人员的身份及其称谓的表达是否有一个正确的理解,尤其是对称谓词语指义的认识。一个称谓词很可能表示多种身份,例如,president 译成汉语时可视具体情况分别译作:共和国的总统、国家主席、大学的校长、学院的院长、学会或协会的会长或主席、公司的总裁或董事长等等。

英语中的许多称谓翻译比较固定,现列举一些:会长 President,主席 Chairman,名誉顾问 Honorary Adviser,理事长 President,理事 Trustee/Council Member,总干事 Director-General,总监 Director,董事长 Chairman,执行董事 Executive Director,总裁 President,总经理 General Manager,执行总裁 CEO (Chief Executive Officer),经理 Manager,财务主管 Controller,公关部经理 PR (Public Relations) Manager,营业部经理 Business Manager,销售部经理 Sales Manager,领班 Captain,经纪人 Broker,高级经济师 Senior Economist,高级会计师 Senior Accountant,注册会计师 Certified Public Accountant,出纳员 Cashier,审计署审计长 Auditor-General/Auditing Administration,审计师 Senior Auditor,审计员 Auditing Clerk,统计师 Statistician,统计员 Statistical Clerk,厂长 Factory Managing Director,车间主任 Workshop Manager,工段长 Section Chief,作业班长 Foreman,仓库管理员 Storekeeper,等等。

当介绍中国各类机构或组织的首长时,不可千篇一律地将他们的头衔译作 head,而应该使用相应的、规范的称谓语。

一般说来,首席长官的汉语称谓常以“总……”表示,而表示首席长官的英语称谓则常带有 Chief, General, Head, Managing 这类词,因此当翻译冠以“总”字的头衔时,必须遵循英语头衔的表达习惯,例如:

总工程师	Chief Engineer
总经理	General Manager; Managing Director
总教练	Head Coach
总干事	Secretary-general
总编辑	Editor in Chief

有些部门或机构的首长或主管的英译,可以用一些通用的头衔来表示,例如下列机构的负责人可以用 Director, Head 或 Chief 来表示:

局长	Director of the Bureau/Head of the Bureau/Bureau Chief
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汉语中表示副职的头衔一般都冠以“副”字,英译时需视词语的固定搭配或表达习惯等情况,可选择 Vice, Associate, Assistant, Deputy 等。相对而言,Vice 使用面较广,例如:

副总统	Vice President
副省长	Vice Governor
副市长	Vice Mayor
学术头衔的“副”职称谓往往用不同的词表达,最为常用的是 Associate,例如:	
副教授	Associate Professor
副研究员	Associate Research Fellow
副主任医师	Associate Senior Doctor

以 Director 表示的职位的副职常以 Deputy Director 表示。此外,Secretary, Mayor, Dean 等头衔的副职也可冠以 Deputy,例如:

副秘书长	Deputy Secretary-general
副院长	Deputy Dean

学术头衔系列除了含“正”或“副”表示,还直接用“高级”或“资深”来表示,我们可以用 Senior 来称呼,例如:

高级编辑	Senior Editor
高级工程师	Senior Engineer
资深翻译	Senior Translator/Interpreter

有一些行业的职称或职务系列中,最高级别的职位冠以“首席”一词,英语常用 Chief 来表示,例如:

首席执行官	Chief Executive Officer (CEO)
首席法官	Chief Judge
首席记者	Chief Correspondent