

新编实用英语口语译丛书

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——经贸口译

丛书主编 王波 王一多
主 编 肖辉 陶长安

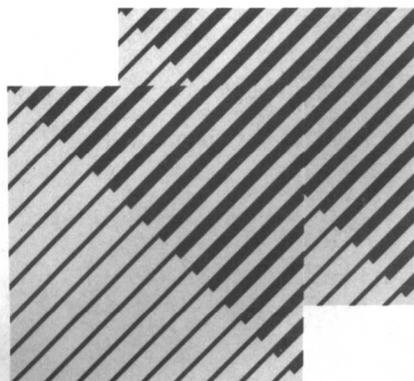


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前 言

我国进入 WTO 后,每年都将有上万次经贸洽谈会、招商引资会和商品交易会,需要大量外语精、业务强、心理素质好、文化修养高的人才,尤其是外语口译人才;如 2010 年上海世博会、国际大型会展都将锁定上海,对会议口译和商务人才的需求就显得尤为迫切。据专家介绍,2010 年上海世博会将有 40 万的志愿者缺口。由此可见,随着中国在国际上的地位不断提高,中国经济国际化进程加速,对外交流日益频繁,社会越来越需要各类口译人才。口译活动在跨国商务谈判、国际会议、政府间交往、文化交流等方面的作用日益显著。

《新编实用英语——经贸口译》是一本实用英语口语书,全书以经贸活动为主线,共分 16 个单元:第一单元:招商引资(Foreign Investment);第二单元:商务洽谈(Business Negotiation);第三单元:经贸礼仪(Business Etiquette);第四单元:电视访谈(TV Interview);第五单元:记者招待会(Press Conference);第六单元:经济政策(Economic Policy);第七单元:股票市场(Stock Market);第八单元:营销(Marketing);第九单元:询价(Making an Inquiry);第十单元:付款(Payment);第十一单元:包装与运输(Packing and Shipment);第十二单元:检验检疫(Commodity Inspection and Quarantine);第十三单元:进出口(Import and Export);第十四单元:保险(Insurance);第十五单元:合同(Contract);第十六单元:仲裁和诉讼(Arbitration and Litigation/Lawsuit)

每个单元推出独特的文化背景材料、专业术语、实用的表达方式、说明以及有关该章节问题讨论的题目、口译练习题及答案。

该书简明扼要、重点突出、内容新颖、易学易懂、实用性强。读者通过本书的系统学习,不仅可以受到经贸英语口语、口译训练,而且可以学到相应的经贸知识,可收举一反三之效,迅速达到提高以英语进行经贸英语口语和经贸相关活动的的能力。

《新编实用英语——经贸口译》是一本实用英语口语书,该书以高等院校学生为主要学习对象,适合高校经贸英语专业、英语专业本科生和研究生的口译教学。它还可用作中高级口译证书助考材料、自学考试英语本科段口译课助考材料。

在该书的编写过程中得到了王克明教授、于志娟、赵子石等同仁的大力支持,在此表示感谢。

囿于编者的学识,加之编写时间仓促,其中遗漏错误在所难免,恳请广大读者不吝赐教。

经贸口译导论

语言学习的最高境界应该是透过语言了解其背后的知识。翻译成了达到这一境界必不可少的环节。众所周知,翻译有两种形式:一是笔译,二是口译。一般说来,笔译比较注重读和写,而口译则强调听和说。但笔译和口译相互依存,互相促进。听、说、读、写缺一不可。本书的内容为经贸英语口语。那么什么是口译呢?口译就是把用某种语言说出的意思转换成另一种语言,保留来源中语意和词汇的内涵,并用符合目标语的方式表达出来。口译主要是信息的传达,包括将一种语言转换成另一种语言。如将“*They are entertaining women.*”译为:她们是女招待,或者他们在招待女同胞们。另外就是将一种语言翻译成方言,或者将一种方言翻译成另外一种方言。如广东白话“佢冇嘍嘢银子”,普通话就可以译为“他没有什么钱”。

口译的形式很多,比较常见的有以下几种:第一种是耳语口译(*whispering interpretation*),也称“咬耳朵”翻译。就是将一方的讲话主要内容用耳语方式轻声传译给另一方。这种口译一般在陪同外宾观看文艺演出时,或者是没有同传设备的会议上采用,听众往往是一个人,对象往往是外宾、国家元首或高级政府官员。耳语翻译一般需要译员声音不能太大,以免影响到周围的人。记得有一次周总理陪同外宾观看《梁山伯与祝英台》这部戏,当时的翻译就不停地跟外宾解释梁山伯是谁,祝英台是谁,他们之间是什么关系等等,外宾似乎也不理解。后来周总理就让翻译跟外宾解释这部戏是“*Chinese Romeo and Juliet*”,这样外宾一下子就理解了。这就是所谓的“画龙点睛”。

第二种叫接续口译(*consecutive interpretation*)。这是一种以句子或段落为单位为演讲者传递信息的单向口译方式。接续口译用于多种场合,如演讲、祝词、授课、高级会议、新闻发布会等。演讲者因种种原因需要完整地表达信息,所以往往连贯发言,停顿较少。这种情况要求译员在讲话者的自然停顿间隙,将信息一组接一组地传译给听众。译员在接到这种口译任务时,可事先跟发言者做一个沟通,大致了解一下发言的内容,了解一些专业的词汇,这样有利于口译的顺利完成。

第三种叫交替口译(*alternating interpretation*)。即译员同时以两种语言为操不同语言的交际双方进行轮回交替口译。这种口译应用场合非常广,比较常见的是在商务谈判和宴会上,有一定的难度。如果是在商务谈判这种有固定主题的场合,事先一定要对与主题相关的知识和专业词汇熟练掌握,否则将无法完成口译任务。交替口译中比较难的还有宴会翻译。宴会的气氛相对比较轻松,因此话题比较多,领导也容易放得开,这就给我们翻译带来了很大的难度。席间的话题很多,上至天文,下至地理无所不包。翻译几乎没时间品尝山珍海味,往往是高度紧张,不停地在脑海里搜索相关的词语。

最后一种就是同声传译(*simultaneous interpretation*)。这是口译中最难的,也是境界最高的,最有魅力的一种。译员在不打断讲话者演讲的情况下,几乎同步且不停顿地将其讲话内

容传译给听众。同传要求译员必须在发言人开始讲话后很短时间内做出反应。由于其难度比较大,不确定因素比较多,因此要做充分的准备。通常情况下同声传译任务会提前通知译员,以便译员有充分的时间来准备(包括知识储备上的、身体上的、心理上的)。除了这些,译员还要时刻了解会议的动态,比如说要了解发言人中有哪些人与会,有哪些人临时缺席等,这样译员可以避免时间和精力上的浪费。在会议即将召开的时候,尽量从发言人或秘书处了解到准备在会上讲的内容,提前知道发言内容,这样在做同传的时候就可以主动一些。发言人一般只有一个发言提纲。即使事先拟好的稿子,发言时不一致的情况也很多,这对译员的基本功和心理素质均是个考验。设备的调试也是比较关键的,在会前,一定要提前到会场调试设备,并且试译一段,确保没有机械故障。同传的场合一般都是比较重要的国际会议,会有许多的记者进行报道,因此如果译文表达不清楚,会给记者报道带来困难。此外,在遇到讲话人说到诸如“我的话讲完了,谢谢!”、“在此,我要特别对...表示衷心的感谢!”之类的,需要获得礼节性掌声的时候,翻译一定要注意翻译的同步性,这样就不会出现中国听众鼓掌,外国听众没有反应的尴尬局面。

至于口译的标准,众说不一。我们认为口译注重“信”和“达”,不要过分追求“雅”。笔者和著名翻译家钱歌川交流时,曾和他讨论过口译中如何“雅”时,他很诙谐地对我说了句:“Interpretation is just like this, when she is beautiful, she is not faithful. When she is faithful, she is not beautiful.”

口译中比较重要的环节归纳起来无非是听、想、说。所谓“听”就是捕捉来源所传达的信息,特别是关键词。听包括消极和积极两种。所谓消极的听就是学生往往只注意试图听懂每一个单词,而忽视了对整个句子的含义捕捉。尤其是连续几句话听下来,学生捕捉的信息会很少。我们建议学生在听的时候采用积极的方式去听,从整体去把握,学生要真正做到: read the mind(搞清说话者的意图)。例如: It is my great honor and privilege for me personally as well as my entire party to have received your gracious invitation to visit your great country. 学生要捕捉到“my honor to visit your country”这个主要信息。什么是“想”? 口译中的“想”就是学会用目标语的习惯去表达: 例如,“我谨代表江苏省政府和南京市政府以及全体代表团成员,对美中友好协会、加州州政府、各位工商界的朋友以及各位侨领的热情友好的接待表示衷心的感谢。”学生在听完这句话后,首先应该想到的是 on behalf of ... express one's thanks to...

所谓“说”就是把译员捕捉到的信息,在想好后尽可能多将捕捉到的信息用目标语清楚地表达出来。表达时要考虑到目标语听众的语言习惯。

知识面宽是经贸英语的一个特征。经贸英语涉及到经济和贸易活动的方方面面,既有政策法规的内容,又有具体行业的操作办法,几乎无所不包,因此对译员知识面的要求比较高。

专业性强。经贸代表团涉及到各个行业,行行都有自己行话,专业性很强,有的时候要参观工厂,有的时候要了解生产过程,有的时候要谈合同如何签署等等。

本书的编写目的是希望通过对经贸活动中各个领域的介绍,让学生的知识面得以拓展,并通过各个章节的口译实践,尽可能多地了解一些术语,强化学生对专业词汇的学习。为翻译工作打下一个良好的基础。

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Unit 1 Foreign Investment

第一单元 招商引资

Background Material

Reasons to Invest in Canada

Foreign direct investment in Canada has more than doubled since 1990. Much of the new investment has come from the United States, where entrepreneurs¹ can see Canadian advantages close at hand. American investors see us up close², and like what they see. But new investors are also coming from around the world. This section highlights the unique business advantages of Canada. Each Reason to Invest provides you with a compelling overview and the related facts and figures to help you make solid business decisions.

Smart Workforce

Canada believes in its people and welcomes talent from around the world. That's why as a percentage of its GDP, Canada spends more dollars on education than any other country in the world. In addition, Canada has implemented progressive immigration policies and invites skilled people from around the world to make Canada their home. The pay-off³ on that investment has been huge — especially in terms of developing sophisticated knowledge workers.

Leading Economy

Canada is a magnet for the best and the brightest. It is easy to think of Canada's beauty and abundance of natural resources. But today, Canada is also home to one of the most technologically advanced economies in the world. While commodities are still important to the Canadian economy, high-tech exports are leading Canada's export activities. This has enabled Canada to mesh⁴ its economy perfectly with the U. S. economy, and win large shares of U. S. technology markets. Canada's products and services are in demand around the world. Today, Canada enjoys growing exports with the United States, Europe, Asia and the rest of the world. The European Union is Canada's second largest trade and investment partner. Some of the most important exports are machinery and mechanical appliances, aerospace products, electrical machinery and equipment, and precious stones. Canada has strong historic and social ties to the Asia-Pacific region. Our position as a leader in telecommunications, transportation, natural resources and education makes us a unique partner to meet many of the region's growing needs.

NAFTA Advantage

Canada is America's largest trading partner. The United States does more business with Canada than with all the countries of the European Union combined! Two-way goods-and-services trade between Canada and the United States was valued at almost half a trillion U. S. dollars in 2003, or nearly US \$1.2 billion a day.

Cost Competitive

Canada's proven cost advantage. There are places in the world where production costs are lower than they are in Canada. But there is no other place where costs this low are enhanced by a world-class business environment. Canada offers first-class knowledge workers, access to low-cost R&D, and easy access to huge markets.

Low Tax Rates

The Canadian government imposes⁵ the lowest burden of payroll taxes among G7 countries, which naturally lower than our overall effective corporate tax rate. Canada's effective burden of corporate income taxes for manufacturing firms ranked considerably lower than the average U. S. rate. The Canadian rate was also lower in service industries. By 2010, Canadian-based firms are expected to average a corporate tax advantage of more than 4.5 percentage points over U. S. -based firms.

R&D Advantage

Canada offers the most generous R&D incentives in the G7 countries, with fully deductible⁶ current and capital expenditures and generous investment tax credits that are based on R&D volume — not just incremental⁷ expenditures. A comprehensive 2003 survey comparing R&D tax incentives in various countries gave Canada an 18 per cent cost advantage over the United States in R&D.

Sophisticated Infrastructure

The image of Canada as a country rich in resources is part of our proud heritage. Those resources also continue to account for a significant portion of Canada's economic output. But Canada would not be outgrowing other sophisticated economies if it still depended primarily on its natural resources. Today, Canada ranks first in the Economic Intelligence Unit's global business rankings for 2004—2008. Canada's global economic breakthrough is supported by a strong infrastructure ensuring businesses and its employees have the best support possible.

Blessed with So Much Energy

Canada's human energy is matched by the country's natural energy. A bounty⁸ of energy resources support the country's growing industrial success. Canadians are leading innovators

at designing systems that generate and distribute power, and is home to some of the largest and most complex electrical projects in the world, including James Bay and Niagara Falls. The industry has developed niche⁹ solutions in areas such as shortening lead times¹⁰, standardizing products, making product offerings more flexible and strengthening support services.

No Bureaucratic Red Tape¹¹

The kind of red tape that sometimes delayed outside investors in earlier years has been eliminated. Canada is a world leader in foreign investment and has fewest procedures to start a business, according to a World Bank study released in 2003. Canada requires only two simple steps for start-ups, compared to as many as 20 needed in some of the countries studied. One day to incorporate a company in Canada. Two days to register for the goods and services tax.

Ranks First in Equal Opportunity and Multiculturalism

Canada ranks first among the G7 countries in providing equal opportunities for individuals. We are world leaders with immigration laws highly conducive¹² to hiring foreign labour. Canada also has one of the world's most multilingual societies. Our people identify over 100 languages as their mother tongues.

Best Overall Quality of Life

In a recent quality-of-life ranking of 205 world cities by Mercer Human Resources Consulting, five Canadian cities ranked among the top 25.

Highest Standard of Living

Commonly measured by real GDP per capita¹³, Canada grew faster than any other G7 country over the 1997—2003 period. This turnaround is due to improvements in Canada's productivity growth and a rise in its employment rate.

Lowest Cost of Living

The cost of living in most large Canadian cities is lower than or comparable to similar U. S. cities.

Best in Addressing Environmental Concerns

Canada ranks best among the G7 countries in addressing¹⁴ environmental concerns such as air and water pollution, land protection, and greenhouse emissions.

Safest Place to Live

Canada is well known as a safe, just and peaceful society. Canadian crime rates have

been falling steadily since the 1990s. Canada tops the G7 countries as a safe place to live and conduct business and also has the most fairly administered judicial system.

Best Human Development

In the latest United Nations Human Development Report, Canada ranked first among the G7 countries and fourth among 177 countries surveyed Incentives and Taxes. The World Trade Magazine has ranked Canada in the Top 3 for Investment and Trade Opportunities. Today, Canada can guarantee investors the overall lowest tax rate among developed countries and the most preferable R&D tax credit program among G7 countries. To truly welcome foreign investment, Canada has introduced many incentives to ensure new businesses will be successful.

II Useful Expressions

- 1 Entrepreneur: a person who organizes, operates, and assumes the risk for a business venture/企业家,组织、管理企业并承担商业风险的人
例句: He would not have succeeded in such a risky business if he had not been such a clever entrepreneur. 若他不是那么精明强干的企业家,就不会在这样冒险的事业中取得成功。
- 2 Up close: being at very close range/在很近的距离内的
例句: I love Up close program of CCTV. 我喜欢中央台的 Up close 栏目。
- 3 Pay-off: full payment of a salary or wages/发工资或薪金
例句: Before discharging your employees, you must pay off the wages. 解雇员工之前,你得付清工资。
- 4 Mesh: to accord with another or each other; harmonize/相互协调,与他人调和或彼此调和;相调和。
例句: The two plans meshed with each other smoothly. 这两个计划互相配合得很好。
如: go into mesh with 与……啮合
be in(out of) mesh 互相(不相)啮合
- 5 Impose: to apply or make prevail by or as if by authority/强制实行
如: impose a tax on imports 征收进口税
例句: New duties were imposed on wines and spirits. 酒类被加征新税。
如: impose oneself on sb. 硬缠着某人;打扰某人
例句: Don't impose yourself on people who don't want you. 不要勉强和不需要你的人在一起。
- 6 Deductible: that can be deducted, especially with respect to income taxes/可减免的,可扣除的,尤指收入所得税可减免的。
例句: Deductible expenses are source of profit. 可减免的花费是利润的来源。
- 7 Incremental: increasing in number, size, quantity, or extent/可增加的
- 8 Bounty: something that is given liberally/施与物

如: the overflowing bounty of nature 大自然的无限施恩

9 Niche: a special area of demand for a product or service/ 产品或服务所需的特殊领域

如: find the right niche for 适得其所

10 Lead times: the time between the beginning of a process or project and the appearance of its results/ 订货到交货的时间

11 Red tape: official forms and procedures, especially when oppressively complex and time consuming/ 官样文章, 尤指当其令人感到难以忍受的复杂且浪费时间时

12 Conductive: tending to cause or bring about; contributive/ 有助于……的

例句: Copper is a highly conductive metal. 铜是极易导(电、热)的金属。

13 Per capita: per unit of population; per person/ 每一单元的人口; 每人

14 Address: to deal with/ 处理

例句: How do you address the issue? 你如何处理此事?

如: an address of welcome 欢迎词

How can I address you? 我应当怎么称呼你呢?

III Scenario

招商说明会致辞

各位来宾,各位朋友,女士们,先生们:

下午好,很高兴通过这次活动,与各位新老朋友见面,共叙友情,加深了解,共同发展¹⁵。//在此,请允许我代表滨海经济开发区¹⁶向参加本次活动的各位朋友表示热烈的欢迎!同时,借此机会¹⁷,向大家介绍一下滨海经济开发区。//

滨海经济技术开发区创办于1992年6月,区内人口25万人,1997年2月被批准¹⁸为国家级高新技术产业开发区,2001年6月通过ISO14001环境管理体系认证¹⁹,//2004年10月30日被国家科技部²⁰批准为电力自动化产业基地,是滨海市社区配套设施最完善、发展速度最快的开发区。//

滨海市位于横跨长江南北,位于长江三角洲²¹黄金腹地,是中国经济最发达的地区之一。//滨海市属北亚热带季风气候,具有气候温和、雨量充沛、四季分明、阳光充足、无霜期长等特点,年平均气温15.3℃。//

2001年—2005年,财政收入平均年增长率为:40.6%;GDP平均年增长率为:20.4%;税收平均年增长率为:29%。//2005年全市实现国内生产总值²²527.4亿元,同比增长19.4%,增幅排在全国前列;实现财政收入133亿元,同比增长30.5%。//

经过十多年的建设,滨海开发区已成为本地区海内外客商竞相投资的热土和创业的宝地,吸引来自美国、日本、瑞典、德国、澳大利亚、英国、法国、意大利、加拿大、菲律宾、新加坡、韩国、台湾、香港等21个国家和地区的1800多个项目进区落户,到位外资超过20亿美元。//今年我们合同利用外资²³27.63亿美元,实际利用外资18.45147亿美元。到目前为止,投资额在千万美元以上的大项目有420个,世界排名前500强的企业中已有33家人入围。//

未来的滨海开发区,将建成以电子信息、汽车制造等高科技龙头项目和研发中心²⁴为重点,二、三产业协调发展。//本着以人为本的精神²⁵,我们将大力吸引资源节约型²⁶和环境友好