



创新商务英语

商务现场口译

Business Interpretation

王 皓·主 编



ZHEJIANG UNIVERSITY PRESS

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Project I

Interpretation for Business Reception & Business Travel



商务接待与商务旅行口译

项目一

项目介绍 General Introduction

This project consisting of four modules is aimed at the preparation of the learners' ability to interpret some important tasks in business activity, i.e. *meeting and seeing-off, banquet reception, business sightseeing, and ceremonial address*.

To facilitate your qualification for the task in a most economic and scientific way, you are assigned six tasks for each module as follows:

- (1) Interpreting skills
- (2) Vocabulary preparation
- (3) Warm-up exercises
- (4) Field interpretation
- (5) Supplementary practices
- (6) Knowledge development

学习目标 Learning Goals

Through the performance of these six tasks in each module of Project I, you are expected to acquire the following skills and knowledge.

● Skills

- (1) Interpreting titles
- (2) Translating Chinese dishes
- (3) Active listening I: Discourse analysis
- (4) Active listening II: Prediction

● Knowledge

- (1) Basic concepts of interpretation, i.e. the characteristics, modes, requirements, criteria, process, and classification of interpretation
- (2) Knowledge about business etiquette of banquet interpretation
- (3) Cross-cultural awareness in interpretation
- (4) Conventional phraseology in ceremonial address



子项目一 迎来送往

Module I Meeting and Seeing-off



1. 口译技巧 Interpreting Skills

Directions: Translate the following Chinese titles into English and learn the interpreting skills of titles.

- | | |
|---------------------------------|------------------|
| (1) 总裁 _____ | (2) 董事长 _____ |
| (3) 财务科科长 _____ | (4) 副经理 _____ |
| (5) 名誉主席 _____ | (6) 外交部部长 _____ |
| (7) 朝阳区区长 _____ | (8) 联合国秘书长 _____ |
| (9) 国家发展和改革委员会主任 _____ | |
| (10) 尊敬的主席先生、各位代表、女士们、先生们 _____ | |

称谓口译 Interpreting Titles

称谓语是初学者在口译学习中需要克服的第一道难题。称谓代表一个人的职衔或学衔，体现一个人的资历和地位。称谓语等级分明、纷繁众多，翻译不当往往会引起相关人员的不悦，甚而会导致交流双方不欢而散等更为严重的后果。所以初学者必须在平时对称谓的表达方式多加留心，注意不断积累，才能在口译实践中不乱阵脚。

(1) 汉语中常用的行政机构名称

- | | |
|---|-----------------------|
| 部 department/ministry | 委员会 commission |
| 省 province | 自治区 autonomous region |
| 直辖市 municipality directly under jurisdiction of the State Council | |

厅、局 bureau	市 city/municipality
区 district	县 county
乡、镇 town	村 village
处 division	所 institute
科 section	办公室 office

(2) 汉语中常用的“首长”或“负责人”

可以用英语词汇直接套用的“长”主要有：部长minister、省长governor、市长mayor、厅长director等。“主任”一般对应director；“主席”对应president或chairman；“书记”对应secretary等。其他的“长”则常用chief或head表示。例如：

部长 minister/secretary (美)/chancellor (英)	Minister of National Defense; Secretary of the Treasury
省长 governor	Governor of Jiangsu Province
市长 mayor	Mayor of Beijing
厅长 director	Director of the Transportation Department
大学校长 president/principal	President of Zhejiang University
学院院长、系主任 dean	Dean of the Foreign Languages Department
中小学校长 principal/head teacher	Principal of Xuejun Middle School
会长、主席 president/chairman	President of the Student Union
厂长 director	Director of the Assembly Plant
主任 director	Director of Foreign Affairs Office
区长、县长、镇长、村长 chief/head	Chief/Head of Huaxi Village
局长、所长、处长、科长 director/head/chief	Director/Head/Chief of the Public Security Bureau

(3) 职衔中经常用到的修饰词

职衔修饰词	举 例
总 general/managing/chief	general secretary; managing editor; chief inspector
首席 chief	chief adviser; chief representative; chief correspondent
副 deputy/vice(-)/assistant	vice(-)president; deputy/vice(-)mayor; assistant professor
代理 acting	acting mayor
助理 assistant	assistant engineer

职衔修饰词	举 例
名誉 honorary	honorary principal; honorary president
常务 first/managing	first/managing director (常务理事)
执行 executive	executive secretary; executive chairman
高级、资深 senior	senior engineer; senior lecturer

(4) 其他重要职衔

许多职称、职务头衔的英语表达法难以归类，需要日积月累，不定时地添加到自己的称谓语料库中。例如：

首相 prime minister	总理 premier/chancellor
秘书长 secretary-general	总干事 director-general
大使 ambassador	领事 consul
参赞 counselor	特使 special envoy
办公室主任 office manager	客座教授 visiting professor
业务经理 business/operation manager	劳动模范 model worker
优秀员工 outstanding employee/employee of the year/month	

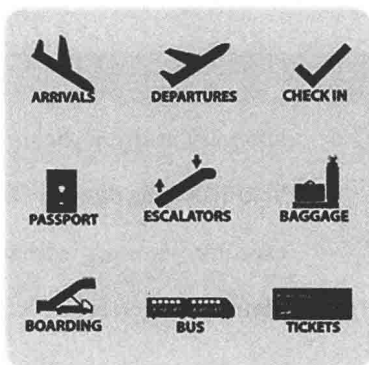
(5) 对主宾的称谓语

熟悉以上职衔的表达方式非常重要，这是汉英口译中涉及的第一个难关。同样重要的是讲话开头对主宾和其他听众的称谓，同样需要烂熟于心。例如：

尊敬的 distinguished/honorable/respected
嘉宾/贵宾 distinguished/honorable/respected guests
阁下 excellency (直接称谓: Your Excellency; 间接称谓: His/Her Excellency)
代表 representatives/participants
师生 faculty and students
同事 colleagues/co-workers
同行 counterparts

2. 词汇准备 Vocabulary Preparation

Directions: Read the following words and phrases. Keep them in mind and get ready for the field interpreting. Then try to find more to enrich your language bank.



Words

1. accommodations /ə,kɒmə'deɪʃnz/ *n.* 膳宿
2. hospitality /ˌhɒspɪ'tæləti/ *n.* 款待
3. itinerary /aɪ'tɪnərəri/ *n.* 旅程; 旅行指南 *adj.* 旅程的; 游历的
4. schedule /'ʃedju:l/ *n.* 时间表; 计划表 *v.* 将……列入计划表
5. souvenir /ˌsu:və'niə(r)/ *n.* 纪念品

Phrases

1. arrival time 到达时间
2. bid farewell to 与……道别
3. boarding pass 登机牌
4. check luggage 托运行李
5. claim luggage 提取行李
6. customs duty 关税
7. departure lounge 候机室; 候机大厅
8. departure time 出发时间; 起飞时间
9. duty-free shop 免税店
10. fill out the declaration form 填写海关申报表
11. gracious welcoming speech 热情洋溢的欢迎词
12. hand/carry-on luggage 手提行李(允许乘客随身带上飞机的行李)
13. heartfelt thanks 衷心的感谢
14. information desk 问询台; 服务台
15. luggage tag 行李牌
16. luggage trolley/cart 手推行李车
17. non-stop flight 直达航班
18. on behalf of 代表……
19. parking lot 停车场
20. proceed through the customs 进行海关检查, 过海关
21. recover from the jet lag 倒时差
22. security check/inspection 安检
23. shuttle bus 区间公共汽车; 机场大巴
24. terminal building 航站楼
25. thoughtful arrangement 周到的安排

3. 热身练习 Warm-up Exercises

Directions: Read the sentences in Part 1 and translate them into English. Then listen to the sentences in Part 2 and interpret them into Chinese. You can take notes in the space provided while interpreting.



□译练习

Part 1 C-E Translation

(1) 您一定是美国戴尔集团的布朗先生吧，久仰大名。

(2) 欢迎您和代表团所有成员来我公司访问，愿你们访问愉快。

(3) 我想花几分钟时间介绍一下您明天的日程安排。

(4) 我相信杭州有很多值得我们去看的的地方。

(5) 我非常享受此次中国之行，真希望能多待几天。

Part 2 E-C Interpretation





4. 口译实战 Field Interpretation

Task I Greetings at the Airport

Directions: Role-play the conversation within a group of three or four. Evaluate the interpreter's performance within your group.

David: Hi! I am David Smith, vice president of Cisco Company. Are you the representative from Hangzhou Fangyuan Technology Company?

Zhang: 你好! 是的, 我是杭州方圆科技外贸部的张晨, 欢迎来到杭州。

David: Nice to meet you too. Thank you for coming all the way to meet me at the airport.

Zhang: 不客气。中国有句古话, “有朋自远方来, 不亦乐乎?” 我一直期待您来我们公司访问呢。

David: It's very kind of you to say so. I am very glad to have this opportunity.

Zhang: 公司的车在马路对面的停车场, 请跟我来。咱们先去酒店, 我已经在希尔顿酒店为您订好房间了。

David: OK. Thanks a lot.

On the way to the hotel

Zhang: 飞机旅途还好吗?

David: It was fine, though a little bit later than expected.

Zhang: 您是第一次来中国吗?

David: No, actually I've been to China for several times. But it's the first time I've visited Hangzhou.

Zhang: 俗话说: “上有天堂, 下有苏杭。” 我希望杭州这座有着天堂美誉的城市能给您留下美好回忆。

David: I bet that I will love the city.

Zhang: 那我简单地把您的时间安排说一下。明天上午没有什么安排, 您可以好好休息半天, 倒一下时差。

David: Good. It's so considerate of you.

Zhang: 明天下午我们将带您参观我们的工厂。明晚我们在楼外楼安排了晚宴, 让您感受一下浙江的饮食文化。

David: Wonderful. I like Chinese food very much.

Zhang: 后天上午我们谈一下合作的事项。接下来是安排你乘坐游船欣赏西湖的绮丽风光。

David: I have to say I can't wait for everything you have arranged. Will you give me a timetable?

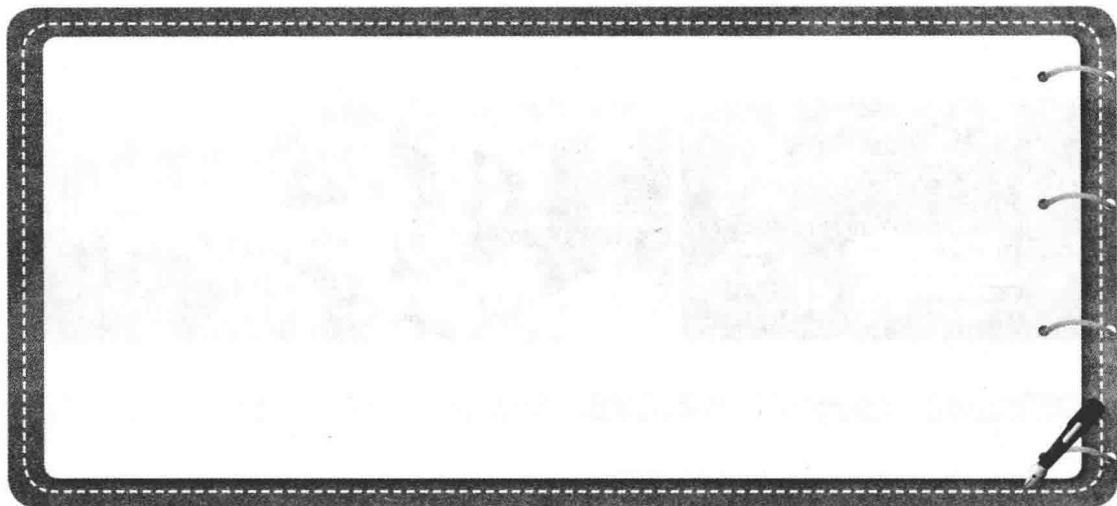
Zhang: 当然可以。我们到酒店了。

Task 2 Seeing the Guest Off



Directions: Listen to the recording of Task 2. Take some notes in the space provided when necessary and interpret during the pauses with the aid of your notes.

□译练习



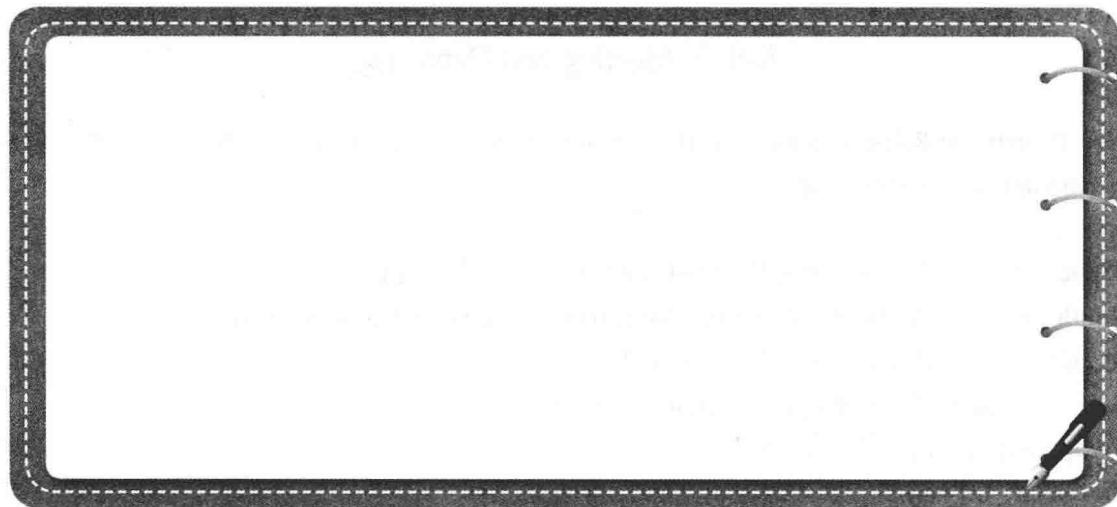
5. 拓展练习 Supplementary Practices



Part 1 Sentence Consolidation

Directions: Listen to the recording and interpret the sentences into Chinese or English during the pauses. You can take notes in the space provided while interpreting.

□译练习



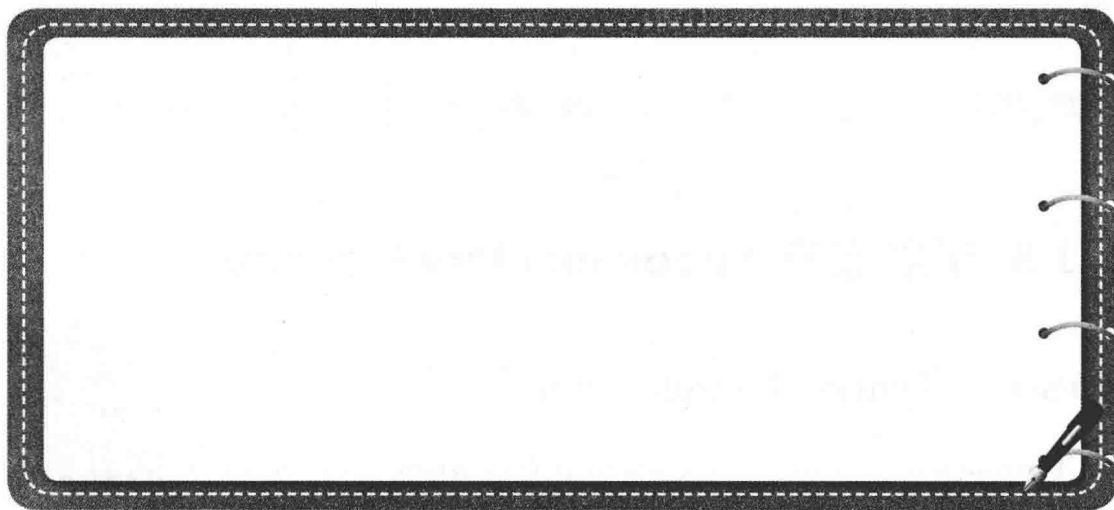
Part 2 Skill Enhancement



□译练习

Directions: Listen to the recording of Task 1. Take some notes in the space provided when necessary and interpret during the pauses with the aid of your notes.

Task 1 Hotel Accommodations



Task 2 Meeting and Departing

Directions: Role-play the conversation within a group of three or four. Evaluate the interpreter's performance within your group.

Wang: 请问，你们是英国莲花汽车公司的史密斯先生和琼斯先生吗？

Smith: Yes. You must be Mr. Wang from Youngman Automobile. Glad to meet you.

Wang: 很高兴见到你们。欢迎你们来到金华。

Smith: Thank you for waiting and meeting us at the station.

Wang: 不客气。我们现在去酒店吧。

Smith: OK. Let's go.

Wang: 这是我的名片。

Smith: Here is my card.

Jones: Here is mine. Mr. Wang, I would like to know the itinerary for the following days.

Wang: 好的。明天早上九点我会在酒店大堂等你们，张总会在工厂迎接，并陪同你们参观工厂。十二点安排你们在公司的员工餐厅吃自助餐。下午一点在公司会议室就我们新生产线的合作项目进行洽谈，届时你们将见到我们公司主要部门的几位经理，我们双方可以就项目的细节问题进行交流。五点左右，安排你们与公司高层领导一起共进晚餐。后天安排市内观光，我会带你们游览金华双龙洞、金华博物馆、中国婺剧院等风景名胜，晚上安排你们品尝金华的农家土菜。这次的日程安排大致就是这样，您看还有什么需要修改或补充的吗？

Jones: That's a very appropriate schedule. I don't think we have any disagreement or anything to add.

Upon departure on the third day

Smith & Jones: Thank you for driving us to the airport.

Wang: 不客气，希望你们在金华的这几天过得愉快。

Smith: We sure did. We had a great time. Thank you for your great hospitality and thoughtful arrangements that make everything go well. This visit has provided us with a good opportunity to have a better understanding of your company and we are confident that with such a strong partner in China, we will have an excellent performance in China's auto market.

Wang: 你们太客气了。广播里通知你们的班次要检票了，我们得就此告别了。这些酥饼和火腿是我们金华的特产，请带回去和家人一起品尝。

Smith: It's so kind of you. I like Jinhua a lot. The water is clean, the food delicious, and the people friendly. I think I'm already looking forward to my next visit. Thank you very much for what you've done for us. I will cherish this experience. Let's keep in touch.

Wang: 欢迎再来金华。祝你们一路平安。再见！



6. 知识拓展 Knowledge Development

Directions: Read the following text and try to understand the basic concepts including the characteristics, modes, requirements, criteria, process, and classification of interpretation.

口译概论 An Overview of Interpretation

一、口译的特点

(1) 口译是具有不可预测性的即席双语传译活动，要求译员具有高超的即席应变能力和现时表达能力。

(2) 现场气氛紧张, 要求译员具有很高的抗压能力和良好的心理素质。

(3) 个体性操作, 译责重大。“译(一)语既出, 驷马难追”。

(4) 要求译员综合运用视、听、说、写、读等技能。

(5) 交流的信息内容包罗万象, 要求译员成为“万金油”。



二、口译模式: 译能、译技、译为三位一体

译能即口译能力(Interpreting Competence), 译技即口译技巧(Interpreting Skills), 译为即口译行为(Interpreting Performance)。

(1) 译能为译员的知识体系(语言知识、社会知识、通用知识、专用知识等), 语言能力(语言感知能力、辨析解意能力、语码转换能力、连贯表达能力等), 心理素质(短时记忆素质、压力承受素质、现场应变素质、虚怀以待素质)和道德意识(忠贞意识、诚信意识、保密意识、服务意识)的综合才能。

(2) 译技为译员所掌握的口译技巧体系, 包括耳听会意技巧、笔头速记技巧、语言表达技巧、主题借用技巧、论点预测技巧、信息归纳技巧、生词解意技巧、寓意揣摩技巧、话语转承技巧、语码重组技巧、场景利用技巧、障碍排除技巧等。

(3) 译为是译员口译活动的具体实践, 可分为操练性译为和真实性译为两种。

三、口译的基本要求和职业标准

口译的基本要求为“形变”而“意存”, “形转”而“意达”。而口译的职业标准为“意及”而“神似”, “意传”而“迅达”。简单说来, 可以用三个词来概括: 准确(Accuracy)、流利(Fluency)、及时(Timeliness)。

四、口译的过程



五、口译的类型

(1) 根据时间工作模式

交替传译(Consecutive Interpreting)简称“交传”或“连传”, 英文缩写为CI。讲话人说一段, 译员翻译一段, 循环往复, 交替进行。交替传译常用于新闻发布会、外事会见、商务谈判、户外活动等。3分钟以上即可称为长交传。

同声传译(Simultaneous Interpreting)简称“同传”, 英文缩写为SI。讲话人的“说”与译员的“译”几乎同时进行。2~3人一组, 在同传间/同传箱(Booth)内使用同传设备, 一般译员每20分钟轮换一次。

(2) 根据活动场合和主题

会议口译(Conference Interpreting)、陪同口译(Escort Interpreting)、外交口译(Diplomatic