# 亚太翻译的未来

王军哲　王刚毅◎主编

Behind the
Scenes

Translation and Interpreting in
Tomorrow's Asia-Pacific Region

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# 出版说明

　　亚太地区是目前全球最具发展活力的地区，双边与多边交流日益频繁，区域一体化进程日趋扩大，在全球发展格局中的战略地位不断上升。同时，亚太地区又是语言文化存在巨大差异、多样性特征突出的一个地区。因此，翻译及相关语言服务在亚太地区的交流合作中显得尤为重要。在这一背景下，由国际翻译家联盟和中国翻译协会联合主办，西安外国语大学承办的第八届亚太翻译论坛于2016年6月17日至18日在西安举行。来自亚太和其他地区30余个国家和地区的400余名代表出席了会议。

　　论坛以"亚太地区翻译的明天"为主题，旨在分享亚太地区翻译界在区域合作深化和"互联网+"的大背景下，在人才培养、技术应用、标准化、理论和模式创新等方面面临的机遇与挑战，并探索如何加强交流，为亚太地区经济文化的进一步繁荣与发展提供基础性支撑。

　　论坛收到了来自20余个国家和地区的492篇论文摘要，其中近150篇摘要通过了论坛学术委员会的评审，入选大会发言。本书为论坛精选论文集，包括26篇论文，从新技术与翻译行业的未来、语言服务标准化与规范化建设、翻译与跨文化研究与实践、信息化时代的翻译教育创新四个方面分析探讨了亚太地区及全球翻译领域的现状和发展趋势。

　　本书由中国翻译协会和西安外国语大学共同选编，西安外国语大学科研处及高级翻译学院承担了具体的编辑工作。

　　本届论坛及本书得到了由国内外知名业界专家组成的学术委员会的大力支持。他们对论文摘要和论文全文进行了认真的审读，确保了论坛发言和本论文精选集的质量。

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编者

2016年6月

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# Editor's Note

With increasing bilateral and multilateral exchanges and deepening regional integration, the Asia-Pacific region has become the most dynamic in terms of rising strategic importance in global development. On the other hand, this region features diverse cultures and languages of completely different origins. Therefore, translation and other language services are of special importance to regional communication and cooperation.

The Eighth Asia-Pacific Translation and Interpreting Forum (8th APTIF), held in Xi'an, China on June 17-18, 2016, is a response to such a calling. Co-hosted by the International Federation of Translators (FIT) and Translators Association of China (TAC) and organized by Xi'an International Studies University (XISU), the forum gathered more than 400 participants from more than 30 countries and regions of the Asia-Pacific region and beyond.

The theme of the 8th APTIF is "Behind the Scenes: Translation and Interpreting in Tomorrow's Asia-Pacific Region". Sessions of the forum focus on opportunities and challenges in T&I education, technological advancement, standardization and innovation in theory and practice in this new era marked by deepening regional communication and Internet enabling technologies. Ideas on enhancing exchanges of the T&I community in the region in order to facilitate regional cultural and economic cooperation and development will be at the core of the discussions.

Scholars and experts from more than 20 countries and regions around the world submitted 492 abstracts, where around 150 were selected as presentations and a large number as posters by the Program Committee. This book contains 26 selected papers from the presentations covering four key areas of concern: New technology and the future of the translation industry, Standardization of language services, Theory and practice in translation and intercultural communication, and Innovation in T&I education in the information age.

The book was conceived by TAC and XISU, and co-edited by the XISU Department of Scientific Research and the School of Translation Studies.

The 8th APTIF and this book have received generous support from the Program Committee composed of renowned scholars and experts in the global T&I field. Their professional review of the abstracts and full papers contributes immensely to the quality of the forum and this book.

The Editors
June 2016

# 导言

## 变革中的翻译：机遇与挑战

张旭、贺莺　西安外国语大学高级翻译学院

　　进入二十一世纪后，亚太地区双边与多边交流合作日益频繁，已经成为世界经济新的增长点。亚太经合组织第二十二次领导人非正式会议宣言指出："经过多年快速发展，亚太已成为世界上最具活力的地区，在全球版图上从未像今天这样重要。"在这一背景下，中国顺应时代发展需求提出了以"政策沟通、设施联通、贸易畅通、资金融通、民心相通"为主要内容、以亚洲和太平洋地区国家占合作伙伴多数的"一带一路"倡议。语言相通及相关领域的创新性研究成为实现上述目标的重要前提，也成为学界、业界应当承担的历史使命。

　　2016年6月，由国际翻译家联盟和中国翻译协会主办、西安外国语大学承办的第八届亚太翻译论坛（Eighth Asia-Pacific Translation and Interpreting Forum）在西安举行。论坛旨在凸显翻译和其他语言工作者在区域发展中的重要作用，推动亚太地区翻译事业的健康发展。围绕"亚太地区翻译的明天"这一主题，来自全球200余所高校以及企业、政府机构的450余名代表从多个角度研讨翻译在当前区域发展中的重要作用，交流各个国家和地区在翻译技术发展、翻译行业规范、跨文化传播、翻译人才培养等方面的经验，面向新时代的变革与机遇，探讨翻译研究与行业发展的未来趋势。

　　本书为会议精选论文集，重点从新技术与翻译行业的未来、语言服务标准化与规范化建设、翻译跨文化研究与实践、信息化时代的翻译教育创新等四个方面折射亚太地区翻译领域在变革中的现状与前景。

## 一、新技术与翻译行业的未来

　　据美国著名语言行业调查机构卡门森斯（Common Sense Advisory）发布的2015年语言服务市场报告（DePalma, Pielmeier, Stewart, & Henderson, 2015），语言服务作为语言服务供应商的主营领域占其业务的92.2%（其中口笔译工作占最大比重，其次为本地化工程、影视翻译、桌面出版、项目管理等），咨询、培训等非语言服务占5%，语言技术占2.8%。在亚太地区，以中国为例，翻译服务、本地化服务在中国翻

译服务企业主营业务中共占59%，语言服务咨询、语言服务人才培训共占28%，翻译工具/软件开发占10%（杨平、杨玲、张文、顾小放、黄长奇，2015）。

新技术发展风起云涌，也给翻译行业带来了巨大变化。IBM公司于2007年宣布了云计算计划（陈康、郑纬民，2009），权威期刊*Nature*于2008年推出了大数据专刊（孟小峰、慈祥，2013）。体现在语言服务领域，SDL、元培等公司于2011年先后推出虚拟云计算体验中心和基于云计算的多语言服务平台，相关研究也随后见于学界（陆艳，2013；许文胜，2015）。2016年4月由全国翻译专业学位研究生教育指导委员会牵头成立的语言大数据联盟也可为该领域未来发展提供有益借鉴。云计算与大数据在语言服务产业中的应用、大数据时代的计算机辅助翻译和机器翻译成为业界、学界关注的热点。

在本书中，张霄军分析了传统计算机辅助翻译系统的不足，提出了主动交互、主动学习等翻译技术领域人机交互的新模式，向翻译自动化又迈出了一步。林怀谦、王华伟、高炬梳理了目前语言服务供应商所面临的资源问题，提议建立涵盖全球资源获取、资源培养与提升、基于先进语言技术的生产作业系统、持续的质量改进与提升等四个部分的"一站式"语言服务生态系统。Abdullah Hassan从马来西亚的图书翻译产业入手，完整介绍了与之相关的实践、教学、培训、研究、出版企业、东南亚域内出版协会与语言标准化协会的基本情况，为了解东南亚地区的翻译行业打开了一扇窗户。

## 二、语言服务标准化与规范化建设

低质量的翻译作品会对行业形象造成负面影响，有百害而无一利。要改变这一现状，亟须建立科学、规范、行之有效的管理和评价机制，推动语言服务标准化与规范化建设，促使翻译行业健康有序发展。

在本书中，司显柱重新审视了翻译质量评估模式，从系统功能语言学出发，提出将体裁分析纳入评估模式，通过研究译作相对于原作的功能和意义、研究译作本身的语言顺畅程度等两个阶段评估翻译质量。

翻译工作繁重的欧盟为建立区域乃至国际标准提供了视角，Liese Katschinka介绍了欧洲法律翻译协会的成立过程及其在推动法律口译国际标准制定方面的努力，为论证翻译质量一般标准以外的专门领域标准引入了思路。

冯志杰借鉴基于模糊数学的模糊综合评价法，介绍了多级标准框架系统，构建了模糊评价的数学模型，以期实现译文质量的定量化综合评判。

杨冬敏、穆雷从笔译资格考试这一重要的认证与评级模式出发，整理归纳了笔译

能力参数集和职业笔译能力模型，建立了笔译资格考试构念模型，提出了笔译资格考试一般情况下应测量构念的参照。

### 三、翻译跨文化研究与实践

本地化、技术传播、项目管理等是近年来翻译产业化新的表现形式，也成为翻译应用研究的热点问题。在本书中，王惠分析了图像的功能和图文互动关系，通过产品推介的个案探讨了图像在网站本地化工作中对译文的影响。Li Xiaoli、Ding Huiling回顾了技术传播教学在中国的发展，强调了技术翻译、本地化、技术传播在中国加入世界贸易组织后的重要性，呼吁在翻译硕士专业学位（MTI）教育层面加大对技术翻译与技术传播人员的培养力度。孙毅、曾昕、郝学宏从项目管理的角度介绍了西安外国语大学的外交新闻翻译项目，分析了项目流程，并就项目存在的问题提出了建议。Gurung Sangi调查了香港地区少数族裔法律口译员的身份建构，指出这一过程与口译员对口译工作的认知及自身在司法系统中的身份地位密切相关。

中国文化走出去是"民心相通"的重要基石。在本书中，张真从"夷、龙、韩国首都"等代表性争议译语带来的影响入手，建议由权威机构对类似表达作出统一规范，避免乱用导致更多问题。李旭分析了中国领导人讲话用典的功能，通过具体的中译俄案例说明了用典翻译追求形似神似、画龙点睛、达意诗意的基本原则。杨红英指出，旅游翻译要充分考虑游客的旅游目的与获取信息的方式，做到有所为和有所不为，进而构建了详细的旅游翻译流程。罗天比较了《孙子兵法》不同英译版本在词汇、句子、修辞层面的风格差异，指出译文风格取决于译文在目的语文化中的地位。李明、卢红梅强调了小说翻译中译者移情的重要性，表示译者应移情于原文的对话、人物描写、修辞艺术、情境、文体风格和叙事视角，并通过个案比较了不同译者的移情活动。

李建军（2008）认为，"在当代中国文学的版图上，陕西文学无疑是一个重要而醒目的构成部分。"鉴于本届论坛选址西安，本书特别选取了两篇关于陕西文学英译的文章。王小燕详细论述了陕西当代文学英译的现状，指出翻译工作中存在文本难度大、译者人数少、翻译生态恶化等制约因素，从宏观、中观、微观层面分别提出了应对这三大问题的思路和策略，旨在为陕西文化"走出去"提供智力支持。刘晶、胡宗锋结合顺应理论，通过案例从语言结构、语言语境、文化语境等三个方面分析了陕西作家高建群所著《统万城》英译本在顺应与不顺应的情况下所做的译与不译，并指出了译文存在的问题。

## 四、信息化时代的翻译教育创新

在语言服务行业日趋成熟、市场日趋壮大的背景下，翻译教育工作者应当重新审视培养目标，充分认识技术素养在职业译员综合素养中的地位，对特色课程的内涵进行再界定，同时利用新技术对教学模式、教学方法进行改革。在本书中，王华树、迟淑辉介绍了中国语言服务行业的发展概况和对人才需求提出的挑战，指出高校需要转变翻译人才培养的观念、重新认识翻译能力的内涵、推进政产学研的生态循环，为提升中国文化软实力提供人才保障。

在新技术与翻译教学改革方面，韩林涛概述了开源教学管理平台、开源计算机辅助翻译工具、开源数据库查询系统、开源知识管理平台等开源技术的优势及其在翻译教学中的应用，指出开源技术将成为翻译技术的特色组成部分。张美芳介绍了开源教学平台Moodle的功能，展示了硕士研究生在其中讨论区的习作与互动，分析了有效组织、评价在线讨论的途径以及教师在其中的作用。皇甫伟设计了一个协作式LSP译者培训模型，通过使用在线计算机辅助翻译工具强化学生英语语法与搭配能力、促进学生LSP术语与句子结构学习、提高学生学习的满意度。

在特色课程建设方面，姚斌、徐浩结合口译职业实践的特点，通过具体案例探讨了在口译课堂中实施案例教学的方法，分析了案例教学对口译学生、教师、课程设计等带来的挑战。刘野考查了跨国工程项目层出不穷的现状对技术口译员的要求，就MTI教育层面的技术口译教学提出了建议。林紫玉、廖柏森采访了台湾地区不同背景、不同媒体的中译英新闻工作者，总结了译者应具备的专业条件，介绍了媒体新闻编译的流程，指出了实践中的常见错误，对相关教学工作具有启示作用。张保红指出了学界在翻译教材与文学翻译教学领域的认识误区，强调了设置文学翻译课程的必要性，结合文学翻译教材现状介绍了面向本科翻译专业的文学翻译教材编写理念与教学方法。

世界的未来很大程度上取决于亚太地区的发展，而亚太地区的变革必然与现代技术的发展紧密结合。在这一大背景下，语言服务产业日新月异，给翻译研究、翻译人才培养带来新的课题。本书紧扣第八届亚太翻译论坛的主题，从与会代表提交的论文中遴选了26篇文章，为读者从不同侧面了解亚太地区翻译的现状和未来提供了有益视角，也希望借由本书激发更多精细化研究，带来翻译工作新的繁荣景象。

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# Foreword
# Translation and Interpreting in Changes: Opportunities and Challenges

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With increasing bilateral and multilateral exchanges and cooperation in the 21st century, the Asia-Pacific region has become a new growth point in the world economy. According to the *22nd APEC Economic Leaders' Declaration*, "after years of rapid development, the Asia-Pacific has become the most dynamic region of the world, and has never been as important as it is today in the global landscape." Against such a backdrop, China has developed the "Belt and Road" initiative, advocating "policy communication, facility connectivity, trade facilitation, finance integration and amity among peoples" in the Asia-Pacific region. As important prerequisites for the goals above, language service and research in related areas has become an important mission for both industry and academia.

Within this context, the 2016 Eighth Asia-Pacific Translation and Interpreting Forum (APTIF) will be held in Xi'an, a 3,100-year-old city capital known as the starting point of the Silk Road, and a major proponent of the modern-day "Belt and Road" initiative. Co-hosted by the International Federation of Translators (FIT), the Translators Association of China (TAC), and organized by Xi'an International Studies University (XISU), the Forum aims at highlighting the role of language professionals in regional development and promoting the evolution of translation and interpreting (T & I) in the Asia-Pacific. Over 450 attendees from more than 200 universities, enterprises, government agencies and institutions around the globe will gather in the ancient capital looking at both into the present and future of T & I. They will discuss the role that T & I has played in current regional growth from diverse perspectives, exchange experiences in translation technology, industry codes of practice, intercultural communication, and translator and interpreter education. In particular, in the face of recent changes, they will discuss the trends of T&I studies and industry, and

consider both the opportunities and challenges for T & I.

As a selection of papers contributed to this Forum, this anthology mainly reflects the current status and prospects of T & I in the changing Asia-Pacific from four aspects: new technologies and the future of the translation industry, standardization of language services, intercultural studies and communication via translation, and innovation in T&I education in the information age.

## I. New Technology and the Future of the Translation Industry

According to the publication *Language Service Market: 2015* (DePalma, Pielmeier, Stewart, & Henderson, 2015) issued by Common Sense Advisory, language services account for 92.2% of the business of language service providers (LSPs) (T & I makes up the largest percentage in language services, followed by localization and engineering, media, desktop publishing, project management and so on). Non-language services such as general consulting and training account for 5%, and language technology accounts for 2.8%. In the Asia-Pacific, taking China as an example, T & I and localization services take up 59% of the main business of China's translation service enterprises, while language service consultation and language service personnel training share 28%, and the development of translation tools and software comprises 10% (Yang Ping, Yang Ling, Zhang Wen, Gu Xiaofang, Huang Changqi, 2015).

New technologies have developed rapidly and dramatically, and this has brought tremendous changes to the translation industry. IBM announced its plan concerning cloud computing in 2007 (Chen Kang & Zheng Weimin, 2009) while *Nature* published a special issue on big data in 2008 (Meng Xiaofeng & Ci Xiang, 2013). In language services, SDL and China's Yup respectively launched a cloud computing experience center and cloud-computing-based multilingual service platform in 2011. Related studies emerged after that (Lu Yan, 2013; Xu Wensheng, 2015). The Language Big Data League headed by China's National Committee for MTI Education in April 2016 is an example of the future development of this area. The application of cloud computing and big data in the language service industry as well as computer-assisted translation (CAT) and machine translation in the age of big data have become a major focus in both industry and academic circles.

In this book, Zhang Xiaojun analyzes the deficiency of traditional CAT systems and puts forward new models for human-machine interaction in translation technology, such

as active interaction and active learning, which leads us a step forward to translation automation. Lin Huaiqian, Wang Huawei and Gao Ju list the resource problems that LSPs are now confronted with, and propose to establish a "one-stop" language service ecosystem comprising four parts: global resource acquisition, training and ramp-up of resources, production systems based on advanced language technologies, and continued quality assurance and follow-up. With the book translation industry in Malaysia in focus, Abdullah Hassan gives a complete introduction to the basics of related practice, teaching, training, research, publishing enterprises, publishers associations and language standardization associations in Southeast Asia, thus opening a window on the translation industry in Southeast Asia.

## II. Standardization of Language Services

Poor-quality translations will have various negative effects on the image of the industry. To improve the situation, researchers are constantly working on a scientific, standard and effective management and evaluation system so as to develop the standardization of language services and to promote the sound and orderly development of the translation industry.

In this book, Si Xianzhu revisits the translation quality assessment model, and suggests bringing genre analysis into consideration in light of systemic functional linguistics and assess the translation quality in two stages: studying the functions and meanings of the target text in relation to the source text, and studying the language fluency of the target text.

The European Union, which requires large quantities of translation and interpreting, provides a perspective on establishing regional and even international standards. Liese Katschinka introduces the course of the European Legal Interpreters and Translators Association and its efforts in setting international standards in legal interpreting, offering ideas to discuss standards in specialized fields beyond the general standards of translation quality.

Feng Zhijie introduces a multi-grade criteria system based on fuzzy mathematics and builds a mathematic model of fuzzy evaluation to realize a quantitative and comprehensive evaluation of translation quality.

In terms of the Accreditation Test for Translators as an important rating model, Yang Dongmin and Mu Lei summarize the parameter set of translation competence and the model

of professional translation competence, and set up a construct model for the accreditation test for translators.

### III. Theory and Practice in Translation and Intercultural Communication

Localization, technical communication and project management are new markers of translation industrialization in recent years, and have become popular topics in applied translation studies. In this book, Wang Hui analyzes the functions of images and the interaction between images and context, and discusses images' impact on the target text in web localization. Li Xiaoli and Ding Huiling review the development of technical communication teaching in China, emphasizing the importance of technical translation, localization and technical communication after China's entry into the World Trade Organization, and suggest that more efforts be made in talent cultivation in technical translation and technical communication at the MTI level. Sun Yi, Zeng Xin and Hao Xuehong provide a brief on a diplomatic news translation project by Xi'an International Studies University working collaboratively with China's Ministry of Foreign Affairs from the perspective of project management, analyze its work flow, and propose solutions to the existing problems in the project. Gurung Sangi explores the identity construction of ethnic minority interpreters in Hong Kong working in the legal setting, and points out that identity formation is intertwined with the interpreters' perception of interpreting and their status in the judicial system.

Cultural exchange is a major cornerstone of the "amity among peoples". In this book, Zhang Zhen starts with the effects of representative controversial translations such as *yi* (夷) and *long* (龙), and proposes that the authorities should unify and standardize such expressions to avoid potential trouble caused by misuse. Li Xu analyzes the functions of allusion in Chinese leaders' speeches, and illustrates some basic principles for their translation by means of specific Chinese-Russian translation cases. He proposes that translators pursue similarity in form and spirit, extract the themes, and express ideas with poesy. Yang Hongying indicates that tourism translators should take into full account tourists' expectations and their way of obtaining information in their decision-making processes. She then proposes a detailed work-flow for tourism translation. Luo Tian compares the English versions of *The Art of War* and their stylistic differences at lexical, syntactic and rhetorical levels, and points out that the position of a target text in the target

culture system will greatly influence the style of the target text. Li Ming and Lu Hongmei stress the importance of empathy in literary translation, and hold that the translator should empathetically engage himself/herself in the source language's dialogues, description of characters, rhetorical art, situations, global textual styles and narrative perspectives. They then compare the empathy of different translators through a case study.

Li Jianjun (2008) argues that in the landscape of contemporary Chinese literature, local literature in Shaanxi is undoubtedly a major and striking component. As the Forum is being held in Xi'an, capital of China's Shaanxi Province, this book selects two papers concerning the English translation of Shaanxi literature. Wang Xiaoyan notes that the English translation of literary works written by contemporary Shaanxi writers is greatly endangered due to the rich local flavor in the source texts, the scarcity of translators engaged in the practice and the unfavorable environment for literary translation. To tackle these problems, she proposes strategies at the macro-, mid- and micro-level, aiming at the internationalization of Shaanxi local literature. Referring to the theory of adaption, Liu Jing and Hu Zongfeng comment on Eric Mu's English translation of *Tongwan City* by famous Shaanxi novelist Gao Jianqun, and look at such aspects as adaption of linguistic structure, linguistic context and cultural context.

## IV. Innovation in T&I Education in the Information Age

With the increasing maturity of the language service industry and a growing market, trainers of translators and interpreters should re-examine their objectives, clearly understand the role of technology literacy as the component of the overall quality of professionals, re-define the content of curricula as well as carry out reforms in teaching models and methods with the help of new technologies both as the tools and the motives. In this book, Wang Huashu and Chi Shuhui introduce the development of China's language service industry and the challenges facing professionals. They point out that universities should change their ideas accordingly, rediscover the connotation of translation competence, and promote the ecological cycle among government departments, enterprises, universities and research institutions so as to provide human resource support for China's cultural soft power.

In terms of the relationship between new technologies and reform in T & I education, Han Lintao outlines the advantages and applications of open-source technologies such