

21世纪实用商务英语教程

Know-How 21st Century International Business English

► 丛书主编 张立玉

国际商务英汉翻译教程

► 石定乐 李雪芹 卢成委 编著

*English-Chinese Translation for
International Business*



WUHAN UNIVERSITY PRESS

武汉大学出版社

H315.9/321

2008

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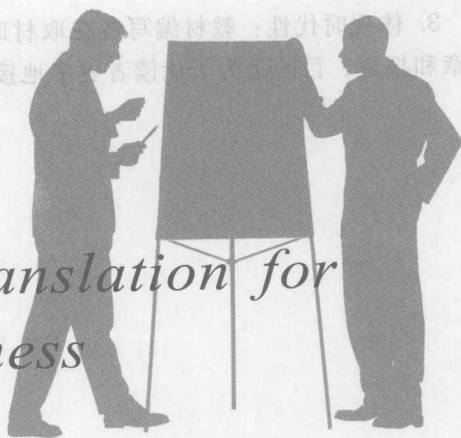
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要 录 容 内

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图书在版编目(CIP)数据

国际商务英汉翻译教程/石定乐,李雪芹,卢成委编著. —武汉:武汉大学出版社,2008.5

21世纪实用商务英语教程/张立玉丛书主编

ISBN 978-7-307-06157-6

I. 国… II. ①石… ②李… ③卢… III. 国际贸易—英语—翻译—教材 IV. H315.9

中国版本图书馆CIP数据核字(2008)第022353号

责任编辑:谢群英 责任校对:刘欣 版式设计:支笛

出版发行:武汉大学出版社 (430072 武昌 珞珈山)

(电子邮件:wdp4@whu.edu.cn 网址:www.wdp.com.cn)


印刷:湖北省通山县九宫印务有限公司

开本:787×1092 1/16 印张:15.625 字数:373千字

版次:2008年5月第1版 2008年5月第1次印刷

ISBN 978-7-307-06157-6/H·554 定价:26.00元

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内 容 提 要

《国际商务英汉翻译教程》是根据市场经济对商务翻译人才的需求而编写的。在编写过程中，着重强调英译汉的翻译技巧，并结合翻译训练，使理论融入练习，充分体现教材的实用性。本书的特点有：

1. 突出实用性：本教材的编写内容紧密结合当前的形势和市场的需要，有针对性地选取管理、旅游、金融服务、会展、物流等行业涉及的内容进行英汉翻译。

2. 加强操作性：本教材编写的原则是精讲多练，强调对学生的商务翻译实践能力的培养。所以，我们不仅编写了形式多样的练习，还设计了大量的篇章练习，以拓展学生的实际操作能力。

3. 体现时代性：教材编写者在取材时，力求选取当今英美商务报刊、杂志和网络的文章和报道，目的是为了读者更多地接触时代语言和前沿信息。



前 言

本教材在强化翻译基本技巧的基础上，更强调国际商务实用翻译技能的训练，有针对性地选取管理、旅游、金融服务、会展、物流等行业涉及的内容进行英汉翻译，有机地将国际商务基本原则与翻译技巧训练相结合。对同类教材未涉及或极少涉及的内容（如影视翻译、报刊翻译、摘译和编译技巧等）也分别作了专章训练。本书共分 12 个章节（第 13 章节是综合练习篇）。本教材有以下几个特点：

1. 通过提问或热身活动，引导学生进入单元主题；
2. 有重点、分专题地介绍国际商务英译汉的翻译技巧和方法，配有大量示例；
3. 结合该章介绍的翻译方法，有针对性地提供相关材料，引导学生思考和翻译；
4. 采用多种练习让学生巩固所学知识；
5. 结合专章商务主题提供相应翻译材料，提高学生翻译能力；
6. 结合商务主题，提供相关的专业词和相关的参考译文。

在编撰教材的过程中，编者力求选取当今英美商务报刊、杂志和网络的文章和报道，目的是为了让读者更多地接触时代语言和前沿信息。在进行技巧训练时力求理论尽量精简，练习设计尽可能多样化，以求最大限度提供训练，以利于学生掌握翻译实践技能。

本教材内容丰富、选材广泛、例句生动、深入浅出、编排紧凑。因此符合课程设计中精讲多练原则，也适用于商务人员的实际工作环境。

本教材使用对象主要为高校英语专业学生和高职院校英语专业高年级学生，以及广大从事对外商务活动的人员和翻译爱好者。作为教材使用时，建议课时为 70 个左右。

本书的编写任务分配：李雪芹老师担任第 9 至第 12 章的编写，卢成委老师担任第 4 至第 7 章的编写，其余章节由石定乐老师编写。我们诚恳希望广大专家和师生给我们提出宝贵的意见和建议。

作 者
2008 年

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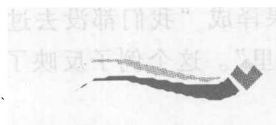
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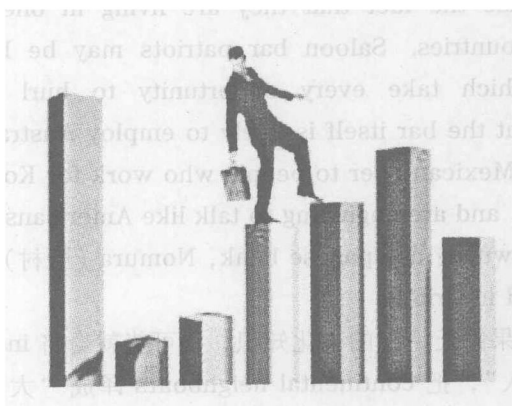
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第一章 概 论

学习训练要点

- 翻译活动的基本概念
- 初步感受翻译的过程
- 加深对翻译过程中的“理解”
- 综合翻译训练——管理篇
- 商务、管理类常用词汇



Getting-in

翻译的基本概念

1. 翻译活动的基本性质和意义

如果仅仅将翻译界定为语言的转换活动，是不够的。因为语言文字是信息载体、文化载体，所以从事翻译工作时也不可避免地要传递信息、传递文化。一般来说，翻译活动应被视为这样的活动：语言活动（language activity）、思想活动（thinking activity）和交际活动（communicating activity）。



2. 翻译人员的素质要求

专业素质 也就是要有较高水平的双语技能。只有具备较好的语言能力，才能较准确地理解原文。如：**Not all of us have been there.** 如果译成“我们都没去过那里”是不对的。这句话的原意是“并不是我们所有的人都去过那里”。这个例子反映了译者的英语语言基本技能欠缺。

综合素质 有一定的人文素质和较广的知识面。从事商务翻译时还应对商务活动的一般流程有所了解。如“**The commercial buyer's job is trying to find a proper medium and time at a proper price to cast the made advertisement**”中的“**commercial**”一词，作形容词时意为“商业的”，但在大众传播工作中很可能作名词使用，意为“广播或电视播出的商业广告”。在商业发达国家，专业分工细致，广告做好后，有专门的广告经纪人去找媒体洽谈播出时段和价钱。这句话就是介绍这种经纪人的工作的。

职业素质 即职业道德。从事翻译活动时应遵守版权法，尊重原文作者，尊重客户，尊重读者；不应剽窃别人的翻译作品；翻译材料如系商业机密或国家机密，译者应自觉保守机密；签订了合同应履行；不应在译作中任意删改，甚至歪曲原文的内容。

例 1. **The British caricature themselves as a nation of insular xenophobes. This helps to disguise the fact that they are living in one of the world's most international countries. Saloon bar patriots may be happy to read tabloid newspapers which take every opportunity to hurl abuse at continental neighbours. But the bar itself is likely to employ Australian staff, who serve Thai food and Mexican beer to people who work for Korean companies, wear Italian clothes, and are beginning to talk like Americans. The bar is also likely to be foreign owned: a Japanese bank, Nomura (野村), recently became the largest landlord in Britain.**

翻译这篇短文时，如果缺乏一定的文化知识，很可能就会将 **insular xenophobes** 译成“狭隘的、憎恨外国人的人”，把 **continental neighbours** 译成“大陆邻国”。如果你了解英国文化，你可以看出 **insular xenophobes** 其实是 **international** 的反面，所以在这里可以理解成“封闭的、排外的国民”；但对 **continental neighbours** 的理解就必须对英国传统有些基本的了解，英国的地理位置使英国人习惯将现在的欧洲视为大陆，所以要按照英国人的思维习惯把它译成“欧洲大陆其他的国家”。第一句的汉译参考：“英国人总爱自嘲说他们封闭排外。这恰恰和事实相反，其实英国是世界上最为国际化的国家之一。”

例 2. **The company is attempting to dispose of the aging computers.**

译文：公司正在设法处理那些机型快被淘汰了的计算机。（译者了解到 **aging** 在计算机行业是“机型老化的”意思，也就是要被淘汰的，所以如此处理。）

例 3. **The report focuses on the particular rather than the general and so doesn't draw any overall conclusions.**

译文：这份报告重点讨论的是具体事例，而非普遍事物，所以没有得出概括性的结论。（译者从上下文中了解到普遍事物未被报告涉及，所以将 **overall** 不译成“全面”，而译成“概括”。）



多读一些英语作品，不仅可以加深对英语民族文化、传统的了解，而且也是提高译者综合素质和专业素质的重要手段，有利于英汉翻译工作。

3. 翻译的基本原理

译文 (target text) 是用译出语 (target language) 对原文 (source text) 的再现，必须在对原文理解的基础上进行，并在翻译的过程中不断加深对原文的理解。只要时间允许，译者应尽可能了解原文作者 (他的经历、他的一贯立场)、原文的行文风格、写作时间，还有原文内容涉及的背景等。这样在翻译时就会得心应手，保持原文的风格。请看下面的例 4、例 5。

例 4. They held a release, at which they gave detailed descriptions of how the film was made.

译文：他们召开了一个新闻发布会，将该片的细节公布。

例 5. The employees lived in terror of the boss, who had not only borne down on them but could dismiss them at any time.

译文：员工畏惧老板，皆因其甚为跋扈，还随意开除他们。

例 4 的译文对 “release” 的翻译处理很专业。

例 5 的译文意思没有错，但译文没有很好传达出原文的口语化风格。不如译成 “他让那些员工整天都战战兢兢，因为他们知道他不仅可以对他们这样呼来唤去，还随时可以把他们踢出去”。

4. 判断译文质量的标准

这个标准就是信息完整、译文通顺、风格再现。翻译是创作，译文是翻译的创作结果，对译者本人来说，译文是永远不会完美的。但译者有责任尽可能保证译文品质达到高标准，所以在翻译过程中需要不断加深对原文理解，反复修改，认真校对。理解、翻译、校对，这些工作需要在翻译中一直反复交错地进行。

翻译活动不只是语言活动，还应是对实践者的专业技能和综合素质都要求较高的一项技巧性、创造性、实践性很强的活动。虽然本教材着重于在国际商务翻译活动中常用的技巧训练，对译者的文学造诣似乎要求不高，但是由于商务活动涵盖了社会活动的各个方面，所以对译者的综合素质仍有较高的要求。这就更要求我们既有丰富的实践经验，还应不断充实更新知识，才能进行高水平、高质量的翻译活动。

例 6. He swallowed the annoyance at not being informed earlier and decided to sign the contract, but he made it clear that he would take no responsibility for it.

虽然 “swallowed” 一词出现在句子开头，但如译成 “他吞下因为没被事先告知的怒气并签了合同，但他郑重指出他将不对它负责”，就会显得很生硬。通过逻辑分析得出 annoyance 因为 not being informed earlier 而生，decided to sign the contract 并非 He。译文最后修改成：因为没被事先告知，他感到很恼火。但他还是强忍不快把合同签了，不过他郑重申明他是绝不会为此事负责的。

例 7. Half of Britain's stressed-out office workers say they have come close to punching a colleague, according to a survey. Overwork, faulty of computers



and annoying workmates were the main cause of “office rage” —and women are more likely to snap than men. Three quarters of workers felt they worked less productively in a bad mood and 15 percent said fear of making a mistake when their boss was angry made them work more slowly. The researchers said that employees can cure tension by avoiding gossip, talking to managers and not disturbing colleagues. And bosses should defuse conflicts early, listen to staff complaints, avoid overcrowding and set realistic workloads and deadlines.

第一译稿如下：根据一项调查，不堪压力的英国办公室职员中有半数说他们已到了想动手打一个同事的地步。过度疲劳、电脑故障和讨厌的同事都是“想在办公室发怒”的主要诱因，而女的比男的更易发作。3/4 的员工认为心情不好会影响工作效率，而约有 15% 的人说害怕在老板生气时犯错误使他们工作速度减慢。研究者认为，员工可以通过避免聊天、和主管谈话以及尽量不打扰同事等方法来缓解紧张；而老板则应及早消除冲突，倾听员工的抱怨，加大工作环境的空间，制定合乎现实的工作量和提出可行的完成期限。

应该说这篇译文很不错了，但译者再一次阅读原文，对 *faulty of computers and annoying workmates, by avoiding gossip, talking to managers and not disturbing colleagues, overcrowding* 有了更深入的理解，于是将译文修改为：

根据一项调查，英国办公室职员压力过大，以致有半数人说他们已到了想动手打同事的地步。过度疲劳、频繁的电脑故障和众多讨厌的同事都是想在办公室发怒的主要诱因，女性更易因情绪失控而发怒。3/4 的员工认为心情不好会影响工作效率，而几乎一半的人认为自己工作速度减慢，不过是因看到老板生气而使他们更担心犯错误才引起的。研究者认为，远离流言和主管对话以及尽量不给同事添麻烦，都是缓解紧张的好方法；而主管人员则应及早消除冲突，倾听员工的抱怨，加大工作环境的空间，不但工作量要制定得合理，对完成任务的期限也应设置得合理。

Brainstorming



翻译下面这篇短文。在翻译前问自己这么几个问题：这篇文章的作者要向读者传达什么？原文风格是什么？你在翻译时要注意的是什么？对那些画线的词或短语你会怎么译？如果来不及在课堂完成，那就下课后进行。记下你开始动笔翻译的时间和完成的时间，以及你的感想。下次上课时将译稿带来，与老师和同学们一起讨论，你会发现有许多不同的“版本”，你能得到很多启发。尽管只是翻译这么一篇对你来说几乎没有生词的短文，你也会觉得翻译真是一项很有创造性的工作，也是很有挑战性的工作。

What Is CV?

The letters CV stand for the curriculum vitae. It's about your career and education history⁽¹⁾. You may come across a similar thing that may be called a resume in some countries, but basically it is an outline of who you are, what you've done and what you

have to offer to an employer.

There's no set form for it, while there is a set⁽²⁾ idea of the information it should contain.

In a CV you are giving the employer the information you wish to give, in a manner that you want to present it. A CV should contain your full name, your address and your telephone number, that's just the basic who you are. Then, a trend in recent years is to have a personal statement. In that you describe a little bit about yourself, a little bit about your skills, etc.

If you're a young person, your educational history is probably quite important, because that's what an employer will base a lot of his decisions on. If you've been out of school for some time, then it's your work history they're most interested in. The most important information should be up front. In the CV you should list your work experience in reverse date order. So start with your latest or your current job, and then work⁽³⁾ your way back. But also, the reader⁽⁴⁾ wants to know something about what you have been doing in the job.

In educational history, you don't have to go back to your primary school, but you can put in your secondary education, and anything beyond there, and do remember to put in other qualifications you may have had which are not necessarily school based, like if you are a qualified first-aid-er⁽⁵⁾. Employers, when they get down to looking, sometimes think those little bits quite important and they may put your name into the shortlist for an interview, and that's the real purpose of a CV, to get you into an interview.

Note:

- | | |
|----------------------------|---------|
| (1) education history | 教育背景 |
| (2) set | 固定的 |
| (3) work | 写出来 |
| (4) the reader | 读者 |
| (5) qualified first-aid-er | 合格的首席助理 |



Practice in Class

1. 下面每段英语分别有 A、B、C 三个译文，而 C 为最佳。你能说出原因吗？

1) That's nothing to do with us. If you want to appeal, the Court of Referee will decide.

- A. 此事与我方无关。如贵方欲上诉，可由仲裁法庭判决。
- B. 这事并非我方所为，你方要上诉，仲裁法庭会判决。
- C. 这不关我们什么事。你要上诉，仲裁法庭自会判决的。



2) Only a certain number of motorbikes may be imported into the country each year, so anyone who wants to import motorbikes must have an import licence.

- A. 这个国家每年摩托车进口量有限，所以有执照的人才能进口摩托车。
- B. 该国限制了每年的摩托车进口数量，必须得到进口执照才能进口摩托车。
- C. 该国限制了每年的摩托车进口数量，必须得到进口许可证才能进口摩托车。

3) Between 1870 and 1914 the United States changed from an agrarian economy to an industrial economy.

- A. 1870 年到 1914 年间，美国的耕地经济转化成了工业经济。
- B. 从 1870 年到 1914 年，美国的农业经济转化成了工业经济。
- C. 从 1870 年到 1914 年，美国经济完成了从农业向工业的转化。

4) A traffic accident on the Golden Bridge can impede the smooth flow of traffic for hours.

- A. 黄金桥上的一场事故能阻止流畅的交通数个小时。
- B. 黄金桥上的那场事故导致交通受影响达数小时。
- C. 一旦黄金桥上发生事故，就会发生长时间堵车。

2. 下列每组句子都有相同的词或短语，翻译时如何处理？

1) A. The average temperature in summer here is about 21°C.

B. Most American people do not prefer to be told as average.

2) A. This idea seems old hat.

B. To develop another market in Europe is not old hat for Sony as it has a lot of experience there in the previous decades.

3) A. The system of “Golden Weeks” was introduced in 1999 in China in an effort to boost domestic consumption and tourism revenue.

B. The Internet was introduced into China in 1994.

4) A. The development of China is contributing to the flourishing of the economy worldwide.

B. The group contributed \$ 10 million to the Aid Those with AIDS in 2006.

3. 将下列句子译成汉语

1) During these quarterly meeting, it's the president's responsibility to respond to each manager's plan.

2) The headquarters need to define and delegate the issues related to the various aspects of local marketing programs.

3) The company laid down a fresh set of middle-of-the-road policies with aims on housing, bonus, perk and employment satisfaction.

4) As a demanding boss, he expected total devotion and dedication from his workers.

5) He is an aggressive salesman who has been doing his job well.

6) Hawkins attacked his job as Chief under anything but ideal condition.

4. 把下面短文译成汉语（请注意原文是登在某市晚报的一篇报道）

World No Tobacco Day

The World Health Organization (WHO) accused the tobacco industry of continuing to use misleading labels such as light, clean, fresh, cool or mild in order to lure millions of people to take up the deadly habit of smoking each year.

The theme of this year's World No Tobacco Day, "Tobacco: deadly in any form of disguise," calls attention to the tobacco industry's lies and to the existence of a great variety of deadly tobacco products. "The purpose of World No Tobacco Day 2006 is to remove the deceit and unveil the truth behind tobacco products," said WHO Regional Director for the Western Pacific. Tobacco products are deadly in any form, whether it be cigarettes, pipes, kreteks clove cigarettes, chewing tobacco, betel nut used with tobacco or cigars. WHO emphasized that the industry's use of misleading descriptors and manufacturing methods, such as mild, light, low tart, full flavored, natural, addictive-free, and organic do not make tobacco products safer.

5. 把下面短文译成汉语（注意原文摘自一本管理讲义）。

Rationalized Production

Companies increasing produce different components of different portions of their product line in different parts of the world to take advantage of varying costs of labor, capital, and raw materials. Doing this is called rationalized production. For example, many Mexican plants are integrated with operations in the United States. Semifinished goods are exported from the United States to Mexico for the labor-intensive portion of the production, such as sewing car seats for GM or building TV cabinets for Panasonic.

Many companies shrug off the possibility of rationalized production of parts. They fear work stoppages in many countries because of strikes or a change in import regulations in just one country. As an alternative to parts rationalization, a complete product can be produced in a given country; however, only part of a company's product range is produced in that country. For example, U. S. subsidiary in France may produce only product A, another subsidiary in Brazil only produce B, and the home plant in the United States only produce C. Each plant sells worldwide so that each can gain scale economies and take advantage of differences in input costs that may result in differences in total production cost. Each may get concessions to import because it can demonstrate that jobs and incomes are developed locally.

Another possible advantage of this type of rationalization is smoother earnings when exchange rates fluctuate. Consider the value of the Japanese yen relative to the U. S. dollar. Honda produces some of its line in Japan and then exports this production to the United States. Honda also produces some of its line in the United States and then

exports this production to Japan. If the yen strengthens, Honda may have to cut its profit margin to stay competitive on its exports to the United States.

6. 翻译下面两篇演讲词。你能说出说话人分别是在什么样的场合下发言的吗？他们的听众有什么不同？

A. I wish to take this opportunity to thank you on behalf of my colleagues for your warm welcome and hospitality. The past five days in China have been truly pleasant, enjoyable and most memorable. I particularly want to pay tribute to our Chinese partners for their sincere cooperation and support in concluding these agreements. May I ask you present here in raising your glasses, to the lasting friendship and cooperation between our two companies.

B. As an American manager of a Sino-American joint venture for two years, I have to say that there are differences in business management between Chinese and Americans. We are more direct and straightforward than most Chinese colleagues due to our different cultural traditions. I can't say our way of doing business is absolutely superior. After all, there are strong and weak points in both types of management. In recent years, more and more American executives have recognized the striking differences, therefore, well-done homework is taken into account. I think this is very worth knowing as much as possible about Chinese culture before you come to China.



Transferring Practice

Tips:

在翻译管理类文章时，译者应当特别重视这类文章的行文风格比较严谨，表述多用专业名词，语言简练，不重词藻华丽而重说理明白。另外，由于这类文章多具有指导性和实践性，所以在翻译处理时应充分体现文章的执行效力。



Text 1

Bill Gates' New Rules

1. **Insist that communication flow through E-mail** E-mail enhances personal initiative and responsibility in an environment that fosters⁽¹⁾ discussion. There is no doubt that E-mail flattens the hierarchical structure of an organization. It encourages people to