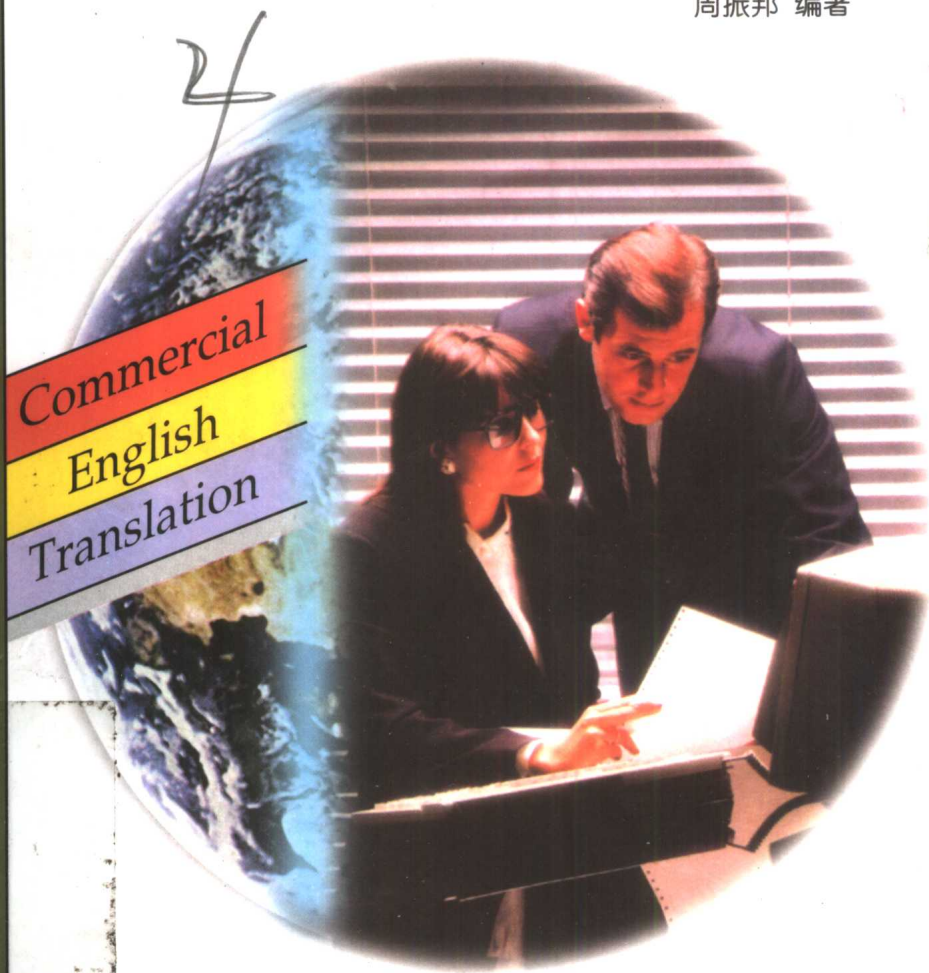


涉外经贸英语系列

# 商务英语翻译

周振邦 编著



青岛海洋大学出版社

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*Commercial English Translation*

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## 出版者的话

我们为什么要组织编写《涉外经贸英语系列》丛书？其理由十分简单，因为涉外经贸业务，不论是国际贸易、国际金融，还是国际经济合作、国际市场营销、国际经贸通讯，无一例外地离不开英语这一工具；同时，毫无疑问，没有较高的经贸英语水平，也做不好涉外经贸工作。

《涉外经贸英语系列》丛书的主要特色是什么？我们试图从经贸专业和实务工作及英语语言的角度，比较全面地介绍涉外经贸的主要业务范畴、形式、特征和内涵以及在阅读、理解和翻译等方面的基

H1068/12

本知识和技巧,以便使我们中国人能够更加自如、更有信心地去迎接涉外经贸领域里的各种挑战与机遇。

《涉外经贸英语系列》丛书由周振邦同志主编,编辑委员会成员如下:

周振邦 陈永生 朱庆华 张淑静

# 前 言

商务英语与普通英语相比,不论在文字、文法、文体方面,还是在意义内涵等方面,均具有自己的特色。

本书试图从理论与实践的结合上分析商务英语语言的基本特点,并简要阐述有效提高商务英语理解能力和翻译能力的方法和步骤。本书着重强调了商务英语的专业性与实践性,对力图尽快掌握商务英语翻译技巧的读者来说,具有较强的指导作用。

限于水平,本书如有谬误或不当之处,恳望读者批评指正。

编 者

1997年10月

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# 1

## *An Outline of Commercial English*

### (商务英语概况)

本书试图从业务(business)和实践(practice)的角度,而不是从语言(language)和理论(theory)的角度,来阐述商务英语的理解(understanding)和翻译(translation)的主要技巧问题。因此,本书更加强调其实际效果(practical effect)。

#### 1) Why Did (Do) We Chinese Study English?

中国人过去和现在为什么要学习英语呢?因为中国人至少在2个多世纪之前就已经极其深刻地认识到:为了真正了解世界,研究和借鉴外国的成功

发展之道,洋为中用,强我中华,中国人必须要学习英文。

### ① *History — Shame*

历史沉重地告诉我们,腐败无能的清朝政府在丢失大片河山之后,才于1727年在北京设立俄文馆;在鸦片战争失败之后,又于1862年在原俄文馆的基础上扩设了京师同文馆,其中包括俄文馆、英文馆、法文馆、东文馆等。

英国人这样写道:

The Opium War (1839~1842) between China and Britain was caused by British attempts to compel China to import opium from British India and to abandon the closed-door policy carried out by China. At the end of the war, China ceded Hong Kong to Britain and opened five ports to British trade.

由于英国强迫中国进口英属印度的鸦片,并放弃所奉行的闭关政策,而导致中英鸦片战争(1839~1842)。战争以中国向英国割让香港并对英国开放五大贸易口岸而告终。

这一段历史至少告诉人们,帝国主义列强对中国的侵略和欺凌,是因为过去的中国太落后了,落后就要挨打。强国才有气魄和力量,才能看到香港今天的回归。

### ② *Reality — Communication*

在当今的社会中,商务、文化、科学和技术等信息交流已经成为人类的主要活动之一。随着社会的向前发展,目前世界上使用最为广泛的语言交流工具之一就是英语。

外国人是这样来评价这一现状的:

The colonial history of the English, of course, is to a great extent responsible for the Language getting planted around the world, but most authorities point out that its growth in more recent times stems from its use in international busi-

ness, science and technology and various cooperative efforts among countries.

英语在世界范围内的传播生根,在很大程度上当然应归因于英国的殖民历史,但大多数权威人士指出,它在更为近代时期中的发展则在于它在国际商业、科学和技术以及国与国之间各种合作中的使用。

无疑,英语在国际商务活动中的使用占有极其重要的地位。

## 2) What Is Commercial English?

所谓商务英语,就是指人们在商务活动中所使用的英语,比较确切地说,商务英语应当包括普通商务英语(Ordinary Commercial English)和专门商务英语(Specialized Commercial English)。

### ① *Ordinary Commercial English*

本书所指的普通商务英语主要包括涉及商务活动的各种英文书籍、报刊、文献、新闻报道等。它们只是一般地涉及商务活动的内容而已,因此普通商务英语实际上与普通英语密不可分,并且在很大程度上具有普通英语所具备的语言特色。

例如,一则新闻报道这样写道:

China plans to cut its imports from the United States in response to a US decision to charge back quotas of Chinese textile exports to the United States. The Ministry of Foreign Trade and Economic Cooperation and the General Administration of Customs announced the import cuts on Sunday in Beijing. China will "temporarily suspend" imports of some textiles, agricultural and animal husbandry products, fruit, alcoholic beverages and soft drinks from the United States.

中国计划削减从美国的进口,作为对美国压缩中国纺织品对美出口配额决定的反应。对外贸易和经济合作部和海关总署于星期日在北京宣布了该项进口削减的决定。中国将“暂停”从美国进口某些纺织品、农业和畜

牧业产品、水果、含酒精饮料和软饮料。

显然,理解与翻译上述文字是以一般的社会文化知识和普通语言知识为基础的。

## ② *Specialized Commercial English*

从狭义的角度看,专门商务英语只包括商务活动中所使用的文件、法律、法规和惯例,专业理论,业务规范等。专门商务英语无论在语言形式上还是在语言标准上都有别于普通英语,因此我们完全有必要对其作比较全面、系统、深入、具体的分析与研究,以便揭示其独有的基本特征和规律。

专门商务英语有其独特性。

例如:

The shipper is not liable for loss sustained by the carrier or the actual carrier, or for damage sustained by the ship, unless such loss or damage was caused by the fault or neglect of the shipper, his servants or agents. Nor is any servant or agent of the shipper liable for such loss or damage, unless the loss or damage was caused by fault or neglect on his part.

托运人对承运人或实际承运人所遭受的损失或船舶所遭受的损坏不负赔偿责任,除非这种损失或损坏系由托运人、其受雇人或代理人的过失或疏忽所造成。托运人的任何受雇人或代理人对这种损失或损坏也不负赔偿责任,除非这种损失或损坏系由他自己的过失或疏忽所造成。

从这一实例不难看出,专门商务英语具有浓厚的商业色彩。要使理解与翻译上述文字达到比较理想的程度,只具有一般的语言知识、能力和技巧显然是不够的,因为其中涉及到具体的专业知识和实际商务工作技能。

## 3) What Are the Basic Distinguishing Features of Specialized Commercial English?

应当说,普通英语是专门商务英语的基础。因为除了一小部分纯粹专业词汇之外,大部分专业词汇都来源于普通英语词汇。尽管如此,专门商务英语



的特殊性仍然是十分明显的,它不仅具有独有的专业背景,而且具有独有的实践背景。

### ① *Specialized Business Background*

就专门商务英语的专业背景而言,主要包括思维模式、表述方式、商业文体和专业范畴等。

• **Mode of Thinking:** 商务人员的思维模式以有效性为其基本特征:具体、审慎、科学、合理。

下列一段文字就充分说明了这一点:

Advertising is both an art and a science. The art comes from writing, designing, and producing exciting messages. The science comes from strategic thinking. Advertising is a disciplined art, and achieving the disciplined side of advertising is the focus of this part. Advertising messages are not created by whimsy or a sudden flash of inspiration. Messages are formulated to accomplish specific objectives, and then strategies are developed specifically to achieve those objectives. This is all done through a process called planning.

广告是一种艺术,也是一门科学。艺术产生于写作、设计和创造出激动人心的信息。科学则来源于战略思考。广告是一种训练有素的艺术,而实现广告这一训练有素的方面则是本文的核心。广告信息不是古怪念头或心血来潮的产物。广告信息是为了实现具体的目标而精心编制出来的,而战略则是为了实现这些目标而具体创造出来的。所有这一切必须通过一个所谓的策划过程来完成。

几乎所有的商务活动,其中当然也包括上述提及的广告,都以盈利为其根本目标。因此,专门商务英语文字往往是经过周密思考而策划出来的。

• **Form of Expression:** 商务人员一般都十分讲究其语言表述的分寸,通常采用的形式既主动、直接,又敏捷、简洁,不拖泥带水,也不留漏洞。

例如,有这样一则商业信函: