

全国应用型本科商务英语系列规划教材

商务英语口语译

*Business English
Interpreting*

许群航 王伟 编著



对外经济贸易大学出版社

University of International Business and Economic Press

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中国·北京

图书在版编目 (CIP) 数据

商务英语口译 / 许群航, 王伟编著. —北京: 对外经济贸易大学出版社, 2011

全国应用型本科商务英语系列规划教材

ISBN 978-7-5663-0217-5

I. ①商… II. ①许… ②王… III. ①商务-英语-口译-高等学校-教材 IV. ①H315.9

中国版本图书馆 CIP 数据核字 (2011) 第 224879 号

© 2011 年 对外经济贸易大学出版社出版发行

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Business English Interpreting

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对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

唐山市润丰印务有限公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 230mm 14.5 印张 290 千字

2011 年 12 月北京第 1 版 2011 年 12 月第 1 次印刷

ISBN 978-7-5663-0217-5

印数: 0 001 - 5 000 册 定价: 32.00 元 (含光盘)

出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校，以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定，适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括：《商务英语综合教程 1-4》、《商务英语听说》、《商务英语口语》、《商务英语口译》、《商务英语阅读》、《商务英语写作》、《外贸英语函电》、《商务英语翻译》、《商务知识导读》、《国际经贸文章选读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》、《国际商务制单》、《国际贸易理论与实务（英文版）》和《商务技能综合实训》等。

本系列的编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套教材编撰质量的有力保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，请到 <http://www.uibep.com> 下载。

对外经济贸易大学出版社
外语图书事业部
2011年9月

前 言

随着中国改革开放的不断深入，国际商务活动日趋频繁。从大型国际会议、商品进出口到公司新产品介绍无不涉及到英语口语译。《高等学校商务英语专业本科教学要求》中也明确规定，该专业的毕业生除了运用翻译理论和技巧翻译较高难度的普通问题篇章外，还能就相同难度的商务合同、商业计划、商务报告、公司及产品的宣传广告、标书等材料进行英汉互译；在口译方面则要求该专业的毕业生能够对含一定专业内容的商务谈判、演讲、访谈、解说等进行即席口译。

本书以当今热门的商务话题为基础，将各种口译技巧的训练融入其中，实现了口译技能和商务知识的结合；选材广泛，注重实效。以近年来各类商务主题的口译现场语料为主，情景真实、内容实用。对口译材料中的难点与重点进行分析点评，并通过形式多样的练习，帮助学习者循序渐进地提高口译技能和现场应对技能；提供中英对照的常用商务词汇与表达法，并配有 CD-ROM 一张，内含本书配套 MP3 音频文件。

全书共 16 章。每章由两篇课文构成。以口语应用部分的商务知识导入开始，对本章涉及到的主要商务知识进行全面、系统的介绍和讲解；接下来引入课文一，也就是英译汉部分的课文；然后是课文二，汉译英部分的课文。为了使学习者在学习课文之前扫清词汇障碍，在这两篇课文之前，分别列有带有中文词意的生词表；课文之后是针对课文进行的“课文分析”部分，其内容主要是从口译技巧出发，讲解、讨论课文中重点、难点部分的翻译方法；然后是整个课文的参考译文；在此之后，是针对课文中专业知识和词汇加注的注解；每章的练习放在两篇课文后面，主要有英汉互译两种形式。为了学习者使用方便，两篇课文的参考译文和课文后的练习答案都没有放在书的最后，而是附在每课的后面。

每章的最后还设计了“补充材料”部分，旨在扩充学习者的口译技巧知识。此外，本书还在最后结合教学要求和实践运用，汇总了商务英语本科阶段口译使用的主要词汇，

使学习者在循序渐进中不断提高口译的各种技能。

本教材编排均根据全国应用型本科院校课程设置而定，适用于应用型本科院校商务英语专业、财经专业和英语专业商务、应用、外贸英语等方向的学生，也适合于从事国际经贸的工作者进一步进修商务知识和商务英语。

本教材在编写过程中得到本校教师和学生的大力支持。同时，本书还参考了有关专家、学者的论著，在此表示诚挚的感谢。但由于受到时间和编著者的水平限制，本书中仍然可能存在不尽人意和难免的疏漏之处，敬请读者不吝赐教。

编著者

2011年10月于西安外国语大学

目 录

Introduction 口译导论	1
Unit 1 Company Profile 公司简介	6
Unit 2 Business Model 商业模式	18
Unit 3 Business Environment 商务环境	30
Unit 4 Ceremonial Speech 礼仪祝词	44
Unit 5 Business Interview 商务访谈	58
Unit 6 Press Release 新闻稿	70
Unit 7 Business Negotiation 商务谈判	83
Unit 8 Business Travel 商务旅行	93
Unit 9 Product Promotion 产品促销	106
Unit 10 Business Advertisement 商业广告	117
Unit 11 Business Exhibition 商业展览	128
Unit 12 Marketing 市场营销	141
Unit 13 Business Culture 商务文化	154
Unit 14 Business Investment 商业投资	166
Unit 15 Corporate Social Responsibility 公司社会责任	178
Unit 16 Globalization and International Cooperation 全球化与合作	190
Appendix Useful Words and Expressions of Business Interpretation	204
附录 常用商务口译词汇	204
References 参考书目	214

Introduction

As the trend of globalization is becoming irreversible, people go across the boundary of different countries for business, trades and international exchanges of politics, foreign affairs and cultures. Interpretation has become an increasingly popular and much needed profession to overcome language barrier.

Interpretation is categorized into five kinds according to its settings: Conference Interpretation, Court Interpretation, Business Interpretation, Escort Interpretation and Broadcasting Interpretation.

1. Conference interpretation

A conference interpreter is a professional language and communication expert who, at multilingual meetings, conveys the meaning of a speaker's message orally and in another language to listeners who would not otherwise understand. Normally, conference interpretation is categorized into two kinds: consecutive interpretation and simultaneous interpretation.

Consecutive

In consecutive mode, the interpreter gives his interpretation after the speaker has finished a segment of his speech, which may last from less than one minute to even half an hour. The pause on the part of the speaker allows time for interpreters to take notes and analyze the message before he interprets. It is widely used in many situations nowadays such as press conferences, welcoming banquets and business negotiation. The problem for this mode is time waste as everyone present has to listen to the same stuff twice in source and target language respectively.

Simultaneous

In simultaneous mode, interpreters render the words of the original speaker at virtually the same time as they are uttered. Simultaneous interpretation (SI) is widely viewed as a

particularly impressive form of rapid, instant translation. Conference simultaneous interpretation is usually practiced in a sound-proof booth with headsets, control consoles and microphones, and a direct view on the meeting room. Interpreters are required to deliver the discourse in the target language on-line with a lag of a few seconds, alternating every 20–30 minutes or as speakers take turns on the conference floor.

2. Court interpretation

Also known as legal, judiciary, or forensic interpreting, Court interpreting refers to interpreting services provided in courts of law and in legal cases of any sort. While it is true that the average educational background of a court interpreter's client differs from that of the average conference delegate, which has an influence on speakers' oral performance, one should also bear in mind that it is often more essential for a defendant or a witness to be properly understood and interpreted than for a conference delegate. It should be a challenge to any interpreter to have the necessary language skills ready when working in court in order to help a person to be properly understood and to understand.

3. Business interpretation

Business interpreting is sometimes known as commercial or trade interpreting. In the narrowest sense, the term denotes two or more business people discussing business matters through an interpreter. However, we take interpreting in business settings in its broadest possible sense, to include all interpretation situations which are outside, say, welfare/legal/medical, etc. Business interpretation has been widely used in interviews, discussions, small meetings, ceremonies and other activities in the commercial world. Most of the time, business interpretation is used for business visits, negotiations and small-scale meetings.

4. Escort interpretation

Escort interpreting refers to the interpreting services provided for government officials, business executives, investors, observers, and the like, who are conducting on-site visits. Escort interpretation is marked by the spontaneity and the broad spectrum of situations interpreters may find themselves in, from formal meetings to tours of factories to cocktail parties. The mode most often used in this type of interpretation is consecutive, and is usually limited to a few sentences at a time.

5. Broadcasting interpretation

Much similar with simultaneous interpretation, interpreting live for television or radio

requires special skills, namely even greater rapidity than for normal conference interpretation as well as constraints for delivery (pleasant and lively voice, regular rhythm, and good diction).

Features

Interpretation is essentially a service activity with a communicative function and is a demanding profession. The features of interpretation can be summarized as extemporaneousness, stressfulness, independence, comprehensiveness and miscellaneousness.

Interpreting is an extempore activity that interpreters have to finish their interpretation on the spot. Interpreters have to overcome stage fright as they usually face a large audience and also have to produce accurate and pleasant interpretation, which means they are working under much pressure. In addition, interpreting is an independent job and interpreters can seldom ask for help on the spot. Meanwhile, interpreting demands interpreters' comprehensive abilities, such as acute hearing, good memory and encyclopedic knowledge. Moreover, interpreters encounter a wide range of topics, and they have to know "everything of something and something of everything".

Apart from the common features with those shared in general interpretation, business English interpretation has its own characteristics. The knowledge of business English interpreting is a combination of many disciplines, such as finance, economics, management and sociology, commercial and trade. Interactiveness is especially important in business interpretation. Compared with conferences which with one speaker taking the floor and the whole audience listening, a business interpreter can be more aptly called a communicator who should pay attention to the interaction of both sides of the business parties. Last but no least, numbers, figures and amounts of capital or investment regarding commercial aspect as well as many quality or technical parameter, benchmarks and indicators regarding technological aspect play a critical role in business interpreting. They must be accurately interpreted.

Process of interpretation

Interpretation is the process of establishing, oral or gesture communications between two or more speakers who are not able to use the same set of symbols. It is the oral transmittal of a message from one language into another language, which falls into three stages, that is, the pre-stage, in-stage and post-stage of interpreting.

Understanding the details of these three stages will help beginners to know better the whole process of interpreting and what requirements an excellent interpreter should have during the process as well.

The pre-stage of interpretation refers to the preparations which should be made beforehand. All the conferences need preparations, thus lots of work should be fully prepared in advance, which include mastering the languages and cultural backgrounds of the countries, knowing the theme and contents of the speech, making clear both the speaker and the listeners, being familiar with the place and devices, and getting done with physical and psychological preparations.

The in-stage of interpretation is the performing stage, the core of the whole process. In general, it can be described as follows: Input and receiving—decoding—recording—encoding—output and producing. At the same time, the in-stage of interpreting requires the interpreter's coordination ability, or in other words, to allocate his energy in the three sections of listening, memorizing and translating. Thus coordination ability is essential for an excellent interpreter.

The evaluations, reflections, discussions and so on constitute the post-stage of interpreting, or in simple words, the review of the interpretation. Considering the real context of our domestic education of interpreting training, the post-stage of interpreting includes the following aspects: the feedback of the interpreter himself, the evaluation of other interpreting trainees and the generalization of the teacher.

Interpretation Training and Certification in China

With the growth in demand for high-quality interpretation, the need for training in interpreting in general has expanded significantly. Training of some kind is now being offered at more institutions and in more formats than ever before. In 2000, interpreting was made a compulsory course for all undergraduates majoring in English, and is now taught in most BA programs as a one-year course in the fourth year. And some universities offer MA program or courses in interpretation as well. This new requirement has generated a great deal of interest in interpretation pedagogy, and many teachers called upon to teach interpreting have expressed the need for instructor training and for curriculum development at the national level.

Despite the rapid development of conference interpreting as a profession, there seems to be no move to create a national accreditation system until the introduction of

China Aptitude Test for Translators and Interpreters(CATTI)in 2005.CATTI is the national translation and interpretation proficiency qualification accreditation test launched by the Ministry of Human Resource and Social Security, which is implemented throughout the country according to uniform standards and in compliance with the national system of professional qualification certificates.

Structure of the Book

Business interpreters should be trained in both linguistic and extra linguistic ways. This course book is compiled based on the principle in which, topics concerning business operation are systematically chosen and interpreting skills followed in each unit for the step-by-step study of the students.

Topics T	ips
Unit 1 Company Profile	Requirements for business interpreters
Unit 2 Business Model	Active listening in interpretation
Unit 3 Business Environment	Memory in interpretation
Unit 4 Ceremonial Speech	Note-taking in interpretation 1
Unit 5 Business Interview	Note-taking in interpretation 2
Unit 6 Press Release	Figure interpreting
Unit 7 Business Negotiation	Cross culture business communication
Unit 8 Business Travel	Liaison interpreting
Unit 9 Product Promotion	Discourse analysis in interpretation
Unit 10 Business Advertisement	Sight interpreting
Unit 11 Business Exhibition	Simultaneous interpreting
Unit 12 Marketing	Paraphrasing in interpretation
Unit 13 Business Culture	Coping tactics in interpretation
Unit 14 Business Investment	Performance standards
Unit 15 Corporate Social Responsibility	Code of conduct in interpretation
Unit 16 Globalization & International Cooperation	Career as an interpreter

Company Profile

Objectives

When finishing reading this unit you will be able to:

- get some knowledge about business;
 - understand basic requirements for an interpreter;
 - learn some words and expressions about company introduction.
-

Lead-in

A company profile is very important for the growth of your business. It demonstrates the goals, objectives and the milestones that your company has achieved to date. It is a great means of showing your company's performance and bringing new potential investors, employers, employees, customers etc.

It can direct new investors towards your company who are looking to invest in the field that is relevant to your company, new customers to increase the growth of your business or new potential employees to take your business to supreme heights. When you make a company profile and send it out to investors, it will give them a panoramic view of the areas that are relevant to their interests in your company.

There are few fundamental elements that a company profile should contain. You can create specific profiles dealing with a particular group of people, such as investors. This type of company profile will only contain information about the investing opportunities in your company and will not include much information about other sections such as employees or customers. On the other hand, you also have the option to make a single profile that contains information about all the sections of your company. Such profile will include sections highlighting information relevant to particular group of people.

There is no actual length for a company profile. It all depends upon the amount of information that you want to provide regarding the different sections of your business. You should provide as much information as you can. A company profile should neither be too long nor too short. However, a good company profile should contain at least ten to twelve pages.

That's all you need to know about making a company profile. Creating a company profile is a simple and easy task and it can be created by anyone who has spent some time in business. You should definitely make a company profile after spending a few years in business. Also keep in mind that a company profile should be kept updated and you should keep adding new achievements to your profile.

As the company introduction is audience-oriented, language employed is often expected to resonate with the target language listeners, apart from the basic requirement of correct linguistic transference. Interpreters should understand clearly the differences in terms of language style of Chinese and English company introduction. Company profile in Chinese usually focuses more on the flowery and descriptive use of language. However, English company profile tends to release information related much to the company image, products and services and factual ideas are often delivered via cases and figures.

Text Interpretation from English to Chinese

Useful words and expressions

market capitalization 市场资本

stature 才干, 高水平

responsibility 责任

ethical 道德的, 合乎伦理的

be embodied in 体现

common cause 共同事业

promote 促进, 提高
inspiring 鼓舞的, 灌输的
altruistically 利他地, 无私地
thrive 繁荣, 兴旺
initiative 倡议, 主动的行动
vaccine 疫苗

diverse workforce 多元化的劳动力
represent 代表, 体现
nationality 国籍, 民族
recruitment philosophy 招聘理念
foster 培育
element 元素, 因素

Companies like P&G are a force in the world. Our market capitalization¹ is greater than the GDP of many countries, and we serve consumers in more than 180 countries² and regions. With this stature comes both responsibility and opportunity. Our responsibility is to be an ethical corporate citizen—but our opportunity is something far greater, and is embodied in our Purpose³.

Our Purpose works to unify us in a common cause and growth strategy. It is powerful because it promotes a simple idea to improve the lives of the world's consumers every day. P&G grows by touching and improving more consumers' lives in more parts of the world...more completely. While this statement defines our commercial opportunity, our culture reflects the broader opportunity of improving lives through and beyond our branded products and services.

The simple, inspiring way to think about this opportunity is that P&G brands serve about 4.2 billion of the 6.5 billion people on the planet today. Before P&G can serve the world's remaining consumers profitably, we can reach them altruistically. We can improve their lives in ways that enable them to thrive, to increase their quality of living and, over time, to join the population of consumers we serve with P&G brands⁴. Through our overall *Live, Learn & Thrive*TM cause program, initiatives such as *Children's Safe Drinking Water* and *Pampers 1 Pack = 1 Vaccine* are examples of how we are improving the lives of millions of people every day.

Our shared Purpose attracts and unites an extraordinary group of people, P&Gers, around the world—the most diverse workforce in P&G history⁵. Together, we represent around 145 nationalities. Our recruiting and development philosophy to “build from within” fosters a strong culture of trust and shared experiences. Our diversity, our shared culture and our unified Purpose are the defining elements that enable P&G to touch lives and improve life every day.

Notes

1. Market capitalization: 市场总值, 上市公司的股票市值总合。它的大小和成长度是判断一个公司好坏的重要依据。
2. We serve consumers in more than 180 countries and regions. 我们的消费者遍布 180 个国家和地区。【注释】英语中介词含义灵活, 需要联系上下文加以处理, 进行转换。该句则将介词词组译为动词词组成为译文的谓语部分。又如: ① Our Purpose works to unify us in a common cause and growth strategy 我们的目标使我们团结一心, 致力于 共同的事业和发展战略。② P&G grows by touching and improving more consumers' lives. 保洁的成功在于不断走进越来越多的消费者并提高他们的生活质量。
3. Our opportunity is something far greater, and is embodied in our Purpose. 我们的机遇则更高瞻远瞩, 并与我们的“目标”息息相关。【注释】此处 greater 译为“更加高瞻远瞩”。汉语中越来越广泛使用成语或者普通词语的四字格。如果可以适当使用, 可以使译文更加言简意赅, 整齐匀称, 顺口悦耳。例如: The financial information provided by an accounting system is needed by the managerial decision makers. 会计系统提供的金融信息对于管理层决策人员是不可或缺的。
4. We can improve their lives in ways that enable them to thrive, to increase their quality of living and, over time, to join the population of consumers we serve with P&G brands. 我们会改善他们的生活, 让他们过得更好, 最终他们将加入到宝洁产品的消费者行列中来。【注释】汉语中很少使用长定语, 尤其在口译过程中, 不管是现限制性或是非限制性定语从句, 都应该加以具体分析并化解为适合中国人语感的表达。该句的从句可以直接译为流水句的中文, 不需按照原文的定语从句结构去处理。例如: ① Our diversity, our shared culture and our unified Purpose are the defining elements that enable P&G to touch lives and improve life every day. 我们的多元化, 我们共享的文化以及我们一致的目标是我们的基石, 使宝洁每天都在走进生活, 改善生活。② Company may opt to put an advertisement in a newspaper or magazine which gives a short description of the job and invites introductory letters from applicants. 公司可以选择在报纸或者杂志上登广告, 简要介绍工作职位情况并征集应聘者的自荐信。
5. Our shared Purpose attracts and unites an extraordinary group of people, P&Gers, around the world—the most diverse workforce in P&G history. 我们的共同目标吸引了一批优秀人才, 组成了一个精英群体。宝洁人, 分布在世界很多地方, 组成了宝洁发展史上最多元化的工作团队。【注释】中英文的一个显著差异是中文里动词用的较

多，而英文则常用名词和介词，因此在口译这句的过程中，应遵循这一规律去处理 an extraordinary group of people, P&Gers, around the world—the most diverse workforce in P&G history 这一冗长且包含很丰富含义的名词化成分。例如：Wal-Mart is the world's largest private employer and retailer with over 1.9 million associates worldwide and more than 7 000 stores in 14 countries. 沃尔玛是世界最大的私人雇主和零售商，员工总数达到 190 万，在全球开设了 7 000 多家商场，分布在全球 14 个国家。

Text Interpretation from Chinese to English

Useful words and expressions

互联网服务提供商 Internet service portal
 秉承……的理念 under... strategy
 以客户价值为依归 user-oriented
 提升人们的生活品质 enhance the quality of human life
 使命 mission
 一站式在线生活服务 one-stop online lifestyle service
 增值服务 value-added service
 领先的网络平台 leading Internet platform
 打造最大的网络社区 bring together largest Internet community
 截至…… as of...
 即时通信 Instant Messenger
 最高同时在线账户 peak concurrent users
 民族品牌 nationwide branding
 研发 R&D (research and development)
 在线支付 online payment

搜索引擎 search engine
 研究院 research institute
 互联网核心技术研发 self-development of core Internet technologies
 积极参与 actively participate in...
 承担企业社会责任 fulfill corporate social responsibilities
 推动网络文明 promote civil Internet communities
 公益事业 public charity programs
 成立 inaugurate
 青少年教育 youth education
 贫困地区 impoverished communities
 救灾 disaster relief
 关爱弱势群体 care for the disadvantaged
 和谐社会 harmonious society
 企业公民 corporate citizen

腾讯公司成立于 1998 年 11 月，是目前中国最大的互联网综合服务提供商之一，也是中国服务用户最多的互联网企业之一¹。成立十年多以来，腾讯一直秉承“一切以用户价值为依归”的经营理念，始终处于稳健发展的状态²。