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- 帮助您迎接新世纪国际商务业态的新挑战

现代实用商务英语丛书  
Modern Practical Business English

丛书主编\张立玉 主审\罗建生

# 商务英语英汉口译

## Oral Translation of Business in English—Chinese

编著 王红卫 张立玉

全国优秀出版社  
武汉大学出版社

丛书主编 张立玉  
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## 内 容 提 要

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商务英语口译教学的重要性和实用性目前受到外语界以及商务企业界有识之士的高度重视。在编著本书的过程中,作者借鉴并节选或改编了近年来的报刊、杂志、论文、演讲等,内容涉及商务环境与对外贸易政策,以及进行国际商务活动中的各个领域。本书最大的特点就是非常注重口译的实践技巧。本书是本、专科学生的教材用书,也是从事涉外商贸领域的专业人员不可多得的参考工具书。

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自中国加入 WTO 以来,国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提供了新的挑战。如何充分利用现有教育资源,培养大批社会急需的复合型外经贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,因此,综合目前的形势,为满足广大教师、学生、从业人员的需要,我们有责任为其提供一套全方位的、综合性强的现代商务英语丛书。张立玉同志主编的《现代实用商务英语丛书》在此做了成功的尝试。

本套丛书分为八分册:《商务跨文化交际》、《商务英语英汉口译》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。本套丛书的内容涵盖了当今国际商务最新观点、最新动态。它可以满足读者所需要了解的在全球背景下商务活动的最新进展状况,并提供和帮助读者做好准备迎接新世纪国际商务业态的新挑战。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者花了近两年的时间做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰,理论性和实用性强,通俗易懂、层次分明,其读

者对象虽定位于高等学校商贸英语专业的学生,但对于外贸工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

A stylized handwritten signature in black ink, consisting of several fluid, connected strokes.

2003 年 12 月 16 日

随着中国加入 WTO 及经济全球化进程的加快,国际交流日益频繁和普遍,国际之间的各种商务活动日益增多,从事商务领域活动,包括财贸、金融、经济、法律、外交等部门的专业人员和从业人员亦越来越多。然而,关于如何准确处理商务信息,进行商务谈判,从事各种商务活动的实用书籍不多。为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《现代实用商务英语丛书》。

本套丛书分为八分册,依次为:《商务跨文化交际》、《国际市场营销技术》、《国际贸易结算》、《国际商务英语初级口语》、《商务英语选读》、《商务英语英汉口译》、《国际贸易进出口实务》、《商务合同写作及翻译》。

《商务跨文化交际》力求在叙述、讨论和任务布置时融入情感因素,强调其在商务跨文化交流中的作用,旨在使读者意识到情感因素的重要性并能将其下意识运用于今后的实际工作中。

《国际市场营销技术》涵盖了营销基本概念、市场分析、营销调研、市场细分、目标市场选择和定位、营销计划、营销组合等各基本层面的知识和方法。

《国际贸易结算》重点介绍了有关国际贸易结算方面的基本理论、基本知识和基本技能,以及相关的国际贸易惯例和游戏规则。

《国际商务英语初级口语》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖、简明扼要、易学易懂。

《商务英语选读》选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等。不仅具有知识性、实用性,而且内容丰富,练习精当,趣味性强,具有强烈的时代气息。

《商务英语英汉口译》强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务口译工作的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《国际贸易进出口实务》重点介绍了进出口贸易的整个流程,读者可以了解

一笔交易从发生到发展再结束的整个过程。

《商务合同写作及翻译》介绍了我国当前常用的几大类涉外商务合同写作的理论要点和范例,并列举了法律规范以及翻译技巧和常用术语表达。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。

编撰本套丛书是一种新尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者和同仁予以批评指正。

张立玉

2003年12月于武昌珞珈山

## 前 言

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自从我国实行对外改革开放的政策以来,我国与世界各国的商务往来日益增多。近几年随着中国的政治和经济实力不断地提升,特别是中国加入世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开放,日益融入到区域经济和全球经济一体化的框架中,国际间的商务活动和接触愈加频繁。这就需要大量既懂英语又具有商务知识(包括国际贸易、商务谈判、国际经济、国际金融、市场营销和跨文化交流等方面)的专业人员,特别是兼备以上知识的专业口译人员。商务英语口译教学的重要性和实用性日益受到外语界以及商务企业界有识之士的高度重视。目前全国有许多高校和职业技术学院都开设商务英语口译课程,旨在培养这方面的人才。本书既可以作为本、专科学生的教材用书,又可作为有一定英语水平的高校学生以及已从事涉外商贸领域的专业人员在自学时的参考用书。

本书的两位作者有着在从事大型会议、校际间国际合作项目以及其他场合的口译的丰富经验,并从事商务英语教学及研究多年,在2003年合著出版了《实用商务英语谈判——策略与技巧》(北京理工大学出版社)。本册书共有十章,其中第一至第六章由王红卫编写,第七至第十章由张立玉编写。

本书的编写力图做到创新性。首先介绍口译技巧,其中有些技巧是借鉴笔译的技巧。这有别于现有的许多口译教材只重口译实践,不重技巧,重内容、轻形式的做法。本书在内容上尽可能做到与时俱进,贴近时代,内容涉及多个国际商务口译中的题材以及我国的国际商务环境与政策,诸如:世贸组织对中国经济的影响、中国经济特区的作用、跨国公司在发展、中国在21世纪正在进行的和即将举行的几个重大事件、国际商务文化、国际商务谈判、国际商务合作和国际商务战略。本书的前四章以介绍我国目前的商务环境与对外经贸政策为主,后四章介绍了在进行国际商务活动中的各个重要领域。本书作者出于对商务知识的考虑,在编著过程中,借鉴并且节选了或改编了近年来出版的报刊、杂志及学术论文和专著,还有名人的演讲,其参考译文出自编写者之手,以供使用者参考和借鉴。在收集资料方面,还得到过英国德海姆大学的 Alice Sheridan 博士的帮助和鼓励,在此谨致以谢忱。

本书由十个章节组成,每一个章节包括三个部分:1)翻译技巧的介绍。2)句子翻译、段落或篇章翻译(该部分训练包括词语清障、篇章和参考译文)。3)与国际商务活动相关的背景知识、贸易政策、翻译原则和注意事项。本书第三部分也可以作为口译翻译的素材,因这些素材具有很强的时效性和实用性。教师可根据教学需求和学生的实际情况,适当选用。

本书要求学习国际商务口译的学生应具有一定的笔译基础。因为口译和笔译有许多相似之处,但是口译有其自身的特点,即译员必须做到及时地、独立地进行一次性的翻译。因为,口译人员在翻译现场,没有足够的时间反复推敲,也不可能求助于他人或者查阅词典和其他资料,所以这就要求商务口译人员除了具有国际商务知识以外,还要有扎实的语言基本功底和较好的汉语和英语表达能力,以及灵活、快速的应变能力。同时,本书还建议学生和自学人士要多关心国内外政治和经济大事,了解国际商务活动的新动向,特别是新的政策和新的法规,不断充实和丰富相关知识以提高英汉互译的能力。

由于作者水平有限,不足之处在所难免,谨请读者批评指正。

王红卫 张立玉

2004年7月于武汉

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# Chapter 1 **World Trade Organization and China's Economy**

## 1. 1 Interpretation Process and Basic Qualities Required of an Interpreter

### 1. 1. 1 The Process of Oral Interpretation

| Listening →                                                                                                                 | Memorizing →                                                                                                        | Transferring →                                                                                              | Reproducing                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| ↓                                                                                                                           | ↓                                                                                                                   | ↓                                                                                                           | ↓                                                                                                                                 |
| <b>Step 1</b><br>a.<br>An Acute Hearing<br>b.<br>Accurate<br>Comprehension of<br>Ideas<br>c.<br>Notes-taking If<br>Possible | <b>Step 2</b><br>a.<br>Instant & Active<br>Memory<br>b.<br>High Concentration<br>c.<br>Focus on Ideas,<br>not Words | <b>Step 3</b><br>a.<br>Good Command of<br>English or Chinese<br>b.<br>Logical<br>Reorganization of<br>Ideas | <b>Step 4</b><br>a.<br>Good Mastery of<br>Chinese or English<br>b.<br>Clear & Correct<br>English<br>Pronunciation &<br>Intonation |

Oral Interpretation, essentially means an extempore or on-the-spot oral reproduction, in one language, of what is said in another language, according to *A Practical Handbook of Interpretation* (1991) by Mr. Zhong Shukong, a famous scholar on the-oretical study of interpretation.

Stated as in the above chart the **interpretation process of “listening—memo- rizing—transferring—reproducing”**, we can find that interpretation involves a process full of difficulties and challenges. The most difficult and challenging part on the part of an interpreter is how to strike a balance between his comprehension of the

original speech and his capability of accurate and intelligible reproduction in the target language.

**Accurate comprehension**, or understanding of the “**idea**” or “**meaning**” of the original (esp. English) speaker is always the foremost concern in the process. Without accurate comprehension, there can be no oral reproduction in the target language, which is faithful to the original version of speech. In order to acquire an accurate comprehension of the ideas of the original (esp. English) speaker, an interpreter is most likely to encounter such difficulties, as lexical, contextual and terminological ones. Sometimes, the difficulties are caused by (English or non-native English) speaker's exceptionally rapid speed or peculiar accent or intonation, and what's more, problems may well arise from the interpreter's lack of knowledge of the technical details of the subject matter or a specific topic dealt with by the original speaker. An interpreter, should, nevertheless, try his best to **follow the sound flow** of the original speaker and must not lose the thread of what the original speaker is saying and is driving at.

**Accurate and intelligible oral reproduction.** Within the limited time at his proposal, an interpreter must always bear in his mind that it is the **idea** or the **meaning** of the original speaker, not merely **words** that should be translated accurately and as smoothly as possible into the target language. An interpreter should learn to strike a balance between the “parts” or words and the “whole” or meaning; not to perfect the interpretation of every individual word at the expense of losing the thread of what the speaker is saying.

### 1.1.2 Basic Qualities Required of Interpreters

- **Acute hearing.** An interpreter should be aware that to hear in interpreting is not merely to know all the “words” that are being spoken. It is imperative to grasp the “idea” or the real meaning of the original speaker, especially of the English speaker while listening, no matter how complex the **subject matter**, or topics, how unusual the original speaker's style or accent or intonation might be. An interpreter should be soberly aware that with extremely rare exceptions only what is clearly heard and grasped could be properly rendered into the target language.
- **A good articulation.** The interpreter's articulation and elocution should be

reasonably good. He should be careful not to swallow part of his words. He should moreover see to it that his voice should carry well and be pleasant to hear. In short, he should form the good habit of speaking distinctly and naturally, and take care never to sound affected. For the Chinese English learners, pronunciation and intonation problems have been big barriers to a good articulation.

- **A good memory.** Two things are usually expected of an interpreter's memory. First, it should store up an exceptionally large vocabulary, including the relevant specialized terms, and a great wealth of relevant important phrases, proverbs, idioms, sentence patterns and expressions along with the corresponding correct translation in the target language. Second, it should accurately absorb and retain the idea or series of ideas just expressed by the speaker. Instant memory, too, can be trained in an intensive process of practice.
- **Familiarity with simultaneous notes-taking.** A good interpreter must be good at notes-taking. He should learn to be able to concentrate on listening to grasp the speaker's idea while jotting down a few "key words" in the meantime, usually with each word (or sign or symbol) representing a sense group or a figure, or a proper name, etc. The object of notes-taking is mainly to supplement memory efficiency, so as to ensure accuracy in interpreting. Simultaneous notes-taking is a skill that can be acquired through proper training and practicing, which may be time-consuming. Somehow, the importance of simultaneously notes-taking should not be overemphasized in classroom teaching, because it is distracting part of the trainees' attentions which should be given to listening to and memorizing what the speaker is saying or has said.
- **Quick and accurate response.** This refers mainly to speediness and accuracy in completing the process of "understanding—memorizing—transference—speaking" on the part of the interpreter. Here **accuracy** is stated side by side with **speediness** to rule out the tendency of "too much of a hurry" to do the interpretation on the part of the beginners.

## 1.2 Practice Task One

### Sentence Interpretation

#### Interpret the Following Sentences

1. Today, business is technically defined as the production, distribution and sales of goods and services for profit.
2. The scope of international business covers a wide range of significant sectors. International transactions in physical goods involve products from mining, petroleum, agriculture, and manufacturing activities.
3. International transactions in services are extensive in the construction, hotel, tourism, business consulting, and retailing and wholesaling sectors; in financial areas such as commercial and investment banking, securities, and insurance; in air and ocean transportation.
4. International transactions in services also include the area of communications media, such as radio, television, telegraph, telephone, magazines, books, newspapers, news services, and movies.
5. International transactions in intangibles occur in the fields such as technology, trademarks, and cross-border data transmission.
6. 贸易之所以产生是由于地域的多样性。一些地方能够更加有效地,或者以更低的成本生产一样东西,经济学家把这一特点称作比较优势。
7. 中国是世界上最大的发展中国家,有着丰富的劳动力资源和快速增长的经济,其市场潜力也在持续增大。而美国则是世界上最大的发达国家,其财力雄厚、技术先进,并有着世界上最大的消费市场。所以,两个国家的经济高度互补。
8. 如果一个国家的出口大于进口,这叫做贸易顺差,反之,一个国家的进口大于出口,贸易逆差就会出现。所有的国家都设法保持贸易顺差,这样才能确保他们拥有购买必要的进口物品的支付手段。
9. (对于国家来讲)进口会增加其国内生产的(同一类型)产品的竞争;而出口则会给国内的制造商提供一个出售其产品的大市场,并且有助于降低其产品的单位生产成本。
10. 在经济、金融和政治领域里不断增加的国际磋商和合作,在未来的若干年里,肯定会带来世界贸易的繁荣局面。

## 1.3 Practice Task Two

### Text Interpretation

#### 1. Interpret the Following text into Chinese

##### 词语清障

predecessor: 前身

General Agreement on Trade and Tariffs: 关税及贸易总协定

the legal and institutional foundation: 法律与组织机构的基础

multilateral trading system: 多边贸易体系

forum: 论坛, 讲坛

trade dispute: 贸易纠纷

to oversee: 监督

global economic policy-making: 全球经济政策的制定

legal texts: 法律文件

government procurement: 政府采购

rules of origin and intellectual property: (保护)原产地和知识产权的规则

ministerial declarations: 部长会议宣言

to spell out further obligations and commitments for WTO members:  
进一步阐明了世贸组织成员国的责任与义务

the highest authority: 最高权威

to conduct the day-to-day, regular work: 处理(世贸组织的)日常事务

to convene: 召集(会议)

the dispute settlement procedure: 解决争议整个程序

the Trade Policy Review Body: 贸易政策审查机构

individual WTO members: 各个世贸组织的成员国

to ensure free flow of international trade as its ultimate goal: 其终极目的就是国际贸易的自由化

transition period: 过渡期

WTO provisions: 世贸组织条款、规定