

全国商务英语研究会推荐教材

# 翻译

Translation

主 编 梅德明



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新编商务英语系列丛书

# 新编 商务 英语

新 编 商 务 英 语 系 列 丛 书

新编商务英语

# 翻译

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# 前言

应高等教育出版社之约,我们在非常有限的时间内编写了这本《新编商务英语翻译》。一埃完稿,如释重负。未及仰首伸眉,轻松之感旋即即逝。虽已脱稿,却忐忑不安,如芒刺在背;惟恐匆忙之作,难免疏漏。自知无甚能耐,今日编写《新编商务英语翻译》,只求为商务英语学习者增加一次鳞选教材的机会。但愿能遂读者心意。

《新编商务英语翻译》取材于当代国内外商务活动,题材广泛,内容真实,语言贴切。单元编写采用教案式教材编写法,以主题“导入”为切入点,以所选“课文”的翻译实践为教学核心,通过译文“讲评”和翻译“技巧”的讨论,并借助句子和短文的翻译“练习”,以期达到掌握翻译知识、提高翻译技能的目的。

20 世纪初,“翻译对比法”曾是外语教学中一种常见的主要学习方法,受到教师和学生的广泛欢迎。到了 20 世纪中叶,“听说领先法”开始受到推崇。于是,基于结构主义语言学和行为主义心理学的“翻译对比法”遭到了猛烈的抨击,进而退出外语教学的前台,进入后台。20 世纪 80 年代,异军突起的“交际法”,以其雷霆万钧之力,十分干脆地将翻译对比法赶下后台,送入地下。近年来,随着“交际法”所谓的包打天下幻想的破灭,反映语言结构与认知结构相映关系的“翻译对比法”再度受到外语教育界的重视,从地下复出,重新登上教学讲台。

我们以为,外语教学无论采取何种方法,翻译法的积极作用是不可否认的,因为翻译法始终是一种基于中国外语教学实情的有效方法。《新编商务英语翻译》编写的目的就是促进我国商务英语教学,培养和提高我国学生商务英汉互译能力。



## 前 言

《新编商务英语翻译》的编者都是一些多年从事高等院校英语教学工作优秀教师,有着丰富的英汉翻译教学和翻译实践经验。主编负责全书的组织、筹划、统稿、审校、修饰等工作,其中高文成负责“商务旅游”、“市场营销”、“人才管理”和“物流业务”四个单元的编写,胡凌鹤负责“商务合同”、“证券市场”、“商业银行”和“保险业务”四个单元的编写,彭艳负责“商业计划”、“商务书信”、“招商引资”和“企业治理”四个单元的编写,徐尔清负责“知识经济”、“电子商务”、“企业文化”和“企业并购”四个单元的编写。

《新编商务英语翻译》的编写始终得到了高等教育出版社有关编辑的关心和支持,我们在此深表谢意。

梅德明

上海外国语大学英语学院

2005年6月22日

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○ Part 1  
Lead-in Work 导入

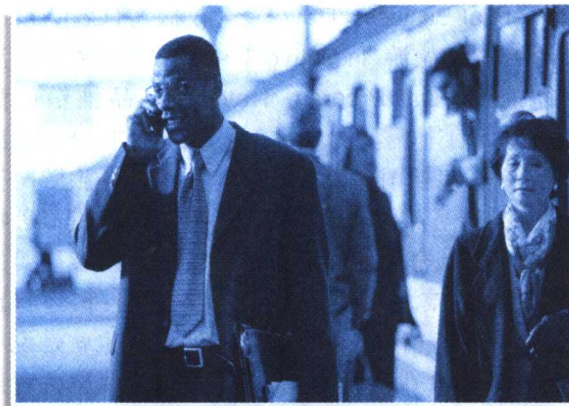
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1

U N I T

## Business Travel 商务旅游



## Part 1 Lead-in Work 导入

旅游是吸引游客、运送游客、向游客提供食宿、热情友好地满足旅客需求的一门科学和艺术,同时它又是一种商业。旅游业作为一种服务性行业,常常被称之为“无烟工业”、“无形贸易”。旅游收入可以作为国家平衡外贸收支的重要手段。从世界范围看旅游,旅游业也是一个大产业。国际旅游业有可能超过石油工业而成为世界第一大产业。大量的数据证明,旅游业已经成为促进世界经济发展的主要动力之一。

公务旅游包括商务旅游(Commercial Business Travel)、会议旅游(Convention Travel)、展览旅游(Exhibition Travel)、奖励旅游(Incentive Travel)、公共关系旅游(Public Relations Travel)、专题旅游(Special Program Travel)、产品推销旅游(Sales and Marketing Travel)等各种关于工作需要的旅游。从广义上讲,公务旅游是最近几十年兴起的一种新的旅游形式,包括国际公务旅游和国内公务旅游两种形式。本单元介绍的是国际公务旅游。公务旅游者与一般旅游者相比有其显著特点。公务旅游者的时间观念很强,时间和效率是他们考虑的首要因素。客房要配备传真机、电脑,甚至提供秘书服务。公务旅游者除了非常强调时间性外,还特别注意接待部门所提供服务质量,要求“物有所值”或者是“物超所值”,也就是说对每个接待环节的要求都很严格。参观项目要少而精,具有代表性。公务旅游者都是老练的旅行家。他们大都游历很广,经验丰富,旅游时自主意识较强。公务旅游者对语言的要求也是相当高的。他们在目的地与同行交往,尤其是会谈的时候,要求接待单位的翻译人员能够准确地表述他们讲话的原意。他们尤其欣赏以自己的母语受到接待。除了旅行游览之外,公务旅游者还非常关心当地的经济政策、投资环境、法律法规、地理条件、发展外向型经济项目的信息。此外,他们希望得到专业性的咨询。

近年来,随着我国经济的快速发展和综合国力的提升,加上我国悠久灿烂的文化遗产的魅力,世界各地来中国公务旅游的人数直线上升。中国旅游热方兴未艾。旅游业成了国民经济中的又一大亮点。由于国际公务旅游与一般旅游的不同,这

就要求从事国际公务旅游接待的部门要适应这种需求和变化,调整产品,优化服务,以便在竞争中赢得主动和份额。

## Part 2 Texts 课文



### English-Chinese Translation 英译汉

#### Translate the following passage from English into Chinese

Business executives who hope to profit from their travel should learn about the history, culture, and customs of the countries they wish to visit. Flexibility and cultural adaptation should be the guiding principles for traveling abroad on business. Business manners and methods, religious customs, dietary practices, humor, and acceptable dress vary widely from country to country. It is recommended that business travelers prepare for country visits by reading travel guides, which are located in the travel section of most libraries and bookstores.

Some of the cultural distinctions that U.S. firms most often face include differences in business styles, attitudes toward development of business relationships, attitudes toward punctuality, negotiating styles, gift-giving customs, greetings, significance of gestures, meanings of colors and numbers, and customs regarding titles. For example, human head is considered sacred in Thailand so never touch the head of a Thai or pass an object over it. The number 7 is considered bad luck in Kenya and good luck in Czech Republic, and it has magical connotations in Benin. The number 10 is bad luck in Korea, and 4 means death in Japan. In Bulgaria a nod means no, and shaking the head from side to side means yes. The “okay” sign commonly used in the United States means zero in France, is a symbol for money in Japan, and carries a vulgar connotation in Brazil. The use of a palm-up hand and moving index finger signals “come here” in the United States and some other countries, but it is considered vulgar in others.

Understanding and heeding cultural variables such as these are critical to

success in international business. Lack of familiarity with the business practices, social customs, and etiquette of a country can weaken a company's position in the market, prevent it from accomplishing its objects, and ultimately lead to failure.

American firms must pay close attention to different styles of doing business and the degree of importance placed on developing business relationships. In some countries, businesspeople have a very direct style, while in others they are much more subtle in style and value personal relationship more than most Americans do in business. For example, in the Middle East, engaging in small talk before engaging in business is standard practice.

Attitudes toward punctuality vary greatly from one culture to another and, if misunderstood, can cause confusion and misunderstanding. Romanians, Japanese, and Germans are very punctual, whereas people in many of Latin countries have a more relaxed attitude toward time. The Japanese consider it rude to be late for a business meeting, but acceptable, even fashionable, to be late for a social occasion. In Guatemala, on the other hand, one might arrive any time from ten minutes early to 45 minutes late for a luncheon appointment.

When cultural lines are being crossed, something as simple as greeting can be misunderstood. Traditional greetings may be a handshake, a hug, a nose rub, a kiss, placing the hands in praying position, or various other gestures. Lack of awareness connecting the country's accepted form of greeting can also lead to awkward encounters. People around the world use body movements and gestures to convey specific messages. A misunderstanding over gestures is a common occurrence in intercultural communication, and misinterpretation along these lines can lead to business complications and social embarrassment.

It is also important to understand the customs concerning gift giving. In some cultures, gifts are expected and failure to present them is considered an insult, whereas in other countries offering a gift is considered offensive. Business executives also need to know when to present gifts — on the initial visit or afterwards; where to present gifts — in public or private; what type of gift to present; what color it should be; and how many to present. Gift giving is an important part of doing business in Japan, where gifts are usually exchanged at the first meeting. In sharp contrast, gifts are rarely exchanged in Germany and are usually not appropriate. Gift giving is not a normal custom in Belgium or the United



Kingdom either, although in both countries, flowers are a suitable gift when invited to someone's home.



## Chinese-English Translation 汉译英

### Translate the following passage from Chinese into English

公司领导人员很有必要在达成交易前,先去访问那些他们正考虑销售产品的国家,考察那里的市场。国外的许多市场和本国的市场有巨大的差异,通过访问一个国家,公司可以了解不同文化的细微差异,这些文化差异可能会影响产品的设计、包装和广告。

此外,到国外旅游可以寻找和发展新客户,还可以改善与外国商务代表和外国同事之间的关系,促进沟通。典型的成功商务旅行需要数月的计划,重点考虑出国旅行前需要做的许多事情,提出建议,以确保商旅之行更为成功。

所有到外国旅游的人,在离开中国之前都要求有适当的文函。商务人员要持有一张有效的中国护照,有接待国的签证,在有些情况下,还要有接种疫苗记录。如果公司携带展示性的样品,这时还需要有官方证明文件。通常公司需要两个月的办理时间才能获得所有这些文函。

在国外的所有地方旅游都需要一本有效的护照。护照申请可以由本人亲自申请,也可以通过邮寄申请。每一个将要旅游的人都需要一本单独的护照。护照申请必须提供公民身份证明、个人身份证明、两张相同的护照照片、一份填好的申请表和适当的费用。每本护照的办理时间通常是三周(包括邮寄时间),但是旅游者应该尽可能早地申请。特别是对还需要时间办理签证、国际驾驶执照和其他公函的旅游者而言,就更应该尽可能早地申请。紧急情况下,多交些费用并提供需要加急办理证明,可以在两周内加急办理。如果你有一本还未失效的护照,你要确定在旅行的整段时间内,护照都是有效的。有些国家要求到达旅游国之后,护照要有一年的有效期。许多国家都要求签证,并且不允许通过护照办理部门获得签证。外国驻我国大使馆或者领事馆可办理签证,并收取一定的费用。要获得签证,旅游者不仅要持有一张未失效的护照,很多国家还要求申请者提供最近的照片。旅游者应该允许几周的办理签证时间,特别是到发展中国家旅游。

有些国家要求商务旅游签证而不是观光旅游签证,了解这一点是很重要的。因此,当公司商务代表从领事馆或大使馆申请签证时,他们应该告诉签证官,他们将去那个国家做生意。经商人士每次到一个国家旅游都应该核对签证要求,因为签证规章会周期性地变化。同有关部门保持联系以了解旅游目的国的文函

要求。

每个国家的接种疫苗要求都有所不同。虽然到有些国家直旅可能没有任何限制,但是如果在到达最终目的地之前在他国停留进行间接旅行,就可能会有限制。即使没有要求,我们仍然建议接种抗斑疹伤寒症、伤寒症和其他疾病的疫苗。疾病控制中心提供传真支持系统和电脑主页服务,为商旅者提供当前不同国家和地区的疫苗接种信息。

## Part 3 Notes and Comments 讲评



### English-Chinese Translation 英译汉

- 1 It is recommended that business travelers prepare for country visits by reading travel guides, which are located in the travel section of most libraries and bookstores: 我们建议商务旅行者通过阅读旅游指南对到访国家有所准备,旅游指南在大多数图书馆和书店的旅游柜台。英语多用“It is ... that ...”的被动句型,翻译时根据中文的习惯,加上主语“我们”,句子既完整又符合汉语习惯。By 引导的状语要提到谓语动词的前面。“section”这里译为“柜台”较好。
- 2 Some of the cultural distinctions that U.S. firms most often face include differences in business styles, attitudes toward development of business relationships, attitudes toward punctuality, negotiating styles, gift-giving customs, greetings, significance of gestures, meanings of colors and numbers, and customs regarding titles: 美国公司经常碰到的一些文化差异包括商务方式、对发展商务关系的态度、对守时的态度、谈判风格、赠送礼物的习惯、问候、手势的意义、颜色和数字的含义以及和头衔有关的风俗习惯。这里“that”引导的定语从句较短,可以放到主语的前面。一般来讲,长的定语从句要拆开,对主语进行解释。“distinction”和“difference”在该语境中是同义词,均译为“差异”;但“significance”和“meaning”不同,前者应译为“意义”,后者应译为“含

义”。

- 3 Lack of familiarity with the business practices, social customs, and etiquette of a country can weaken a company's position in the market, prevent it from accomplishing its objects, and ultimately lead to failure: 不熟悉商务习惯、社会风俗和一个国家的礼仪会削弱一个公司在市场上的地位,妨碍完成公司的目标并最终导致失败。整个句子的结构和汉语的句式接近,虽然较长,句式可以不变。“Lack of familiarity with ...”译成“不熟悉”较好。
- 4 In some countries, businesspeople have a very direct style, while in others they are much more subtle in style and value the personal relationship more than most Americans do in business. For example, in the Middle East, engaging in small talk before engaging in business is standard practice: 在有些国家,经商人员的方式很直接;而在另外一些国家,他们的方式微妙得多,把人际关系看得比大多数美国商人认为的更重要。比如,在中东,开始商务前先闲聊一会儿是一贯做法。“subtle in style”翻译时要颠倒词序,译成“方式微妙”;“value”名词动用,可译成“把……看得重要”。“small talk”的意思是“闲聊”。
- 5 A misunderstanding over gestures is a common occurrence in intercultural communication, and misinterpretation along these lines can lead to business complications and social embarrassment: 在跨文化交际中,对手势的误解经常发生,这些过程中的曲解就会导致商务的复杂化和社交的困窘。“misunderstanding”不同于“misinterpretation”,前者是误解,无意识的;后者则是歪曲的解释,有意识的;故翻译时,要正确理解词义的差别,精心选词。
- 6 In some cultures, gifts are expected and failure to present them is considered an insult, whereas in other countries offering a gift is considered offensive. Business executives also need to know when to present gifts — on the initial visit or afterwards; where to present gifts — in public or private; what type of gift to present; what color it should be; and how many to present.: 在有些文化中,人们期待着赠送礼物,不送他们礼物被认为是一种侮辱;而在另外一些国家,赠送礼物被认为是冒犯别人。商务管理人员还需要知道什么时候赠送礼物——首次拜访还是后来,什么地方赠送礼物——公开的还是私下的;赠送什么类型的礼物;礼物应该是什么颜色;赠送多少。同第一句相同,英语被动句译成汉语时,往往加上“人们”之类的主语,以符合汉语的习惯。所以,“gifts are expected”应译成“人们期待着赠送礼物”,“failure”这里应译成“不”、“没有”之