

陕西省教育厅重点扶持应用型特色专业建设资助项目

翻译实践 短文精选

*Selected Passages for
Translation Practice*

主编 冯伟年 丁 晶
编者 张立电 徐 琳 任蓓蓓 王明明
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编者从 2011 年 10 月在西安举行的全国第 7 届翻译院系负责人联席会议上获悉,截止 2011 年 9 月,全国设翻译本科专业的高校共有 42 家,设翻译硕士专业的高校有 158 家。国内有 700 多家高校设有英语本科专业,在英语专业下开设翻译方向,或在高年级开设翻译课程。目前,报考全国翻译资格(水平)考试的人数已达 13 万人次,通过人数 1.8 万。我国翻译专业教学已逐渐发展成为一个完备的学科体系,翻译人才的培养走上了系统的专业化道路。翻译在国家的政治、经济、外交、文化、教育、商务、法律、旅游、科技等各个领域中的地位日显重要,翻译作为沟通中外交流的桥梁,已经成为国家软实力的重要组成部分,翻译产业正作为一支新兴的生力军登上经济文化舞台,社会对高质量专业化翻译人才的需求与日俱增。

教育部委托广东外语外贸大学起草的《高等学校翻译专业本科教学要求》(讨论稿)在培养目标中指出:“毕业生能够胜任不同领域的实用类文本(包括一般难度的科技、商务、新闻、法律等文本)的笔译、口译或其他跨文化交流工作。”文件还指出:“现有的翻译专业本科生应分别在第四学期和第八学期参加全国外语专业四级、八级考试,应达到良好以上水平。翻译专业本科生除参加毕业考试外还应参加全国翻译专业资格(水平)三级口译/笔译考试。”

从以上形势和有关文件要求我们可以得知,要培养一名合格的翻译专业本科生,任务非常艰巨。我校有幸获批成为翻译本科专业的高校,感到十分光荣,也深知肩上责任重大。根据我们多年的教学经验,学生在四年内仅靠开设一些翻译课程,学若干本英汉、汉英和口译教材,是远远培养不出独当一面的翻译工作者的。因此,学生从入学起,除了打好听、说、读、写的语言基本功外,就要接触短文翻译,英译汉和汉译英各占一半。每个学期必须完成一定数量的短文翻译,题材必须广泛,要涉及散文、文学、商务、科技、新闻、法律、旅游等方面,而且短文的长度和难度必须循序渐进。这些短文还可以作为阅读材料让学生在早读和平时阅读中加以熟练掌握。本书收集的短文,分配在 7 个学期,第 8 学期因撰写毕业论文和毕业实习,不再安排短文翻译。我们的近期目标是让英语专业和翻译专业学生能顺利通过英语专业八级考试和全国翻译资格(水平)三级考试,远期目标是让学生一走上工作岗位就能胜任不同领域的实用类文本的笔译、口译或其他跨文化交流工作。

本书由主编冯伟年(陕西省普通高校教学名师)、丁晶(西安翻译学院副董事长)提出构想,设计全书的编写体例,完成对全书的审校和定稿工作。

本书有以下特色:

1. 所选短文题材广泛、内容新颖。涉及商务翻译、名人演讲、中国古代散文、中国现代散文、外事翻译、法律翻译、旅游翻译、科技翻译、三级证书笔译、专八翻译等 10 个方面,共 284 篇。翻译家应当是个“杂家”,在本科阶段就要接触和初步掌握各种题材的翻译方法和技巧。

2. 英译汉、汉译英并重。短文后附有难词解释或翻译要点评析,实用性强,可操作性强。

3. 篇目按学期安排,每学期都包含 10 个题材,文章的长度和难易程度循序渐进,符合教学规律,也便于教师根据学生的程度和需要选择有关短文进行课堂翻译评析。

本书适合于普通高等院校翻译专业、英语专业、对外汉语专业、商务英语、旅游英语、英语教育、应用英语等专业学生使用。可作为“笔译实践”和“读译教程”的主打教材,也可作为“翻译”课程的配套练习教材。对于准备参加全国翻译资格三级证书考试和考研的学生来说,更是一本目前国内题材最全、篇目最多的参考书之一。翻译专业硕士进行笔译练习时也可选用本书的部分篇目。

本书具体章节的编写分工如下:商务翻译——徐琳、丁晶负责;名人演讲——冯伟年负责;中国古代散文和现代散文——郭小华负责;外事、法律、旅游翻译——张立电负责;科技翻译——秦晓梅负责;三级证书笔译——任蓓蓓、王建娜负责;专八翻译——王明明负责。

本书选用的各类短文出处均在参考文献中一一列出,谨向原作者和编译者表示诚挚的感谢。姚宝荣教授(陕西省普通高校教学名师、中国译协理事、西安译协副理事长、翻译硕士专业研究生导师、西安翻译学院副院长)在百忙中悉心审校全书,提出了不少修改意见。在本书的选编、打字过程中得到谢晓珺、王远迎、马楠等同志的帮助,在此一并表示谢意。

由于编者水平有限,难免出现疏漏,恳请同行和读者们批评指正。

编 者

2012 年 2 月于终南山麓

• 第1学期 • 必备短文 40 篇

一、商务翻译	(1)
二、三级证书笔译	(4)
三、专八翻译	(22)
四、名人演讲	(29)
五、科技翻译	(34)
六、中国古代散文	(37)
七、中国现代散文	(43)
八、旅游翻译	(46)
九、外事翻译	(50)
十、法律翻译	(52)

• 第2学期 • 必备短文 41 篇

一、商务翻译	(54)
二、三级证书笔译	(58)
三、专八翻译	(77)
四、名人演讲	(83)
五、科技翻译	(90)
六、中国古代散文	(93)
七、中国现代散文	(98)
八、旅游翻译	(102)
九、外事翻译	(105)
十、法律翻译	(106)

• 第3学期 • 必备短文 40 篇

一、商务翻译	(110)
二、三级证书笔译	(114)
三、专八翻译	(131)
四、名人演讲	(138)
五、科技翻译	(145)
六、中国古代散文	(148)
七、中国现代散文	(154)
八、旅游翻译	(157)
九、外事翻译	(161)
十、法律翻译	(163)

• 第4学期 • 必备短文 40 篇

一、商务翻译	(166)
--------------	-------

二、三级证书笔译	(171)
三、专八翻译	(187)
四、名人演讲	(194)
五、科技翻译	(204)
六、中国古代散文	(207)
七、中国现代散文	(211)
八、旅游翻译	(214)
九、外事翻译	(217)
十、法律翻译	(218)

• 第5学期 • 必备短文 38 篇

一、商务翻译	(224)
二、三级证书笔译	(229)
三、专八翻译	(247)
四、名人演讲	(254)
五、科技翻译	(263)
六、中国古代散文	(265)
七、中国现代散文	(271)
八、旅游翻译	(274)
九、外事翻译	(278)
十、法律翻译	(280)

• 第6学期 • 必备短文 42 篇

一、商务翻译	(284)
二、三级证书笔译	(291)
三、专八翻译	(308)
四、名人演讲	(316)
五、科技翻译	(326)
六、中国古代散文	(328)
七、中国现代散文	(334)
八、旅游翻译	(337)
九、外事翻译	(344)
十、法律翻译	(345)

• 第7学期 • 必备短文 42 篇

一、商务翻译	(350)
二、三级证书笔译	(358)
三、专八翻译	(376)
四、名人演讲	(383)
五、科技翻译	(395)
六、中国古代散文	(399)
七、中国现代散文	(404)
八、旅游翻译	(406)
九、外事翻译	(414)
十、法律翻译	(415)

• 参考文献 •

第 1 学期 必备短文 40 篇

一 商务翻译



The Value of Entrepreneurial Culture

Entrepreneurial culture has gained in importance because employers need to attract talented people and employees want to find increased meaning in their work.

Firms and companies must project an appealing entrepreneurial culture when competing to attract and keep top employees. Its shared values and behavior—in essence, its “personality”, ranging from the highly conservative to the more entrepreneurial, dynamic work environment—define a company’s culture.

Then, what does an organization’s culture reveal? The concept of entrepreneurial culture is not new—companies have always exhibited particular values and characteristics that essentially define them. Organizations that clearly define the kind of company they want to be and develop a set of values that frames their goals and the manner in which they pursue them are at an advantage in hiring and retention.

New Words and Expressions ►

1. *entrepreneurial adj.* 企业的
2. *recruit v.* 招募, 聘用
3. *conservative adj.* 保守的
4. *dynamic adj.* 富有活力的
5. *retention n.* 保留



企业文化的价值

雇主需要吸引有才能的人,而雇员则希望在工作中寻求更多的意义,因而企业文化变得越来越重要。

商行和公司为了与其他公司竞争,吸引和留住顶尖人才,必须充分地展示出吸引人的企业文化。企业文化的那些共有的价值观和行为——从本质上来说它是它的“个性”,从非常保守到更富有进取性、富有活力的工作环境——确定了一个公司的文化。

那么一个企业的文化揭示了什么呢?企业文化并不是一个新的概念——公司总是展示它们特有的价值观和特点,这些价值观和特点决定了公司的性质。明确自己想要成为什么样的公司,培育出一套价值取向原则以确定自己的目标和追求目标的方式,这样的公司在雇佣人才和留住人才方面才会拥有优势。

企业文化的内涵

企业文化主要是一种观念形态,它以企业的价值体系为基础,与企业的管理哲学和管理行为产生紧密的联系,是企业管理中的核心所在。从文化角度来看,企业文化也可以分为狭义和广义两部分。从狭义来说,它指企业生产经营实践中所形成的一种基本精神和凝聚力,以及全体职工共同具有的价值观念和行为规范。从广义角度来说,除上述内容以外,企业文化还包括企业中具体人员的文化,即企业领导人员的文化心理结构、文化素质及职工的文化行为。

毫无疑问,就企业文化的性质而言,它是一种经济文化,是一朵文化和经济结合的奇葩。

New Words and Expressions ►

1. 核心: kernel
2. 凝聚力: agglomerating force
3. 价值观念: common values
4. 准则: norm
5. 文化素质: cultural quality

参考译文

The Connotations of Entrepreneurial Culture

Entrepreneurial culture is a form of ideal, which is based on the value system of an enterprise and closely related to the management philosophy as well as management behavior of the enterprise. It is where the kernel of business management lies in. From the vantage-point of culture theory, entrepreneurial culture can be further classified into parts in the narrow sense and the broad sense. In the narrow sense, it refers to some fundamental spirit and agglomerating force that come into being in the production and management practices of an enterprise, as well as the common values and norms of behavior shared by the whole staff. In the broad sense, apart from the above content, entrepreneurial culture also includes the culture of specific personnel in the enterprise, namely, the cultural psychological structure and cultural quality of the executives of the enterprise as well as the cultural behavior of the staff members.

Undoubtedly, as far as the nature and function of entrepreneurial culture are concerned, it is a kind of economic culture; it is a splendid blossom of the combination of culture and economy.

Changing Economy

The rapid development of the Internet in the past ten years has resulted in an escalation of the global economy. This globalization has had a profound impact on both the economies of nations and the pressures on countries to compete effectively in this new global environment. Globalization of the economy has also raised new issues of nationalism and protection of local culture. Yet, the pressures for change, brought by this new phenomenon, have also meant

that countries can compete on a global scale. In this new environment two of the most important commodities of a nation are becoming information and knowledge.

Yet, despite these glowing accolades about the benefits of the transformed world economies, there are the deeper issues as to whether or not many of the developing nations can also benefit, as well as the less well off in the developed countries. The economies of scale, trans-global organizations dominating the world markets, powerful economic engines of a few rich countries, etc., can leave the impression that the gap in the world between the rich and poor will widen over time.

New Words and Expressions ►

1. escalation *n.* 上涨; 逐步上升
2. profound *adj.* 深远的
3. scale *n.* 规模; 等级
4. accolade *n.* 礼物; 荣誉
5. dominate *v.* 主宰; 统治

参考译文

不断变革中的经济

在过去的 10 年里,因特网的快速发展导致了全球经济的逐步增长。全球化对各国的经济有着深刻的影响,也给各国在新的国际环境中有效的竞争带来了压力。经济全球化也带来了民族主义和对当地文化进行保护的新问题。这一现象带来了要求变革的压力,这种压力意味着各国能够在全球范围内竞争。在这种新环境里,一个国家最重要的两个商品就是信息和知识。

尽管全球经济的转变给人们带来了好处,但在这些闪光的礼物背后,隐藏着深层次的问题,它们是,许多发展中国家以及发达国家的穷人是否也能从中获益。规模经济的出现、跨国公司主宰世界市场,以及一些富国有着强大的经济引擎等等,这些留给人们的印象是——世界上贫富差距将随着时间的推移不断加大。

汉译英

工业经济

在工业经济时代,整个社会的经济基础是工业、农业和服务业。劳动者的生产和消费,以及第三产业提供的服务是社会生活的主要内容。此时,知识以及科学技术在生产和服务的过程中起着重要的作用。

工业经济产生于蒸汽机技术,而知识经济建立在信息技术基础之上。信息技术一般是指包括计算机、通信和控制技术三个方面。后来随着信息的获取、传输和处理技术的发展,信息技术又增加了信息采集技术。

信息技术是一门综合性很强的技术。它是知识经济时代产生的基本力量,具有光明的前途。

New Words and Expressions ►

1. 工业经济: industrial economy
2. 服务业: service industry

- 3. 信息技术: information technology
- 4. 信息获取: information retrieval
- 5. 综合性强: highly comprehensive



Industrial Economy

In the age of industrial economy, the economic foundation of the whole society was composed of industry, agriculture, and service industry. The production and consumption of the labor and service provided by the third industry were the main content of social life. At that time, knowledge as well as science & technology were playing an important part in the process of production and service.

While industrial economy came into being after the birth of steamer technology, knowledge economy is based on information technology. Generally speaking, information technology includes the three aspects of computers, communications and control technology. Later with the development of information retrieval, transmission and processing technology, it also includes information collection technology.

Information technology is a highly comprehensive technology. It is the basic force born to the age of knowledge economy, and is to have a bright future.

二 三级证书笔译



Passage 1

An English Christmas

For the summer holiday, most British people try to get away somewhere. Christmas is a home and family festival. Those who live away try to get back home. Christmas Day, December 25th, celebrates the birth of Christ, and is thus the greatest of Christian festivals, though for many people the religious aspect of Christmas is lost amidst all the commercialization and human excitement of it.

As Christmas approaches, the big shops gaily decorated and brightly lit, stay open long after dark, and get more and more crowded. Everyone is buying Christmas presents for friends and relations. The displays of toys are particularly brilliant, for at Christmas people try to give the children everything they want.

On Christmas Eve, when the children go to bed they often hang up a large stocking or a pillowcase to receive the presents. The parents tell them to go off to sleep quickly, but they just pretend to, hoping to catch a glimpse of Father Christmas. Meanwhile, unknown to them, the parents are busy filling stocking and pillowcases with presents in the next room. When they are sure the children are really asleep, they creep into the children's bedroom and leave the presents near their beds.

On Christmas Day, many people go to church after breakfast. In the afternoon many families listen to the Queen broadcasting to the Commonwealth. In the evening, after a huge tea, the family sits round the fire, eating sweets and fruit, talking, or watching television, or playing games.

New Words and Expressions ►

1. commercialization *n.* 商业化; 商品化
2. human excitement 指人们的兴奋之情, 这里可以活译为“商业和娱乐活动”
3. approach *v.* 接近, 临近
4. catch a glimpse 匆匆瞥一眼
5. creep *v.* 爬行, 蹑手蹑脚地走
6. commonwealth *n.* 共和国, 联邦; 这里大写指英联邦

翻译要点评析

1. Christmas Day, December 25th, celebrates the birth of Christ, and is thus the greatest of Christian festivals, though for many people the religious aspect of Christmas is lost amidst all the commercialization and human excitement of it. 这一句结构复杂, 包括一个复杂的状语从句 “though for many people... human excitement of it.” 主句主语有一个同位语 December 25th, 主句有两个并列的谓语动词 “celebrates” 和 “is”。翻译时可以使复杂的状语从句单独成一句, 把同位语转换成定语。分析两个谓语动词的关系, 把 “thus” 译成 “因而”, 把两个动词放进 “因……而……” 结构, 使它们紧密联系在一起。

2. As Christmas approaches, the big shops gaily decorated and brightly lit, stay open long after dark, and get more and more crowded. 这一句谓语部分较长, 后置定语 gaily decorated and brightly lit, 应该译成前置定语 “装饰绚丽、灯火辉煌的商店”。

3. 英语中代词较多, 译成汉语时有时要明确表示出代词的指代内容。例如在 “When they are sure the children are really asleep, they creep into the children's bedroom and leave the presents near their beds.” 一句中, 有两个指代父母的 they, 一个指代孩子的 their, 如果译为 “等他们确信孩子已熟睡, 他们就偷偷进入孩子的卧室, 把礼物放在他们的床边。” 指代又不明确。可以译为 “等确信孩子已熟睡, 父母就偷偷进入他们的卧室, 把礼物放在床边。”

参考译文

英国人的圣诞节

暑假期间, 多数的英国人都要外出度假。圣诞节是合家团聚的节日。这时, 离家在外的人们都要回家。每年 12 月 25 日的圣诞节因纪念基督耶稣诞生而成为基督教最重要的节日。但是对许多人来讲, 它的宗教意义已经被商业和娱乐活动代替了。

圣诞快来临时, 装饰绚丽、灯火辉煌的商店会营业到很晚, 人越来越多。每个人都为自己的朋友、亲人购买礼物。玩具的摆放尤其漂亮, 因为人们想在圣诞节满足孩子所有的要求。

圣诞前夜孩子们上床之前都要挂一条长筒袜或枕套来装礼物。父母叫他们快快睡, 但他们只是装睡, 想偷瞥一眼圣诞老人的模样。而此时, 父母正背着他们在另一间屋子里忙着往长筒袜和枕套里装礼物。等确信孩子已熟睡, 父母就偷偷进入他们的卧室, 把礼物放在床边。

圣诞节当天,许多人早餐之后去教堂。下午,很多家人要听女王对英联邦国家的广播讲话。晚上,吃过丰盛的午后茶点,一家人围坐在炉火边,吃甜食和水果,聊天,看电视,或者做游戏。

Passage 2

What Do You Do?

Usually at dinner and cocktail parties, the first thing a person is asked is, "What do you do?" A friend of mine named Lucy told me she got sick and tired of the question, so she had to come up with some replies that really throw anyone who asks. "I got the idea by accident one night," Lucy recalls, "when a man sitting next to me asked 'What do you do?' I told him that I was a paper-clip inspector in the State Department." They have to be twisted just right or the State Department papers won't stick together. "Ever since then," says Lucy, "while I am dressing to go out, I think of something to say for the moment when the inevitable question comes up..." "Give me some examples," I pleaded.

"When a congressman put the question to me, I told him that I designed white signposts for shopping-mall parking lots. I also told a general that I ran a halfway house for FBI informers." "My husband thinks I'm overdoing it," she continues, "but he doesn't try to stop me. Once we were at a Georgetown party, and all the people were full of themselves, quoting VIPs (very important persons) they had spoken to that day. Then someone asked in a patronizing tone, 'What did you do today.' I said 'I finished carving the last gargoyle on the Washington Cathedral. I thought the wind would blow me off the tower.' " "What did they all say?" "What could they say? After that we were the quietest table in the room."

New Words and Expressions ►

1. paper-clip *n.* 文件夹
2. the State Department 美国国务院
3. Congressman 国会议员,美国国会的成员,尤指众议员
4. a halfway house 中转站
5. parking lots 停车场
6. FBI = Federal Bureau of Investigation 美国联邦调查局
7. informer *n.* 通知者,告密者
8. Georgetown 乔治敦,美国哥伦比亚特区华盛顿西部地区
9. full of oneself 自以为是,自高自大
10. patronizing *adj.* 以恩人自居的;屈尊俯就的
11. gargoyle *n.* 怪兽状滴水嘴,(突出的)怪兽饰

翻译要点评析

1. They have to be twisted just right or the State Department papers won't stick together. 由于英语会常常使用被动语态,而汉语中使用被动语态少得多,所以要注意句子主语的转换问题。这里 *they* 指的是上文提到的“文件夹”,翻译成“那些文件夹得适当地扭一下”更加符合汉语的表达习惯。

2. ...while I'm dressing to go out, I think of something to say for the moment... 这句话的

难点在于,对于“when the inevitable question comes up”,通常会翻译成“当那个不可避免的问题出现的时候”,这样就很难跟前面的“我就想出点什么来说”衔接起来。如果翻译成:“当我梳妆打扮要出门的时候,我就想出点什么在那个不可避免的问题出现的时候说。”句子就显得拖沓,也不符合汉语的表达习惯。加上一个“用来回答”,句子的衔接就顺畅了:当我梳妆打扮要出门的时候,我就想出点什么,用来回答那个不可避免的问题。

参考译文

您是做什么的?

通常,在宴会和鸡尾酒会上,人们一见面就先问“您是做什么的?”我的朋友露西告诉我,她很讨厌很腻烦别人这样问,于是想出了一些让人发窘的回答。露西回忆说:“有一天晚上,一个坐在我旁边的男士问我‘您是做什么的’,我突然有了这个想法。于是便告诉他我是国务院的文件夹检查员。那些文件夹得适当地扭一下,否则就夹不住国务院的文件。”露西说:“从那以后,我梳妆打扮要出门的时候,就会想出点办法来回答那个不可避免的问题。”我恳求道:“给我举些例子吧。”

“当一位国会议员向我提出这个问题的时候,我告诉他,我是为大商场的停车场设计白色路标的。我还告诉一位将军,我经营一个联邦调查局的告密者的中转站。”她继续说道:“我丈夫认为我做得太过分了。但是他并没有试图阻止我。一次,我们参加一个在乔治敦举行的聚会,所有的人都非常自以为是,引用着那天跟他们交谈过的重要人物的话。后来,有一个人以一种屈尊俯就的语气问我:‘您今天做了什么?’我回答道:‘我雕完了华盛顿大教堂的最后一个怪兽状滴水嘴。我还以为风会把我从塔楼上吹下来呢。’”“他们都说什么了吗?”“他们能说什么呢?那之后,我们的餐桌是整个房间里最安静的一个。”

Passage 3

The Meaning of Time

In the United States, it is not customary to telephone someone very early in the morning. If you telephone him early in the day, while he is shaving or having breakfast, the time of the call shows that the matter is very important and requires immediate attention. The same meaning is attached to telephone call made after 11:00 p. m. If someone receives a call during sleeping hours, he assumes it's a matter of life and death. The time chosen for the call communicates its importance.

In social life, time plays a very important part. In the U. S. A. guests tend to feel they are not highly regarded if the invitation to a dinner party is extended only three or four days before the party date. But it is not true in all countries. In other areas of the world, it may be considered foolish to make an appointment too far in advance because plans which are made for a date more than a week away tend to be forgotten. The meaning of time differs in different parts of the world. Thus, misunderstandings arise between people from cultures that treat time differently. Promptness is valued highly in American life. For example, if people are not prompt, they may be regarded as impolite or not fully responsible. In the U. S. no one would think of keeping a business associate waiting for an hour, for it would be too impolite. Even a person who is 5 minutes late is expected to make a short apology.

New Words and Expressions ►

1. customary *adj.* 惯常的,合乎(基于)习俗的

2. attach to... 附加, 附属
3. assume v. 假定, 想当然
4. a matter of life and death 生死攸关的事, 极其重要的事
5. make/fix an appointment 订一个约会
6. promptness n. 迅速, 及时, 敏捷
7. business associate 生意伙伴

翻译要点评析

1. In the United States, it is not customary to telephone someone very early in the morning. 这句话直译应为: 在美国, 大清早打电话给别人是不合习俗的。有时直译不合汉语的表达习惯, 可以给不定式加上表示泛指代词(人们, 有人等)主语, 译为: 在美国, 人们通常不在清早打电话给别人。这样更符合汉语的表达习惯。

2. In other areas of the world, it may be considered foolish to make an appointment too far in advance because plans which are made for a date more than a week away tend to be forgotten. Because 引导的原因状语从句以及其中的定语从句 which are made... 谓语都是被动式。翻译时可以全部转换成主动形式, 译为: 因为人们很有可能忘掉一周以后某一天的计划。

参考译文

时间的意义

在美国, 人们通常不在清早打电话给别人。如果你在早晨别人刮脸或吃早餐的时候打电话来, 那就意味着你有非常重要而紧急的事。晚上 11 点之后打来的电话也有同样的含义。人们在睡觉的时间接到电话就会以为发生了生死攸关的事。打电话所选择的时间传达了事情的重要性。

时间在社会生活中作用重大。在美国, 如果仅仅提前三四天接到宴会的邀请, 人们会觉得他们不怎么受重视。但并不意味着所有的国家都这样。在其他国家, 人们会觉得提早很多天就预定约会的做法很愚蠢, 因为一周以后某一天的计划很有可能被忘掉。在不同的地区, 时间有不同的意义。因此, 来自时间观念不同的两种文化氛围中的人之间就会产生误解。比如: 美国社会崇尚迅捷。人们会觉得办事不够迅速的人没有礼貌或不够负责。在美国, 人们无法想象让生意伙伴等上一个小时, 那简直太失礼了。人们觉得即使只迟到了五分钟, 也应该简短地表示歉意。

Passage 4

The Attraction of Bookshops

Time spent in bookshop can be most enjoyable, whether you are a book lover or merely there to buy a book as a present. Whatever the person, you can soon become totally unaware of your surroundings. You soon become engrossed in some books, and usually it is only much later that you realize you have spent far too much time there and must dash off to keep some forgotten appointment—without buying a book, of course.

This opportunity to escape the realities of everyday life is the main attraction of bookshop. A music is very like a bookshop. You can wander round such places to your heart's content. If it is a good shop, no assistant will approach you with the inevitable greeting: "Can I help you, Sir?" You needn't buy anything you don't want. An assistant should remain in the background

until you have finished browsing. Then, and only then, are his service necessary.

You have to be careful not to be attracted by the variety of books in a bookshop. It is very easy to enter the shop looking for a book on ancient coins and to come out carrying a copy of the latest best-selling novel and perhaps a book about brass-rubbing something which had only vaguely interested you up until then. This volume on the subject, however, happened to be so well illustrated and the part of the text you need proved so interesting that you just had to buy it. This sort of thing can be very dangerous.

New Words and Expressions ►

1. unaware of 不知道,不明白
2. engrossed *adj.* 全神贯注的 be engrossed in 全神贯注
3. dash *v.* 冲撞,猛跑
4. to one's heart's content 心满意足,尽情地
5. browse *v.* 浏览,翻看
6. brass-rubbing 拓印术
7. volume *n.* 书卷,册

翻译要点评析

1. ... usually it is only much later that you realize you have spent far too much time there... 这是 *it is ... that* 的强调句式,将被强调的部分后置,翻译成“当你意识到……时,总是已经很晚了”。

2. An assistant should remain in the background. background 意为“背景”, remain in the background, 售货员不主动上前引起顾客的注意,这句话若直译成“售货员应该呆在背景里”会很令人费解。所以应该根据上下文采用意译的办法“你浏览时服务员在一边呆着”。

3. 文章最后一段的第二句很长,并且是以 *it* 开头的形式主语句。如果译成“……是很容易的”就会显得头重脚轻。英语中用形式主语来解决这个问题,翻译时则可以将长句拆分。例如可以译成“这样的事情是很容易发生的”,然后再将原句中真正的主语译出。

4. 在翻译 *to be so well illustrated* 这个不定式结构时,可以将其中的被动语态转换成主动语态,避免“这本书恰好被插入了图片”这样不地道的中文。

参考译文

书店的魅力

无论你是爱书人,还是仅仅想买本书当作礼物,在书店里度过的时光都可能是非常愉快的。无论你是什么样的人,你都可以迅速地忘记周围的事物。你很快就被一些书吸引住了。当你意识到你已经逗留了太久时总是已经很晚了,你不得不急急忙忙冲去赴一个你差点忘了的约会——当然,这时你一本书都没买下。

这种逃离现实生活的机会正是书店的魅力所在。音像店和书店非常相似。你可以尽情地在这些地方闲逛。如果你去的是家好店,就不会有服务员走上前来一成不变地问道:“您想看点儿什么,先生?”你不必买任何你不想要的东西。你浏览时服务员在一边呆着。等你浏览完了,只有这个时候,才

需要他的服务。

你要小心别被书店里各色各样的书弄昏了头。这样的事很容易发生：你进一家书店找一本关于古币的书，出门时却拿着本最新的畅销小说，可能还有本关于拓印技术的书。在这之前你并不热衷此道，但是这本书恰好有非常棒的图解，你看的那一部分文字又很有趣，所以你非买不可。这样的事可能会非常危险。

Passage 5

The Benefits of Ads

Money spent on advertising is money spent as well as any I know of. It serves directly to assist a rapid distribution of goods at reasonable prices, thereby establishing a firm home market and so making it possible to provide for export at competitive prices. By drawing attention to new ideas it helps enormously to raise standards of living. By helping to increase demand it ensures an increased need for labor, and is therefore an effective way to fight unemployment. Otherwise, your daily newspaper would cost four times as much, the price of your television license would need to be doubled, and travel by bus or tube would cost more.

And perhaps most important of all, advertising provides a guarantee of reasonable value in the products and service you buy. Apart from the fact that twenty-seven *Acts of Parliament* govern the terms of advertising, no regular advertiser dare promote a product that fails to live up to the promise of his advertisements. He might fool some people for a little while through misleading advertising. He will not do so far long, for mercifully the public has the good sense not to buy the inferior article more than once. If you see an article consistently advertised, it is the surest proof I know that the article does what is claimed what is for it, and that it represents good value. Advertising does more for the material benefit of the community than any other force I can think of.

New Words and Expressions ►

1. distribution *n.* 发行, 发配
2. home market 国内市场
3. ensure *v.* 保证, 保护
4. guarantee *n.* 保证
5. live up to 达到
6. mercifully *ad.* 宽大地, 有幸地

翻译要点评析

1. Money spent on advertising is money spent as well as any I know of. 首先要抓住 as...as (和……一样) 的结构, 译为“在广告上投资和我知道的其他任何投资一样值得”。

2. 在翻译 assist a rapid distribution of goods at reasonable prices 时, 可用词性转换法将名词 distribution 变成动词, 避免“商品的以合理的价格快速的流通”这样的拗口的名词词组。

3. By drawing attention to new ideas it helps enormously to raise standards of living 常常被翻译成“通过做某事”。把这句话译成“通过将人们的注意力引向新的想法, 它……”并不太合适。