

应用型本科“语言与翻译”系列丛书

INTERNATIONAL BUSINESS AND
MECHANICAL & ELECTRICAL
ENGINEERING ENGLISH

国际商务 与 机电英语

—— 阅读和汉译 ——

叶新 编

READING AND CHINESE TRANSLATION



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国际商务与机电英语

——阅读和汉译

上海交通大学出版社

内 容 提 要

本书通过英语这个语言工具,帮助学生了解国际商务知识、机电知识及机电英语汉译知识和技能,同时从学习中提高英语水平;通过机电英语阅读和汉译,强化机电英语知识及翻译技巧。

本书适合于英语专业本科三年级学生、已通过 CET-4 或有相应英语水平者,对希望了解国际商务环境下的机电英语及其汉译的读者也有很好的指导作用。

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——阅读和汉译

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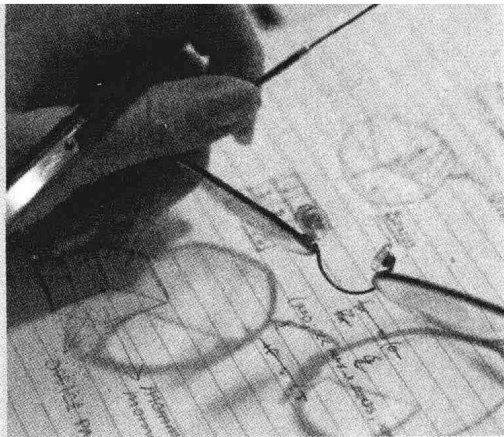
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序



随着我国对外开放的深入和全球一体化的发展,国际商务活动日益频繁。在此大背景下,机电行业的专业工作者发现,若要在本行业不断开拓进取,光有机电专业方面的知识还远远不够,他们亟须精通至少一门对外交流的通用外语,以期了解并熟悉本专业的现状、发展前景及相关国际商务知识。为了达到这个目的,作为国际性语言的英语自然成了大家的首选。对大多数机电工作者而言,读懂英语文献可以帮助他们解决工作中的相关难点,而将英语文献译成汉语则是他们帮助国内同行和其他读者学习国外先进经验的主要途径。本书主要着眼于机电英语阅读和汉译知识和技能,因此可以作为相关专业人员英汉翻译的参考资料,也可以作为高校机电专业学生的学习材料。

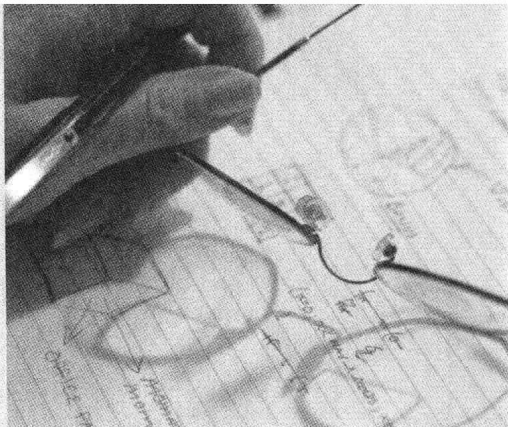
本书编者作为高校英语教师,充分利用自己在国际商务行业的工作经验和在机电专业高校的英语教学经验,将有关翻译理论、国际商务知识和机电专业英语结合起来,无疑是对机电专业英译汉理论和实践作了一种有益的探索。

任何专业的翻译都非易事,机电专业翻译对门外汉来说,更是异常艰难。尽管本书在许多方面都有待完善,但它也许能够抛砖引玉,起到整理国际商务环境下机电英语阅读与汉译的操作思路的作用,并对有一定英语基础的机电专业学生和有志于从事或关注涉外机电行业工作的人们有所帮助。

余建中

2011年2月

前言



本人作为高校英语教师,长期从事国际商务、机电英语及英语翻译技能方面的教学与研究。本书是结合本人教学的经验,根据高校机电专业和机电特色高校专业的特点,有的放矢编写而成的。

要搞好国际商务环境下的机电英语阅读与汉译,需要掌握英语知识、国际商务知识、机电知识、英汉翻译知识和技能。本书把这几种知识整合到一起,通过英语这个语言工具,帮助学生学习国际商务知识、机电知识及机电英语汉译知识和技能,同时从学习这些知识中提高英语水平;通过机电英语阅读和汉译,强化机电英语知识及其汉译知识和技能。

本书共分为8个单元,每个单元包含两大部分,第一部分介绍国际商务知识,第二部分为阅读与翻译,介绍机电英语知识的文章及翻译知识和技巧,在该部分根据所学英语汉译知识和技能,结合机电英语知识的文章,通过英语汉译练习,操练并熟悉机电英语汉译技能。书末附上了汉译文和练习答案、词汇表及主要参考文献。

本书按照每单元8学时、全书64学时的教学内容安排,可每周用2课时、分两个学期教学完,也可以每周用4课时、在一个学期内教学完。使用对象为英语专业本科三年级学生、已通过大学英语四级考试者或有相应英语水平者。本书对于希望了解国际商务环境下的机电英语及其汉译的人们也有很好的指导作用。

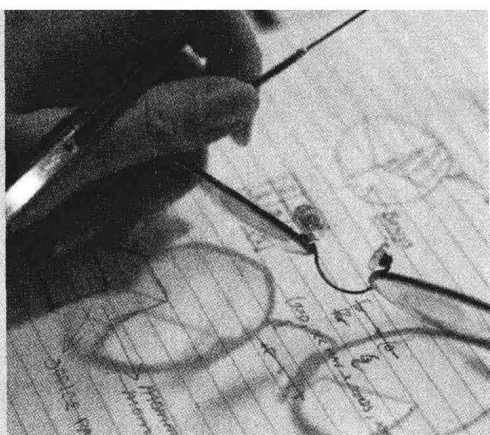
有关专家和学者审阅了本书,并提出了宝贵意见,特此表示感谢。

由于编者学养有限,疏漏之处在所难免,恳请读者及同行不吝赐教。

编者

2011年2月

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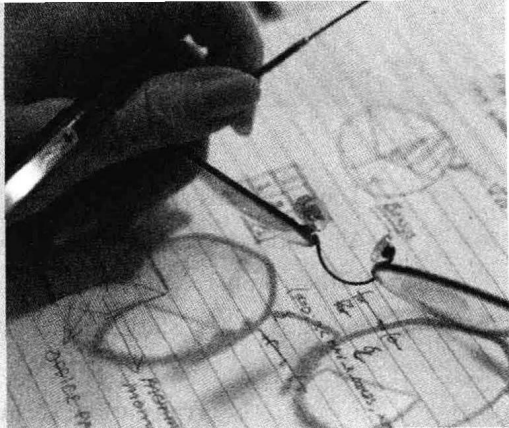


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Unit 1



Preview



Part A International Business English

International Business

With the unswerving implementation of the reform and opening policies, China has successfully made international business become a household term in China, especially in its commercially developed areas. However, do you know what international business is since it has been frequently discussed and conducted in the increasingly integrated world including China? “International Business” briefly introduces what international business consists of, what measures a nation can take to gain and hold strong international trading and investment positions, what way companies can adopt to achieve competitive advantage as well as how important international business is.



Part B Mechanical and Electrical Engineering English

NC and CNC

In this passage, readers will have a general idea of what Numerical Control (NC) and Computerized Numerical Control (CNC) are.

Translation Principles

Different noted translation theorists at home and abroad proposed different translation principles, some of which have been influential so far like Yan Fu's

Triple Translation Principle, Liu Zhongde's Triple Translation Principle, Alexander Fraser Tytler's Three-point Translation Principle along with Eugene A. Nida's Functional Equivalence. These principles can offer guidance to those engaged in translation to do well in their work.

Translation Technique — Conversion of Parts of Speech

In order that one can be good at translation, a clear idea of translation principles is necessary. At the same time, a mastery of some practical translation techniques is also important. Conversion of parts of speech is one of those techniques. Specific examples have been taken from the passage "NC and CNC" for clarification and practice of this technique.

Part A

International Business English

International Business

International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals and organizations. These transactions take on various forms, which are often interrelated. The primary types of international business are export-import trade and foreign direct investment (FDI). The latter is carried out in varied forms including wholly owned subsidiaries and joint ventures. The additional types of international business are licensing, franchising, and management contracts.

Direct investment is mostly conducted by the 500 largest firms in the world; these firms account for the major part of all international trade. Thus the study of international business is heavily focused on the activities of large multinational enterprises (MNEs), most of which are the above-mentioned firms. MNEs are headquartered in one country but have operations in other countries. MNEs account for the majority of the world's investment and trade. So far MNEs alone have directly invested large amounts of money overseas to buy or create businesses. Another popular area of international

business activity has been the international joint venture, which is an agreement between two or more partners to own and control an overseas business.

International business is not limited to giant multinational enterprises. Many small and medium-sized businesses are also involved in this area. These include service industries. Traditionally economists have thought of services and small business as part of the non-trade sector. But today we live in a globally integrated business system. The information technology revolution and the advances in transportation mean that knowledge, skilled people, goods, and services are extremely mobile. The world is now a global village, where the producers of goods and services often compete both domestically and internationally.

In the case of international trade, people often think of exports and imports as physical goods like cars, shoes, food, but they also include services such as those provided by international airlines, cruise lines, reservation agencies, and hotels. Of course, the majority of export and import activity is in the area of manufacturing such as industrial machinery, computers, cars, televisions, VCRs, and other electronic goods. However, we will see an increasing proportion of world trade in services.

What must a nation do to gain and hold strong international trading and investment positions? There are three areas in which it must excel. First, it must maintain economic competitiveness. Second, it must influence trade regulations so that other countries open their doors for its goods and services, being willing to buy from as well as sell to the country. Third, its businesses must develop a global orientation that allows it to operate as MNEs, not just as local firms doing business overseas.

Research shows that the best way for companies to achieve competitive advantage is with innovation. Quite often this is accomplished through ongoing improvement of goods or services.

International business has been conducted ever since national borders were formed and has played a major role in shaping the world history. Today, international business has forged a network of global linkages around the world that bind us all — countries, institutions, and individuals — much closer than ever before. These linkages tie together trade, financial markets, technology, and living standards in an unprecedented way.

Times are changing. Individuals, corporations, and policy-makers have been awakened to the fact that international business is a major imperative and opportunity for future growth and prosperity. International business offers access to new customers, affords economies of scale, and permits the honing of competitive skills. Performing well in global markets is the key to improved standards of living, higher profits, and strengthened position in the world economy. Therefore, knowledge about international business is important to everyone, whether it is used to compete with foreign firms or simply to add to a better understanding of the world around us.

Adapted from A Briefing of International Business

New Words and Expressions

access	<i>n.</i> 1. (使用或见到的)机会,权利 2. 通道,通路,入径
account for	1. 占有,占……百分比 2. 说明[解释]……原因,证明 3. 对……负有责任
a globally integrated business system	全球一体化的商务/商业/业务系统
a global village	地球村
awaken sb. to sth.	使某人意识到某事
cruise	<i>n.</i> 1. 乘船游览 2. 豪华游轮
cruise line	游船公司
economies of scale	规模经济
excel	<i>vt.</i> 优于,胜过(in/at) <i>vi.</i> 突出,胜过他人(in/at)
financial market	金融市场
foreign direct investment (FDI)	外国直接投资
forge	<i>vt.</i> 1. 伪造,仿造 2. 锻造
franchise	<i>n.</i> 1. 获特许权的商业机构(或服务) (synonym) dealership 2. (公司授予的)特许经销权,(国家授予的)特别经营权,特许

global orientation	<i>vt.</i> 给……以特许权, 出售特许权 面向全球, 全球导向
headquarter	<i>vt.</i> 1. 将……的总部设在 2. 把……放在总部里
hone	<i>vt.</i> 1. 把(刀、剑等)磨光, 磨快 2. 磨练, 训练(尤指技艺)
imperative	<i>n.</i> 1. 必要的事, 紧急的事, 必须完成的事, 必须履行的责任 2. 必要性, 必备条件
industrial machinery	工业机械
innovation	<i>n.</i> 改革, 革新, 创新
integrate	<i>vt.</i> 1. 使一体化, 使合并, 使整合, 综合, 同化(常与 with, into 连用) 2. 使完整; 使完善
international airline	国际航线, 国际航空公司
joint venture (JV)	合资企业
licence/license	<i>n.</i> 许可证, 执照, 许可, 特许 (synonym) permit <i>vt.</i> 特许, 许可
linkage	<i>n.</i> 1. 连接, 结合, 联系 2. 联动装置 3. 连锁
living standard	生活水平
management contract	管理合同
medium-sized	<i>adj.</i> 中型的, 普通型的
mobile	<i>adj.</i> 1. 可迅速转动的, 易于移动的, 非固定的, 可移动的 2. 车载的, 易于变换社会阶层(或工作、住处)的, 流动的
multinational	<i>adj.</i> 多国的, 跨国的, 涉及多国的 (synonym) transnational (similar) international <i>n.</i> 多国籍的公司, 跨国公司
multinational enterprise (MNE)	跨国(多国)公司
national border	国界

non-trade sector	非贸易部门
ongoing	<i>adj.</i> 继续进行的, 不断前进(发展)中的
partner	<i>n.</i> 1. 伙伴, 合伙人, 股东 2. 搭档
physical goods	实物
policy-maker	政策制定者
proportion	<i>n.</i> 1. 一物与他物在数量、大小等方面的关系, 比例, 倍数关系 2. 均衡, 相称, 协调
prosperity	<i>n.</i> 1. 幸运, 顺利 2. 兴旺, 繁荣 3. 成功
reservation agency	预订(代理)机构
sector	<i>n.</i> 1. (尤指一国经济的)部门, 领域 2. (尤指军事管制的)防御地区, 防卫区域
take on	1. 承担 2. 呈现, 穿上 3. 雇用
tie together	(使)捆在一起, (使)联系在一起
transaction	<i>n.</i> 交易, 事务, 事项
unprecedented	<i>adj.</i> 前所未有的, 空前的, 没有先例的
VCR	<i>abbr.</i> (= Video Cassette Recorder) 盒式录像机, 卡式录影机
wholly owned subsidiary	全资子公司

Notes

1. International Business 国际商务

本文改编自 *A Briefing of International Business* (国际商务简介)。该文引自 *Practical English for International Business* (《新编国际商务英语(修订版)》), 赵孝盛编注, 2000 年上海交通大学出版社出版。

2. Direct investment is mostly conducted by the 500 largest firms in the world; these firms account for the major part of all international trade. 直接投资主要是由世界上最大的 500 家公司来进行; 这些公司占了所有国际贸易额的较大部分。

3. International business has been conducted ever since national borders were formed and has played a major role in shaping the world history.

国际商务自从国界形成以来一直在进行,并对塑造世界历史起到了重大作用。
shape the world history 塑造世界历史

4. International business offers access to new customers, affords economies of scale, and permits the honing of competitive skills.

国际商务使人能接近新客户、获得规模经济和磨练竞争技能。

Exercises

I. Check your comprehension.

1. What does international business consist of? Please name the two primary types of international business.
2. Why is the study of international business heavily focused on the activities of large MNEs? What can MNEs be briefly defined as?
3. Is international business limited to giant multinational enterprises? Why do you think so?
4. In the case of international trade, what shouldn't we neglect besides physical goods?
5. What must a nation do to gain and hold strong international trading and investment positions?
6. Can you say something about the importance of studying international business?

II. Match Column A with Column B.

Column A	Column B
1. international business	A. 管理合同
2. FDI	B. 合资企业
3. management contract	C. 实物
4. MNE/MNC/TNC	D. 非贸易部门
5. joint venture (JV)	E. 全资子公司
6. physical goods	F. 国际商务
7. wholly owned subsidiary	G. 外国直接投资
8. non-trade sector	H. 跨国(多国)公司

III. Translate the following sentences into Chinese.

1. The transactions in international business primarily take on such often interrelated forms as export-import trade and foreign direct investment (FDI).
2. In terms of foreign direct investment, the wholly owned subsidiary and the joint venture are two common types.
3. International business is not restricted to giant multinational enterprises. Both giant multinational enterprises and many small and medium-sized businesses participate actively in international business.
4. Although exports and imports are often viewed as physical goods only, they also include services in which we see an increasing proportion of world trade.
5. Good performances in world markets play a key role in improving standards of living, making higher profits, and strengthening positions in the world economy.

Part B

Mechanical and Electrical Engineering English

NC and CNC

Numerical Control (NC) is any machining process in which the operations are carried into execution automatically in the sequence as designated by the program containing the information for the machine tool movements. The NC concept was proposed in the late 1940s by John Parsons of Traverse City, Michigan, the United States of America. Parsons recommended a method of automatic machine control that would guide a milling cutter to produce a "thru-axis curve" in order to generate smooth profiles on work pieces.

When NC is conducted under computer supervision, it is then called Computerized Numerical Control (CNC). Computers are the control units of CNC machines, and they are built in the machines or linked to them via communications channels. When a programmer input some information in the program by tape and so on, the computer calculates all necessary data to

get the job done. The first numerically controlled (NC) machines were controlled by tape, and so the NC systems were known as tape-controlled machines.

Since its introduction, NC technology has found many applications, including lathes and turning centres, milling machines and machining centres, punches, electrical discharge machines, flame cutters, grinders, and testing and inspection equipment. The most complicated CNC machine tool is the turning centre.

On the one hand, in comparison with conventional machines, CNC ones have many advantages. First of all, it can be easily seen that there is a possibility of performing multiple operations on the same machine in one setup. Because there exists the possibility of simultaneous multi-axis tool movement, special profile tools are not necessary to cut unusual part shapes. In addition, the scrap rate is significantly lowered owing to the precision of the CNC machine and lesser operator impact. Also, it is easy to incorporate part design changes when CAD / CAM systems are employed. It is rather convenient to perform quality assurance by a spot check instead of by checking all parts. Furthermore, production is significantly increased. Those above-mentioned advantages are only some of the advantages presented by CNC machines over conventional ones. However, on the other hand, inevitably CNC machines are imperfect and also have some disadvantages. They are quite expensive and have to be programmed, set up, operated, and maintained by highly skilled personnel. It goes without saying that CNC machines have more advantages than disadvantages. The companies that adopt the CNC technology benefit from it and increase their competitive edges.

CNC machine tools are complex assemblies. No matter how complex they are, however, any CNC machine tool consists of computers, control systems, drive motors and tool changers. The computer reacts on. As with all computers, the CNC machine computer works on a binary principle using only two characters 1 and 0 for information processing precise time impulses from the circuit. There are two types of control systems on NC / CNC machines: open loop and closed loop. The type of control loop used determines the overall accuracy of the machine. The drive motors control the machine slide movement on NC / CNC equipment. They come in four basic