

应用型本科院校“十三五”规划教材

商务英语实训系列

A

Coursebook of Business English
Interpreting Training

商务英语口译 实训教程

主 编 石本俊 战秀琴

主 审 [澳] Michael Hobby



华南理工大学出版社
SOUTH CHINA UNIVERSITY OF TECHNOLOGY PRESS

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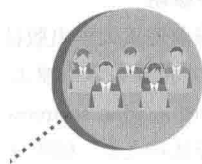
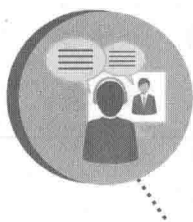
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商务英语实训系列教材

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前 言

《商务英语口译实训教程》(*A Coursebook of Business English Interpreting Training*)是专门针对应用型本科院校商务英语专业学生而编写的口译教材。本书由长期从事商务英语口译教学的教师和外国专家共同编写,旨在为高等院校商务英语专业学生提供具有时代性、实用性和适用性的商务英语口译实训教材。本书既可以作为高等院校商务英语专业教材,也可作为有一定英语基础、已经或将要在商贸领域从事涉外商务工作人员的职业培训教材。

一、教材实训项目内容安排与目标要求

本书共分为四个实训项目: Business Reception (商务接待); Business Presentation (商务陈述); Business Talks (商务会谈) 和 Business Cooperation (商务合作)。每个实训项目包括3个单元,其内容及目标要求如下:

Business Reception: 包括 Protocol Routine (迎来送往)、Ceremonial Address (礼仪致辞)、Business Travel (商务旅游),旨在培训学生从事涉外商务接待服务口译技能。

Business Presentation: 包括 Enterprise Introduction (企业介绍)、Product Presentation (产品介绍)、Business Strategies (商务策略),旨在通过实训使学生具备对外公关、出口产品推介和商务策略讨论的口译能力。

Business Talks: 包括 Business Conference (商务会议)、Marketing and Promotion (市场营销)、Business Negotiations (商务洽谈),旨在通过实训使学生初步具备国际商务会议、商务演讲和商务谈判的口译能力。

Business Cooperation: 包括 Investment Invitation (招商引资)、Business Management (经营管理)、Business Exhibitions (商务会展),旨在通过实训使学生具备对外招商、商务管理会议和商务会展的口译技能。

二、项目单元内容安排与目标要求

教材共12个单元,每个单元分为三个部分: Interpreting Preparation (口译准备); Interpreting Practice (口译实训); Interpreting Assessment (口译测评)。

Interpreting Preparation: 包括 Interpreting Theory and Skills (口译理论和技巧),简要介绍口译理论或技巧; Sight Interpreting (视译),旨在培养学生的视译能力,熟悉单元主题内容和相关语言材料,为口译课文实训做铺垫; Memory Practice (记忆训练),旨在培养提高学习者口译工作记忆能力,为口译实践打基础。

Interpreting Practice: 该模块由4篇(英汉各2篇)口译材料构成。每一篇提供了译前词汇准备(Warm-up Words & Expressions)和参考译文。教师可以根据课程教时、

学习者语言基础、学习能力或教学实际需要选用。此模块是口译实训教学的重点和难点，要求学生通过口译实训达到掌握口译基本技能和翻译同类主题演讲的能力。

Interpreting Assessment: 旨在考查学生口译能力是否达到了单元教学目标要求。2篇口译测评材料和单元主题相同，并附有测试评分标准，供学生自评、互评和教师评价使用。单元测评标准见各单元第三部分。

三、教材使用方法和教学建议

全书使用时间为一个学期，每周授课不少于2个学时。其中每部分使用方法及教学建议如下：

Section 1 Interpreting Preparation

1. **Interpreting Theory and Skills (口译理论与技巧):** 该部分讲授时间不超过15分钟。实训课应该把课堂大部分时间放在口译能力训练和主题模拟口译实践活动上。

2. **Sight Interpreting (视译):** 视译训练会占用大量的课堂时间，因此建议教师安排学生在课前完成单元视译练习。教师课前花几分钟随机抽查学生是否完成视译练习，并将检查结果记为平时成绩。

3. **Memory Practice (记忆训练):** 教师播放原文录音，要求学生听并记忆原文主旨大意。播放完毕后，要求学生用原文语言复述段落主旨大意。练习的目的是训练学生的记忆能力和复述能力。

Section 2 Interpreting Practice

1. 该部分应作为商务口译重点教学内容，实训时间安排不少于单周课时的60%。如果课堂不能完成4篇口译实训课文，建议安排学生以两人为一组在课外完成口译实训任务，教师在课堂随机检查，并做出相应评价。

2. 汉译英口译教学的难点是学生的汉译英能力不足。主要障碍是汉英转换方法和英语表达能力。学生需要通过汉英口译训练，掌握汉英转换方法技巧和对应的英语表达方式。教师需要引导学生分析汉英表达形式和语义特征的同性和差异性，通过汉英口译强化促进语言材料的内化过程，打好汉英翻译语言基本功，逐步提高学生的汉英口译能力。

Section 3 Interpreting Assessment

1. **学生自评:** 要求学生合上书本，教师播放原文录音，学生边听边做笔记，然后将原文翻译为目标语。完成口译任务后，要求学生根据参考译文和口译录音进行对比检查，参照口译评分标准做出客观评价。自评有助于调动学生的学习积极性，培养自主学习、自我监控、自我评价的良好学习习惯。

2. **学生互评:** 要求学生两人一组，一个担任发言人（按正常速度读原文），另一个担任译员，并录下自己的译文。完成翻译后，将录音译文和参考译文做对比分析，并按评分标准对译文质量做出评价。之后两人交换角色，以同样方式完成第二篇口译课文测评。互评有利于培养学生的合作精神，激励学生相互学习，互相帮助，共同进步。

3. **教师评价:** 教师从学生中挑选两名学生，一位担任发言人，另一位担任译员。发言人念原文，译员做笔记和口译（口译要录音）。口译结束后，教师根据教材参考译文对

学生口译录音进行点评。另外，由于教材提供了口译测评参考译文，参加测评学生课前有否预习直接影响测评结果的信度和效度，在一定程度上不能客观、真实地反映学生实际的口译能力。建议教师从课外选择和课文主题内容与难度上相近的语言材料作为测试题，以便获得客观真实的评价数据，从而为口译教学提供有价值的反馈信息。

本书在编写过程中参考了大量国内外有关著作和资料，在此谨向有关作者、译者表示诚挚的谢意。教材编写和出版还得到广东省高等院校专业建设综合改革项目经费支持，在此表示衷心的感谢。

主 编

2016年12月

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Unit 1 Protocol Routine



Project 1 Business Reception

Unit 1 Protocol Routine



Learning Objectives

- To understand the qualities of a skilled language interpreter and how to improve interpreting competence
- To master the words and expressions about business reception
- To acquire the ability to interpret for foreign business reception

Section 1 Interpreting Preparation

Interpreting Theory and Skills

Qualities of a Professional Interpreter

Knowledge. It is absolutely imperative that interpreters should understand the meaning and context of the particular event they are interpreting for, and have a strong knowledge of the industry. Skilled interpreters will always ask for background information and documentation in order to familiarize themselves with the words and themes which may arise.

Objectivity. Professional interpretation is completely objective. A skilled interpreter will never include his or her own opinion or favor one party over another in the negotiation. Under no circumstances will a professional interpreter abandon his or her stance of complete neutrality. Additionally, professional interpreters will not offer any opinion or advice, share their notes with any parties present, or repeat any part of what has been said. Professional interpreters will not accept assignments that present a conflict of interest or that may trigger emotional responses.

Good judgment. There are many instances where languages or cultures contradict. A prime example is British English and American English, but there are many marked differences in words, idioms, and cultural aspects. Skilled interpreters will take these factors into account and prepare themselves to manage these nuances accordingly. Providing accurate interpretation while managing cultural influences (while not inserting your own opinion) is a high level skill that professional interpreters spend years developing.

Strong memory & recall skills. During an interpretation session, interpreters are keeping

track of a dialogue or conversation taking place in two different languages. This is not a simple task, and professional interpreters must have strong memory and note-taking skills in order to interpret with accuracy. Skilled interpreters will always carry a notepad and take their own shorthand notes of everything being said to ensure that they do not miss critical pieces of information.

How to Improve Interpreting Competence

Get the right training. Your interpreting skills will improve with a strong educational background in the language(s) you plan to interpret. Consider seeking a foreign language degree or enrolling in courses on more specialized topics such as community interpreting. Your education can make your résumé more appealing. Moreover, you may need a specific educational or training background to perform some interpreting services. Court interpreters, for example, typically have to pursue certification before they can interpret testimony in court.

Don't just translate. Interpreters are charged with the task of interpreting the meanings of words rather than just providing literal translations. To be a good interpreter, you'll have to know about the culture for which you are providing translation services. You'll likely need to remain up-to-date on current events by reading papers in multiple languages. A person from a non-English speaking country might not know that the Sept. 11, 2001, attacks on the World Trade Center were routinely referred to as 9·11 attacks, but you might still use this term when interpreting such a person's words.

Manage your emotions. Interpreting requires you to give voice to positions you might not necessarily agree with. Reading up on these positions and working to control your immediate reactions can help. Likewise, you'll also need to give the same emotional weight to a speaker's words that he or she gives to them. Mirror the speaker's tone and inflection as much as possible. If he or she sounds joyful, angry or frightened, your voice and words should reflect this. Try practicing mimicking facial expressions and tone of voice before a big interpreting event.

Practice languages every day. Languages are dynamic. New figures of speech and expressions come and go, and the meaning of words changes over time. In English, for example, many people now use the term "literally" to mean "figuratively". Reading papers, popular literature and even message boards in the languages you interpret can help you remain up-to-date. Talk with friends in various languages and practice your language skills by writing letters or sending emails in each language you interpret.



Sight Interpreting

Read the following passages and interpret these passages into the target language.

Passage 1 New Year's Speech

I want to send my best wishes to people in China, the United Kingdom and all around the world who are celebrating the Chinese New Year. This is not just a time for a great celebration, with

firecrackers and fireworks, lion dances and great food. It's a time for friends and family, for new beginnings and old wisdom, for hope and optimism. It is especially true that this year we will enter is the Year of Rabbit, a year traditionally associated with home, family and peace.

In many ways the year ahead will be a difficult one as the world takes the hard and necessary steps to assure economic stability and prosperity. But I'm sure of this: we'll get through stronger and richer if we work together. That's why when I visited Beijing last year, with the largest ever delegation of UK Cabinet Ministers, I called for the UK and China to be "Partners in Growth" with more investment and economic cooperation between our two countries.

And I'm delighted to say that is already happening with new deals being signed, new jobs being created and a new ambitious target of a hundred billion dollars worth of trade between China and the UK by 2015. And that's why when I'm back home, I pay tribute to the Chinese communities in Britain and the enormous contribution that they make to our country. The successful stories are everywhere, in science, research, the health services and catering industries. The values they live by: the hard work, enterprise and community, are what we need if we are to create a stronger economy and a strong society.

So I hope you have a great celebration and I wish you all a prosperous and peaceful new year.

(<http://www.hjenglish.com/yanjiang/p160070/>)

Passage 2 欢迎致辞

尊敬的各位来宾，女士们，先生们：

我代表我们的总经理张先生，向我们尊敬的客人怀特先生与夫人及其一行表示热烈的欢迎，并致以亲切的问候。

我们很高兴今晚能够和怀特先生及其随同人员相聚在一起。怀特先生是我们的新朋友，他和他的随同人员来自地球的另一边，因此我们的喜悦之情无以言表。


怀特先生是大西洋贸易公司的总裁。这一次，他来参观我们公司，并与我们就新的合同进行谈判。

除了商务合同之外，你们的来访必定有助于加强我们之间的合作和友谊。正如我们常说的“好的开端是成功的一半”。我相信我们的共同努力会带来我们之间更多的投资和合作。

我们将尽最大的努力，让你们有一次舒适的、富有成果的访问。我相信你们的访问一定会促进我们的业务关系和彼此的友谊。

最后，我想请你们和我一起举杯，为怀特先生和夫人的健康，为进一步发展我们之间的贸易关系，为今晚在座的所有朋友和客人的健康，干杯！

Memory Practice

 Listen to each of the following passages carefully without taking notes, and then retell the main idea in the source language based on your memory.

1. What's the main idea of Passage 1?
2. What's the main idea of Passage 2?

Section 2 Interpreting Practice

Passage 1 Receiving the Guest at the Airport

Warm-up Words & Expressions

Galaxy Import & Export Corporation 银河进出口公司

Cope 科浦 (姓)

Nigel 奈吉尔 (名)

parking lot 停车场

fly direct from... to... 从……到……的直达航班

a non-stop flight 直飞 (达) 航班

the service on board 机舱服务

be tired from the jet lag 因时差而感到疲劳

overcome the jet lag 倒时差

drop off 把……放下

🔊 Listen to Passage 1 and interpret it from English into Chinese.

A: Excuse me, but aren't you Mr. Cope from the United States?

B: Yes, I'm Nigel Cope from Galaxy Import & Export Corporation, Los Angeles.

A: How do you do, Mr. Cope? My name is Michael Zhang, marketing manager from Guangzhou Electronic Product Import & Export Company.

B: Nice to meet you, Mr. Zhang. Thank you very much for coming to meet me at the airport.

A: Not at all. It's my pleasure. Have you claimed all your luggage?

B: Yes, I have.

A: May I help you with your luggage?

B: No, thanks. I can manage it.

A: This way please. My car is in the parking lot across the street. Shall we go there now?

B: Sure.

A: Did you fly direct from Los Angeles to Guangzhou?

B: Yes. It's a non-stop flight.

A: How long did it take?

B: It took about 13 hours.

A: How was your flight?

B: It was pretty bumpy and also long, but the services on board were excellent.

A: I think you must be tired from the jet lag, so you need to take a good rest to overcome the jet lag.

B: Yes, I'm a little bit tired. I think I'll be all right after a good night's sleep.

A: That will be fine. We have booked a room for you at the White Swan Hotel. Let's go to the hotel first and drop off your things.

B: Good. How far is it from here?

A: It's about half an hour's drive.

B: OK, let's go.

Passage 2 接待客人

Warm-up Words & Expressions

白云山制药股份有限公司 Baiyunshan Pharmaceutical Holdings Co., Ltd.

副总经理 deputy managing director/assistant general manager

久闻大名 I've heard a lot about you. /I've long heard about you. /I've heard of you for years. /I've been looking to meeting you. /I've long desired to meet you.

研究项目 research project

安排某人在宾馆下榻 accommodate sb. in a hotel

地处闹市区 be located in the downtown area of the city

招待所 guest house

如果您在生活或工作上有不尽如人意之处 should you encounter any inconvenience in your life or work

排忧解难 help sb. out

总经理 managing director/general manager

设宴为您接风洗尘 host a reception banquet in your honor

🔊 Listen to Passage 2 and interpret it from Chinese into English.

欢迎怀特先生和夫人来访广州。请允许我作自我介绍。我叫李国强，是白云山制药股份有限公司的副总经理。久闻大名。相信您的来访将会促进双方之间的合作和友谊。

我能为在广州接待您和您的家人深感愉快，很高兴您能来参加这项研究项目。如果您不介意，我们想先安排您在地处市中心的白天鹅大酒店下榻，从酒店到实验室只有 30 分钟的车程。住宿费由我们公司负担。如果您想住得离实验室近一些，也可以住我们公司的招待所。招待所位于白云山脚，环境优美，空气新鲜。我想您和您的家人都会喜欢这里的生活。如果您在生活或工作上有不尽如人意之处，请立即与我们联系，我们很乐意为您排忧解难。

今晚公司的总经理将设宴为您洗尘，请您和家人一起光临。

长途旅行之后，您应该好好休息一下。我告辞了，我们在今晚的招待会上见。

Passage 3 Discussing the Schedule

Warm-up Words & Expressions

the largest international metropolis in South China 华南地区最大的国际大都市

be adjacent to Hong Kong and Macao 毗邻港澳

draw up a schedule 草拟了一份日程安排

brief me on the schedule 给我简单介绍一下日程安排

Guangzhou Restaurant 广州酒家

assess sales results of last year 对去年的销售业绩做出评估

make a sales forecast for next year 预测下一年的销售前景

Hilton Hotel 希尔顿酒店

show you around our plant / take you around our factory 带您参观我们的工厂

pick sb. up 开车接某人

Guangzhou Baiyun International Airport 广州白云国际机场

thoughtful arrangements 周到的安排

🔊 Listen to Passage 3 and interpret it from English into Chinese.

A: Mr. Cope, have you been to Guangzhou before?

B: No. This is my first visit to the city, but I heard a lot about it. Guangzhou is the largest international metropolis in South China and adjacent to Hong Kong and Macao. Is that right?

A: Exactly. Mr. Cope, I've drawn up a schedule for your three-day visit here in Guangzhou. You can make some changes wherever necessary.

B: OK. Can you brief me on the schedule first?

A: My pleasure. You are scheduled to stay in Guangzhou for three days. Nothing is arranged for this afternoon, so you can have a good rest to overcome the jet lag. At 17:30 you'll be having dinner with our general manager at Guangzhou Restaurant.

B: How about the arrangement for tomorrow?

A: Tomorrow morning from 9:00 to 11:00, we are meeting to assess sales results of last year, and make a sales forecast for next year in the business meeting of our company. We are going to have lunch at Hilton Hotel at 12:00. Tomorrow afternoon at 2:30, we will show you around our plant.

B: How long will the tour take?

A: It should take about 30 minutes to go through the main plant, and maybe another 10 minutes to take a look at the laboratory. At 17:30, we'll have dinner at New Century Hotel. Then I'll send you back to the hotel. Your flight takes off at 10:00 on the morning of the day after tomorrow. I'll pick you up at the hotel at 8:00 and drive you to Guangzhou Baiyun International Airport. What do you think about the schedule?

B: That's a perfect one! Thank you very much for your thoughtful arrangements.

Passage 4 Seeing the Guest Off at the Airport

Warm-up Words & Expressions

send sb. off at the airport / see sb. off at the airport 到机场为某人送行

the China Import and Export Fair 中国进出口商品交易会

China Southern Airlines 中国南方航空公司

增进两家公司之间的友谊与合作 improve/enhance/promote/strengthen the friendship and cooperation between the companies

告诉我航班到达的时间 let me know when your flight is arriving

在 A 航站楼 in Terminal A

检票口 check-in counter