

商务英语／Business English

阅读·翻译·写作

READING, TRANSLATING
& WRITING

主 编 : 王应云

参 编 : 江运芳 黄小青 张 弛
李 波 尹国君

出版说明

教材建设是高等学校四大基础建设之一。“八五”期间,我院教师共编写教材 290 余种,其中有 58 种获省(部)级和学院优秀教材奖。这些教材的编写和出版,对保证我院的正常教学和教学质量的提高,对扩大我院在社会上的影响及提高我院在社会上的地位都起到了良好的促进作用。进入“九五”后,我院教师已获得 1 种国家级重点建设教材、10 种省级重点(规划)建设立项和 18 种行(部)级重点建设教材立项。在此基础上,我院教材建设委员会根据优势原则、填空原则、改革创新原则、配套原则和不重复原则,在申报的近 100 种教材中,首批确定了 32 种院级“九五”重点建设教材。《商务英语》是其中的一种。《商务英语》的编写情况如下:

主 编 汪应云

参 编 江运芳 黄小青 张 弛 李 波 尹国君

主 审 汪耀中

湖南财经学院教材建设委员会

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第一部分

外刊选读

引 言

对于经济系学生和从事经贸工作的人员来说,掌握好一门外国语,特别是英语,其重要性是不言而喻的。而有了一定的语言基础,经常读读西方报刊,这不仅对于了解世界经济发展概况,而且对于巩固和提高自己的外语水平都是十分重要的。

作为大众宣传媒介(mass media)的西方报刊种类繁多,篇幅不等,内容极为丰富,政治、经济、文化、社会、宗教无所不包,是了解西方各国的重要窗口,经常阅读可以获得大量有关西方经济发展的最新信息。

加之,报刊的语言、文体、风格均有其自身的特色,这对扩大视野、提高英语表达能力无疑也会有很大帮助。

本部分旨在讲授一些这方面的普通常识,介绍英美主要报刊,分析若干实例,并选编了十几篇文章。另外还补充了几个材料,可供阅读外文报刊者随时查阅。

一、报刊知识

1. 版面篇幅

西方国家如英国和美国的报纸篇幅,一般都比较大,多则几十页、上百页,最少的也有十多页。篇幅小的《卫报》(*The Guardian*)一期也有六页(四开为一页)。至于全球畅销的《纽约时报》(*New York Times*)平均每天约有 60~100 页,星期日加种种增刊,总量可达 300 页以上。英国的《泰晤士报》(*The Times*)一般只有 20~40 页。

2. 内容栏目

西方报纸虽说篇幅大,但内容编排、栏目位置却十分固定。以《纽约时报》为例,平日版内容一般分为四组 :A. 国内要闻及社论、专栏等 ;B. 国内及纽约市新闻与分类广告 ;C. 专刊(体育、科学、生活、家庭及专刊等) ;D. 工商经济。具体示例如下 :

INSIDE

12 000 Iranians in U. S. Illegally

Officials say 12 000 Iranian students are in the U. S. illegally ;2000 have been told to leave and 10 000 are awaiting deportation hearings. Page A10.

Russian Leaves U. S. Embassy

A Soviet soldier who sought asylum in the United States Embassy in Afghanistan left with Soviet assurances that he would not be prosecuted. Page A3.

World Bank Stresses Energy

The annual report of the World Bank group says its lending for energy projects increased substantially to \$ 2.85 billion last year. Page D1.

Headlines

Around Nation	A14
Books	C19
Bridge	C19
Business Day	D1 - 6
Campaign Report	B4
Chess	C20
Crossword	C19
Dance	C17

Editorials	A26
Going Out Guide	C19
Letters	A26
Movies	C15,C17,C20
Music	C15 – 16
Notes on People	C26
Obituaries	B9
Op – Ed	A27
Shipping	D7
Sports Monday	C1 – 14
Style	A24
Theatres	C16
TV/Radio	C27
U. N. Events	A4
Weather	D7
Woman in News	B5

News Summary and Index,Page B1
星期四版的编排因内容多可达十一组。如：
Today 's Sections

Section 1 (2 Parts)	News
Section 2	Arts and Leisure
Section 3	Business and Finance
Section 4	The Week in Review
Section 5	Sports
Section 6	Magazine
Section 7	Book Review
Section 8	Real Estate
Section 9	Employment Advertising
Section 10	Travel
Section 11	Regional Weeklies

* Included in all copies distributed in New York City and the suburban areas.
Included in all copies distributed in Long Island, Westchester, New Jersey and Connecticut.

Index to Subjects

	Section	Page
Amusements	1	68 - 71
Around the Nation	1	27
Art	2	28
Bridge	2	41
Campaign Report	342	43
Chess	2	8
Dance	4	18 - 19
Film	6	90 - 97
Design/Fashion	2	1. 17
Film	6	124
Food	2	38
Gardens	4	18
Letters to the Editor	2	21 - 22
Music/Recordings	1	2
News Summary & Index	1	44
Obituaries	2	40
Photography	6	126
Puzzles	1	45
Ship Movements	1	73 - 78
Society	2	42
Stamps/Coins	1	72
Style	2	1, 3, 19
Theatre	2	35, 37
TV/Radio	1	45

TV (late listings)

相比之下,同日的《泰晤士报》就要简明得多,仅 26 页,内容要闻一目了然。

期刊杂志均有目录可查,只是编排各异,或按页次,或依题材内容,或二者兼用。

3. 标题文字

报刊标题原皆为完整的句子,但用做标题后,文字就宜精简,故多只标出实义词,而将其虚词省略,如冠词,动词 to be 亦省略,这样就增加了理解的难度。另外,由于我们对这些国家最近或正在发生的事情所知甚少或根本一无所知,这更增加了理解的难度。虽然如此,报刊标题还是有其自身的特殊词汇体系及语法规律的。

就词汇而言,标题用词多不同于一般,抑或因其短,如用 gems 代 jewels, bid 表 attempt,抑或因其生动,如用 blaze 代 fire。故即使词汇量大,或有一本好字典,也许你也不懂“PROBE CURE PRESS”(意即 an investigation into censorship of the press)这样的标题。这种用法在一定程度上要看一份报刊的情况,越是严肃的报纸刊物,如“The Times”、“The Guardian”及“The Telegraph”,这类词语就用得越少。

就语法而言,报刊标题亦有其特殊规律,且和一般语言的语法规律完全不同。其主要特征表现为:A. 冠词及动词 to be 的省略;B. 时态自成体系;C. 名词当做形容词使用的频率大。

下面分别举例分析。

A. 冠词及 be 动词的省略

Royal Dog Ill

(One of the Queen's dogs is ill.)

Moon American, says US Senator

(A United States senator says that the moon is American.)

Opposition Claim Government Responsible for Crisis

(Opposition claim that the government is responsible for the crisis.)

B. 时态自成体系

英美报刊的标题使用的是一套简化了的时态体系。

a. 进行时(is staying)或完成时(has reached)很少见,一般就用一般现在时(stays, reaches)代之,且不管事件将要发生也好,还是正在发生、已经发生或反复不断发生也好。

China Launches Space Satellite

(China has launched another space-satellite.)

Students Fight for Course Changes

(The students are still fighting for their course changes.)

b. 有时也使用现在进行时,特别是在用以描述正在发生的动作时,不过助词 to be 仍然要省略。

Britain Heading for New Crisis

(Britain is heading for a new crisis.)

World Getting Colder, Say Researchers

(The researchers say/said the world is getting colder.)

c. 如要表示将来,则多用不定式。

Queen to Visit Baffinland

(The queen is going to visit Baffinland.)

China to Spend More on Cancer Research

(China will spend more money on cancer research.)

d. 被动语态需省略助动词 be,仅用过去分词。如要表达“ A man is held by the police”,标题就可能写成“ Man Held by Police”。但稍不细心这又可能引起误会,如“ Black Teenagers Attacked in Race Riot”仅表示“黑人小孩受到攻击”而非“黑人小孩攻击别人”。如果他们攻击别人,标题则应为“ Black Teenagers Attack”。

又例如:

“Nude Bathers Painted on Beach”

(The nude bathers were painted on the beach.)

Policeman Killed in Pub Fight

此为试读,需要完整版DF请访问: www.ertongbook.com

(A policeman was killed in a pub fight.)

Three Lost Cats Returned to Duchess

(The three lost cats have been returned to the duchess.)

C. 频繁使用名词作形容词

在日常生活中,名词被当做形容词频繁地用于名词前充当修饰语,如 a rise in price 就写作 a price rise, a leg of the table 就写作 a table leg。而报刊标题就更是如此,三四个乃至五个七个均可集合在一起,如威尔士山区有个研究站正致力于培育一种 waterproof sheep,站里有个科研人员被发现是替外国服务的间谍,该消息披露时其标题竟压缩到五个名词:

Sheep Research Station Spy Drama

又如:

Bread Price Rise Shock

意即:(1)The shock is caused by (2) a rise in (3)the price of (4)bread. 理解时需要这样倒译还原。

其他类似的例子还有:

Space Research Talks Proposal

(The Proposal for Talks on Research in Space)

Car Industry Unemployment Threat

(Threat Caused by Unemployment in Car Industry)

Liverpool Supermarket Bomb Scare

(Threat Caused by a Bomb in a Supermarket in Liverpool)

4. 文章结构

这一节有三个问题讨论 报刊文章的体裁、报刊文章的基本结构及报刊文章的遣词造句。

报刊文章体裁涉及到我们汉语中的所有四种文体,即叙事性文体、抒情性文体、议论性文体及应用性文体。

洋洋数十个栏目可概括为以下四类:消息报道、特写及专栏、社论、广告。前两种属叙事性文体,第三种是议论性文体,第四种为应用文体。

新闻报导最常用的写作方式是夹叙夹议式或夹叙夹议与抒情相结合的方式。

其结构如下:

导语

解释或阐述性材料

背景材料

次要材料

这样就构成一种所谓的‘倒塔’式。

导语通常应包括如下六个问题:

即 ①谁(Who);

②什么事(What);

- ③ 什么时候(When) ;
- ④ 什么地方(Where) ;
- ⑤ 为什么(Why) ;
- ⑥ 怎样(发生)(How)。

例：

a) Rome, Nov. 8 – A provincial prosecutor, his driver and his bodyguard were machine-gunned to death on a country road south of here today by political terrorists, who also wounded one of their accomplices and later killed him.

b) Terrorists ambushed and killed today Signor Fedele Calvosa, the chief public prosecutor of Frosinone, to the south of Rome. Two other persons who were travelling with him in the car were also killed, as was one of the terrorists.

此外还有以时间先后顺序来进行报道的(这又俗称“香肠式”),或用倒叙法(又称“悬念法”)。前者如：

Rear-Admiral Sir Rowland Jerram, KBM, DSO, died on April 23, St. George's Day, at the age of 91.

One of sons of C. S. Jerram, of Talland, Cornwall, writer of many well-known school books, and a brother of Sir Bertrand Jerram, sometime Ambassador to Sweden, he was born on February 20, 1890, and entered the Royal Navy in 1907.

In the First World War, he saw service in HMS Iron Duke and Queen Elizabeth. Between 1919 and 1940 he was secretary to the late Admiral of the Fleet Lord Chatfield, OM, in a series of high appointments. In 1942, he was at sea in BMS Cleopatra, and was in the convoy which raised the siege of Malta in 1942.

Jerram was secretary to Combined Operations Headquarters in 1943, and from 1943 to 1945 he was Comptroller, HQ Supreme Allied Command South-East Asia. He retired in 1945, and from 1958 was a Deputy Lieutenant for Cornwall.

He married in 1919 Christine, daughter of J. Grige. She died in 1981.

主要栏目介绍

1. 简讯(briefs)

简短新闻,用以填补报刊文章后的小空,以使版面完整。

2. 人物消息(personnel)

有关各种人物或团体的活动短讯。

3. 社交栏(society 或 women's pages)

报道各种社交活动,不限名流,现多已改为如“家庭”“食物”“俱乐部”(Family, Food, Club)等栏目了。

4. 会议(meeting)

有关各团体之大型集会、学术会、研讨会会前会后情况的报道。

5. 讲演(speeches)

主要新闻类型之一,演讲者、听众、主题为三要素。

6. 意外事故 (accident story)

对火灾、车祸等一类事故的报道,重事实、不夸饰,遣词造句颇讲分寸。

7. 犯罪消息 (crime)

凶杀、抢劫及偷窃犯罪。今日西方此类事件层出不穷,仅就重大案件做详细系列报道,其他则寥寥数语,一笔带过。

8. 法律 (law)

包括刑法与民法。前者由政府起诉,后者由个人或团体起诉。另有由特定行业或企业实施规章制度所引起的行政法。

9. 政治报道 (politics), 又称政府新闻 (government news)

非独立新闻类型,新闻来自政府。

10. 国内外经济 (economy)

经济新闻包罗万象,如工农业、财经市场、劳资工潮、经济危机、失业与就业、通货膨胀等,或作纯新闻报道,或特写,不拘一格。

11. 宗教新闻 (religion)

12. 教育新闻 (story on education)

报道各类学校活动、政策制度制定、校董事会情况、招生规模、课程设置等。报道方式灵活多样。

13. 科学研究 (science)

与教育息息相关。教育探索教育方法,科研则增加新知识,政府机关及工业部门等赞助的科研项目又多由教育部门完成。

14. 体育新闻 (sports)

主要报道项目如足球、篮球、高尔夫球和网球及其他运动项目如游泳、射击、拳击、举重、摔跤、溜冰、赛车、竞技等情况,多用采访及系列报道的方式。

15. 特写 (features)

泛指除纯新闻报道外的各种滑稽新闻及专栏文章,核心仍是事实,其风格与新闻迥异。前者要求及时、简明、直截了当,不带任何个人成见,而后者却不这样,但又有其固定的规则和特色,整个报道生动而有趣。

16. 社论专栏 (editorial & column)

社论为报纸之喉舌,通过它报纸提出自己对各种社会问题的见解,树立自己的形象,给读者导向。社论无固定写作格式,但其构思较细密,言简意赅。

17. 广告 (advertisements)

为促进商品销售或服务的有力手段,版面篇幅高达 60% ~ 70%。标题引文最重精简生动,广告用语自成体系。

除上述十七种外,尚有生死、殡葬、书评、艺评等不一而足。

二、阅读方法

1. 查来源

新闻报道的来源包括发稿通讯社、登载日及报刊、执笔记者、采访得来消息的根据、拍发电报的地点和时间等。这些都可用来衡量一篇文章或特写的可靠程度。各种报刊各有其背景和倾向性。英美报刊数以千计,但对世界舆论有影响的却为数不多,主要有《泰晤士报》、《卫报》、《金融时报》、《经济家报》、《纽约时报》、《华盛顿邮报》、《基督教科学箴言报》、《美国新闻与世界报道》等。

2. 抓重点

看版面,看标题,看新闻分类索引。注意这三方面能帮你抓住重点。但有些标题是寓意型的,不涉及文章的具体内容,因此你还必须看小标题或导言(lead)来决定有无必要阅读下去。这样做如仍无把握,即可快速阅读全文并迅速准确概括全文内容,判断其实用价值。

3. 带问题

有的放矢,带着问题阅读外刊收效更大。边读边思考,提出问题(不论文字上的还是内容上的),寻找答案,这样做其实践效果会更好。同一内容的文章,文字深浅不一,内容难易程度各异。各种报刊涉及面广,风格各异,读之引人入胜,若持之以恒,语言及专长必将大有长进。

4. 读书报告

READING REPORT

Title of the magazine or newspaper	
Name of the article	
Abstract	
Useful technical terms	

三、范文选读

1. Global Trade – the Next Challenge

Peter Sutherland

How can the coordination of economic policies at the global level be made more effective? The GATT Director-General, Mr. Peter Sutherland, offers some suggestions after his first public analysis of the Uruguay Round results in his address to the World Economic Forum held in Davos, Switzerland on 28 January. Excerpts follow:

On 15 December 1993 the world changed. Maybe not as dramatically as the moment when the Berlin Wall fell, but then unlike that very necessary demolition job, the success of the Uruguay Round was a work of construction. Like the destruction of the wall, though, its effects will be profound and lasting ones, felt far beyond its immediate context. It will be seen as a defining moment in modern history.

The importance of the Round can be seen in terms of the boost it gives to job creation, to development, to investment, to economic reform, to the rule of law – and in many other ways besides. All of these benefits are real and important. But the true value of the whole is much, much more than the sum of these parts.

Put simply, governments came to the conclusion that the notion of a new world order was not merely attractive but absolutely vital, that the reality of the global market – whatever ambitions some of them may retain for regional integration – required a level of multilateral cooperation never before attempted.

No Losers in the Round

We have created a revolutionary framework for economic, legal and political cooperation ... But let me now turn to the immediate results of the Round. Seeing them as a profit and loss account or a scorecard of winners and losers is to see them, in static terms, as one-off conclusions with finite effects. This misses the point completely. For a start, I do not accept that there are any losers. Every nation now needs an effective trading system, but especially so the small and poor. They have it. Every one will also gain from the huge package of market access results even if they did not get every concession they were seeking from trading

partners – it is the biggest market access deal ever negotiated.

However, the essence of the Uruguay Round's achievements is that they are dynamic. The new agreements, the new rules and structures it sets up – all mean a commitment to a continuing process of cooperation and reform of which the agreement in December was only the beginning.

Maintaining the liberalizing momentum will call for continuing effort and vigilance by participating countries. But now their energy can be focused through the Round's greatest innovation, the new World Trade Organization. In place of the improvised basis on which the GATT has operated for 45 years, trade will now have a permanent forum appropriate to its importance in the world economy.

Technically speaking, the WTO will oversee the implementation of the Round's results, administer all the agreements in goods, services and intellectual property, and manage the unified dispute settlement system. But beyond these administrative functions, it will raise the political profile of trade – a profile which has already been lifted greatly by the Uruguay Round. The WTO will have regular – instead of occasional – direct Ministerial involvement. It will have a clear mandate to act as a forum for further trade negotiations. Most of all it will complete the transition from a trading system which largely restricted itself to policies at the border to one which also covers most aspects of domestic policy-making affecting international competition in goods and services, as well as investment.

Through the WTO, the Round will change the way the world economy is shaped.

But it is not the final victory over protectionism and unilateralism. Any premature rejoicing would have quickly been cut short by the evidence since 15 December that major economic powers are still ready to take the unilateral approach to trade problems. We have clearly not heard the last of “managed trade”, an idea which is the antithesis of an open multilateral system. Arguments for protectionism based on the alleged threat of low-cost competition to production and jobs will not just fade away because the Round is a success. The seductive appeal of “beggarthy-neighbour” policies is highlighted by the seemingly greater vigour of the lobbies for protectionism than the advocates of open markets.

These dangers – and the speed with which they have resurfaced – make the achievement of the Uruguay Round all the more important, and its successful implementation all the more urgent. Implementation requires more than mutual backslapping about what we have achieved. It requires now that the US, EU and Japan, in particular, rapidly obtain final authority to ratify and also take a lead in providing the WTO with the means to fulfil its mandate.

The success of the Round has come at a time when it is even more vitally needed than anyone could have guessed when it was launched in 1986. Old structures and alignments have been turned inside out in trade as in every other area of international relations. We face a world of change and challenge, in which the reinforced trading system will be a primary