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Technical Communication
Writing Technical Documents

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Abstract: The paper is a translation report of *Technical Communication*, the third chapter, *Writing Technical Documents*. *Technical Communication* highlights the importance of the writing process in technical communication and giving equal weight to the development of text and graphics in documents and websites. *Writing Technical Documents* mainly describes how to write technical documents, including planning, drafting, revising, editing, and proofreading.

Besides its introduction part, this report includes the analysis of the original text, the elaboration of the difficulties in doing the translation and the employed translation theories and methods. The main difficulty in translation is that the source text is a textbook, belonging to Scientific and technological text, which is formal in mode of speech, objective and accurate in statement, unadorned in stylistics and concentrated in technical terms. Moreover, the source text has many long sentences and composite structures. To deal with those problems, the translator adopted Nida's functional equivalence theory, free translation, zero translation and division. By doing this, it enriches the translator's translation experience and has a better way of translating science and technology text. It also provides some references for other translators to translate same styles.

Key words: Scientific and technical text translation; Functional equivalence theory; domestication; free translation

摘要：本论文是《技术交流》第三章，《撰写技术文档》的翻译报告。《技术交流》突出了写作流程在技术交流中的重要性，同时注重在文档和网站中，文本和图形的开发运用。《撰写技术文档》主要教授读者如何编写技术文档，包括计划、起草、修订、编辑、校对五个部分。

本份报告除了引言外，还包含译者对原文的分析，对翻译困难的阐述以及翻译理论和方法的解析。翻译的难点主要在于源文本是科技文本，且作为教科书使用。该书文体正式，用语客观准确，术语性强，且涉及许多长句及复合结构。针对以上问题，译者以奈达的功能对等理论为理论指导，采用了归化的翻译策略，使用了意译的翻译方法，运用了零翻译和分译的翻译技巧。通过发现问题和解决问题，译者的翻译水平得到明显提升，且对于如何更好地翻译科技文本有了更深刻的认识。此外，译文还为其他译者在翻译科技文本方面提供了一些参考。

关键词：科技文本翻译；功能对等理论；归化；意译

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A Report on the Translation of *Technical Communication—Writing Technical Documents*

Introduction

Science and technology translation is an important part of China's science and technology information industry, and an important way to disseminate global science and technology information, knowledge and achievements. Science and technology are primary productive forces. Through the medium of scientific translation, China can turn foreign advanced technology into productivity and create a lot of wealth.(Wang, 2015:6)

This article is a translation project report on the book *Technical Communication*. The project is an introductory textbook for technical communication published by Xiaoxiao Publishing House. The source language of the project is English, and the target language is Chinese. The book contains a lot of layout content, and the language style is simple and straightforward. The project schedule is from 5 September 2019 to 21 October 2019. The translator is also responsible for editing, reviewing and typesetting the translation. According to the project requirements, the translated content is the first chapter to the sixth chapter, and the six members translate one chapter separately. This paper is taken from the third chapter of Part 1, *Writing Technical Documents*, which mainly describing how to write technical documents.

The whole report includes five parts. The first part bases on theoretical framework. The second part is introduced from the analysis of the source text, translation resources, and stylistic features of the source text. The third part is about difficulties and challenges, translation strategies and translation Methods. Finally, the translator makes a summary and concludes the translation process. By doing this, it enriches the translator's translation experience and has a better way of translating science and technology text. It also provides some references for other translators to

translate same styles.

1. Theoretical Framework

As a sub-category of professional English, English for Science and Technology appeared in the 1950s. After the Second World War, English for Science and Technology developed rapidly, and English as an international language was widely used in writing scientific literature and exchanging scientific research concepts. With the development of globalization, the exchange of scientific and technological information and the introduction of equipment between countries in the world have become more and more frequent, and the importance of English for Science and Technology translation has become more important. Therefore, in-depth study of translation theory, strategies and techniques, and how to improve the quality of English for Science and Technology translation has become an important practical topic (Huang, 2013: 48).

Nida's functional equivalence translation theory runs through the entire translation process. In this theory, he points out that "translation is the reproduction of the source language from semantics to stylistics in the most appropriate, natural and equivalent language." (Zhang, 2015:27) Functional equivalence consists of four aspects: lexical equivalence, syntactic equivalence, chapter equivalence, and stylistic equivalence. It requires the translator to pay attention to the function of the source text as a textbook in the translation process, and to maintain the scientific and accuracy consistent with the source text, and enhance the readability of the translation, so as to help students learn the book.

2. Translation Preparation

2.1 Background of the Project

This article is a translation project report on the book *Technical Communication*. The project is an introductory textbook for technical communication published by Xiaoxiao Publishing House. The book contains a lot of layout content, and the language style is simple and straightforward. By reading this book, readers can learn a lot about document design and production, and gain experience in project management.

According to the project requirements, the finished products include Chinese translation of Word version, Chinese translation of PDF version, bilingual version of Word version, glossary of Excel version, translation memory of memoQ version. Therefore, translators use WPS and memoQ for format processing in the translation process; use Google Translate and Bing Translate as translation tools; use github to save materials. In addition, translators search and collect literature through Sci-hub and Google.

According to the project requirements, the project manager needs to assign tasks first. The translated content is the first chapter to the sixth chapter, and the six members translate one chapter separately. The finished products include Chinese translation of Word version, Chinese translation of PDF version, bilingual version of Word version, glossary of Excel version, translation memory of memoQ version. After the translation project is completed, it needs to be uploaded to github. The deadline is October 21, 2019.

Implementation:

2019.09.05-2019.09.06 Assign translation project

2019.09.07-2019.09.08 Preview translation project

2019.09.09-2019.09.15 Convert PDF to Word and revise converted source text

2019.09.16-2019.10.15 Import source text into memoQ and complete translation

2019.10.16-2019.10.21 Proofread, typeset, and organize finished projects

2.2 Analysis of the Source Text

Technical Communication is written by Mike Markel. It is organized into five parts, highlighting the importance of the writing process in technical communication and giving equal weight to the development of text and graphics in documents and websites. Part 1 provides a basic understanding of important topics in technical communication, including ethical and legal considerations, the role of the writing process in planning and developing technical documents, and the practice of collaborating on documents. Part 2 focuses on rhetorical concerns, such as considering audience and purpose, gathering information through primary and secondary research, and planning the organization of documents. Part 3 describes communicating persuasively; writing coherent documents; writing effective sentences and designing documents and websites. Part 4 covers a wide range of types of technical communication. Appendix offers additional help with skimming sources and taking notes and editing and proofreading documents.

This article is taken from the third chapter of Part 1, *Writing Technical Documents*, which mainly describing how to write technical documents. Throughout the full text, it has five secondary chapters named *Planning*, *Drafting*, *Revising*, *Editing*, and *Proofreading*. The chapter of *Planning* focuses on what writers need to do before writing a document. Such as analyzing audience and purpose, choosing writing tools, and researching additional information. The chapter of *Drafting* guides readers about using templates and styles. The chapter of *Revising* mainly tells readers how to look again at drafts to see whether it works. The chapter of *Editing* introduces that editing is the process of checking the draft to improve its grammar, punctuation, style, usage, diction, and mechanics. The *Proofreading* chapter lists WRITER 'S CHECKLIST for readers and provides related exercise. These five chapters constitute a writing process. They enable technical writers to write documents efficiently.

2.3 Translation Resources

Before the translation, the translator read *Technical Writing For Dummies* as parallel texts. This book is for the people who are contemplating a career as a

technical writer, or just got tapped for a technical writing project. It covers all the basics of technical writing. As a parallel text similar in content to the source text, it helps translators learn more about scientific writing. Besides, the translator read *Concise Course on Translation Theory and Practice* and *Translation Theory: A Course Book* as supports for translation theory. In this theory, Nida points out that "translation is the reproduction of the source language from semantics to stylistics in the most appropriate, natural and equivalent language." (Zhang, 2015:86) Functional equivalence consists of four aspects: lexical equivalence, syntactic equivalence, chapter equivalence, and stylistic equivalence. It requires the translator to pay attention to the function of the source text as a textbook in the translation process, and to maintain the scientific and accuracy consistent with the source text, and enhance the readability of the translation, so as to help students learn the book.

3. Stylistic Features of the Source Text

The characteristics of textbooks require the construction of textbooks to improve the readability and teachability of textbooks. (Shi, 2012:92) Furthermore, one feature of scientific text is that there are plenty of passive sentences. In scientific English, over one third predicates are passive voice (Xiang, 1992:78).

At the lexical level, the source text contains many abbreviations and proper nouns. At the syntactic level, the source text has many long sentences and composite structures, and the full-text person form is mostly Second Person. At the textual level, The source text is a textbook, belonging to Scientific and technological text, which is formal in mode of speech, objective and accurate in statement, unadorned in stylistics and concentrated in technical terms.

4. Analysis of the Translation

4.1 Difficulties and Challenges

4.1.1 Proper nouns

Proper nouns have often been defined in terms of their incompatibility with determiners, as compared to other nouns. For instance, Chomsky has defined proper nouns as the 'nouns with no determiner', and treats the determiner constituent of the NP as optional just for the putative reason that proper nouns do not enter into constructions with it.(Clarence, 2014:26)

Eg. 2: SME

Eg. 3: Microsoft Word

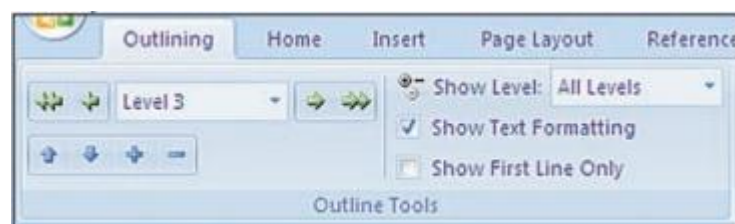
Eg. 4: Style Pane Options

In the source text, the proper nouns are mostly related to the Internet and computers. Since the main content of the source text is scientific writing, computers are essential as auxiliary tools. Authors use computers when writing scientific and technical documents, so proper terms such as computer software appear in textbooks of the source text. The translator also followed the conventional translation method when translating proper nouns.

4.1.2 Charts

Forms are an effective way of expressing data or classifying things. It is not clear enough to express in words, or it is impossible to express clearly in many languages, even if there are many and complicated items. If the form is expressed, it will be clear and intuitive. Because the form is concise, clear and accurate. At the same time, its logic and contrast are very strong, so tables are widely used in scientific journals.(Gu, 2018:270)The source text is a textbook with many charts inserted, and the charts involve a large number of specific nouns, especially computer aspects. The translation of these noun phrases is also a challenge for translator.

Eg. 5:



Eg. 6:



The translation of the chart will also test the translation ability. When translating a chart, the translator needs to contact the context and title of the chart to confirm the theme of the chart. Then use the reference data to determine the target meaning of a particular phrase in the chart. When translating, translators need to pay attention to the simplicity of chart translation.

4.1.3 syntactic level

The source language of the source text is English. In terms of the language features of English, English focuses on hypotaxis, that is, the words and clauses of the language are connected by their own formal means to express grammatical meaning and logical relationship. English pays more attention to the completeness and logical rationality of sentence structure. Therefore, in translation, it is necessary for the translator to combine functional equivalence theory and use various translation methods, strategies and techniques to achieve the equivalence of the source language and the target language .It can be seen that when translating long English sentences, the translator should not only have a solid language foundation, but also need to select and apply appropriate translation methods. Only in this way can the translator improve the efficiency and quality of English translation and accurately convey the

information of the English text.(Liu, 2017:118)

Eg. 7: People who have a federal student loan can apply for program from the Department of Education that is intended to give relief to former students with moderate incomes by sketching the payments out over a longer period.

Eg. 8: The monthly payment calculation, called income-based repayment (IBR), determined by the size of the loan and the persons income.

Eg. 9: But it is vital to producing a clear, well-written document that reflects your high standards and underscores your credibility as a professional.

Eg. 10: These writers say that because the text looks different on the page than it does on the screen, they are more likely to approach it with fresh eyes, as their eventual readers will, and therefore more likely to see errors.

Based on the understanding of English sentences, translators can use relevant translation knowledge to translate Chinese sentences that meet the target language habits. When translating long sentences, the translator should try to use simple sentences or split long sentences into short sentences to express the semantics of the source text so that readers can better understand the original content.

English for science and technology has its own characteristics, such as the use of a large number of proper nouns and passive voice. For translators to faithfully and smoothly convey the information conveyed by scientific and technological texts, in addition to the proper use of proper nouns, they also need to deeply understand the differences between the Chinese and English grammar items of passive voice—Chinese is rarely used, Multipurpose in English. Only in this way can the translation be more accurate and fluent, and more in line with Chinese expression habits.(Zhan, 2017:81)

Eg. 11: A biweekly employee newsletter also will be edited, but not as rigorously as an annual report.

Eg. 12: The template from Microsoft Word shown here presents one approach to writing a résumé.

Eg. 13: Templates are preformatted designs for different types of documents, such as letters, memos, newsletters, and reports.

Although science and technology texts are different from literary texts, the latter can add the individual creative elements of translators, and science and technology English is by no means a complete literal translation. Translators should consider cultural differences and should not be overly attached to the form of the original text, which will cause the translation to be rigid. Instead, they should cleverly change the voice and sentence structure in accordance with Chinese expression habits and methods, and be as faithful as possible to the original. The translation must be easy and smooth for the target readers. As a translator, you should be proficient in the use of passive voice translation methods to improve translation efficiency and accuracy.

4.2 Translation Strategies

The translator mainly uses the domestication translation strategy in the translation process. Domestication refers to a translation strategy that uses a transparent and smooth style in translation to minimize the strangeness of the original text. It is to localize the source language, using the target or target readers as the destination, and adopting the expressions used by target readers to convey the content of the original. (Zhang, 2015:89)The target audience of the translation is Chinese students, so the translator should move closer to the target language readers, which will help students understand the translation.

long sentences and composite structures are difficult. In translation, according to the translation strategy of domestication, the basic standards of translation are followed. The translation can accurately express the meaning of the original text and conform to the expression of Chinese. It flexibly adopts translation methods and techniques.

Eg. 14: Once you have a sense of what you want to say, you need to select a type of document, a design, and a delivery method.

Translation: 当您灵感乍现后，您就要开始决定您的文本类型、文本设计和上传方式了。

The literal translation of "have a sense of what you want to say" is "有了想说话的感觉". Obviously, the literal translation does not conform to Chinese expression habits. Therefore, the translator translates it as "灵感乍现", which not only approaches the target language, but also makes the translation more concise.

Eg. 15: Related to the question of reader expectations is the question of how you will deliver the document to your readers.

Translation: 文档的交付方式是读者最关注的问题。

The literal translation is "与读者期望问题相关的是如何将文档交付给读者的问题。". This version of the translation is long and word-repeating, which is not conducive to reading by the target audience. Therefore, the translator simplifies the translation, changes the word order, and approaches the grammatical rules of the target language.

Eg. 16: As you backtrack, you will have one eye on the clock, because the deadline is sneaking up on you.

Translation: 当您返回编辑时, 你必须时刻关注时间, 因为最后期限正在悄悄逼近。

First, depending on the context, the translator translates "backtrack" as "返回编辑" rather than the original meaning "回溯". Secondly, the source text uses an exaggerated method to describe time urgency, "have one eye on the clock," which is an English habit. But translated it into Chinese "一只眼睛盯着时钟", is obviously not a familiar expression for Chinese readers. Therefore, the translator translates it into "时刻关注时间", which is convenient for target readers to read.

4.3 Translation Methods

4.3.1 Zero Translation

Zero translation is without any translation, directly introduces certain components of the source language into the target language. Zero translations include Ellipsis, Transference, Transliteration, and Literal Translation with Notes.(Qiu, 2001:45) In terms of vocabulary, translators mainly use zero-translation methods to process proper nouns and abbreviations. For example, "**Microsoft Word**", the translator directly put it into the translation, because Microsoft Word as a professional term, is the office software that everyone knows. Another example is "**SME**". SME is

the abbreviation of "Subject-matter experts", but the word is not well known, so the translator keeps the abbreviation and adds a comment later: "SME (Subject-matter expert 的缩写, 即业内专家)".

4.3.2. Free Translation

Free translation refers to the translation method that is only faithful to the original content, but not the original structure and rhetoric. The transfer of information comes first. Free translation requires that on the basis of maintaining the content of the original text, it strives to make the translation in accordance with the reading habits and aesthetic psychology of the target language readers as possible as possible in terms of word selection, syntax structure, image metaphor, and style characteristics.(Zhang, 2015:60)

Eg. 17: Although the statement of purpose might not appear in this form in the final document, you want to state it clearly now to help you stay on track as you carry out the remaining steps.

Translation: 尽管目的声明可能不会在最终文档中出现, 但您需要在此处阐明, 以帮助您在执行其余步骤时保持正确无误。

The original meaning of "stay on track" is "保持在轨道上". Here the translator uses the method of free translation to translate it into "保持正确无误" based on the meaning of the original text. It makes the translation more fluent and accurate for readers to read and understand.

Eg. 18: Benefits manuals, for example, keep changing.

Translation: 例如, 不断推陈出新的福利手册。

The original text is three small clauses. If it is literally translated into Chinese, it will lack sentence components, resulting in sentence incompleteness and unclear semantics. Therefore, the translator merges the translation into an adjective phrase

Eg. 19: At this point, your organization is only tentative.

Translation: 在这一点上, 您的资料集还只是个半成品。

The translator translates "organization" into "资料集", "tentative" into "半成品", which conforms to the context and is easy for readers to understand.

4.4 Translation Technique

4.4.1 Division

Division refers to splitting a sentence with a long sentence or a complicated structure into several clauses. (Zhang, 2015: 62) English source language has long and complex sentences, while Chinese is more accustomed to using short sentences. Therefore, when translating long sentences of source text, translators often use the translation method of Division.

Eg. 20: ①One technology that enables people at different locations to work together is a wiki, ②a website that lets authorized readers edit a document and archives all the previous versions of the document.

Translation: 维基(Wiki)是一项使不同地点的人们能够协同工作的技术。作为一个网站, 维基允许授权的读者编辑文档, 并对文档的所有先前版本进行存档。

In this example, the source text uses a nominal clause, which is long and complex, so the translator divides it into two sentences when translating. It makes the translation conform to the Chinese language convention.

Eg. 21: ①People who have a federal student loan can apply for program ②from the Department of Education ③that is intended to give relief to former students with moderate incomes by sketching the payments out over a longer period.

Translation: 根据教育部部署, 为减轻中低收入学生的负担, 拥有联邦贷款资格的学生可申请长期分期付款。

The source text is a long sentence consisting of 37 words, without any punctuation in the middle, and has a complicated structure. It is a typical English long and difficult sentence. In order to facilitate the reader to read and understand the translation, the translator uses the translation technique of division to split the sentence into three simple clauses, which is in line with the reading habits of Chinese readers.

4.4.2 Addition

Addition technique refers to adding some words that are not in the original text to the translation. Words are added while meaning not. The vocabulary added by

translation is hidden in the original text.(Zhang, 2015:62) In order to faithfully convey the meaning and style of the original text, and to meet the expression habits of the target language, to sum up, there are usually four additional translation methods: collocation addition, structural addition, rhetorical addition, and semantic addition.

Eg. 22: You can start with a Blank Document or with one of the many available templates.

Translation: 您可以从空白文档开始创作，也可以使用已提供的模板。

The translator translates the source text into a sentence pattern of "你可以...也可以...", making the translation more complete and closer to the target language habit.

Eg. 23: Draft quickly. Try to make your fingers keep up with your brain.

Translation: 提高起草速度。尽量让您的手速跟上大脑思考的速度。

The translator uses addition to make the translated sentence more complete in meaning and more in line with Chinese expression habits.

5. Summary

Although the translator is only responsible for one chapter of Technical Communication, the translator still encounters many difficulties. The source text is scientific and technical text, a type of text not familiar to most translators, including the author of this report. The content of the source text and technical exchanges have been developed in European and American countries for many years, and it is an emerging course in China. Therefore, the parallel texts that translators can refer to are very limited, and they cannot understand the translation methods of other translators of the same type of text. In the absence of relevant knowledge of the source text, the translator decided to use the theories, strategies, methods, and techniques learned in the translation theory course as guidance and tools, and explore translation in conjunction with the text content. Translators find that functional equivalence theory is very helpful in the translation process, and naturalization strategies have solved many translation problems. The problems of scientific and technical long sentences, the translation of proper nouns, and the cultural differences between English and Chinese have all been gradually solved. With the support of theory, the author also

searched for the only parallel text as a contrast, and the translation slowly took shape.

Translation is more than just converting one language into another. Translation projects also include format conversion, termbase collection, and editing and layout. Therefore, translators are also technically difficult. With the help of other project team members and the translator's own attempts, the translator is gradually able to use the computer software such as WPS and memoQ.

Through this translation project, translators not only learned the relevant knowledge on the source text content, but also improved the translation level and learned more software usage methods.

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Appendix Source Text and Target Text

<p>Technical Communication</p> <p>Writing Technical Documents</p> <p>by Mike Markel</p>	<p>技术交流——第三章撰写技术文档</p> <p>作者：迈克·马克尔</p>
<p>This chapter presents a writing process that focuses on the techniques and tools most useful for technical writers.</p>	<p>本章介绍了重点介绍了对技术作者最具帮助的技术和工具。</p>
<p>Should you use the process described here?</p>	<p>您应该使用此处描述的流程吗？</p>
<p>If you don't already have a process that works for you, yes.</p>	<p>如果您还未找到适合您的流程，是的，您应该使用。</p>
<p>But your goal should be to devise a process that enables you to write effective documents (that is, documents that accomplish your purpose) efficiently (without taking more time than necessary).</p>	<p>但是，您的目标应该是设计一个流程，使您能够高效地编写有效的文档（即实现目标的文档）（而不花费不必要的时间）。</p>
<p>At the end of this chapter, you will find a Writer's Checklist.</p>	<p>在本章的最后，您将看到一份作家清单。</p>
<p>After you try implementing some of the techniques described in this chapter, you can start to revise the Writer's Checklist to reflect the techniques that you find most effective.</p>	<p>在您尝试实施本章中介绍的某些技术后，您可以开始修改作家的清单，以反映您认为最有效的技术。</p>

The writing process consists of five steps: planning, drafting, revising, editing, and proofreading.	写作过程包括五个步骤：计划，起草，修订，编辑和校对。
The frustrating part of writing, however, is that these five steps are not linear.	然而，可惜的是，这五个步骤并不是线性的。
That is, you don't plan the document, then check off a box and go on to drafting.	也就是说，您无需计划文档，然后选中一个框并继续进行草稿。
At any step, you might double back to do more planning, drafting, or revising.	在任意步骤，您都可以多次往返进行另外的计划，起草或修订。
Even when you think you're almost done—when you're proofreading—you still might think of something that would improve the document.	即使当您认为快要完成的时候——当您校对的时候——您仍然可能会想到一些可以改进文档的东西。
That means you'll need to go back and rethink all five steps.	这意味着您需要回到第一步并重新斟酌所有五个步骤。
As you backtrack, you will have one eye on the clock, because the deadline is sneaking up on you.	当你走回头路的时候，你会有一只眼睛盯着时钟，因为最后期限正在悄悄地逼近你。
That's the way it is for all writers.	所有作家都是如此。
A technical writer stops working on a user manual because she has to get it off to the print shop.	技术作家停止编写用户手册，因为她必须将其交给印刷厂。
An engineer stops working on a set of slides for a conference presentation because it's time to head for the airport.	工程师停止了为会议演示准备的一组幻灯片，因为是时候去机场了。

<p>So, when you read about how to write, remember that you are reading about a messy process that goes backward as often as it goes forward and that, most likely, ends only when you run out of time.</p>	<p>因此，当您阅读有关如何编写的内容时，请记住，您正在阅读的是一个混乱的过程，它在前进的过程中经常倒退，而且很可能只有当您时间用尽才会结束。</p>
<p>Remember, too, that many of the documents you produce will never truly be “finished.”</p>	<p>还要记住，您生成的许多文档永远都不会真正“完成”。</p>
<p>Many types of documents that live online are called living documents because they are meant to be revised as new information becomes available or policies change.</p>	<p>在线存在的许多类型的文档被称为实时文档，因为它们将随着新信息的获取或政策的改变而进行修订。</p>
<p>Benefits manuals, for example, keep changing.</p>	<p>例如，福利手册一直在变化。</p>
<p>Planning, which can take more than a third of the total time spent on a writing project, is critically important for every document, from an email message to a book-length manual.</p>	<p>从一封电子邮件到一本整本的手册，规划可能要花费写作项目总时间的三分之一以上，这对每个文档都至关重要。</p>
<p>Start by thinking about your audience, because you need to understand whom you are writing to before you can figure out what you need to say about your subject.</p>	<p>首先要考虑您的受众，因为您需要先了解您写作对象的信息，然后才能弄清楚您需要围绕主题说些什么。</p>
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<p>ANALYZING YOUR AUDIENCE</p>	<p>分析受众</p>

If you are lucky, you can talk with your audience before and during your work on the document.	如果幸运的话，您可以在处理文档之前和过程中与读者交流。
These conversations can help you learn what your readers already know, what they want to know, and how they would like the information presented.	这些对话可以帮助您了解读者已经知晓的内容，想知道的内容以及他们希望如何提供呈现的信息。
You can test out drafts, making changes as you go.	您可以测试草稿，随时进行更改。
Even if you cannot consult your audience while writing the document, you still need to learn everything you can about your readers so that you can determine the best scope, organization, and style for your document.	即使您在编写文档时不能咨询您的读者，您仍然需要了解有关您的读者的所有信息，以便您可以确定文档的最佳范围、组织和样式。
Then, for each of your most important readers, try to answer the following three questions:	然后，对于每个最重要的读者，尝试回答以下三个问题：
Who is your reader?	您的读者是谁？
Consider such factors as education, job experience and responsibilities, skill in reading English, cultural characteristics, and personal preferences.	考虑诸如教育，工作经历和责任，阅读英语的技能，文化特征和个人喜好等因素。
What are your reader's attitudes and expectations?	读者的态度和期望是什么？
Consider the reader's attitudes toward the topic and your message, as well as the reader's expectations about the kind of document you will be	考虑读者对主题和您的信息的态度，以及读者对您将要呈现的文档类型的期望。

presenting.	
Why and how will the reader use your document?	读者为什么以及如何使用您的文档？
Think about what readers will do with the document.	考虑读者将如何处理该文档。
This includes the physical environment in which they will use it, the techniques they will use in reading it, and the tasks they will carry out after they finish reading it.	这包括他们将使用它的物理环境，他们在阅读它时将使用的技术，以及他们读完后将执行的任务。
ANALYZING YOUR PURPOSE	分析受众
You cannot start to write until you can state the purpose (or purposes) of the document.	您必须先声明文档的目的（一个或多个），然后才能开始写作。
Ask yourself these two questions:	问自己这两个问题：
A statement of purpose might be as simple as this:	一份目的声明可能就是这样简单的：
“The purpose of this report is to recommend whether the company should adopt a health- promotion program.”	“本报告的目的是建议公司是否应采用健康促进计划。”
Although the statement of purpose might not appear in this form in the final document, you want to state it clearly now to help you stay on track as you carry out the remaining steps.	尽管目的声明可能不会在最终文档中以这种形式出现，但是您现在要清楚地说明它，以帮助您在执行其余步骤时保持正确的状态。
CHOOSING YOUR WRITING TOOLS	选择写作工具
Writers have more tools available to	作家比以往任何时候都有更多的

them than ever before.	工具可用。
You probably do most of your writing with commercial software such as Microsoft Office or open-source software such as Open Office, and you will likely continue to do much of your writing with these tools.	您可能会使用商业软件 (例如 Microsoft Office) 或开源软件 (例如 Open Office) 来完成大部分写作工作 , 并且可能会继续使用这些工具来进行大部分写作工作。
Because of the rapid increase in the number and type of composition tools, however, knowing your options and choosing the one that best meets your needs can help you create a stronger document.	由于合成工具的数量和类型迅速增加 , 因此 , 了解您的选择并选择最能满足您需求的选择可以帮助您创建更强大的文档。
If you travel often or if many people in different locations will collaborate on a given document, you may find it useful to work with a cloud-based tool such as Google Drive.	如果您经常出差 , 或者如果不同地点的许多人会合作处理给定的文档 , 则可能会发现使用基于云的工具 (例如 Google 云端硬盘) 很有用。

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