

《技术传播——第六章研究主题》翻译报告

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作者名称: 吴萍频

所属单位: 重庆第二师范学院

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| 专业年级 | 2016级英语 | | |
| 学生姓名 | 吴萍频 | 学号 | 1610403137 |
| 指导教师 | 李亚星 | 职称 | 讲师 |

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Technical Communication:

Research Your Subject

A translation Report

submitted in partial fulfillment

of the requirements for the degree of Bachelor of Arts

in the School of Foreign Languages and Literatures

Chongqing University of Education

School: School of Foreign Languages & Literatures

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Name: Wu Pingpin

Supervisor: Li Yaxing

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Abstract: The paper is a translation report of Technical Communication, the sixth chapter, Researching Your Subject.

This book emphasizes the importance of the writing process in technical communication. And it also gives equal

weight to the development of text and graphics in documents and websites. The sixth chapter is about research methods, research media, traditional research tools, and social media and other interactive resources.

This report includes introduction, conclusion, and 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 of translation is that the original text is informative text. The language style of the original is rigorous, accurate and terminological. There are a lot of proper nouns and long and difficult sentences.

In order to address these problems, Peter Newmark's translation theory, free translation, amplification and division are employed. By doing this, it can better guide the translation of information text. Through this translation, the translator has the opportunity to understand technical communication and rich translation experience. It also improves the author's ability to apply translation theory to translation practice. At the same time, this report provides a reference for other translators in translating the same type of translation work.

Key words: informative text; Peter Newmark's translation theory; communicative translation; domestication; free translation; amplification

摘要：本论文为《技术传播》第六章《研究课题》的翻译报告。本书强调了技术交流中写作过程的重要性。同时，此书也同样重视文档以及网站中文本和图形的开发。本章重点介绍选择合适的研究方法，了解研究媒体，使用传统研究工具以及社交媒体和其他交互资源。

除了引言和结论部分外，本报告还包括对原文的分析，对翻译困难的阐述以及所采用的翻译理论和方法。翻译的主要难点是原语文本为信息文本。原文的语言风格严谨，准确且具有术语性。有许多专有名词以及冗长而困难的句子。

为了解决这些问题，翻译者在纽马克翻译理论的指导下，采用了意译，增译和分译等翻译方法和翻译技巧。通过这次的翻译项目，翻译者有机会了解技术交流，并丰富了翻译经验。此外，这次翻译还提高了作者将翻译理论应用于翻译实践的能力。这也为其他翻译者翻译类似的文本提供了参考。

关键词：信息型文本；纽马克翻译理论；交际翻译；归化；意译；增译

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A Report on the Translation of Technical Communication—Research Your Subject

Introduction

In China, with the deepening of economic globalization and information technology, trade, culture and technology exchanges between countries are increasingly frequent. And the demand for technology communication is increasingly urgent (Gu Huanhuan, 2016). Technology communication is text writing and communication for the purpose of transmitting technical information (Gu Huanhuan, 2016). However, the author of the book translated by the translator defines it as ‘ ‘Technical communication encompasses a set of activities that people do to discover, shape, and transmit information’ ’ (Mike Markel, 2014). By translating this textbook, English majors and other people can learn about technical writing and how to do technical writing. And it also can improve the ability to use in actual work to meet the needs of society.

The entire report is divided into five parts. The first part is about the project background, the text background and the translation procedure. The second part is translation theory. This section introduces Peter Newmark’s communicative translation theory based on his text typology. The third part is the analysis of the source text. Mainly analyze the language characteristics of the source text. The fourth part is the main body of the report. The translator faces many difficulties and challenges when translating. In translation strategies, the translator mainly adopts domesticated translation strategies. On this basis, the translator uses methods such as free translation and amplification, as well as division techniques to solve translation difficulties. And the last part is the summary of this project. It mainly tells about the difficulties encountered by the translator in translation, and the problems that have not been solved, the gains and insights in this translation.

1Project Overview

This section describes the background of the translation project, relevant information about the original book, such as the author, and what the translator did throughout the translation process.

1.1Project Background

This translation project is a book named Technical Communication by Mike Markel. This book is a textbook on technical communication and technical writing, which needs to be translated into Chinese. The target audience is

English majors. In addition, anyone who wants to know about technical communication can read this book.

The project would need to translate the source text into Chinese from September 9 to October 21, 2019, and complete the task of reviewing and typesetting. Project requirements: 1. Ensure that terminology is uniform and attached to the glossary. 2. Use translation software for translation. 3. The picture content also needs to be translated. 4. Except that the online learning tips are not translated, try to translate other contents as close as possible to the original layout. This project only translated Chapter 2, Chapter 3, Chapter 4, Chapter 5, Chapter 6, Chapter 15, and Chapter 17 of this book. From September 9 to October 19, it took 33 days to complete the translation project. During this period, the author of the report acted as translator, reviser and typesetter.

In fact, there are relatively few books and academic journals on technical communication in China. Overseas, universities offer many courses on technology communication and technical writing, such as Michigan State University, University of Central Florida, Pennsylvania State University. As a result, the translators gained a lot of knowledge about technical communication after completing this project. This also provides a way for English majors to expand their abilities. It can be used as the direction of professional development, such as the document engineer.

1.2Text Background

Technical Communication is a popular science book about writing and technology published by Xiaoxiao Publishing House. Mike Markel is the author of Technical Communication. He is the director of technical communication at Boise State University, where he teaches both undergraduate and graduate courses. He is also the former editor of IEEE Transactions on Professional Communication. Additionally, he is the author of numerous articles and six books about technical communication. Ethics and Technical Communication: A Critique and Synthesis is one of the books. Through clear advice and an accessible visual design, Mike Markel's "Technical Communication" models the principles it teaches, offering practical strategies that students can put to use right away. And this book shows writers how to tackle the major types of documents and writing situations they will encounter in their professional lives. Excellent and always fresh sample documents and examples demonstrate effective techniques and provide many opportunities for analysis, while interactive cases provide fascinating solutions for writing exercises. And it combines the latest workplace and technology trends to provide new suggestions on how and why to effectively use social media in technical communication.

1.3Translation Procedure

1.3.1Pre-translation Preparation

First of all, the translator took a rough look at the entire book, especially the chapter titles. The purpose of this is to understand the main content of this book and what it is about. Even so, the translator's concept of technical communication is vague. The translator spent half a day finding information about the author of the book on LinkedIn, Amazon, and <https://book.douban.com>, as well as what netizens said about it. Then, the translator extracted a few keywords such as technical documents, technical writing, and searched on Baidu. Doing so deepens the translator's understanding of technical communication. Next, the translator looked for related parallel text. The author looked up information related to technical communication on Google. In fact, there is not much information in this regard, and the accuracy of the information cannot be guaranteed. Therefore, the author searched the book, Strategies for Technical Communication in the Workplace (2nd Edition) and Technical Communication - a reader-centered approach, on Jiumo Search by searching keywords. The words in this book, such as

technical communication, workplace, have the same vocabulary as the author's translation, so this book is used as a parallel text. Finally, because this book has a lot of pictures and tables, converting formats is an important step. So the translator uses Solid Converter to convert the format of the original text.

1.3.2 During the Translation

This part of the translation has about 7000 words. From September 17, 2019, the translator began to translate the first draft. Until October 2, the translator completed the translation of the first draft. In these 16 days, about 437 words are translated every day. First, use the translation software MemoQ to import text, which makes translation more convenient. Secondly, use Google for pre-translation and make bilingual comparison through Tmxmall. Under the guidance of communicative translation theory, domesticated translation strategies are adopted. At the same time, translation techniques such as amplification and division also support this translation. This is to make the translation more acceptable and understandable to the target readers in terms of content and form. Of course, make sure the content is accurate. In addition, English-Chinese dictionaries, being online dictionaries, Google Translate and Baidu Translate helped to modify the first draft.

1.3.3 Post-translation

The next step was the review, which took five days. The translator thoughts deeply about the words that are in doubt during translation and finalize the definition. And this should be consistent with the language habits of the target audience. Then, export various types of files on MemoQ and make a glossary with Tmxmall. But in fact, the format after exporting is still different from the original, which needs to be adjusted manually. So typesetting at the end is a crucial step. Carefully compare the format of the original and translated versions and make adjustments. For example, in the table, due to the differences between Chinese and English, after translation, the second half of a sentence runs directly from the first row to the second row. In this case, it is necessary to make a sentence together. This step took 5 days.

2.

2. Theoretical Framework

Peter Newmark is a famous English translation theorist and translation trainer. He has rich experience in practice translation and teaching field (Yuan Qingqing, 2012). His famous books Approaches to Translation and A Textbook of Translation help the majority of English majors and non-English majors in translation. Peter Newmark's translation theory mainly includes two parts, one is text type classification which is based on language functions, and the other one is translation methods (semantic translation and communicative translation).

Traditionally, people's discussions on translation skills have never come out of the dual framework of literal translation and free translation. Moreover, this thinking is basically based on text, and rarely considers the purpose of translation, readership, and text category. Moreover, when classifying texts, people often distinguish texts by subject matter, such as literature, science and technology. Newmark felt that this distinction did not reveal the essence of language sufficiently. Based on Reiss's text typology and Buhler's classification of language functions, he put forward his text classification in his book A Textbook of Translation. According to language functions, he put forward six text types: vocative text, informative text, aesthetic text, and expressive text, metalingual and phatic text. In the six types, the "expressive", "informative" and "vocative" texts are the three main of them (Yang Xinyao, 2015).

Expressive texts mainly express the author's emotions and thoughts, and author-centered discourses, such as poetry,

novels, and drama. Vocative texts are more common in notices, instructions, brochures, etc. intended to persuade or guide the reader. Informative texts are mainly used to convey objective information, such as technical reports, papers, textbooks, etc. (Ding Jianjiang, 2003). The center of this text is the reader.

According to different text types, Newmark proposed two translation methods: semantic translation and communicative translation. In theory, communicative translation is very different from semantic translation. These differences are mainly reflected in how to express the target language. Semantic translation requires that the translated text be close to the original text in terms of structure and word order. But communicative translation requires translators to rearrange the language structure by focusing on the effect of information transmission and emphasizing the receiver's perception and reaction to make the translation smooth and localized (Li Xin and Zhang Zhe, 2015). Newmark believes that semantic translation is mainly applicable to expressive texts, while communicative translation is more suitable for informative and vocative texts.

Technical Communication is a textbook. According to Newmark's translation theory, textbooks are typical information texts and should focus on the use of communicative translation strategies. The translator should minimize the reading barriers to ensure the accuracy of the content and maximize the effect of transmitting the information. This is done to make the reader more understandable and acceptable.

3. Analysis of the Source Text

2.3

2.1

3.1 The Content of the Text

This section focuses on choosing the appropriate research methods, understanding the research media, using traditional research tools, and social media. In this section, it consists of five parts. Part 1 is understanding the differences between academic and workplace research. They have different goals. Academic research's goal is to find information that will help answer a scholarly question. But workplace research's goal is to find information to help you answer a practical question. You all need to be clear that these researches are designed to help you answer questions. Part 2 introduces understanding the research process. In this process, the stages of drafting, revising, and editing are all looking for the information you need. You have to think deeply about pursuing efficient processes and getting accurate information, and this is an important step. For example, analyze the audience, understand the purpose, set the time, and evaluate the information. Part 3 describes how to choose appropriate research methods, it based on the type of problem you need to solve. You need to pay attention to the cultural background of the reader. Part 4 is conducting secondary research. In this part, it is important to understand the research media, such us print, online databases, websites, and social media. Then, using traditional research tools such as Online Catalogs, Reference Works, Periodical Indexes, Newspaper Indexes, Government Information and using social media such as Discussion Boards, Wikis, Blogs are good choice. Part 5 describes conducting primary research, which is about analysis social-media data.

2.1.2

3.1.2

2.2

3.2 The Characteristics of Language

Technical Communication is a textbook suitable for college teaching. The style of writing is formal, the content is

easy to understand, and the expression is concise and clear (Liu Jiali, 2017). As a communication bridge between writers and foreign students, translators should try their best to be faithful and accurate (Zhang Yuhuan and Cao Shujuan, 2008).

At the lexical level, there are a lot of proper nouns in the book, including the names of media, research tool, and person. For example, "HootSuite, Twitter, Facebook, LinkedIn" At the syntactic level, there are a large number of long sentences, mainly consisting of attributive clauses and a few simple sentences. For example, "Whether that expert is a world-famous scientist revising an earlier computer model about the effects of climate change on agriculture in Europe or the head of your human-resources department checking company records to see how the Affordable Care Act changed the way your company hired part-time workers last year, your goal is the same: to acquire the best available information—the most accurate, most unbiased, most comprehensive, and most current." This sentence is a clause guided by "whether or". The translator divided it into three short sentences and translated them in turn.

Moreover, original author tends to use declarative sentences. Except for the title, short sentences, interrogative sentences, or exclamatory sentences are rarely used, which is more objective when expressing. Such as "These questions call for considerable primary research because they require that you learn about your own organization's processes and how the people in your organization would respond to your ideas."

4. Analysis of the Translation

4.1 Difficulties and Challenges

2.1.1

3.1.1

4.1.1 Proper nouns

This book contains a large number of proper nouns, such as person names, software names, and professional vocabulary. For information text, the accuracy of word translation is crucial to the translator. Therefore, after comprehensive consideration by the translator, the translator should pay special attention to the accuracy of this information when translating.

e. g. 1

ST: GUIDELINES: Evaluating Print and Online Sources.

TT: 指南: 评价纸质资源和在线资源。

Translator is very hesitant in translating the word, as translating it into "印刷" is a bit of a mouthful. There are many meanings in the Oxford Advanced Learner's English-Chinese Dictionary. The most common meaning is "书刊文字; 印刷品" After combining sentences, the corresponding word is "online", so the translator translates it into "纸质资源".

e. g. 2

ST: Do our chemists use gas chromatography in their analyses?

TT: 我们的化学家在分析中是否使用气相色谱法?

The translator did not know the meaning of "gas chromatography" when translating, and only learned after Baidu Translate and Google Translate query. And its interpretation on Sogou Encyclopedia is: Gas chromatography (GC) is a common type of chromatography used in analytical chemistry for separating and analyzing compounds that can be vaporized without decomposition.

e. g. 3

ST: Which four-wheel-drive SUV offers the best combination of features and quality for our needs?

TT: 哪种四驱SUV可以将功能和质量完美地结合起来以满足我们的需求?

The translator is not very knowledgeable about automotive knowledge. Searching for pictures on Bing, the word represents the four-wheeled car, which is translated into “四驱SUV” in conjunction with Baidu translation.

4.1.2 Long sentences

In fact, although this textbook uses relatively simple terms, there are a lot of long sentences composed of multiple simple sentences. This requires translators to pay attention to the conversion and expression between English and Chinese.

e. g. 4

ST: In workplace research, your goal is to find information to help you answer a practical question: “Should we replace our sales staff’s notebook computers with tablets?” or “What would be the advantages and disadvantages to our company of adopting a European-style privacy policy for customer information?”

TT: 在职场研究中，您的目标是找到可以帮助您回答实际问题的信息。例如“我们应该将销售人员的笔记本电脑换成平板电脑吗？”，或是“对客户信息采用欧式隐私政策对我们公司有什么好处和坏处？”

e. g. 5

ST: Regardless of whether you are conducting academic or workplace research, the basic research methods—primary and secondary research—are fundamentally the same, as is the goal: to help you answer questions.

TT: 无论您是进行学术研究还是职场研究，其基础研究方法（初步研究和二次研究）在本质上都是相同的。那就是帮助您回答问题。

e. g. 6

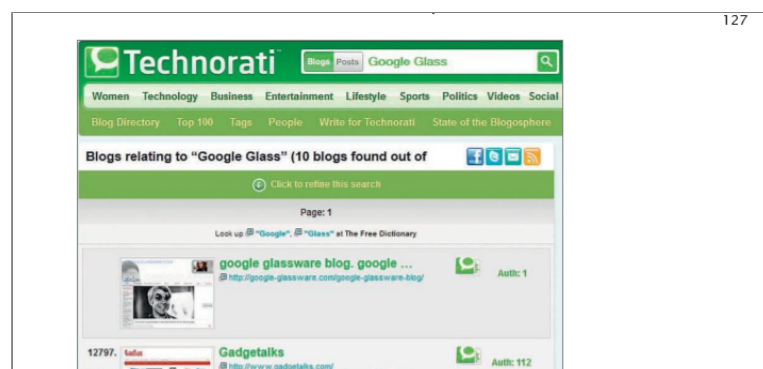
ST: Although all these tasks are described as part of the planning stage, remember that you might also need to perform additional research during the drafting, revising, editing, and proofreading stages.

TT: 所有这些任务都是计划阶段的一部分，但是请记住，在起草，修改，编辑和校对阶段，你可能还需要进行其他研究。

The source text has many complex long sentences. Based on the understanding of English sentences, relevant translation knowledge can be used to translate Chinese sentences that conform to the target language habits. When translating long sentences, translator should try to use simple sentences to accurately express the semantics of the source text. This makes it easier for readers to understand and accept.

4.1.3 Charts

There are many charts and pictures in the source text, which contain a lot of data and specific terms. Even after converting the text format and exporting it with translation software, the format is different from the original. Therefore, formatting needs to be adjusted manually, which actually spend a lot of time. This is a technical challenge.



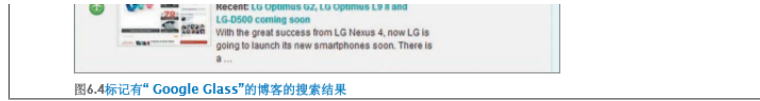


图6.4标有“Google Glass”的博客的搜索结果

In the picture above, the information is too complicated, and it is impossible to convert it with software. So for this picture, the project chooses not to translate or translate its sentences separately.

4.2 Translation Strategies

4.2.1 Domestication

Domestication adopts an ethnocentric attitude, and the foreign language text conforms to the cultural values of the target language, bringing the original author into the target language culture (Yang & Jia, 2010). The translation should use words that are consistent with the target reader's language and close to the reader. Under the guidance of domestication, the translator adopts free translation methods and some translation techniques, such as amplification and division.

e.g. 7

ST: If you are doing research for a document that will be read by people from other cultures, think about what kinds of evidence your readers will consider appropriate.

TT: 如果你正在研究可以被其他文化背景的人们阅读的文档，请考虑一下你的读者认为哪种证据合适。

The translator translates “think about” into “请考虑一下”，which is more in line with Chinese. In Chinese, it is more polite to use honorifics.

4.3 Translation Methods

4.3.1 Transliteration

Transliteration refers to the translation of foreign words with similarly pronounced Chinese characters. This kind of Chinese character used for transliteration no longer has its own original meaning, and only retains its phonetic and written forms.

e.g. 8

ST: Among the most popular is HootSuite, which includes tools for listening in on what people are saying about your company on social media such as Twitter, Facebook, LinkedIn, and many other services.

TT: 其中最受欢迎的是HootSuite（互随：一种社交媒体管理工具），它包括一些工具，可以在Twitter（推特），Facebook（脸书），LinkedIn（领英）等社交媒体上收听人们对你公司的评价。

For “Twitter” and “LinkedIn”, the author used transliteration. And used paraphrasing on “Facebook”. Because these three proper nouns are common and most people know. For “Hootsuite” the author also used transliteration. First of all, the author doesn't know what it is. After asking peers, they also don't know, so even if transliteration along is not enough, they don't know what it is. Next searched for relevant information on Bing and found that Twitter, LinkedIn, and Facebook are all connected to it. Combined with the translated content and Sogou Encyclopedia, the author translated “互随”，and explained later, “一种社交媒体管理工具”.

Hootsuite - Social Media Management for Teams using ...

<https://hootsuite.com/create-free-account> ▼

Hootsuite - Social Media Management. With Hootsuite, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, and Foursquare profiles, schedule messages, and measure your success.

4.3.2Amplification

Amplification is the addition of words, phrases or sentences based on the source text. It helps “the structure of translated sentence more completely and the expression of source information more accurately (Feng, 2001)”

e. g. 9

ST: As well as two techniques for streamlining the process of using these resources: tagged content and RSS.

TT: 以及简化使用这些资源过程的两种技术:标记内容和RSS (丰富网站摘要或简易信息聚合)。

“RSS” is confusing for the first time here. So in order for readers to understand clearly, the author added the meaning of the abbreviation after the word. RSS short for rich site summary or really simple syndication, but in fact this explanation will also appear later. And RSS is also called Really Simple Syndication on Sogou Encyclopedia, which is a format specification for the source of information, used to aggregate websites that frequently publish updated data.

4.3.3Free translation

Free translation, also called liberal translation, refers to the use of new equivalent expressions in the translation, and the sentence structure may also be adjusted significantly (Zhang & Huang, 2015)

e. g. 10

ST: You might find, for instance, that you need more than one method to get the information you need or that the one method you thought would work doesn' t.

TT: 例如, 您可能会发现您需要超过一种以上的方法来获取所需的信息, 或者您认为一种方法不起作用。

According to the sentence structure of the source language, it should be translated as “您可能会发现, 例如, 您需要超过一种方法去获得信息或者一种方法您认为是不起作用的。” On the premise of content-based, the author adjusted the sentence pattern to make the structure more consistent with Chinese expression and fluency.

4.4Translation techniques

4.4.1Division

The method of translation is to translate a word or phrase in the original sentence into a single sentence or clause in the target language, or to translate a long and complex sentence in the source language into two or more sentences in the target language (Tan, 2005). There are a large number of long sentences in the source text. When translating these sentences, this translation technique is used to translate long sentence into multiple short sentences.

e. g. 11

ST: “Whether that expert is a world-famous scientist revising an earlier computer model about the effects of climate change on agriculture in Europe ①or the head of your human-resources department checking company records to see how the Affordable Care Act changed the way your company hired part-time workers last year②, your goal is the same: to acquire the best available information—the most accurate, most unbiased, most comprehensive, and most current③”

TT: “无论是有着世界著名科学家称号的专家, 他正在修改有关气候变化对欧洲农业影响的早期计算机模型①; 还是你的人力资源部门负责人检查公司记录, 以了解《平价医疗法案》如何改变了你公司去年雇用兼职员工的方式。②对于这些, 你的目标都是一致的: 获取最佳的可用信息, 也就是最准确、最公正、最全面和最新的信息③”。

In English, long sentences are used more frequently, and in Chinese, they tend to be short sentences. Split this

long sentence into three sentences to make the sentence structure clearer. Sentence ① has multiple modifiers. To comply with Chinese expression habits, the author uses pronouns to translate the sentence into two parts. Sentence ③, in order to connect with the previous two sentences, the author added “对于这些” to make the entire sentence smoother.

e. g. 12

ST: These print and online works are especially useful① when you are beginning a research project② because they provide an overview of the subject and often list the major works in the field.③

TT: {这些纸质和在线作品（在你开始研究项目时②）特别有用①}，因为它们提供了主题概述，并经常列出该领域的主要作品。③
In this sentence, the translator splits it into three sentences. After the split, the sentence structure is clearer.

Moreover, the translator adjusted the order of translation to make it more in line with Chinese expression.

5. Summary

Although this project only translated part of the book, translators encountered many difficulties in completing the project. The translator is not very familiar with the technical writing and the relevant knowledge of technical dissemination, so the translator does a lot of preparations before starting the translation. And at the beginning

translator was confused about the type of text in the book, like both technical and informational texts. For the choice of translation theory, the translator first used German teleology, and searched related literature on HowNet. However, with the deeper understanding of the article, the translator finally used Newmark's translation theory as the theoretical guide for the whole translation.

There are still some problems in the translation of “you”. The translator is not sure whether to translate it into “您” or “你”. Translation into “您” is more respectful, while translation into “你” is more cordial. In order to close the distance with the readers, the author temporarily translates it as “你”.

Through this project, translator learned how to use theory to translate. In addition, the translator has mastered some strategies, methods and techniques for translating informational text. In addition, the translator has improved their ability to find literature. After reading a lot of papers, it helped the translator greatly. At the same time, translator also recognizes their shortcomings, especially in online search and encyclopedia knowledge. Translator realizes that there is a lot of preparation to translate a book. It is important to combine theory with practice. As an English major, you need to expand your abilities, not just English.

Conclusion

Under the guidance of Newmark's translation theory, the whole translation mainly uses domestication. It takes 33 days to complete the translation project. This report can be divided into five parts. The first part is about the project background, the text background and the translation procedure. The second part is translation theory. This section introduces Peter Newmark's communicative translation theory based on his text typology. The third part is the analysis of the source text. Mainly analyze the language characteristics of the source text. The fourth part introduces the translation strategies, translation methods and translation techniques used by translators.

This translation project has given translators some inspiration. Combining technology and knowledge is a new path for people who learn languages. In particular, there is currently a lack of technical writing talents in China, and there are few courses in technical writing in universities. This is a good development direction in the future.

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• 说明:

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