# 《技术写作—受众分析及目的》翻译报告

## 【原文对照报告-大学生版】

**检测范围：**

◎ 中文科技期刊论文全文数据库 　　◎ 中文主要报纸全文数据库 　　◎ 中国专利特色数据库

◎ 博士/硕士学位论文全文数据库 　　◎ 中国主要会议论文特色数据库 　　◎ 港澳台文献资源

◎ 外文特色文献数据全库 　　◎ 维普优先出版论文全文数据库 　　◎ 互联网数据资源/互联网文档资源

◎ 高校自建资源库 　　◎ 图书资源 　　◎ 古籍文献资源

◎ 个人自建资源库 　　◎ 年鉴资源 　　◎ IPUB原创作品

**时间范围：** 1989-01-01至2020-05-05

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**检测结论：**

| 全文总相似比 | | 复写率 | | 他引率 | | 自引率 | | 专业术语 |
|---|---|---|---|---|---|---|---|---|
| **12.44%** | = | 12.44% | + | 0.0% | + | 0.0% | + | 0.0% |

**其他指标：**

**自写率：** 87.56%

**专业术语：** 0.0%

**高频词：**

**典型相似性：** 无

**指标说明：**

**复写率：** 相似或疑似重复内容占全文的比重

**他引率：** 引用他人的部分占全文的比重，请正确标注引用

**自引率：** 引用自己已发表部分占全文的比重，请正确标注引用

**自写率：** 原创内容占全文的比重

**专业术语：** 公式定理、法律条文、行业用语等占全文的比重

**典型相似性：** 相似或疑似重复内容占互联网资源库的比重，超过30%可以访问

**总相似片段：** 36

期刊：2 博硕：4 外文：8 综合：2 自建库：20 互联网：0

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Technical Communication—

Analyzing Your Audience and Purpose

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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Abstract: The paper is a translation report on chapter 5 from Technical Communication. This book was published by Macmillan Publishers Limited. This book focuses on the significance of the writing process in technical

communication. The translator translated the fifth chapter, Analyzing Your Audience and Purpose, which focuses on the importance of audience roles and goals, using social-media data suggestions and cases in audience analysis, and telling other writers to focus on the needs and interests of the audience.

This report consists of five parts: the analysis of the whole project, the theoretical framework, the analysis of translation source text, the methods and techniques used in the translation process, and the summary of translation. The original text is informative text, with rigorous language style and strong professionalism. Under the guidance of skopos theory, demonstration, free translation, are employed to make translation more accurate.

This translation project not only enhances the translator's understanding of skopos theory, but also pushes forward the development of technical communication in China.

Key words: Skopos theory; Domestication; Technical text

摘要：本论文为《技术写作》中第五章节的翻译报告。《技术写作》是由英国麦克米伦出版公司(Macmillan Publishers Limited)出版的一本读物。笔者主要翻译其第五章《受众分析及目的》，本章重点介绍受众角色和目标的重要性，在受众分析中使用社交媒体数据建议和案例，并告诉其他作者关注受众的需求和兴趣。

本报告一共包括五个部分:对整个项目的分析,对翻译理论的阐述,翻译过程中所采用的方法和技巧，以及最后对翻译的总结。原文是信息型文本，语言风格严谨，专业性强。在目的论的指导，译者采用了归化的翻译策略，异译等翻译方法使翻译更加准确。

翻译此项目不仅增强了译者对目的论的认识，还可以推动技术写作在中国的发展。

关键词：目的论；归化；科技文本

Contents

A Report on the Translation of

Technical Communication—Analyzing Your Audience and Purpose

Introduction

Technical communication in China is at a comparatively laggard level. There are very few Chinese works on technical communication on the market, and only a few people are working on this project. For the sake of catching up with the development of technical communication, the translator chooses Technical Communication as the source material for translation. In some Chinese universities, this book is often used as a textbook. Translating this book into Chinese can also help those students who are not English majors to obtain relevant knowledge faster, reduce the learning time, and improve the efficiency of learning.

This translation report is based on a technical writing book named Technical Communication. The book was written by Mike Markel, published by Macmillan Publishers Limited in 2015, and then introduced to China in English version by the Xiaoxiao Publishing House. Technical Communication is mainly talking about the importance of the writing process in technical communication and giving equal weight to the development of text and graphics in documents and websites. This book is fully consistent with the current development process of technical communication in China, so it allows readers to understand the development of the latest technical communication.

This report includes five parts besides the introduction and summary. The first part is an analysis of the entire translation project. The second part is about the theoretical framework. The third part is about the analysis of the source text. This part includes analysis of the source text, and stylistic features of the source text. The fourth part focuses on some difficulties and challenges when translating, the translation strategies and some methods are used in the translation. The fifth part is the summary of the translation. This part sums up the difficulties that came across by the translator during the translation, the methods to solve the problems, and a few deficiencies that still exist.

1. Project Overview

1.1 Project Background

The translation project is a cooperative project between Xiaoxiao Publishing House and Chongqing University of Education. The project is planned to run from September 9 to October 21, 2019. The translator completed translation and typesetting work within the prescribed time. Then designed this report based on the entire translation process. The project was launched on September 9, 2019. The team leader assigned each member one chapter. After the translation and typesetting were completed, it is the final product. The final product includes Chinese

translations in both Word and PDF formats, bilingual versions in Word format, translation memory, termbase, and translation project reports.

The translator mainly translated Chapter 5, Analyzing Your Audience and Purpose. The translator translated a total of 17 pages, about 7,000 words. This chapter describes in what ways the audience was analyzed and the purpose of the analysis. The whole translation is based on the skopos theory. The translation is as close to the target reader as possible so that they can read and understand the original text easily.

1.2 Translation Procedure

1.2.1 Pre-translation

In order to ensure the accuracy and fluency of the translation, the translator first read Chapter 5 carefully and quickly read the rest of the text after obtaining the source text. Check the web for other relevant information about the book and the author's background information for a comprehensive understanding of the text to be translated. The author found that Mike Markel is the director of technical communication at Boise State University. He is also the former editor of IEEE Transactions on Professional Communication. And this book is only one of his books on technical communication. Besides, the translator also read "Audience Analysis" written by American writer Denis Mcquail as a parallel text. The translation was published by Renmin University of China Press. The translator has mastered some common methods and techniques for this type of text.

In addition to understanding the various translation methods and theory better, the translator also read material on translation theory. Examples include Concise Course on Translation Theory and Practice (《翻译理论与实践简明教程》), Translation Theory: A Coursebook, (《中外翻译理论教程》) and Confusion of Concepts in Translation Studies: Translation Strategies, Translation Methods and Translation Skills (《翻译研究中的概念混淆——以"翻译策略"、"翻译方法"和"翻译技巧"为例》). By reading these documents and books, the translator can understand different translation techniques better. And finally, the translator selected a translation strategy and method suitable for the source text.

1.2.2 While-translation

The format of the source text received by the translator is PDF, so the translator firstly uses PDFelement to convert the source file to Word format. The first translation is done by using Google Translate. After the translation is completed, the source text and the translation are imported into MemoQ. Computer-assisted translation is used to check the translation sentence by sentence, manually proofread and modify. In the process of revision, the translator read a lot of literature about translation methods, and used division, omission and other methods to make the translation more conducive to the target reader. The tools used in the process are: PDFelement, Google Translate, Baidu Translation, CNKI, MemoQ, etc.

1.2.3 Post-translation

The translator completed the first draft of the translation on October 1st, and then spent 15 days to modify and polish the translation to complete the final translation. After the translation was completed, the translator took 3 days to typeset the translation, and the translation work was all completed. The translator packs the Word and PDF format of the translation, the bilingual of Word format, the termbase, and the translation memory database together to the client.

2. Theoretical Framework

The core of contemporary translation theory is that "different types of articles should use different translation

principles and methods" (Guo, 2004:75). Different texts require translation strategies and methods based on specific translation purposes or functions. The translator must choose the best translation method based on the specific content and structure of the article.

Reiss uses the German psychologist buhler's perspective on language function. The functional language model of language function is transplanted into translation, and the text types, functions and translation methods are linked, and three functional text types of "informative", "expressive" and "inducing" are proposed. (Hu, 2010) Informational text is mainly used to convey objective information, such as technical reports, papers, textbooks, etc. (Ding, 2003) This translation is a textbook, which is a typical informative text. The principal goal of the informative text is information dissemination, which has a large amount of information and strong practicability. Its purpose is to convey information and help people improve their understanding of a certain field. (Zhang, 2015) Based on the above claims, the text of the information should be accurate, clear, logical and reasonable, and use some rhetorical or translation skills to make the translation simple and smooth; and help the recipient of the translation, that is, some junior scholars or others interested in it can easily acquire knowledge. Target readers can easily understand such translation works, and can receive the intended meaning of the original text to the maximum extent.

Skopos theory values the reader's response. Vermeer believes that the target reader is an important factor in determining the purpose of the translation. It is a reader or listener who has his own specific cultural knowledge. (Wang, 2012) In Vermeer's skopos theory framework, one of the most important factors in determining the purpose of translation is the target reader, who has their own cultural background knowledge, expectations of the translation, and communication needs. Every kind of translation points to a certain audience, so translation is a "text produced for a certain purpose and target audience in the target language scenario". "Translators should pay more attention to the specific situation of target readers, especially their educational background, social status, culture, history, and occupation." (Venuti, 2004)

This translation project is a textbook, and the audience is students, recipients of knowledge. The purpose is to help students have a certain understanding of technical communication. During the translation process, the translation should be as simple as possible. Skopos theory emphasizes the initiative and participation of the translator, and believes that the original text mainly provides information. (Ma, 2010) Therefore, Skopos theory can meet the requirements of this translation project and can provide effective guidance for this translation.

3. Analysis of the Source Text

3.1 The Content of the Text

Technical Communication is mainly talking about the importance of the writing process in technical communication and giving equal weight to the development of text and graphics in documents and websites. The book is divided into 5 parts. Part 1 is about understanding the Technical Communication Environment. Part 2 is planning the document. Part 3 is developing and testing the verbal and visual information. Part 4 is talking about learning important applications. Part 5 is an appendix about the reference handbook.

The author was responsible for the Chapter 5 of Part 2, Analyzing Your Audience and Purpose. There are about 7000 words. Chapter 5 was divided into four parts, the first is a new, more-detailed introduction to the role of audience and purpose; the second part is advice on using social media data in audience analysis; the third part is cases focusing on an audience's needs and interests, and the last part is learning curves on analyzing your

audience and purpose. This chapter focuses on the importance of audience roles and goals, using social media data suggestions and cases in audience analysis, and telling other writers to focus on the needs and interests of the audience. It also involves translations of agencies and companies in the United States and some proper nouns. The style of the source text is simple and clear, and the format of the source text must be consistent when translating. When necessary, the translator can use annotations or screenshots to mark the description, and the words in the image are needed to be translated.

3.2 Stylistic Features of the Source Text

The purpose of this informative article is to convey information to readers. Therefore, when translating, the translator should not only make the language rigorous to maintain the accuracy of the information, but also make the language easy to understand for the readers.

At the lexical level, there are many proper nouns in the source text, such as Hewlett-Packard website, city planning board, CAD(company's computer-assisted design), CDC(Centers for Disease Control and Prevention ) and so on, which can make the text more professional and authoritative, reflect the authenticity of the information, and increase the reader's knowledge reserve.

At the syntactic level, in order to make the text rigorous and accurate, the source text uses long sentences. Therefore, there are many clauses or compound sentences in the source text. Such as "As a result, professionals often communicate with individuals from different cultural backgrounds, many of whom are nonnative speakers of English, both in the United States and abroad, and with speakers of other languages who read texts translated from English into their own languages. " Because most of the descriptions of scientific and technological texts are working principles, experimental results, etc., the sentences in the source texts generally use the present tense to describe the objective phenomena. In terms of voice, the source text uses a more passive voice, and also tends to use a nominalized structure.

At the discourse level, the source text is organized logically, and the enumeration method is used in many places. The source text is always personally consistent, and the second person is used throughout the text.

At the rhetoric level, the function of the informative text is to convey information, emphasize the authenticity and accuracy of the content, and do not need gorgeous words and emotions, so the rhetoric in the original text is not particularly prominent. Only when giving some examples the method of parallelism would be used.

The source text is written in the second person, as if in dialogue with the reader, which resonates with the author and reads in a more relaxed language environment. The source text also uses many real examples to add authenticity and persuasiveness to the entire work. The language is simple, fluent, and readable.

4. Analysis of the Translation

4.1 Difficulties and Challenges

4.1.1 Proper nouns

In the translation of informative text, the first thing is to ensure that the information passed is accurate. So it is necessary to take note of the accuracy in translation. This article contains many proper nouns, and the translator used the Internet to search for the official translation.

Eg. 1: For instance, the Centers for Disease Control and Prevention (CDC), a U.S. federal agency, analyzes social media to improve the quality and effectiveness of its public health information.

Translation: 例如，美国联邦机构疾病预防控制中心（CDC）分析社交媒体以提高其公共卫生信息的质量和有效性。

Eg. 2: You know that the company's computer-assisted design (CAD) software is out of date and that recent CAD technology would make it easier and faster for the drafts people to do their work.

Translation: 您知道该公司的计算机辅助设计(CAD)软件已经过时，最近的计算机辅助设计技术将使绘图人员更容易和更快地完成他们的工作。

In the source text, because there are many practical examples, there are a lot of references to the names of some government agencies in the United States, as well as the names of some companies. In order to ensure the accuracy of the information, the translator looked up a large number of materials during the translation.

4.1.2 Pictures

In the original article, there are translations of tables. It is not difficult to translate the contents of the tables, but it is very difficult for the translator to maintain the original style of the tables.

Eg.3:
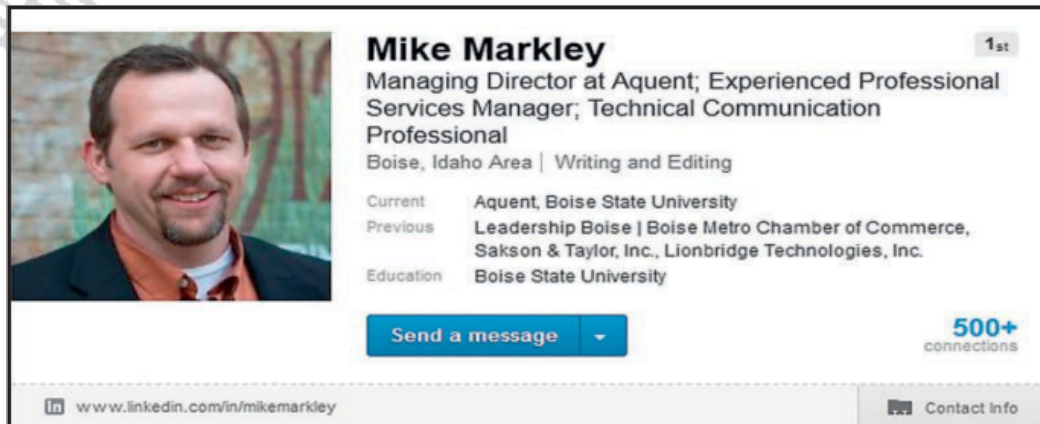


Translation:



When translating the picture, the translator first extracts the contents of the text and then translates it. After the translation was completed, the translator made a text box the same size as the original picture in Word, and then copied the image into the new text box. Then typeset the text that has been translated before, and finally got a picture that is the same as the original one.

4.1.3 Long Sentences

The translator also encountered many long and difficult sentences in translation. Some of these sentences have

multiple clauses or parallel clauses, some have multiple predicate verbs used together, and some have long subjects. Because these sentences are too long, they bother the translator both in reading and in translating.

Eg. 4: This experience gives him a broad perspective not only on how two very different cultures see the world but also on how to supervise people from other cultures so that they work effectively and efficiently.

Translation: 这段经历不仅让他对两种截然不同的文化如何看待这个世界有了更广阔的视角，也让他对如何管理来自其他文化的人有了更广阔的视角，从而让他们更有效率地工作。

Eg. 5: If documents are to be used on ships, on aircraft, or in garages, where they might be exposed to wind, water, and grease, you might have to use special waterproof bindings, oil-resistant or laminated paper, color coding, and unusual-sized paper.

Translation: 如果要在船上，飞机上或车库中使用文件，这些文件可能会暴露在风，水和油脂中，则可能必须使用特殊的防水装订，耐油或层压纸，彩色编码和特殊尺寸的纸张。

Eg. 6: Examples include managers of other departments, who are not directly involved in the project but who need to be aware of its broad outlines, and representatives from the marketing and legal departments, who need to check that the document conforms to the company's standards and practices and with relevant legal standards, such as anti-discrimination or intellectual-property laws.

Translation: 例如，其他部门的经理，他们不直接参与项目，但需要了解项目的大纲，以及市场部和法律部的代表，他们需要检查文件是否符合公司的标准和惯例以及相关的法律标准，如反歧视法或知识产权法。

Because of the different expression habits in Chinese and English, the translator translated long sentences into short sentences when translating long and difficult sentences, which is more in line with the reading habits of target readers. Short sentences enable the target readers to understand the original text better.

4.2 Translation Strategy

4.2.1 Domestication

Venuti interprets "domestication" as " It is to localize the source language, take the target language or the target language reader as the destination, and adopt the expression method that the target language reader is familiar with to convey the original content." in The Translator's Invisibility. (Venuti, 2004:240) Different text types require translators to adopt different translation strategies. (Zhang, Wang, 2019:190) The translation project is a textbook with standardized language, precise wording, neat sentence structure, strong logic, and avoid personal emotions. Zhang Mei mentioned in On the Factors Affecting the Choice of Domestication and Foreignization Translation Strategies that this kind of text conveys objective knowledge, opinions, and other facts. The purpose is to let readers understand the information and broaden their horizons. The text should use domestication as much as possible to highlight the text information content and enhance the readability of the translation.

Therefore, domestication is the most appropriate translation strategy. Domestication enables the target language to express the meaning of the original clearly and accurately. It also can enhance the readability of the article.

4.3 Translation Methods

4.3.1 Free translation

"Free translation" means that when a foreign language is translated into the native language, the author gives up the literary image of the foreign language and looks for the corresponding or similar literary image of the native language. (Du, 2000：225) Due to the huge gap between the two grammar structure systems, it's impossible to translate all words by words. The use of free translation only needs to maintain the content of the original text

and does not have to maintain the form of the original text deliberately, which can not only make the translation more fluent but also help the target readers understand the original text better.

Eg. 7: He has an extensive background, not only in writing and editing but also in various levels of management.

TT1: 他有广泛的背景，不仅在写作编辑上，也在各种层面的管理上。

TT2: 他在写作编辑方面和各方面的管理中都有着广泛的背景

Analysis: Compared with the above two kinds of translation, we can easily find that the second kind of translation is better and more in line with the reading habits of the target readers. The first kind of translation is not fluent, and it is very awkward to read. The translator did not translate directly according to the order of the original text, but integrated the meaning of the whole sentence, understood it, and then translated it into a simple and easy to understand sentence with the reading habits suitable for the target readers.

### 4.3.2 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.

Eg. 9: Hewlett-Packard website

Translation: 惠普网站

Analysis: These are some names encountered in the process of translation. For the readers, they are just some code names without practical meaning, so the author adopts the method of transliteration.

### 4.4 Translation Techniques

### 4.4.1 Annotation

There are many differences between English and Chinese culture. So there is no equivalent in Chinese for some cultural words in English, which forms a gap in the meaning of words. In this case, the method of annotation is often used to fill the gap in English-Chinese translation. Annotation can be used to supplement the relevant information such as background material, word origin and so on. (Sun, 2013:85)It is worth noting that annotation can be considered as a specific kind of addition. (Xiong, 2014:82)

Eg. 8: Prior to joining Aquent, he worked at Micron Technology and Lionbridge in multiple content development and management roles.

Translation:在加入Aquent(一家帮助新兴品牌建立团队的公司)之前，他曾在镁光科技和莱博智担任过多种职务,包括内容开发和管理。

Analysis: "Aquent" is a company's name. People in China are not familiar with the company and there is no official translation, so the translator keeps the original writing and uses the annotation so that the reader can understand what it represents.

### 4.4.2 Division

The division is mainly used for long sentence translation. In order to make the translation easy to understand, sometimes a long sentence has to be translated into two or more sentences. (Li, 2012)

Eg. 10: As a result, professionals often communicate with individuals from different cultural backgrounds many of whom are nonnative speakers of English, both in the United States and abroad and with speakers of other languages who read texts translated from English into their own languages.

Translation: 因此，专业人士经常与来自不同文化背景的人进行交流。 其中无论在美国还是在国外，都有许多人的母语不是英语。

还会和一些阅读从英语翻译成自己语言文本的其他语言使用者交流。

Analysis: The original text is a long sentence connected by "and", there are many clauses in this sentence. In English, long sentences are very common, but in the Chinese context, short sentences are used more frequently. Therefore, the translator spat this sentence into three short sentences to make the sentence easier to understand. After this division, the translation has the same meaning as the original text, and readers can better understand it.

Eg. 11: Projects and campaigns of all sizes and types succeed ①only if they are based on an accurate understanding of the needs and desires of their audiences② and have a clear, focused purpose.③

Translation: 任何规模和类型的项目和活动想要成功,只有对受众的需求和要求有准确的了解,并且有明确的目标才行。

Analysis: The source sentence has 34 words. If this sentence was not spat, it is difficult for the reader to immediately understand the meaning of the sentence. So the translator splits this sentence into three short sentences. The sentence ① is the main idea of the entire sentence, which expresses the core of the entire sentence. "Only if" leads to the conditional sentence of the central sentence, placing "只有 ... 才..." at the beginning of the sentence②, and the end of the sentence③ makes the whole sentence logically connected. The split sentence becomes simpler and understandable, suitable for target readers to read.

4.4.3 Inversion

Inversion implies a necessary change of word order or sentence structures to conform to the good usage in the target language. Chinese tends to focus on the back content, while English tends to focus on the first. (Peng, 2016) Chinese and Western thinking is different, and habits are different. Therefore, there are many differences in many terms. In order to better adapt to Chinese readers, some word order will be adjusted during translation.

Eg. 12: They too will succeed ①only if they are based on an accurate understanding of your audience and have a clear purpose.②

Translation: 只有基于对您的受众的准确理解并有明确的目标,②它们才能成功。①

Analysis: For Chinese readers, people are accustomed to the logical relationship between cause and effect. So when translating, the translator puts the effect, the beginning of the source sentence behind, and the cause in front. The overall meaning has not changed, but readers will become more accustomed to this causal sentence structure.

Eg. 13: Often, technical documents are formatted in a special way or constructed of special materials to improve their effectiveness.

Translation:为了提高技术文档的有效性,技术文档通常采用特殊的格式或由特殊的材料构成。

Analysis: According to the Chinese word order, the translator first translated the purpose, and then translated the conditions needed to achieve the purpose, which is convenient for the reader to read.

4.4.4 Omission

Omission means that some words in the original text are not translated in the target language. Because the meaning of the sentence is complete and can be expressed fluently without such words. In other words, the omission is to delete some unnecessary words, or words that are cumbersome or contrary to the language habit of the translation.

Eg. 14: As you produce documents for this technical-communication course, you will of course consider your instructor's expectations, just as you do when you write anything for any other course.

TT1:当您为该技术交流课程编写文档时,您当然会考虑教师的期望,就像您为任何其他课程编写任何内容一样。

TT2:当您为该技术交流课程编写文档时,您当然会考虑教师的期望,就像您为任何其他课程编写一样。

Analysis: In the translation of this sentence, because "produce document" has been mentioned in the translation of the first half of the sentence, it can be seen that the writing content is "document". Therefore, in the translation of the second half of the sentence, the word "anything" is also the content of the writing. The translator chooses to omit this word, and the meaning of the whole sentence does not change, but the sentence becomes simpler and more suitable for the target readers' reading habits.

5. Summary

Through translating this project, the translator has learned a lot. First, the translator learned a lot about audience analysis. Second, the translator learned how to translate informative texts under the guidance of the skopos theory. However, the translator encountered many problems in the process of translation. First, the translator is not very familiar with the background of the original text, and audience analysis belongs to the content of Communication Science, not the professional field of the translator; so the translator reads the related works of Communication Science before translation to increase the knowledge in this area. Second, the translator is not proficient in using some tools of computer-assisted translation, which leads to inefficiency in the translation process. The translator first tried computer-aided translation tools, such as Memoq, with other documents, and learned the general process and usage methods before importing the source document. Third, the author felt puzzled about the translation of the subject word "audience". The translation of "audience" given by Google Translate is "听众，读者". After reading the source text, the translator thinks that the word "audience" in the source text has a broader meaning, including all the objects of service, so the translator chooses the word "受众".

In the process of translation, the translator still has some problems with the person in the source text. The source text is an English text, the full text uses "you", there is no honorific term in the culture of the original text, but in the Chinese, there will be a difference between "你" and "您". Although in order to appear more respectful and polite in translation, the translator adopts "您", there are still questions about this. The translator will continue to pay attention to the issue of person and hope that other translators can think about it together.

Conclusion

The source text is a book on the technical communication. Under the guidance of the skopos theory, the translator completed the translation project through demonstration strategy. The whole process took 43 days. This report details all the processes to complete the project and the background of the project. It also includes the analysis of some specific examples.

The translator hopes that the translation can help readers understand the analysis of the audience and the purpose of the analysis better, knowing that using social media and new technologies, technical communicators can collaborate with the audience at every step of the communication process. This can also increase the research interest of the Chinese people in the field of technical communication, and provide them with new ideas and innovative ideas. At the same time, the teleology and domestication strategies used in translation can also provide references for others who translate the same material.

Through this translation, the translator realized that translation not only needs to comprehend the original text enough but also needs to be proficient in the target language, so that information can be transmitted equivalently in some clear and simple words. The translator has increased the translation experience and improved translation capabilities. The translator also realized that China needs a large number of talents in technical writing, and

technical writing has a good prospect in China.

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