**重庆第二师范学院全日制本科生毕业论文**

**开题报告**

**外国语言文学 学院**  英语（非师范） **专业** 2016 **级**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **论文题目** | Translation Report of *Culture and Translation* | | | **开题日期** | 2019.12.7 |
| **学 号** | 1610403137 | **姓 名** | 吴萍频 | **指导教师** | 李亚星 |
| **Background of the translation**  *Technical Communication* is a popular science book about writing and technology published by Xiaoxiao Publishing House. The original text is telling in a simple, straightforward way, with more layout content, and can learn a lot of relevant knowledge about document design and production. 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. The target audience for translation is Chinese readers who interested in technical writing. 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.  Implementation:  2019.9.9-2019.9.10 Divide the translation part of *Technical Communication*  2019.9.11-2019.9.16 Extract proper nouns and make a table  2019.9.17-2019.10.02 Complete the first draft  2019.10.05-2019.10.10 Review the first draft  2019.10.16-2019.10.21 Type set and complete final draft  Mike Markel, the author of *Technical Communication*, is director of technical communication at Boise State University, where he teaches both undergraduate and graduate courses. The former editor of IEEE Transactions on Professional Communication, he is the author of numerous articles and six books about technical communication, including Ethics and Technical Communication: A Critique and Synthesis.  *Technical Communication* is divided into five parts. Part 1 is 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 learning important applications. Part 5 is appendix about reference handbook. The book is 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. The sixth chapter, Researching Your Subject, is the part translated by the author of this report. This section focuses on choosing the appropriate research methods, understanding the research media, using traditional research tools, and social media and other interactive resources. The first thing we need to know is understanding difference 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. And then you can choose the research method based on the type of problem you need to solve. The important point is how to collect information. You need to understand the research media, such us print, online databases, websites, and social media. Next, 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.  Through this translation, the author learned how to translate this type of text and learned how to research your subject. Use some tools such as Wikis, Blogs and so on to get information you want. What’s more, the translator can strengthen the knowledge of technical communication after translation. At the same time, the translator hopes that this part of translation can help people use various research tools to obtain information to solve problems. Furthermore, translation strategy of domestication, the translation method of free translation and the translation techniques of division can provide help for others. | | | | | |
| **Contents of the translation report**  Mike Markel introduced that the language of technical communication is easier for readers to understand. The sixth chapter describes how to conduct research. From a lexical perspective, the text uses many proper nouns, including the media, the name of the research tool, and the name of the person. From the sentence level, the author often uses long sentences, mainly composed of attributive clauses and adverbial clauses.  **Pre-translation Preparation:**   1. Format conversion   Because this book has a lot of pictures and tables, converting formats is an important step. So use Solid Converter to convert the format of the original text.   1. Parallel text and terminology preparation   Parallel text reference the book *Strategies for Technical Communication in the Workplace (2nd Edition)* and *Technical Communication – a reader-centered approach.*   1. Translation theory and strategies   Translating this book, the author used Skopos Theory. As a relatively comprehensive theoretical system, German functional translation theory divides the text types of translations with great initiative, especially the communication purpose of translation. The first is the shift from source-text oriented theories to target-text oriented theories and the second is the shift to include social factors as well as linguistic elements in the translation training models (Gentzler, 1993: 70). All Skopos Theories have a common feature, that is, the core of translation research is "the function of text and translation." In other words, translation and language functions are inseparable. Both Rice and Nord believe that the function of the text is determined by the purpose of communication. This view is similar to the translation strategy centered on the recipient or centered on the target language culture. On the basis of the combination of Buhler's language function and Rice's text typology, Nord is referring to Jacobson's theory of language function. In Translating as a Purposeful Activity: Functionalist Approaches Explained (Nord, 2001:40-43), proposed four text functions focusing on translation studies: the Referential Function, the Expressive Function, the Appellate Function and the Phatic Function. The main purpose of this book is to give the reader information and how to do it. In order to achieve this goal, it is necessary to rationally select and organize the textual information of this book. Therefore, the appropriateness of the expression of information functions is directly related to the realization of the calling function. At the same time, this book also includes information on the characteristics of research methods, tools and media resources, as well as the referential functions of the information text. Therefore, this book has the characteristics of both the summoning function and the information function.  The translation strategy adopted by the translator of the translation process is mainly domestication. The source text is a technical communication book. The source text language style is easy to understand, but it is not a paper or report on academic research. The target audience of the translation is mostly ordinary readers. The translation should be close to the reader, using words that are consistent with the language of the target reader.  **During the translation:**  This part of the translation has about 7000 words. In these 16 days, about 437 words are translated every day. During the translation process, the author also encountered some problems. Especially the translation of some proper nouns, such as Hootsuite. In the following example, the solution will be described.  **Post-translation:**  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. | | | | | |
| **Methodology of the translation**  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). Under the guidance of domestication, the translator adopts free translation methods and some translation techniques, such as amplification and division.  **Lexical Level:**   1. Free 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).  **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”, however, the author used free translation. First of all, the author doesn’t know what it is. After asking peers, they also don’t know, so even if transliteration is used, 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”.  C:\Users\lenovo\Documents\Tencent Files\1670297824\FileRecv\MobileFile\Image\N7GS(YMHVWS79M$C(NQVUYS.png   1. Amplification   Amplification is the addition of words, phases 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)”  **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）**。  “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, but in fact this explanation will also appear later.  **Sentential Level:**   1. Division   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.  **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；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。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”。  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. | | | | | |
| **Schedule of the translation report**  Semester 7: Before week 12, to finish checking topic  Week 12, to decide the topic  Week 13, to assign the task of thesis writing  Week 14 to week 17, to finish the first and second draft  Semester 8: Week 1- week 4, to finish the second draft  Week 5- week 8, to finish the third draft  Week 9-week 10, to finish the final draft  Week 11- week 12, the first thesis defense  Week 13- week 14, the second thesis defense | | | | | |
| **References**   1. Gentzler E. Contemporary Translation Theories [M] London: Routledge, 1993. 2. Nord, Christiane. Translating as a Purposeful Activity [M]. Shanghai: Foreign Language Education Press, 2001：12-14. 3. 杨琼&贾德江. 从功能派翻译理论角度看《中文菜名英文译法 》的归化[J] 南华大学学报 (社会科学版), 2010.4, 11(2):108 4. 张万防&黄宇洁. 翻译理论与实践简明教程[M] 武汉:华中科技大学出版社, 2015.4 5. 冯庆华. 实用翻译教程[M] 上海:上海外语出版社, 2001. 6. 谭卫国. 新编英汉互译教程[M]. 上海: 华东理工大学出版社. 2005. 224 | | | | | |
| **指导教师意见：**      **指导教师（签名）：**  **年 月 日** | | | | | |
| **教学单位意见：**    **学院（盖章）**  **年 月 日** | | | | | |

注：开题报告应在教师指导下由学生独立撰写，开题报告通过后方可进行毕业创作。