**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**

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| **论文题目** | Translation Report of *Technical Communication*- *Writing Job-Application Materials* | | | **开题日期** | 2019.12.09 |
| **学 号** | 1610403138 | **姓 名** | 周悦 | **指导教师** | 李亚星 |
| **Background of the translation**  *Technical Communication* is a business and economics book published by Bedford/St. Martin's on December 29, 2014, the 11th edition of *Technical Communication* is a renewed version by principal author Mike Markel with updated content, references and importance on Business Writing from preceding editions and used as an official update for *Technical Communication* 10th Edition. It mainly describes how to tackle the major types of documents and writing situations the reader will encounter in their professional lives. Especially for Business & Economics course enrollees, this book is a critical Business & Economics textbook used by campuses throughout the country. No other text offers such a comprehensive introduction to the field while still delivering practical, effective support for students at every level.  The author, Mike Markel, the 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 seven books about technical communication, including *Ethics and Technical Communication: A Critique and Synthesis*.  The original text is more descriptive and the language is concise, so the translator's translation should also be consistent with the original text. The translation project was launched on September 2, 2019. The first draft was completed on October 10, and the term extraction and bilingual comparison were completed on October 11. The work was formed on October 20. Project products include Chinese translation in Word and PDF format, bilingual version in Word format, terminology in Excel format and translation memory.  In *Technical Communication*, the author introduces six characteristics of the technical content:   1. It addresses particular readers. 2. It helps readers solve problems. 3. It reflects the organization’s goals and culture. 4. It is produced collaboratively. 5. It uses design to increase readability. 6. It consists of words or images or both.   As the translator translates Chapter 15: *writing job materials.* This chapter is for job applicants. It helps job applicants write their materials. It reflects the type and style of the organization and the information about recruit job applicants. Job applicants look for references to write letters of recommendation. The design of the resume and the technicality of the content. The above content reflects the characteristics of the technical text. Furthermore, technical text has eight requirements: honesty, clarity, accuracy, comprehensiveness, accessibility, conciseness, professional appearance and correctness. Therefore, the translator's translation should not only be faithful to the original, but also have these eight requirements.  The translator hopes that the translation of this chapter can give the job applicants guiding opinions, not only English readers but also Chinese readers will know how to write a resume, how to collect job materials, and finally find a job they like. In addition, readers can understand the language style and format of technical texts and complete technical writing. At the same time, functional equivalence theory and translation techniques used in translation can also provide reference for other translators in translating similar texts. | | | | | |
| **Contents of the translation report**  The original text is about how to write job-application materials. The whole article is exposition and the language is concise and accurate. The use of terms is professional and scientific. The strictness, orderliness and logicality of language elaboration. Therefore, the translator's translation should embody the above seven characteristics.   1. Preparation before translation:   (1) Preparation of translation materials:  The translator used Adobe Acrobat DC to extract the text to be translated from the original PDF format and converted it to WORD format. Then extracted the text content in WORD, deleted the picture and adjusted the format.  (2) Preparation of translation reference:  Before translation, the translator learnt translation theory and translation skills, and then determined the translation theory and method to be used by comparing the original text and consulting the relevant documents.   1. Process of translation:   The translator imported the original text into MemoQ, uses Google Translation and Baidu Translation for preliminary translation, and then modified the translation in MemoQ. After the translation of the first draft was completed, the translation memory was exported in MemoQ. In Tmxmall, the original text and the translated text were imported for bilingual comparison and term library extraction.   1. Difficulties and challenges:   The translator has encountered two difficulties in this translation. First, the text was highly explanatory, and the subject of the whole text was "you". The translator did not know whether to translate it into "你" or "您". After discussion among students and consultation with teachers, the final translation was "you". Second, the content of the text contained a lot of proper terms about computer language, Internet site name and company name. The translator did not know whether or not to translate, how to translate. After searching and reading the relevant literature, the translator finally determined the translation theory and strategy of such nouns.   1. Translation theory   “Dynamic equivalence”, also known as “functional equivalence”, was proposed by Nida. He pointed out that "translation is to reproduce the information of the source language from semantics to style in the most appropriate, natural and equivalent language". Dynamic equivalence includes four aspects: 1. Lexical equivalence, 2. Syntactic equivalence, 3. Textual equivalence, 4. Stylistic equivalence (Nida, 2004). According to the four requirements of dynamic equivalence theory, the translator is required to analyze the original text from four aspects: word， sentence, text and style, so as to achieve the best translation in this theory.  According to Nida's definition, “translation refers to the reproduction of the original information in the target language with the closest and most natural equivalent from semantics to style (Nida, 1969).” Among them, "equivalence" is the core, "the closest" and "the most natural" are all for finding equivalence. In *Translation Theory and Practice*, Nida puts forward several translation priority principles: (1) consistency of content is better than consistency of words; (2) dynamic equivalence is better than formal equivalence; (3) language heard is better than written; (4) form used and accepted by readers is better than traditional form (Wang Lijun 2004). Therefore, the translator should try his best to convey the information of the original text accurately, not to stick to the form. | | | | | |
| **Methodology of the translation**  At the lexical level, This text contains a lot of proper nouns, company names, website names and so on. By consulting a large number of materials, the translator found that there are many words which have not been translated into Chinese. This requires translators to use translation methods to translate them.   1. Transliteration   In English to Chinese translation, translators usually follow the principles of spelling and pronunciation when using transliteration, so that the pronunciation of the translation is similar to that of the original. Transliteration is usually used to translate proper nouns such as people's names, place names and reduplicative words. For example, “Dozuki” can be translated into “多组基”. The word “Dozuki” comes from Japan. It means a knife. Dozuki company is a cloud service software launched by iFixit. According to its pronunciation, the translator translates it into “多组基”.   1. Zero translation   According to Professor Qiu Maoru, "what one language can say can also be expressed relatively accurately in another language". In fact, there are various differences between different languages, some of which are untranslatable according to conventional translation concepts. Therefore, the author believes that it is necessary to introduce the concept of "zero translation". The so-called "zero translation" means that the words in the source language are translated from the existing words in the unused language, which contains two meanings: （1）the words in the source language are deliberately not translated; （2） the words in the source language are translated from the existing words in the unused language（Qiu Maoru，2001）. For example, WordPress, Java, C ++, etc. Using zero translation to translate these software names has the following reasons: first, adopting zero translation strategy can ensure the recognition and influence of product brand. Secondly, the complexity of software names and the lack of translation standards. Third, in the process of computer entering China and gradually popularizing, due to the relative lag of the development of domestic software industry, most of the computers of Chinese people are foreign software at the beginning, there is no doubt that such widespread use has a profound impact on the users' cognition and memory of foreign software(Zhang Zhihui, Liu Changmin 2011).  At the syntactic level, The translator should not only select the translation closest to the original meaning, but also consider the context cohesion to complete the most appropriate translation. Therefore, translators will use many translation methods.   1. Conversion   In English to Chinese translation, some sentences cannot be translated word for word. Due to the different ways of expression between Chinese and English, some words in the original text need to be converted to conform to the Chinese expression habits。  e.g. For instance, volunteering for Habitat for Humanity says something important not only about your character but also about your ability to work effectively in a team and to solve problems.  Translation: 例如，为仁爱之家做志愿服务的重要性不仅在于展示你的性格，也展示了你在团队中有效工作和解决问题的能力。  In the original, “important” is an adjective, meaning "重要的". The translator translates it as "…的重要性" instead of "…是重要的". The former is more in line with Chinese expression habits.   1. Negation   This method means that in order to take care of the target language habit, the positive or negative expression in the original language can be converted into the negative or positive expression in the target language.  e.g. There is really no mystery about what employers want in an employee.  Translation: 雇主对雇员的要求其实很显而易见。  The “mystery” in the original text is a noun, which is translated into the adjective "神秘的". "不是神秘的" is "浅显的，众所周知的" in Chinese expression, so the translator translates it as "显而易见". The original text is definite sentence, the translator translates it into affirmative sentence. It is not hard to see that translators often use more than one translation technique when translating a sentence.   1. Voice change   Passive sentences are often used in English, while active sentences are often used in Chinese, so translators should change their voice in translation.  e.g. Getting hired has always involved writing.  Translation: 求职时总是要涉及写作。  The " getting hired " in the original is a passive voice, which means “被录用”, but in order to conform to Chinese grammar and expression, the translator translates it as "求职". Such a translation reads more fluent and authentic.   1. Amplification   Amplification is to add or supplement words that are not or omitted in English sentences so as to express the contents of English sentences more clearly.  e.g. When employers have an opening, they seek out the best candidates—regardless of whether those candidates are looking actively or passively.  Translation: 当雇主有空缺职位时，他们会寻找最佳人选，而不管这些人是主动还是被动。  "An opening" means "缺口、开始", but obviously, it does not mean this in the original text. Combined with the context, this paragraph is to say that when an organization is short of people, employers will look for candidates on the recruitment website. Lack of people means that there is a vacancy, so the translator translates it as "空缺职位".   1. Omission   Omission is a translation method which omits some repetitive words or some covered meanings in order to make the writing concise and more in line with the habit of the target language, while the meaning of the original text is not affected.  e.g. Your challenge is to attract employers successfully—even if you’re happy with your current position at Apple and are not looking to change jobs.  Translation: 你的挑战是需要成功地吸引雇主——你对你目前在苹果的职位感到满意，也不想换工作。  In this sentence, "even if" plays a role of connection. But it is obvious that in the translation, the whole sentence after it is translated is very cumbersome. So the translator deleted the meaning of "even if ".   1. Division   Long difficult sentences are mostly used in English, while simple sentences are used in Chinese. Therefore, in English to Chinese translation, division is a very common translation method.  e.g. An elevator pitch is a brief oral summary of your credentials.  Translation: 电梯法则是一个简短的口头总结，它是总结你的凭据。  The literal translation of the original text is “电梯法则是对你资历的简短口头总结。” This translation is too awkward to read and its meaning is obscure, so the translator divides it into two sentences to make it easier to read and its meaning simple.   1. Inversion   In order to avoid the disadvantages of word to word and line to line translation, the word order and sentence structure should be adjusted according to the purpose and habit. But the translation after the order adjustment should not deviate from the sentence focus of the original.  e.g. Make connections and endorse people who you know have good qualifications.  Translation: 参加论坛讨论，与那些有名望的人建立联系并支持他们。  It can be seen from this sentence that the translator adjusted the translation order of the attributive clause to make it more authentic and easier to read. | | | | | |
| **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. Nida, E.A.&Charles, R.T. The Theory and practice of translation[M]. Shanghai: Shanghai Foreign Language Education Press. 2004：93  2. Nida & Taber. The Theory and Practice of Translation[M]. Leiden, E.J.Brill, 1969.  3. 李瑞侠, 于文平. 论科技英语新术语的翻译[J]. 英语教师, 2015(17): 128-133  4. 刘晓燕. 浅析英译汉翻译的几种常用方法[J]. 湖北函授大学学报, 2013(4): 164-165  5. 邱懋如. 可译性及零翻译[J]. 中国翻译, 2001(1):26  6. 王慧博. 浅谈功能对等理论在科技英语翻译中的应用[J]. 山东农业工程学院学报, 2019(2): 171-172  7. 王丽君. 奈达翻译理论引发的启示[J]. 唐山师范学院学报, 2004(4):44  8. 余清萍, 秦傲松. 动态对等理论与公司名称英译实践[J]. 南昌航空工业学院学报(社会科学版), 2004(1): 50  9. 张普健. 科技英语的特点及翻译方法研究[J]. 海外英语, 2017(7): 102-103  10. 张志慧, 刘常民. 国外科技产品名称的翻译策略\_以汉化软件名零翻译为例[J]. 中国科技翻译, 2011(3): 25-26 | | | | | |
| **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** | | | | | |

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