**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** | A Translation Report on the Chapter 15 from *Technical Communication* | | | **开题日期** | 2019.12.07 |
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| **Background of the translation**  *Technical Communication* is a business and economics textbook published by Xiaoxiao Publishing House. The original text is straightforward, with more layout design content, and many related knowledge and project management experience about document design and production can be learned. The translation project was released on September 9th, with a deadline of October 21st. The translator needed to translate the original text and typeset the translation. The target readers are Chinese readers who are interested in scientific and technological writing.  *Technical Communication* 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 world. 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 book, *Technical Communication*,is divided into five parts. Each section explains different content so that readers can understand technical communication more easily.  The first part: Understanding the technical communication environment. It mainly describes the 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.  The second part: Planning the document. It focuses on rhetorical concerns, such as considering audience and purpose, gathering information through primary and secondary research, and planning the organization of documents.  The third part: Developing and testing the verbal and visual information. It describes how to communicate persuasively, write coherent documents, write effective sentences, design documents and websites, create graphics and review, evaluate, and test documents and website.  The forth part: Learning important applications. It covers a wide range of types of technical communication: letters, emails, job-application materials, electronic résumés, proposals, informational reports, oral presentations, and applications used in communicating with the public, including brochures, white papers, podcasts, discussion boards, blogs, and wikis, etc.  The fifth part: Reference handbook. It offers additional help with skimming sources and taking notes; documenting sources using the APA, IEEE, and MLA styles; and editing and proofreading documents. Also provides advice to multilingual writers on cultural, stylistic, and sentence-level communication issues.  As the translator translates Chapter 15: *writing job materials.* This chapter is for job applicants and helps them to write their materials. This chapter is divided into eight parts. Each part puts forward guidelines for writing job materials from different aspects, including job preparation, factors affecting job search, job search methods, etc.  The first part: Understanding the job-application process. This part describes the five steps of planning, drafting, revising, editing and proofreading when writing job materials.  The second part: Establishing the professional brand. The author expounds how to build professional brand from employer's demand, brand content, brand presentation and ethics notes.  The third part: Planning the job search. The author describes the preparation before job-application from three aspects: employer, job applicants and job materials.  The forth part: Understanding four major ways to look for a position. The author describes through an organization’s website, a job board on the Internet, the job applicants’ network and a college or university placement office or professional placement bureau to find jobs.  The fifth part: Writing résumés. The author describes how to write the elements of chronological resume, skills resume and plain-text résumé.  The sixth part: Writing job-application letters. In this part, the author expounds the importance of job-application letters.  The seventh part: Preparing for a job interview. The author suggests preparing for the interview by asking questions and searching for interview materials.  The eighth part: Writing follow-up letters or emails after an interview. In this part, the author explains the importance of writing follow-up letters and shows the templates of all kinds of follow-up letters.  At the lexical level, there are many scientific vocabularies, such as Java, Javascript. What’s more, there are also many proper nouns, including company name, website name and software name, such as Facebook, MonsterGlobalGateway and LinkedIn. At the syntactic level, there are lots of passive sentences, complex sentences and present tense.  From September 9th to September 10th, the team leader assigned the chapters to the team members. The translator completed the first draft on October 10th, and the term extraction and bilingual comparison were completed on October 11th. The typesetting and final draft were completed on October 21st. Project products include Chinese translation in Word and PDF format, bilingual version in Word format, terminology in Excel format and translation memory.  The translator believes that the translation of such documents not only improves the understanding of scientific and technological texts, but also helps the translator find the desired work. 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 the scientific and technologic text. | | | | | |
| **Contents of the translation report**  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, 2004:93). 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 2004:44).  The original, Technical Communication, is the scientific and technological text. Most types of EST are argumentative and expository. This kind of style is concise in language expression, and its content is true and reliable. The overall structure is logical, and the most important thing is to ensure that the expression is practical. Therefore, when translating such texts, the most important thing is to express the meaning. In order to emphasize the relationship between the target reader and the target text and make the meaning of the original sentence clear, the translator chose the functional equivalence theory as the support of the whole translation. In the process of translation, in order to convey the original meaning accurately and make the readers understand it, the translator first analyzed the sentence as a whole, and then chose the translation skills flexibly to make the sentence complete. On the basis of loyalty to the original meaning, readers can quickly understand the meaning of the translation when reading and understanding, so that the translation is persuasive.  2. Application  2.1. The lexical level  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.  2.1.1 Transliteration  In Tan Zaixi's Dictionary of Translation Studies, according to Cartford's interpretation, transliteration refers to the process of "substitution of source glyph units by target glyph units." When we accept words with their sound and meaning in other languages, we call them loanwords, or transliteration (Tan Zaixi, 2005:257).  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”.  2.1.2.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，2001:26）.  According to Qiu Maoru, "what one language can say can also be expressed relatively accurately in another language ".（Qiu Maoru，2001:26） 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". For example, the software name in the original, WordPress, Java, C ++, etc. Translators used the zero translation method and retain their original English forms.  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 2011:25)  2.2.The syntactic level  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.  2.2.1. Conversion  In the process of translation, in order to make the translation more in line with the target language expression habits, the sentence elements of the original text are translated. This is a method of transformation in order to conform to the expression or habit of the target language. (Ding Fei, 2019:80) 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.  S.T. 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.  T.T. 例如，为仁爱之家做志愿服务的重要性不仅在于展示您的性格，也展示了您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.  2.2.2. Negation  English and Chinese have different word order in the expression of sentences, so they adopt the methods of 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（Ding Fei, 20019:80）. The purpose of this paper is to solve the difficulties of sentence order expression in the process of translation so as to make the translation smooth.  S.T. There is really no mystery about what employers want in an employee.  T. 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.  2.2.3.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.  S.T. Learn about potential employers. Once you’ve identified a company of interest—maybe because you have seen an ad for a position, know someone who works there, or have always thought about working there—start learning about the company by studying its website. But don’t stop there. Conduct informational interviews with people who have worked there or who know people who have; ask your professors if they can help you identify people to interview.  T. 了解潜在的雇主。一旦确定了感兴趣的公司——可能是因为您看过某个职位的广告，认识了在那工作的人或者一直想在那工作的人，便可以通过研究其网站来了解该公司。但是不要一直停在那里研究。与在那里工作或认识的人交流，收集信息；咨询您的教授是否可以帮助您确定要面试的人。  The original literally means”不要停在那里”. If the original meaning is copied, the context will not be understood and will cause ambiguity. According to the context, this passage is about understanding potential employers and studying the companies to be applied. The author suggests studying the company's website to learn about it, but says don't stop there all the time. As can be seen from the above, the author suggests that candidates should not stop there to study all the time, so the translator adds“一直、研究”.  2.2.4.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.  S.T. Start by searching online for your own name. Look at what potential employers will see and ask yourself whether your online personal brand is what you want to display. If it isn’t, start to change it.  T. 首先在线搜索您自己的名字。看看潜在的雇主会看到什么，并问自己您的在线个人品牌是否是自己想要展示的。如果不是，请开始进行更改。  Every sentence in English usually has a subject, and personal pronouns as the subject often appear many times. In order to avoid repetition, Chinese translation is often omitted. At the same time, Chinese seeks the same meaning, and English pronouns are often untranslatable. In this sentence, the translator tried to avoid "it" repetition and make the sentence concise, so "it" is omitted.  2.2.5. Division  The division is aimed at the long sentences or sentences with complex sentence patterns in translation. These sentences usually have strong logicality and compactness, and the translation is very difficult. In this case, translator can divide the long sentence into several broken sentences for translation, and then integrate and understand the meaning of each paragraph on the basis of translation. (Ding Fei, 2019:80)  S.T. One way to show you are a professional who would generously and appropriately share information and work well in a team is to display those characteristics online.  T. 要展示您是专业人士的一个方式是，慷慨大方地分享信息并在团队中表现良好，也就是说您要在网上展示这些特征。  The original sentence contains an attributive clause and an adverbial clause, forming a long and difficult sentence. But Chinese often consists of many simple sentences. The translator divided the attributive clause “who would generously and appropriately share information and work well in a team” into an independent clause. Similarly, the adverbial clause “to display those characteristics online” was divided into a separate clause. The original sentence was divided into three simple sentences from a long sentence, which was more in line with the reading habits of Chinese readers.  2.2.6. Inversion  Inversion refers to the method of recombining sentences without following the original word order and sentence form on the basis of clarifying the structure of long English sentences and understanding the original English in order to comply with Chinese expression habits when translating English to Chinese. (Lei Wen, 2018:104)  S.T. Make connections and endorse people who you know have good qualifications.  T. 参加论坛讨论，与那些您认为有资格的人建立联系并关注他们。  Chinese expression habit is to put attribute and adverbial modifier in front of the modified terms, while English is the opposite. It can be seen from this sentence that the translator put the attributive clause “who you know have good qualifications” in front of “people” to make it more authentic and easier to read.  3. The process of translation  From the preparation to the end of translation, the translator divides it into three parts to introduce:   * 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. The number of words in the original translation that the translator needed to translate is 7,019.  (2) Preparation of translation reference  Before translation, the translator has learnt translation theory and translation skills. After obtaining the original text, the translator first determined that its genre belongs to the scientific and technological text, and then looked up various kinds of literature about the translation of scientific and technological text. *The Application of Functional Equivalence Theory in EST Translation* helped translator to determine the translation theory. *Research on the Characteristics and Translation Methods of EST* and other similar literatures helped translator to contrast and find the best translation.   * 1. .While- 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. Terms include words that appear many times in the original text and proper terms such as company name, software name, website name, etc. In translating these terms, the translator referred to *on the Translation of New Terms in EST* and uses transliteration, zero translation and other translation methods to try to meet the language habits of the target language readers.  3.3. Post-translation  After the completion of translation, the translator needed to typeset the translation so that its format and layout were the same as the original. The translator operated the project through Adobe Acrobat DC. By adjusting the font, moving the paragraph, setting the color and so on, the layout of the translated text could be changed to achieve the consistency with the original text. Finally, the finished product submitted by the translator were Chinese translation in Word and PDF format, bilingual version in Word format, terminology in Excel format and translation memory..  4. Table of contents  1.Introduction  1.1. Background of the translation project  1.1. Background of the source text  1.2. Translation purpose  2. Analysis of the translation  2.1.The process of translation  2.1.1. Preparation before translation  2.1.2.While- translation  2.1.3. Post-translation  2.2.Textual features  2.3. Difficulties and challenges  3. Translation theory  4. Translation method and translation technique  4.1. The lexical level  4.1.1. Transliteration  4.1.2. Zero translation  4.2. The syntactic level  4.2.1. Conversion  4.2.2. Negation  4.2.3. Amplification  4.2.4. Division  4.2.5. Inversion  5.Conculsion | | | | | |
| **Methodology of the report**  1. Literature reading  "Literature reading" refers to a method for people to read and understand literature. The document workers have learned this method, which is convenient for the correct indexing of documents and the work of brief introduction, abstract and cataloging. Researchers learn this method to select literature, capture information, and use more energy for scientific prediction and research in a short time. Therefore, literature reading method is a kind of learning method with practical value for anyone.  The translator searched the key words such as "scientific and technological texts " and "functional equivalence" to find the documents needed for this translation. Then through the screening to find the most appropriate literature to put them into the translation report.  2.Induction  Induction is a kind of reasoning from individual to general. From a certain degree of views on individual things to a wide range of views, the general principles and principles of interpretation methods are derived from specific cases.  By carefully reading the original text, the translator summed up the features of scientific and technological texts and the linguistic features of the original text, and decided to use the functional equivalence theory to translate this text. | | | | | |
| **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. 丁菲. 英语翻译技巧与方法的应用分析[J]. 现代交际, 2019(7):80  4. 雷雯, 浅谈英语翻译技巧与方法的应用[J]. 海外英语, 2019(1):104  5. 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  6. 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  7. 邱懋如. 可译性及零翻译[J]. 中国翻译, 2001(1):26  8. 谭载喜. 翻译研究词典[M]. 北京:外语教学与研究出版社, 2005:257.  9. 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  10. 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  11. 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  12. 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  13. 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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