**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 Report on the Translation of Technical Communication——Understanding Ethical and Legal Considerations | | | **开题日期** | 2019.12.20 |
| **学 号** | 1610403140 | **姓 名** | 张帅玲 | **指导教师** | 李亚星 |
| **Background of the translation**  Technical Communication is a book about technical communication and technical writing skills written by Mike Markel. It will be published by Xiaoxiao Publishing House. The original text is unpretentious, flat and straightforward, with more layout content. Translators are required to translation according to the original style. The source language is English and target language is Chinese. The target readers are technology fans, business workers, students, or the ordinary. The project schedule is from 9 September 2018 to 21 October 2018. During this period, the author of the report acted as translator, reviser and typesetter.  Implementation:  2019.09.09-2019.09.11 Organize a project team  2019.09.12-2019.09.14 Assign translation tasks  2019.09.15-2019.09.18 Establish project term base  2019.09.19-2019.10.03 Complete the first draft  2019.10.04-2019.10.09 Complete the reviewing draft  2019.10.10-2019.10.15 Complete final draft  2019.10.16-2019.10.21 Typesetting, finish product  Mike Markel 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. Interactive cases provide engaging scenarios for writing practice. The new edition incorporates the latest workplace and technology trends, offering new advice for how and why to use social media effectively in technical communication.  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. Using a student-friendly voice, Mike Markel 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 offer plenty of opportunities for analysis, while interactive cases provide engaging scenarios for writing practice. The new edition incorporates the latest workplace and technology trends, offering new advice for how and why to use social media effectively in technical communication.  The second chapter, *Understanding Ethcal and Legal Considerations*, is the part translated by the author of this report. This section focuses on ethical and legal issues related to social media. This chapter summarizes and proposes guidelines for ethical use of social media in the workplace by listing how bicycle manufacturers, Texas Instruments, and Zipcar deal with ethical and legal issues at work.  Through this translation, it not only enriches the translator's translation experience, but also learns knowledge about ethical and legal common sense and guidelines related to social media. The translator also has mastered how to translate this type of text. At the same time, the translator used the functional equivalence translation theory to translate the source text. It can also be used for reference by others. It provides a reference for other translators to translate using the translation strategy of domestication, the translation method of Literal Translation and the translation techniques of Amplification and Division. The reorganizing and translating proper nouns for the text can be viewed and applied to translation practice by others. | | | | | |
| **Contents of the translation report**  The source text belongs to scientific and technical text. The language style of the source text is unpretentious, flat and straightforward, with more layout content. There are many regulations and guidelines in the source text, and the tenses are mostly the present tense. Because of the legal issues and some cases involved in the text, there are more long complex sentences. The sentence involves many proper nouns such as the business, law, and person names.  **Pre-translation Preparation:**  1. Literature review:  This translation refers to a lot of literature. Before the translation, the translator read the *Technical Communication: A Reader-Centered Approach* written by Paul V. Anderson, published by Wadsworth and read the *Handbook of Technical Writing* written by Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, published by Bedford/St. Martin’s. *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 *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》) serve as the main support of translation theory.  Then the author choses 7000 words in the second chapter of the book. The author uses Adobe Acrobat DC software to convert PDF files to Word files, and then uses the tmxmall web page to make a glossary. The author also looked for parallel text through British National Corpus and American Contemporary English Corpus but did not find relevant material. Finally, the author import Word files and pre-made glossaries into memoQ for translation.  **While-translation Preparation:**  The author performs a preliminary pre-translation, and then assists the author with the translation assistant. When encountering obscure and inaccurate vocabulary and sentences, the author resorted to Google Translation, Youdao translation, Bing to translate, then self-modified, and finally determined the translation.  **Post-translation Preparation:**  After the translation is complete, the author exports the translation file. The author uses the original word for typesetting, and uses Excel to organize the terms. Finally the author converted the finished product to PDF format.  **Translation strategies, methods and techniques:**  According to *Translation Theory: A Coursebook*, in order to make the conversion between the source language and the target language have a standard and reduce the difference, Eugene A. Nida proposed a "dynamic equivalence" translation theory from the perspective of linguistics, according to the nature of translation. Functional equivalence." Nida's definition of translation indicates that translation is not only the equivalent of lexical meaning but also the equivalence of semantics, style and style. The information conveyed by the translation has both surface vocabulary information and deep cultural information. The equivalence in "dynamic equivalence" includes four aspects: 1. lexical equivalence, 2. syntactic equivalence, 3. chapter equivalence, 4. stylistic equivalence.  Vocabulary equivalence, the meaning of a word lies in its usage in the language. In the actual translation, what puzzles us is how to find the corresponding meaning in the target language.  Syntactic equivalence, no doubt, syntactically equal vocabulary equivalence is more complicated. One of the most obvious problems in the translation of English and Chinese involves the singular and plural categories. Chinese often uses no obvious language when plural, but in English, plurals are vividly reflected. In addition, Sexual grammar also involve temporal consistency in translation. Therefore, the translator must not only know whether there is such a structure in the target language, but also understand the frequency of use of such a structure. Sometimes, differences in vocabulary can also create translational barriers to syntactic equivalence. For example, Chinese has no relative pronouns, which means that in English-Chinese translation, the order and combination of attributive clauses need to be considered. What makes the syntactic structure reorganization more complicated in the translation process is that the Chinese attributive is in front of the sentence, not the latter. This is why Chinese sentences are significantly shorter than English.  The chapter is equal, also called the textual equivalence. Discourse is a language usage unit. Therefore, the anthor can not only analyze the language itself in discourse analysis, but how the language reflects meaning and function in a specific context. Discourse equivalence consists of three levels: contextual context, contextual context, and cultural context. Contextual context: The contextual analysis of language is mainly based on the confirmation of semantic components, using pragmatic premise reasoning in the translation process, based on the analysis of the language context, to determine the meaning of words or semantic units in the original text, thus Determine the semantic translation of the translation.  Stylistic equivalence, translation works of different styles have their own unique linguistic features. Only when the two languages ​​of the source language and the target language are mastered at the same time, and the two languages ​​can be skillfully used can the translator create a translation that truly reflects the source language style. The difference in the language style of the work means that the cultural factors involved are also different. For example, the genre of science and technology carries fewer cultural factors. Therefore, it is far more important to accurately convert the source information content into the target language than to convert the two language cultures.  The translation methods and techniques used by the author of the translation process are: Literal Translation, Amplification and division. The use of translation methods and techniques are the primary translation at the syntactic level and the lexical level. | | | | | |
| **Methodology of the translation**  **Literal Translation：**  The translation method is to maintain the content of the original text in the translation, while maintaining the original text, especially the metaphor, image and national and local colors of the original text.  It should be pointed out that under the condition that the original thought content can be accurately expressed and the translation language norm is not violated, literal translation has its merits. On the one hand, it helps to preserve the style of the original works, on the other hand, it can enter a new expression method.  *Eg*1*：*  *ST：OBLIGATIONS TO THE PUBLIC*  *TT：对公众的义务*  In this example, there is no cultural factor, and it belongs to the regulations translation, which can be translated literally.  **Amplification:**  The translation method is to add the necessary words, phrases, clauses or complete sentences on the basis of the original text, so that the translation conforms to the Chinese habits in grammar and language form and makes the translation consistent with the original text in terms of cultural background and word association. In order to achieve the purpose of the translation and the original text in terms of content, form and spirit. The increase here is not a random increase in nothing, but an increase in some parts of the original text that have no meaning but have their meaning.  *Eg*2*：*  *ST：For these rea- sons, ethicists have described a general set of principles that can help people organize their thinking about the role of ethics within an organizational context.*  *TT：针对这些原因，伦理学家制定了一套通用的原则，这些原则可以帮助人们在组织环境中组织对伦理道德角色的思考。*  In this example, the translation of "这些原则" makes the sentence more reasonable in structure and grammar, and clearer in meaning.  **Zero Translation:**  The translation method is to translate the words in the source language without using the words in the target language. There are two levels of meaning here: the first level means that the vocabulary in the source language is intentionally untranslated; the second level means that the words in the source language are not translated into words in the target language.  *Eg3*：  *ST：Why doesn’t the Zipcar employee who writes the information for Zipcar own the copyright to that information?*  *TT：为什么作为为Zipcar撰写信息的Zipcar员工不能拥有该信息的版权？*  Zipcar is an American online car rental company based on the concept of "car sharing", but the author has never found any relevant Chinese name online. As a foreign company, in order to retain its foreign characteristics and recognition, the author believes that in this translation, vocabulary should be intentionally not translated. | | | | | |
| **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] Alred, G. J., Brusaw, C.T., OliuBoston, W.E.. *Handbook of Technical Writing* [M]. Boston: Bedford/St. Martin's, 2011.  [2] Anderson, P.V. *Technical Communication: A Reader-Centered Approach* [M]. Belmont: Wadsworth, 2010.  [3] Anonymous. Research and Markets; Journal of Technical Writing and Communication[J]. Telecommunications Weekly,2009.  [4] Baiping Huang. The Application of Functional Equivalence Theory in English Translation of Science and Technology English[P]. Proceedings of the 2017 International Conference on Humanities Science, Management and Education Technology (HSMET 2017),2017.  [5] Du Songcai. Practice Report on the C-E Translation of Technical Documentation under the Guidance of Technical Writing Principles[D].西安外国语大学,2018.  [6] Haselkorn, M.P., Sauer, G., Turns, J.. Aligning inner and outer visions of technical communication: reflections beyond traditional technical writing[P]. Professional Communication Conference, 2002. IPCC 2002. Proceedings. IEEE International,2002.  [7] 冯键.奈达的功能对等理论在文本中的应用[J].现代交际,2018(12):74-75.  [8]冯敏.科技英语的语言特点和翻译方法[J].国网技术学院学报,2019,22(04):75-78.  [9] 宫文蕾.浅析奈达功能对等理论[J].海外英语,2018(15):106-107.  [10] 贾焰. 从词汇和句型特征浅谈科技英语写作[D].西安电子科技大学,2001.  [11] 黎昌抱，邵斌主编.中外翻译理论教程[M].浙江:浙江大学出版社, 2013.  [12] 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,2019,36(02):171-172.  [13] 王欢.科技英语翻译的全面解读与策略研究——评《科技英语翻译》[J].科研管理,2019,40(07):289.  [14] 谢云兰.英语长句翻译策略与技巧[J].长沙大学学报,2014,28(04):111-112.  [15] 熊兵.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[J].中国翻译,2014,35(03):82-88.  [16] 张梦迪. 技术传播与翻译—谈技术写作特点在实用型英汉翻译中的应用[D].南京师范大学,2017.  [17] 张万防,黄宇洁主编.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.  [18] 祝一舒.翻译认知与翻译历史观的建立——“中外翻译史”课程教学探讨[J].山东外语教学,2018,39(05):109-117. | | | | | |
| **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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