**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 --* *Analyzing Your Audience and Purpose* | | | **开题日期** | 2019.12.20 |
| **学 号** | 1610403141 | **姓 名** | 廖林 | **指导教师** | 李亚星 |
| **Background of the translation**  *Technical Communication* is a popular science book about writing and technology written by Mike Markel. It was published by Bedford/St. Martin's; Eleventh. Translators are required to translation according to the original style. The target language is Chinese. The target readers are science writing fans or the ordinary. The translation project was finally published by Xiaoxiao Publishing House after the translation was completed and reviewed. The project schedule is from 9 September 2019 to 21 October 2019. 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*  2019.9.11-2019.9.20 Extract proper nouns and make a table  2019.9.21-2019.10.01 Complete the first draft  2019.10.02-2019.10.17 Review the first draft  2019.10.18-2019.10.21 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, and there are still many books of him, such as *the Detectives Seagate and Miner Mystery series, Ethics in Technical Communication* and *Technical Communication.*  Technical Communication is organized into five parts, 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. And 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 second part focuses on rhetorical concerns, such as considering audience and purpose, gathering information through primary and secondary research, and planning the organization of documents. Chapter 5 of Part II *Analyzing Your Audience and Purpose* is part of the translation of the author of this report. There are totally 7153 words. This section 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 translation project is simple and straightforward, and has a lot of layout design content. Through this translation, it not only enriches the translation experience of translators, but also learns a lot of related knowledge about document design and project management experience. 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 use the translation strategy of domestication, the translation method of free translation and the translation techniques of addition 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**  **Pre-translation:**  The source text belongs to the scientific and technical text. The language of the source text is rigorous, objective, accurate and terminological. There are many complicated long sentences in the text. The source text contains a number of analyses of the audience and what should be noted when communicating with the audience. The sentence contains many proper nouns, such as IBM, CDC, and some company and person names.  1. Literature review:  This translation refers to a lot of literature. Before the translation, the translator read the *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》). These documents are the main support for translation theory.  2. Preparation of Translation Materials:  The translator first uses the PDFelement to convert the original file from PDF format into Word format. The terminology is then extracted through Tmxmall, combined with manual review to form a glossary.  Translation tools: Google Translate, Tencent Translation, CNKI, Microsoft Word, Tmxmall, MemoQ, *Oxford Advanced Learner’s English-Chinese Dictionary*.  **During the translation:**  When the translator got the content to be translated on September 10, it took 10 days to check the relevant materials and literature. For example, the translator read the *Concise Course of Translation Theory and Practice,* *Confusion of Concepts in Translation Studies: Translation Strategies. , Translation Methods and Translation Skills* and so on. In the process of translation, the translator also encountered many difficulties. For example, when translating to “tweens, teens, baby boomers”, the word "tweens" was found in the dictionary to mean "补间" in Chinese, and the translator did not understand enough. After some searching, the translator later saw an example sentence: "More than 1550 remains, representing more than fifteen individuals from infants to babies to toddlers to tweens, teenagers, young adults, adults and elderly." In this sentence, "tweens" was translated into "小孩", therefore the translator understand “tweens" means "early childhood "and ends with the beginning of puberty. So the translator translated " “tweens, teens, baby boomers” into “婴儿时期，儿童时期，青少年时期”.  The translation theory mainly used in the translation process is Nida's functional equivalence. In the *Concise Course of Translation Theory and Practice*, the "functional equivalence" means that the translation does not seek the rigid correspondence of the surface of the text, but achieves a functional equivalence between the two languages. It consists of equivalence at four levels: lexical equivalence, syntactic equivalence, chapter equivalence, and problem equivalence. This means that translators should not only pay attention to the translation of source information, but also the style and characteristics of language, and consider the equivalence of content and style in source and translation. Considering that this book is a textbook, its function is to pass on the knowledge related to simple technical writing to students, so the translation should be as simple and easy to understand as possible. Under the guidance of this theory, the translators dealt with the source text in the process of translation from the processing of vocabulary, the processing of proper nouns, and the processing of long sentences. The translation of scientific texts needs to pay attention to the accuracy and objectivity of translation, and keep consistent with the reading habits of target readers to promote the development of science and technology.  **After the translation:**  After the translation and proofreading, the translator exports the translation from MemoQ, including the Chinese version of Word, the bilingual version of Word, the glossary and memory base. The format of the exported Chinese translation in Word is not completely correct, so the translator adjusts the format in Word to make it consistent with the original text. For the picture translation encountered in the translation, the translator chose to use Word to make a new Chinese version of the picture instead of just translating the information from the picture, which would make the translation more simple and straightforward.  After finishing all the work above, the translator uploaded the documents to GitHub on October 21 according to the requirements of the teacher. | | | | | |
| **Methodology of the translation**  The translation method used by the author of the translation process is: Free Translation. In the case where the form and content are difficult to match, the method of free translation is adopted. Of course, free translation is not equal to uncontrolled translation. The translation techniques used by the author of the translation process are: Addition, and Division. The use of translation methods and techniques are the primary translation at the syntactic level and the lexical level.  **Lexical Level:**  **Annotation:**  Nowadays, various fields are developing rapidly, and a large number of new words are produced every day. But in many cases, there is no accurate official translation, so the annotation can usually be used to supplement relevant information such as background materials for the reader to understand and avoid mistakes.  ***e.g.:***  ***ST:*** Prior to joining Aquent, he worked at Micron Technology and Lionbridge in multiple content development and management roles.  ***TT:*** 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 recognized translation, so the translator keeps the original writing and use the annotation so that the reader can understand what it represents.  **Transliteration:**  ***e.g.1:***  ***ST:*** Arthur H. Bell Mike Markley  ***TT:*** 亚瑟·H·贝尔、经迈克·马克利  ***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.  ***e.g.2:***  ***ST:*** LinkedIn Face- book. Twitter  ***TT:*** 领英、脸书、推特  ***Analysis:*** These are common social software used abroad in daily life. Although they may be rarely used in daily life in China, they are known to everyone and understood by everyone. Therefore, they can be transliterated with the method of transliteration.  **Syntactic Level:**  **Free Translation:**  "Free translation" can make the target text closer to the expression habit of the target language, and the target readers can easily understand and accept the conveyed information. In other words, compared with "literal translation", "free translation" can make the target readers understand the target text with less effort.  ***e.g.***  ***ST:***“Can the roads handle the extra traffic? Can the schools handle the extra kids?”If translate it literally, it will be translated as  ***TT1:*** “道路可以应付额外的交通吗？学校可以应付额外的孩子吗？”  ***TT2:*** “这条道路能够处理好这么复杂的交通吗？这所学校能够照顾好这么多学生吗？”  ***Analysis:*** The example above indicates that if the translator literally translates the ST as TT1, the meaning is not explicit. Through contextual analysis, the translator concludes that this sentence describes that the condition of the roads is complicated and there are lots of students in the school. It just describes the condition but not means they are redundant. So the translator chose the words“复杂的”and“多的”. This translation is more in line with the Chinese expression and makes it easier for the target language readers to understand.  **Division:**  The division refers to dividing the original sentence into two sentences or more sentences. 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.  ***e.g:***  ***ST:*** 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.  ***TT:*** 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。还有一些人的母语是其他语言，他们阅读从英语翻译成自己语言的文本。  ***Analysis:*** The original text is a long sentence connected by “and”, there are many clauses in this sentence. If translated it into a Chinese sentence, it is difficult to express clearly. In order to conform to the Chinese expression, the meaning of the source text is also more clearly expressed. When the translating this sentence, the translator used the division based on the meaning of the original text. Translate into three short sentences. | | | | | |
| **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. Lawrence Venuti. The Translator’s Invisibility: A History of Translation [M]. London and NewYork: Routledge，1995 2. 纪辉.On Technical Translation-Usability Strategies for Translating Technical Documentation by Jody Byrne[J].海外英语,2013(10):163-166. 3. 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. 4. 赵德全,宁志敏.多元文化系统视角下的“直译”和“意译”[J].上海翻译,2009(03):19-22. 5. 曹瑞青.浅谈英译汉中的增译法[J].赤峰学院学报(汉文哲学社会科学版),2005(04):72-91. 6. 王欣.浅论奈达的“功能对等”理论[J].青海师专学报.教育科学,2006(S2):104-105. 7. 张美,王荣媛.论归化异化翻译策略选择的影响因素[J].英语广场,2019(05):19-20. 8. 李光群.英汉翻译的几种技巧[J].长江大学学报(社会科学版),2012,35(01):93-94+192. 9. 胡叶.功能主义视角下科技英语长难句的翻译[J].文化创新比较研究,2019,3(18):107-108. 10. 张赟娇,张军.浅谈尤金·奈达功能对等理论的价值与局限[J].安徽文学(下半月),2018(09):114-115. 11. 胡爱萍.尤金·奈达与彼得·纽马克翻译理论对比研究[J].铜陵学院学报,2014,13(05):81-83. 12. 秦小红.尤金·奈达翻译理论简介[J].海外英语,2014(04):121-123. 13. 杨婷玉. 从功能翻译理论角度看科技英语翻译[D].北京邮电大学,2014. 14. 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，2017. 8 15. 黎昌抱，邵斌主编 中外翻译理论教程[M] 浙江大学出版社,2013.1 16. 郭建中.当代美国翻译理论［m］.武汉：湖北教育出版社，2001. 17. 潘尔艳.论科技英语翻译的若干特点[J].哈尔滨商业大学学报(社会科学版),2005(03):127-128. | | | | | |
| **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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