**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** | 2019.12.07 |
| **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. 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 people. 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 a 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* .  *Technical Communication* is mainly talking about 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 book is divided into 5 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 talking about learning important applications. Part 5 is appendix about reference handbook. The author was responsible for the Chapter 5 of Part 2, *Analyzing Your Audience and Purpose.* There are totally 7153 words. Chapter 5 includes four parts, the first part is a new, more-detailed introduction to the role of audience and purpose, the second part is advice on using social-media data in audience analysis, the third part is cases focusing on an audience’s needs and interests and the last part is learning curves on analyzing your audience and purpose. This chapter 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. | | | | | |
| **Contents of the translation report**  **Pre-translation:**   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.   1. Preparation of Translation Materials:   The translator used the PDFelement to convert the original file from PDF format into Word format.   1. Translation tools:   Google Translate, Tencent Translation, CNKI, Microsoft Word, Tmxmall, MemoQ   1. Translation theory and strategies   The translation theory mainly used in the translation process is Nida's functional equivalence. The source text belongs to informative text, the language is simple and objective. This type of text emphasize the authenticity, accuracy, and standardization of information. Passing true and accurate information is the core of it. For informative texts, translators should apply the content first, and the readers are presented with true and accurate information. Nida's functional equivalence states that translation does not seek a strict correspondence of the surface of the text, but rather achieves functional equivalence between the two languages. The accuracy of the translation depends on how well the original readers understand the text. The source text is a popular science book about writing and technology. Its function is to disseminate knowledge related to technical writing. The reader's understanding should be first, so the translator chose functional equivalence during translation. 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.  The translation strategy adopted by the translator of the translation process is mainly domestication. The target audience of this translation is mostly ordinary readers. The vocabulary used in the translation should be as close as possible to the target language culture readers, so as to achieve the equivalence between the source language culture and the target culture, and minimize the strangeness of the source language.  **During the translation:**  The original text is about 7000 words. The translator translated the original text using Google Translate. After finishing it, the translator imported it into MemoQ and checked the translation sentence by sentence. In the process of translation, the translator encountered many difficulties, some of which will be mentioned in the following examples.  **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 client. | | | | | |
| **Methodology of the translation**  **Lexical Level:**  **Annotation:**  There are many differences between English and Chinese cultures, and some words in English do not have equivalent expressions in Chinese, forming a vacancy in the meaning of words. In this case, E-C translations often use the method of annotation to make up for the vacancy. In many cases, there is no accurate official translation, so the annotation can usually be used to supplement relevant information.  ***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:**  "Transliteration" refers to a method of expressing a character symbol in one language with a character symbol in another language that has the same or similar pronunciation.  ***e.g.***  ***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.  **Syntactic Level:**  **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,① many of whom are nonnative speakers of English, both in the United States and abroad, ② and with speakers of other languages who read texts translated from English into their own languages.③  ***TT:*** 因此，专业人士经常与来自不同文化背景的人进行交流。① 其中无论在美国还是在国外，都有许多人的母语不是英语。② 还会和一些阅读从英语翻译成自己语言文本的其他语言使用者交流。③  ***Analysis:*** The original text is a long sentence connected by “and”, there are many clauses in this sentence. In English, there are many long and difficult sentences, but in the Chinese context, short sentences are used more frequently. Therefore, the translator spit this sentence into three short sentences to make the sentence easier to understand. Sentence① contains the main meaning of the whole sentence，The translator translated Sentence② and Sentence③ into independent sentences. After this division, the translation has the same meaning as the original text, and readers can better understand it.  **Syntactic Linearity:**  When the content of long English sentences is the same in chronological order or logical relationship with Chinese habits, they can be translated in the original order. When necessary, add appropriate conjunctions to clarify the logical relationship within the sentence.  ***e.g.***  ***ST:***Knowing your reader’s educational background helps you determine how much supporting material to provide, what level of vocabulary to use, what kind of sentence structure to use, what types of graphics to include, how long your document should be, and whether to provide such elements as a glossary or an executive summary.  ***TT:***了解读者的教育背景可以帮助您确定要提供多少支撑材料，要使用的词汇水平，要使用的句子结构类型，要包括的图形类型，文档应是多长以及是否提供这些要素作为词汇表或执行摘要。  ***Analysis:*** In the above example, there are multiple verbs. The occurrence of these verbs is in chronological order. Only after “Knowing” will the subsequent actions take place. This logical order determines that the sentence is to be translated sequentially. Only in this order will the original information not be lost. | | | | | |
| **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. 2. 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. 3. 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. 4. 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. 5. 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. 6. 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. 7. 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. 8. 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 9. 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 10. 郭建中.当代美国翻译理论［m］.武汉：湖北教育出版社，2001. | | | | | |
| **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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