

2024 年全国大学生英语翻译大赛译文题目

A 类翻译赛文(英译汉)

Save Our Seeds

Over the past four hundred years, 450 types of plants and trees around the world have become extinct as a result of the combined effects of global warming, population growth, deforestation, flooding and the fact that deserts are advancing in some regions at a rate of nearly four miles a year. Scientists estimate a quarter of the world's remaining 270,000 plant species will be under threat of extinction by 2050.

In 1997, in an attempt to try to prevent the loss of such precious resources, volunteers all over Britain began collecting seeds from Britain's 1,400 species of wild plants, three hundred of which are already facing extinction. The seeds collected are now housed in the *Millennium* (千禧) Seed Bank, which opened its doors in 2000. Run by the Royal Botanical Gardens department of the famous Kew Gardens in London, the bank is located in Sussex, about thirty-five miles outside of the capital.

The bank is expected to become the world's biggest seed bank and, apart from preserving almost all the plant life in Britain, it also aims to have saved the seeds of more than 24,000 species of plant life, almost a tenth of the world's plants, in the next twenty years. If they are successful, the Millennium Seed Bank Project will be one of the largest international conservation projects ever undertaken.

In order to achieve this aim, the Millennium Seed Bank has a team of scientists who travel to remote corners of the world to find and collect seeds. They work together with local botanists and also help them to set up their own seed banks by training local scientists. They also spend a great deal of time negotiating with governments to allow them to collect the seeds and bring them back to Britain for storage in the Millennium Seed Bank.

When these seeds arrive at the seed bank, they are sorted, separated by hand from their *pods* (荚), cleaned and dried and then X-rayed to make sure that they haven't been damaged in any way that might stop them from growing into healthy plants. Finally, they are placed in ordinary glass jars and stored in three underground vaults at temperatures of -20°C . Most plant species have seeds that can be dried, frozen and stored for years and still grow into healthy plants. However, the seeds of some species cannot be dried, so they can't be stored in seed banks in the usual way. These seeds include seeds of many rainforest tree species and plants that grow underwater.

Roger Smith, head of the Millennium Seed Bank, explains that scientists at the bank are already working on finding new ways of storing those seeds that cannot survive the drying and freezing process, and also on how to regenerate the seeds when they become extinct in their natural habitats. "At the moment, all we're doing is preserving these plants for the future. We won't have managed to conserve any species until we find the way to successfully regenerate them and grow new plants from them," points out Smith. "But at least this way, when the technology becomes available, and it will, we won't have lost everything."



A 类翻译赛文(汉译英)

鸟类研究员

鸟类到底有多聪明?直到最近,鸟类的智力水平还被认为处于低端状态。然而,事实证明,我们这些长着羽毛的朋友一点也不愚蠢。它们实际上可被称为地球上最聪明的生物之一。著名动物心理学家 Irene Pepperberg 博士比大多数人都更了解这一点。

Pepperberg 于 1949 年出生于纽约市。作为独生女,她把长尾小鹦鹉(parakeet)当作宠物养,并教它们说话。在哈佛大学攻读化学博士学位时,Pepperberg 偶然看到了一部关于动物智力的纪录片。由于着迷,她立即决定转行,但是她的教授劝阻了她,所以她继续了她的化学研究。尽管如此,在业余时间,Pepperberg 开始尽可能多地阅读有关动物智力的书籍。



1976 年完成学业后,Pepperberg 走进一家宠物店,购买了一只一岁大的非洲灰鹦鹉,将其命名为 Alex,并打算对他进行研究。在接下来的 30 年里,直到 2007 年 Alex 去世,Pepperberg 一直致力于研究 Alex 能够学会做什么。

在 Pepperberg 的研究之前,科学界普遍认为,处理与语言和理解相关的复杂问题需要一个巨大的灵长类动物(primate)大脑。Pepperberg 证明并非如此。她证明 Alex 能够主动理解和使用英语。Alex 学会了使用类似“我想要某物”或“我想去某地”这样的短句,而且显然想用这样的短句表达真实的愿望。

Alex 还掌握了某些类别的概念,包括更大和更小,以及相同和不同。他能认出 50 种不同的物体,识别 1-6 这 6 个数字,并能分辨出 7 种颜色和 5 种形状。Alex 甚至懂得“零”的概念。当被问及两个相同物体之间的区别时,他会回答“没有”。他的词汇量大约是 150 个单词,但是 Alex 并不像宠物鹦鹉经常做的那样只是模仿人类的语言。他理解他所说的话,例如,在学习颜色后,Alex 会被问及他自己是什么颜色。他只被告知了 6 次答案后就学会了“灰色”。

Pepperberg 将 Alex 推理和处理复杂信息的能力归功于她的训练方法。一开始,Pepperberg 采用了上一代研究人员使用的一些技术,但她拒绝使用其他有缺陷的技术。例如,她认为,鸟儿学会正确做某事时,给予它们不相关奖励(例如食物奖励)的传统训练方法只会造成混乱。所以她用给予相关奖励的方法来训练 Alex。这意味着她会奖励 Alex 他所正确识别的物体,而不是一个无关的物体。例如,当 Alex 正确地辨认出一个软木塞时,他得到的奖励是软木塞,而不是他最喜欢的食物——腰果(cashew)。然而,为了给他点儿“甜头”,她还会允许 Alex 要一个坚果或一片香蕉。

Alex 一直学习到最后,让脑子围着数字 7 转,并且很享受在 Pepperberg 的实验室内教两只年轻的鹦鹉——12 岁的 Griffin 和 8 岁的 Arthur,当他们咕哝着说话的时候,告诉他们“说得好一点”。Pepperberg 说:“他的情感成熟度相当于两岁的孩子,智力能力相当于五岁的孩子。”简而言之,Alex 不是笨蛋(birdbrain)。

(全国大学生英语翻译大赛组织委员会办公室 提供)

B 类翻译赛文(英译汉)

How Social Media has Made the Consumer King

Information is power. Quite simply, those who control information have power over others. For *millennia* (数千年), power was in the hands of the few—those individuals in society who controlled both the flow of information and people’s access to it. Today, we are in the midst of a revolution; a revolution brought on by the power of information—sharing. Today, no one person or group has a monopoly on information; information is owned by everyone. What has this meant for businesses? It has meant that they have had to start listening to consumers like never before.

In the past, consumers learned about products and services when marketers and advertisers created messages that were then pushed through traditional mass-media channels. Information, in other words, was one-directional; the message was fully controlled by the brand. Thanks to the emergence of user-generated content and social media, businesses are no longer in complete control. The consumer has acquired immense power. Their voice is now everywhere. In 2020 alone, UK consumers left well over 200 million comments online. The power of digital opinion is now mightier than the power of the advertising dollar.



Social media has changed the way people do business and influenced the entire buying process. Consumers now use social media outlets to research companies before doing business with them. According to one study, two thirds of consumers use information they find through social media to influence their buying decisions. Roughly the same percentage (67%) are then likely to pass this information on to others and more than 60% trust the information they find through social media more than they do via traditional advertisements. Customers can get feedback and price comparisons at the point of purchase, in real time, through applications, sites or postings in social networks. With consumers offering other consumers product reviews and suggestions, consumers now have the upper hand. Social media has also made consumers feel empowered to say the things they’ve always wanted to say. In one study, 20% of U.S. social media users said that they had lashed out against brands and companies online.

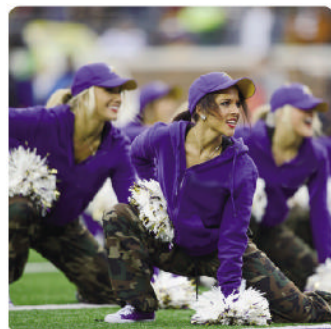
Social media has also given rise to the “critical consumer”: consumers who are so well versed in the marketplace that they are increasingly hard to persuade. One study revealed that over half (56%) of consumers check two to three websites before purchasing an item, with 21% checking more than three websites. As disposable income is squeezed, impulsive shopping is fast becoming a thing of the past. Today’s consumer is an “information shopper”, someone who will only buy after conducting research online. Three quarters of those surveyed said they will wait “as long as it takes” to secure the best deal. And today’s consumer does not stop once their purchase has been made. 40% of those surveyed stated that they continued to monitor the product they had just bought to ensure they got value for money.

Today having a presence on social media is an important part of any company’s marketing strategy. Companies have been forced to build a strong presence in social media sites in order to react quickly to negative feedback and customers’ demands; to develop a relationship with their customers; to influence the direction of the conversation; and, ultimately, to make contact with their customers.

B 类翻译赛文(汉译英)

全民运动

A. 对于一些人来说,在足球赛场边上看见挥舞着绒球(pom pom)的啦啦队队员(cheerleader)是非常常见的。啦啦队队员本身就是训练有素的运动员。啦啦操(cheerleading)要求队员拥有熟练的体操和舞蹈技巧。它需要队员有高水平的体质和出色的团队合作能力,并且有其他运动领域一样的体育精神。随着越来越多的人加入团队并参加比赛,这项运动越来越受欢迎。我相信,接触这项运动的人越多,它的规模就越大。它是一项超级棒的运动。



B. 1948 年,一位名叫 Ludwig Guttman 的医生为坐轮椅的二战退伍军人组织了一场体育比赛。这场比赛被称为“国际轮椅运动会”,它是为配合当年在伦敦举行的夏季奥运会而举办的。这项比赛最终发展成了享有盛誉的残奥会(Paralympics),紧接在夏季和冬季奥运会之后于同一奥运场馆举行。“勇往直前”(Spirit in Motion)是残奥会的座右铭。参加比赛的人有先天性的(congenital)残疾,或因为疾病或意外事故而造成的残疾,但这不是也不应该是阻止他们参加最高水平体育竞赛的障碍。残奥会的目标之一是消除人们对残疾人的歧视和偏见,并向所有人表明,伟大的成就并不局限于身体没有残疾的人,而是人人都有可能赢得的。



C. 据说板球(cricket)运动实际上在美国有着悠久的历史,它催生了美国的全民运动棒球。传说乔治·华盛顿总统很喜欢这项运动,有时甚至还会玩上一局。尽管它在 20 世纪时曾一度流行,但是随着棒球运动的兴起,它的热度很快就褪去了。尽管如此,这项运动却仍然被一些人所喜爱,虽然参加的人数较少,并且没有得到全民的广泛支持。板球发展停滞的一个原因可能源于国民心态(national psyche)。经过几个世纪的磨炼,英国人已经养成了可以花五天时间观看比赛的耐心。然而,美国人有一种更倾向于以工作为重心的文化传统,而且他们的时间相当有限。



D. 随着比赛水平的不断提高以及竞技运动员之间的差异以零点几秒来衡量,越来越多的运动员正在利用运动心理学家帮助他们获得竞争优势。在过去的十年中,致力于解决运动心理学领域问题的全国性组织已经出现。关于这一主题的书籍数量也相应明显增加,但这一领域的广泛宣传与专业从业人员数量较少之间存在差异。直到最近,运动心理学在学术上还是一个相对鲜为人知的领域。然而,在过去几年中,越来越多的大学开始提供专业培训。未来几年,随着越来越多的人愿意从事这一行业,它可能会成为一个快速崛起的行业。



(全国大学生英语翻译大赛组织委员会办公室 提供)

C 类翻译赛文(英译汉)



A recent report showed that 60% of adults in New York are overweight, at least 40% are completely *sedentary* (久坐的), and only 20% do enough exercise. “Everyone knows why we have the problem,” says a former basketball star. “The USA is a nation of *couch potatoes* (长时间坐着看电视的人). We sit around and watch television too much.” And yet while the people get fatter, they are surrounded by images of the perfect body. The guilt is enormous, and as a result there is a billion dollar market in diet books, aerobics videos, and all kinds of exercise machines. Alas, buying the exercise bike doesn’t keep you fit. You actually have to use it. The simple fact is that you need to eat less and exercise more often.

Every weekend people put on their *tracksuits* (运动服), leave the stress of the city behind and drive out into the hills. Here they can find fresh air, beautiful scenery, forests, rivers, and, most important of all, thousands of

restaurants. Don’t be fooled by the tracksuit. It’s frequently worn with high-heel shoes and jewellery. “I can tell you what the favourite sport of Americans is,” says a local restaurant owner. “It’s sitting at a table to eat.” This does not mean that they take no exercise. The USA has produced some famous international athletes and you can regularly see joggers in the streets or the cities. But people have a very relaxed attitude to exercise. Even the really fit don’t take it so seriously. It’s just part of enjoying life.



It’s 3 am in the City Gym, and men and women are bending, stretching, running and lifting weights. The City Gym has 5,000 members and it never closes. You might think from this that this is a nation of slim and super-fit people. Certainly the USA has a reputation for sport and healthy outdoor living. But the truth is rather different, according to one health expert. “Gymnasiums are full of single young people wearing

leotards (紧身衣),” he says. “In fact, about one in three men is a sedentary *slob* (懒人) with a beer belly.” But people certainly know what they should do for a healthy lifestyle. The government spends about \$240 million a year on education in health and fitness. That’s \$14 for every man, woman, and child.

When an international survey decided that the USA was the most stressful place in the world, people here weren’t worried—they were proud of it. In most places when people meet they ask how you are. In New York they ask whether you are busy or if you are travelling much. Life here is fast. People work hard and they have the same attitude towards exercise. And with modern technology you don’t have to choose between keeping fit and sitting at your desk. You can keep in touch with your clients by mobile phone while you’re jogging in the park or working out in a gym.



C 类翻译赛文(汉译英)

《吉尼斯世界纪录大全》(The Guinness Book of World Records)收集了所有可能的类别中最高,有时是最低的成绩。它包含了例如世界上最热和最冷的地方、最大的蜥蜴和最古老的语言。还有像迄今为止人们做过的最大蛋糕、最高的跳跃和最长的婚姻等这样的人类成就。一些像最长时间的单腿站立、用泡泡糖(bubblegum)吹最大的泡泡等纪录也收录在书内。

很明显,极端的、不寻常的事情让许多人着迷。如果以所售的数量为指标,那么《吉尼斯世界纪录大全》则是世界上最受欢迎的书籍之一。自从1955年第一次出版以来,它已经售出了大约94,000,000本。该书被翻译成37种语言,在100多个不同国家中出售。



《吉尼斯世界纪录大全》最初是为了解决酒吧中的争论而创作的。这个想法源于 Sir Hugh Beaver,他是吉尼斯啤酒厂的总经理,就是那个仍在生产著名的吉尼斯啤酒的啤酒厂(brewery)。

1951年,Sir Hugh Beaver 正在爱尔兰的西南部打猎。在开枪但没射中一群金斑鸻(golden plover)后,Sir Hugh Beaver 和他同行的人开始讨论欧洲最快的猎禽(game bird)是金斑鸻还是松鸡(grouse)。当时这个问题没有被解决,但它却引发休爵士思考售卖吉尼斯啤酒的酒吧里每天有多少这样的讨论发生。他想出了这个能回答关于“最(superlatives)”的(最高、最快、最长等)问题之书的主意。这样一本书不仅本身会受到欢迎,而且也能帮助他销售自己公司的产品。

Sir Hugh Beaver 向在伦敦经营一家调研公司的 Norris and Ross McWhirter 提出了这一想法。这对兄弟收集了一份各类事实的清单,并于1955年8月27日出版了其时称作《吉尼斯之最》的第一版。到那一年的圣诞节,这本书登顶了英国畅销书(bestseller)榜。

一年之后,美国 Sterling 出版公司的创始人 David A. Boehm 知道了《吉尼斯之最》。他去英国获取该书的出版权,由于他认为美国人可能理解不了“superlative”这个词,就将其更名为《吉尼斯世界纪录大全》。这本书立刻获得了成功,并为这家公司赚取了数百万。



《吉尼斯世界纪录大全》上的很多事实不大可能会改变。例如:不大可能再发现比科莫多龙(Komodo dragon)更大的蜥蜴。所以,只在有关人类成就这一领域内的吉尼斯纪录才被继续创造和打破。这就激励了更多想要被关注的人。当然,一些人,例如奥林匹克运动员,他们创造新纪录只是因为他们对所做事情极为擅长,其他人则是有目的地花费时间试图创造世界纪录。

(全国大学生英语翻译大赛组织委员会办公室 提供)

D 类翻译赛文(英译汉)



A few years ago Ed Jones was shopping at a *thrift store* (旧货店) in Indianapolis, Indiana. He walked past the used clothing and stopped at the used books. He looked at the books and then at some old dishes. Mr. Jones was looking for something that might be valuable. If he found something valuable, he would buy it cheaply and then resell it, perhaps to an antique dealer. But today Mr. Jones didn't see anything wanted, so he started walking toward the door. Then something caught his eye. Leaning against a wall there was a large cardboard map.

Mr. Jones walked over for a closer look. The map was covered with dust, so Mr. Jones wiped it with his handkerchief. Under the dust was a colour map of Paris. It looked old. On the back of the map, someone had written the price: \$3. Mr. Jones was quite certain that the map was worth more than three dollars, so he bought it. He thought he could probably sell it for \$40.

Later, at home, Mr. Jones looked more closely at the map. He decided it might be very old. Maybe it was worth even more than \$40.

The next day Mr. Jones took the map to a geography professor at a nearby university. The professor was a map expert. After looking at the map for a few minutes, he became very excited. "I've read about this map!" he exclaimed. Then he told Mr. Jones what he knew.

In 1671 the king of France, Louis XIV, asked a *cartographer* (制图师) to make a map of Paris. The cartographer worked on the map for four years. The map he drew was beautiful—it was not just a map, but a work of art as well. The cartographer made several black and white copies of the map. Then he carefully coloured one of the copies, using blue for rivers, green for trees, and brown for buildings. The professor said that one black and white copy of the map was in the British Museum in London, and another was in the *Bibliothèque Nationale* (国家图书馆) in Paris. "I think," the professor told Mr. Jones, "that you've just found the colour copy of the map—in a thrift store in Indianapolis!" The professor suggested that Mr. Jones take the map to New York City. Experts there could tell Mr. Jones if the professor was right.

The New York experts said the professor was right. They told Mr. Jones that he had the only colour copy of the map and that it was extremely valuable. Soon someone offered him 10 million dollars; then someone else immediately offered him 12 million. The most recent offer was 19.5 million dollars. Mr. Jones hasn't decided whether he will sell his three-dollar map at that price or wait for a higher offer. He is thinking it over.

D 类翻译赛文(汉译英)

设想一下没有记忆的生活。你会无法使用语言,因为你记不住单词。你也不能看懂一部电影,因为你需要记住故事前面的部分才能理解后面的部分。你认不出任何人——甚至你自己的家庭成员。你会永远生活在现在。你没有过去,也无法想象未来。

人类有惊人的记忆力。除了关于自己人生的个人记忆,我们还能记忆 20,000 到 100,000 个母语单词,以及大概数千个外语单词。我们拥有关于不同学科的各种信息,如历史、科学和地理,我们也拥有复杂的技能,如驾车或者演奏乐器。所有这些和无数其他事情都依赖于我们的记忆。

你的记忆能力有多好取决于很多不同因素。首先,一些人天生比别人记忆力好,就如同一些人长得比别人高,或者眼睛颜色不同。例如:某些顶级棋手可以记住他们看过或下过的每局棋的每一步。

其次,研究表明,大脑的不同部分储存着不同的东西。观点、单词和数字储存在左边,而右边则记忆形象、声音和气味。大多数人大脑的

一边会比另一边更发达,这也许就解释了为什么有些人能很容易地记住人脸,却记不住人的名字。

再者,我们都会更容易记住激动的、惊恐的或者戏剧性的时刻。这是因为这些经历会产生促进记忆的,像肾上腺素(adrenaline)这样的化学元素。据说,任何有记忆力的人都会确切记得 2001 年 9 月 11 日星期二,全球的广播和电视节目都插播了令人震惊的消息——世贸大厦受到了恐怖分子的袭击。

最后,你越常回想一段记忆,你就越有可能记住它。当脑细胞间的联系变弱时,信息就会消失。如果时间流逝而且这些联系不再被使用时,它们就会变弱。一个你经常拨打的电话号码会很容易地留在你的记忆里,但是你可能会不得不写下一个只是偶尔用到的电话号码,以防忘记。每次你想到某件事,大脑里的相关联系就会增强。这样,当有需要时你会更容易想起这个信息。

(全国大学生英语翻译大赛组织委员会办公室 提供)