**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** 2015 **级**

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| **论文题目** | **Translation Report of *Digital Human—The Rise of Everyone*** | | | **开题日期** | 2018.12.20 |
| **学 号** | 1510403136 | **姓 名** | 庄璐纯 | **指导教师** |  |
| **Background of the translation**  *Digital Human* is a financial popular science book published by Xiaoxiao Publishing House. It mainly describes the progress of science, technology and finance and introduces the history of the development of emerging science and technology. The style of original text is simple and straightforward, which needs to be retained in the translation. Translators can use annotations to explain the content when necessary, and the words in the images should also be translated. The project was launched on September 17th, 2018. The terminology extraction and glossary production were done from September 18th to 20th; the first draft was completed on October 4th; the review draft was formed on October 9th; the final draft was submitted on October 15th. After typesetting and proofreading, the final product was formed on October 19th, and the project was completed. The products include the Chinese translation in Word and PDF format, bilingual version in Word format, glossary in Excel format and the translation project report.  The author of the book, Chris Skinner, a prominent independent commentator on the financial markets and chair of the European networking forum The Financial Services Club, was one of the Top 5 most influential people on in the banking industry. He studied at Loughborough University in the UK, and holds a Bachelor of Science in Management Sciences alongside a Diploma in Industrial Studies. He is also frequently invited to give comment on banking topics in media such as the BBC News and Sky News, and has published many bestselling books such as *FinTech*, *Digital Bank*, and *ValueWeb*.  In *Digital Human*, the author says we are living in the fourth age of humanity. After the birth of human society, the invention of money, and the industrial revolution, human ushered in the Internet age after the digital revolution. Nowadays, the Internet is developing rapidly, and the globalized world has brought unprecedented opportunities and challenges to us human. The emergence of inclusive finance, digital currency, and peer-to-peer transactions has forced us to redefine and examine the inherent financial system, which is profoundly transforming human life. This book expounds the current digital society status from several aspects, including the development process of the network, the rise of new platforms, the rise of robots, the new structure of financial technology, the establishment of mobile trading platforms, the rise and fall of banking system, etc. The author also makes predictions on the future digital society. At the end of this book, the example of Ant Financial vividly reveals a new digital business model. This book explores the impact of digital on human society, trade, business, and the future life. There is no Chinese translation for the time being.  The digital economy is playing an increasingly important role in the global economic growth. The latest global survey results show that although almost all chief strategy officers believe that digital technology is subverting their industries, only a few companies are ready to respond to the change. In the Chinese market, the digital industry has not yet been highly trusted, and there is not enough experience and theory to guide the revolution. All the above reasons have caused difficulties for the digital transformation of Chinese enterprises.  The translation of this book can provide a certain reference for the digital transformation in China. The translator mainly translated the sixth chapter, *The Rise of Everyone*, which focuses on the rise of mobile payment platforms, the impact of the fast-growing cashless society in Asia and Africa on the banking industry, and the development of digital identification systems. It shows readers how the digital age has influenced human society and demonstrated the changes that companies of all sizes have made to adapt to the new digital business.  The translator hopes that the translation of this chapter can help Chinese readers better understand the fast-changing life, improve the research enthusiasm of readers interested in the digital field, provide them with the latest guiding ideology, and also give chances for companies to learn advanced concepts, providing them innovative ideas. At the same time, the functional equivalence theory and the domestication translation strategy used in translation can also be used for reference by others. This translation can provide a reference for other translators in translating similar texts, and enrich the translation cases of technology and application texts. | | | | | |
| **Contents of the translation report**  The original text belongs to scientific and technical text, with rigor words and objective terminology. At the lexical level, there are numbers of proper nouns such as the names of Internet technology, software, and famous people. At the sentence level, the author used many long sentences and row sentences. The tenses are mostly past tense.  1. Preparation before translation:  (1) 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.  (2) Literature review:  Before translating, the translator consulted some relevant materials, learnt the application principles of different translation strategies and translation techniques, and the translator chose the proper translation theory under the guidance of *On Pragmatic Translation with Functionalist Approach* and *Translation Methods for EST under the Guideline of Functional Equivalence*. Secondly, the translator also refers to the books and deeply studied the latest research results in the field related to the original text. The Chinese and English versions of the book *New Perspectives on Computer Concepts 2013* were compared as parallel texts to help translator determine the translation methods of similar terms and expressions to ensure the accuracy of the translation.  2. The translation process:  In the translation process, the translator used Google Translate to process the text, then used MemoQ for manual translation and modification, and finally used Trados to conduct mutual review peer to peer. Adobe Photoshop was used for image processing.  3. Translation strategies, methods and skills:  “Dynamic Equivalence” means that the quality of a translation in which the message of the original text has been so transported into the receptor language that the response of the receptor is essentially like that of the original receptors. (Nida, 2001: 87). The functional equivalence theory is based on the guiding principle of “translation is a form of communication”. Translation method must be determined by the intended purpose or function of the translation, and emphasizes that the translation should be based on the analysis of the original text, based on the intended purpose of the translation, and chooses the best treatment according to various contextual factors (Xie, 2008:14). The chapter translator translated mainly introduces the development and application of mobile technology. Thus, translator used functional equivalence theory, to accurately reproduce the original language culture and eliminate cultural differences. The translation was based on the full understanding of the original text, centered on the Chinese readers. In the process of translation, translator adhered to the principle of syntactic equivalence and lexical equivalence, maximally reproduced the connotation of the original text, and strived to express the interesting side of the original text.  Translation means communication, and this process depends on the acceptance of the recipient who listens or reads the translation (Nida, 2001: 69). The original text is about scientific and technical information, which’s communication purpose is to express objective information. That is, the translator adopted the “domestication” strategy. The translation strategy determines the translation methods and skills. The translator tried to make the translation easy to understand, convey the connotation of the original text, and focus on the communication of its real meaning. The accuracy and functional equivalence of translation were put in the first place. | | | | | |
| **Methodology of the translation**  At the lexical level, the translator analyzes the terms, people’s names, company names, etc. Focus on the translation methods of the terms of emerging science and technology. Methods such as Transliteration, Zero Translation, and Free Translation were used.  1. Zero Translation  Zero Translation means directly uses certain components of the source language into the target language without any translation operation. For example, "MPOS" is translated as "POS机".  At the syntactic level, in order to make sure that the original meaning can be accurately expressed, and at the same time, the translation can be smooth and easy to understand, the translator adopted Division, Combination, Inversion and Sequencing.  1. Amplification  Amplification means supplying necessary words in the translation work so as to make the version correct and clear. For example, “Then M-Pesa was launched in 2007” is translated as “在2007年手机支付产品M-Pesa面世后”. “手机支付产品” was added to illustrate the function of M-Pesa, since most Chinese do not know it.  2. Inversion  Inversion implies a necessary change of word order or sentences structures to conform the good usage in the target language. For example, “Today, it is cashless in most Tier 1 cities, with the same trend moving swiftly across the rest of the country, thanks to two major mobile wallet systems—Alipay and WeChat Pay” is translated as “但如今，由于两个主要的移动钱包系统——支付宝和微信支付的出现，在中国大部分一线城市现金已经很少见了，且在中国其他地区这一趋势也在迅速发展。” The position of the reason in English is flexible, but in Chinese, the reason is often put before the result. So, the author changed the position of the reason and result in this sentence. | | | | | |
| **Schedule of the translation report**  Semester 7: 2018.11.04, to finish checking topic  2018.11.11, to decide the topic  2018.11.26, to complete the translation project  2019.01.01, to finish the first draft of Proposal  2019.01.07, to finish the second draft of Proposal  2019.01.12, to finalize the Proposal  2019.02.24, to finish the first draft of the report  Semester 8: 2019.02.24, to finish the first draft of the report  2019.03.24, to finish the second draft of the report  2019.04.07, to finish the final draft  Week 11- week 12, the first thesis defense  Week 13- week 14, the second thesis defense | | | | | |
| **References**   1. Technical Translation:Usability Strategies for Translating Technical Documentation.. Byrne,Jody. . 2006 2. Lynn Yu.Digital Transformation Strategic Business Imperatives to Embrace Now[J].China's Foreign Trade,2017(06):36-37. 3. 冯军.被动语态在科技英语中的翻译——评《科技英语翻译》[J].上海纺织科技,2018,46(10):65. 4. 龚文淼. 《数字化转型策略指南：避免掉入内容陷阱》(第一至四章)翻译实践报告[D].四川外国语大学,2018. 5. 梅阳春,汤金霞.中国科技翻译伦理研究述评[J].江苏科技大学学报(社会科学版),2018,18(04):53-59. 6. 邱懋如.可译性及零翻译[J].中国翻译,2001(01):24-27. 7. 王欢.功能对等原则运用中核心问题例析[J].文化创新比较研究,2018,2(27):187-188. 8. 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. 9. 谢天振. 当代国外翻译理论导读[M]. 天津：南开大学出版社,2008:14. 10. 赵嫦. 功能对等理论视角下的金融文本翻译研究[D].天津理工大学,2018. 11. 赵欢,何泠静.科技英语翻译中语义和交际翻译理论应用研究[J].海外英语,2018(14):158-160. 12. 朱利叶斯·曼甘达,褚骁骥.非洲的“移动经济”[J].中国投资,2017(22):44-49. | | | | | |
| **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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