**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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **论文题目** | **Translation Report of *Digital Human--The Rise of Platforms and Marketplaces*（《人类智能化--平台市场的兴起》翻译报告）** | | | **开题日期** | 2019.01.12 |
| **学 号** | 1510403118 | **姓 名** | 方豪豪 | **指导教师** |  |
| **Background of the translation**  The project of this report is a popular financial technology book published by Xiaoxiao Publishing House. The original text is unpretentious and straightforward. It needs translators to translate according to the original style. The language should be translated according to the original style, and the typesetting should be in accordance with Chinese customs. According to the requirements of the publishing house, under the guidance of the project manager, the author and the other six translators began to translate according to the assignment task on September 17, 2018. The first draft was completed on 4 October and the review was completed on 9 October. The final draft was completed on 15 October and the final work was completed on 19 October.  Chris Skinner is a well-known British financial technology scholar who reviews and analyzes financial markets on the “Financier website”. He has also published the best-selling book *Digital Bank* and *ValueWeb*. He is also frequently invited to comment on banking topics in media such as BBC News, Sky News, CNBC and Bloomberg.  Digital Human mainly describes the continuous advancement of science and technology finance in human society and introduces the emerging technologies of the digital age of mankind. In this report, the author translates the book's third chapter, *The Rise of Platforms and Marketplaces.* The main content of this article is about the rise of platforms and marketplaces, building the new financial marketplaces,the banking bazaar ,the banking market and the future business model.  Since the integration of the global economy, with the gradual opening up of banks and various marketplaces, economic and cultural exchanges between countries have become more frequent. People pay close attention to the financial and banking market changes in various countries of the world. There are also emerging markets and emerging technologies in human society. This translation report has far-reaching implications and significant implications on the development of the global economy. Due to the financial science and technology atmosphere of the report, the purpose of translation is to accurately convey and fully convey the information content of the original text, and help domestic readers to understand the development of the digital age of human beings better. Therefore, the author should take into account the language habits of domestic readers when translating. Under the guidance of the functional equivalence theory, the flexible and versatile translation strategies and methods are adopted on the basis of faithfulness to the original text, so that the target readers can accurately understand the original information to achieve the intended purpose and communicative function of the translation. This article attempts to further study the translation of financial professional vocabulary from the perspective of functional equivalence theory. The author makes a preliminary study and exploration of the translation characteristics and techniques of financial texts by means of the functional equivalence theory of American translation scholar Nida. And trying to solve the problems encountered in the translation of financial papers through these theories, the purpose is to explore some effective translation strategies and methods of financial texts, improve the author's translation practice ability, and it can provide financial translation some ideas and suggestions through the translation analysis of the financial text, with extraordinary practical value. | | | | | |
| **Contents of the translation report**  The biggest feature of the original material is that it involves financial fields such as banks. The terminology is rigorous, objective and accurate, and the terminology is strong. It contains many financial terms and company names. The author will use functional equivalence theory to explore how these proper nouns are successfully translated into target text and analyze various translation problems encountered during the translation process. Through the processing of proper nouns, to learn more about financial vocabulary and company names; through the use of translation techniques to deal with long sentences, to achieve a clearer match with the original text, similar to the original style.  The original material of the report focuses on the emerging topics of banks, platform marketplaces, and finance. Before translating, the author consulted another Chinese version of the original author's work, *ValueWeb: How Fintech Firms are Using Bitcoin Blockchain and Mobile Technologies to Create the Internet of Value*, then summarized and sorted out the contents of the financial parts, and extracted some fixed expressions of financial terms. The author also made a detailed interpretation of *the characteristics of financial English and translation methods* to understand the translation methods of financial articles. The main translation software is Google Translation and Bing Translation, the main reference books are *New Century Chinese-English Dictionary* and so on. Secondly, the author has read the relevant translation theory books. Including Catford J D's *A Linguistic Theory of Translation*, Liu Miqing's *the Foundation of Translation,* Sun Zhili's *A New course in English-Chinese Translation* and so on.  The theoretical framework part of this paper focuses on the main principles of functional equivalence theory, expounds the application of functional equivalence theory in financial professional vocabulary translation, including the principles and strategies of financial vocabulary translation under the guidance of functional equivalence theory.  Nida, a famous American linguist and translator, is regarded as the father of modern western translation theory. He puts forward the functional equivalence theory, which emphasizes the reader-centered approach and regards the reader's feelings as the criterion to measure the translation. In his opinion, "translation is to recreate the closest and natural equivalent information in the target language, first of all in meaning and secondly in style." It is also proposed that "the relationship between the target text recipient and the target text information should be basically the same as that between the original text recipient and the original text information". (Nida, 2004) Therefore, when translating, the author must consider the reader's reflection and give appropriate information so that they can understand and understand the content and style of the original text to the maximum extent and achieve the translation of functional equivalence.  Under the guidance of functional equivalence theory, the translation strategies adopted by the author are foreignization and domestication. The essential attribute of foreignization is "the orientation of the original author", that is, the translator should try his best to approach the original author in translation, which can be expressed in the form of keeping the linguistic, literary and cultural characteristics of the source text as far as possible and keeping the exotic flavor in translation. However,the essential attribute of naturalization is "target text recipient orientation", that is to say, the translator should try his best to approach the target text recipient in translation. Try to replace the linguistic, literary, and cultural elements of the source language with the linguistic, literary, and cultural elements preferred by the target language readers.  The original text of the report is a financial text, and the translation of this kind of text focuses on the transmission of information and the reduction of communication barriers, so in the process of translation, the author try his best to "seek common ground" instead of "seeking differences". Therefore, in the lexical aspect, the translation strategy is foreignization, in order to highlight the financial text rigorous characteristic, but in the syntax and the chapter aspect, in order to enhance the article the readability, as far as possible accurate transmission information, should take the domestication primarily. | | | | | |
| **Methodology of the translation**  In order to enable readers to understand the meaning of the article better, it is often necessary to use different translation methods and techniques for different lexical and syntactic methods. The specific translation methods and techniques of this report are as follows:  1. Literal translation. Literal translation is to maintain both the content and the form of the original text in the target text when the linguistic conditions permit. For example, "Facebook" is translated into "脸书"; "financial marketplaces" is translated into "金融市场". There are a large number of professional terms like this in financial English, the names of companies, these professional terms are translated in literal way, which is in line with the rigorous characteristics of financial articles. It's also in line with the strategy of alienation.  2. Supplementary Translation: To reflect the rigorous structure and perfect rhythm of the structure, it is necessary to add certain contents on the basis of correct understanding. For example, “If we are building a new marketplace for money, who are the new competitors?” is translated into “如果我们正在建立一个新的资金市场，那么谁是新的竞争对手呢？” The addition of the conjunction "then" makes the whole sentence structure complete and conforms to the Chinese expression habit and the adopted domestication translation strategy, which makes the target language readers easier to understand.  3. Decomposition method: There are often several clauses or several adjectives and prepositional phrases combined to form more complicated sentences. At this time, sentences need to be decomposed. For example, “There is a bright future for those out there willing to engage but there’s also going to be a lot of dead banks for those that do not.” is translated into four short sentences“对于那些愿意参与的人来说，这是一个光明的未来，但对于那些不愿意参与的人来说，也会有很多倒闭的银行。” The sentence pattern in financial English is long and the structure is complex. Under the guidance of the short-term principle of financial text, in order to better understand the article for the target reader, the decomposition method is needed. | | | | | |
| **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] Catford J D. *A Linguistic Theory of Translation*[M]. London: Oxford University Press, 1965:1.  [2] Eugene A. Nida. *The Theory and Practice of Translation*[M]. Shanghai: Shanghai Foreign Language Education Press, 2004.  [3] Gentzler E. *Contemporary Translation Theories（ revised 2nd edition）*[M]. Shanghai: Shanghai Foreign Language Education Press, 2004:166.  [4] House J. *Text and context in translation*[M]. Journal of Pragmatics, 2006:338.  [5] 郭著章, 李庆生. 英汉互译实用教程[M]. 武汉: 武汉大学出版社, 2010.  [6] 刘宓庆. 翻译基础[M]. 上海: 华东师范大学出版社, 2008:96．  [7] 孙致礼. 新编英汉翻译教程[M]. 上海: 上海外语教育出版社, 2004:81．  [8] 谭载喜.《奈达论翻译》[M]. 北京：中国对外翻译出版公司, 1984..  [9] 杨士焯. 英汉翻译教程[M]. 北京: 北京大学出版社, 2006:52．  [10] 张春柏. 英汉汉英翻译教程[M]. 北京: 高等教育出版社, 2003. | | | | | |
| **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** | | | | | |

注：开题报告应在教师指导下由学生独立撰写，开题报告通过后方可进行毕业创作。