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全球知识论坛会议议程翻译报告

翻译硕士 专业

**摘要：**会议议程是会议、论坛中不可或缺的一个部分，它为与会者提供了会议时间，地点，发言人，会议内容等诸多重要信息，为与会者参与会议提供了重要参考。随着中国经济的发展，越来越多的国际会议都提供了中英版本的会议议程，但这不可避免的涉及到了如何翻译会议议程这个问题。而对议程的准确翻译为会议的顺利举行提供了重要保障，因此对议程文本翻译的讨论是十分必要的。议程翻译涉及多种翻译问题，包括人名，标题，术语，疑问句等多个方面，如何选取恰当的理论指导实践，进而准确、有效地传达这些信息是对译者综合能力的考验。

本报告是笔者翻译全球知识论坛会议议程中的实践成果，探讨，总结了议程翻译的特点和方法。本报告首先介绍了会议议程的定义，概述了全球知识论坛会议的背景知识，并将其原文本分别与博鳌亚洲论坛和达沃斯经济论坛会议议程进行比较，总结出会议议程的文本特征。然后，笔者通过分析对比这些平行文本，确定了通过功能主义方法进行翻译的基本原则。在这一原则指导下，笔者总结出了翻译过程中难点问题的解决方法，给出了会议议程中人名，术语，标题和疑问句等典型问题的翻译方法，为今后翻译会议议程提供了宝贵的借鉴。此外，本文论述的翻译原则和方法还适用于更广程度上翻译问题的解决，为今后类似翻译问题的解决都具有借鉴价值。

本报告探索了会议议程翻译的方法和原则，总结了会议议程的特点，给出了重，难点翻译问题的解决方法，推动了会议议程领域翻译研究的发展，凸显出会议笔译的重要性。

**关键词：**会议议程；议程翻译；翻译原则；翻译方法

A Reflective Report on English- Chinese Translation of the WKF Program

**Major:** Master of Translation and Interpreting

**Abstract:** A program is an essential part in a forum. It provides important information such as time, venues, topics and abstracts of speeches. It functions as a brochure for participants to refer to. As Chinese economy speeds up, more and more international forums and conferences provide correspondent Chinese programs. But here comes the question on how to equivalently translate these programs. The equivalent translation of a program largely determines the success of a forum. Therefore, the discussion of the translation of a program is extremely necessary. The translation of a program involves many translation genres, including personal names, terms, headlines and question sentences. So how to accurately and effectively convey these information in the target text is a big challenge for translators.

This report is the fruit the author gains after translating the program of the World Knowledge Forum(WKF), which the author explores the features and translation strategies of programs. In this report, the author introduces the definition of a program, the background of the World Knowledge Form and then compares its program with the programs of Boao Forum and Davos Forum. Through this way, the report successfully concludes the distinctive features of a program. After locating these features, the author considers the best translation principle to translate a program are through the functionalist approach. Enlightened by the approach, the author identifies some E-C translation difficulties in the translating process, such as the translation of personal names, headlines and question sentences, and illustrates how these difficulties are successfully solved thanks to utilize a great many different translating strategies and tools. Through exploring massive study and research, the author provides many efficient and reliable ways to tackle these obstacles.

Broadly speaking, these translation difficulties are quite common not only in the process of translating programs, but also in that of general texts rendering. So translators can benefit a lot from these instructions and may apply them into future translating process. Meanwhile, this report complements the lack of research in this field, examines the criteria of translating programs and largely leads the way to the focus on the importance of conference translation.

**Key Words:** forum program; program translation; translation strategy; translation principle

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Introduction

According to *the ICCA Statistics Report* (International Congress and Convention Association, 2014:8), China ranks number 8 with 332 international conferences held in 2014 alone, which means in each conference the organizers should provide bilingual or even multilingual services, including interpreting and translating. As a consequence, conference interpreting has become one of the most important types of interpreting. Roderick Jones writes in his book *Conference Interpreting Explained* “…meetings are impossible without preparatory reading of background documentation, a briefing given by participants to the interpreters before proceeding begins, and the use in the course of the meeting of a specially prepared technical glossary” (2008:7). In this sense, conference texts, including background “documentation, briefings and glossaries”, are crucial to conference interpreters.

However, compared to interpreting, translating does not pay particular attention to conference texts. There is no specific category to study the translation of conference texts. Some may wonder conference texts share varied backgrounds and technical glossaries and it seems that it is impossible to analyze and study them as a comprehensive subject. In fact, conference texts maintain their distinctive features but share some common characteristics. For instance, a program is one of the most essential types of conference texts. It is indispensable in every conference or forum. It functions as a brochure to provide necessary information for participants of the conference. And the forms of programs are quite similar with information like time, venues etc. Hence, it is feasible and practical to study how to translate programs.

The report first introduces the definition of a program and the background of the World Knowledge Forum. Then the author outlines the translation procedure. Second, it articulates the process of how the author prepares to translate the program by concluding the features of the source text, analyzing the parallel texts and at last deciding on the adopted translation principles as well as translation strategies. Third, it mainly elaborates some difficulties and their relevant solutions in rendering a program. These difficulties include the modification of structure, the translation of personal names from East Asia, the translation of headlines and questions. Last but not least, the report summarizes how the author double checks the target text and revises the wording of the text to avoid repetition.

Although there are still some unsolved problems in the target text, this report, based on solid translation principles and reliable translation strategies, gives translators some suggestions and lessons on how to translate programs. Besides, these valuable suggestions and lessons can be further applied to tackle broader translation problems.

Chapter One Project Overview

* 1. The Definition of a Program

A Program[[1]](#footnote-1) is the most essential part in a conference or a forum. Acting as a guidance to conference participants, a program lists a series of events needed to be done in certain duration and places. It is usually a timetable to instruct participants to attend activities. A program is indispensable, especially for conferences which are composed of many sessions. Information concerning dates and time, places and activities should be made clear in a program.

Programs take on different forms but they share some basic characteristics---duration, places, themes, briefs, speakers and moderators ect. Here are parallel English and Chinese texts extracted from the programs of Boao Forum for Asia 2015:

**Table 1 Table 2**

* 1. A Brief Introduction of WKF

The World Knowledge Forum is hosted by MAEKYUNG MEDIA GROUP, Korea's premier business media. It is an annual forum aiming at promoting balanced global growth and prosperity through knowledge-sharing. It focuses on the world’s severe and prominent economic and politic issues as well as cutting-edge technical and artistic advancements. The conference is the largest of its kind in Asia, and, as of 2014, it has successfully held for 15 times. The World Knowledge Forum brings together global leaders from business, government and academic circle to address the importance of knowledge in meeting the challenges and opportunities of a rapidly changing world. These leaders gather to discuss possible solutions for the existed problems and foresee the future of the world.

The 15th WFK is held in the Shilla, Seoul, Korea during October the 14-16th, 2014. Its main themes and sessions include Investing in Asia, Inclusive Growth, Finance and Business, Internet of Things, State Reform, Beyond and Disruptive Innovation. Under the main themes, the forum discusses a wide range of topics from economy to technology in all sessions. Meanwhile, the forum invites many eminent presidents, economic icons and honorary professors, including Nicolas Sarkozy, president of the French Republic; Gene Sperling, former director Of the National Economic Council; Yukio Hatoyama, former prime minister of Japan; Jean Claude Trichet, former president of the European Central Bank; Kenneth Rogoff, professor at Harvard University; Li Yining, honorary dean of Guanghua School of Management, Peking University etc. All these themes, topics and distinguished guests are briefly presented in the program of the WFK.

* 1. The Translation Procedure

The author once did an internship for National Business Daily, a Chinese economic media, and its leaders were invited to participant the WFK 2014. However, the organizers only provided the English-vision program, so the leaders asked the author to translate the program of the WFK 2014 from E-C so as to provide basic information for them.

On the first day, the author did research on the main themes and background information of the forum to gain more knowledge about the big picture. The author skimmed through the text and grasped the main paradigm and features of the source text. Then, the author collected some parallel texts to compare and analyze. By doing so, the author concluded several translation principles and reasoned out which strategies are best applied in this scenario. Such is the process that how the guiding principles and strategies have been assigned. The process of pre-translation preparation cost the author one day.

After specifying the translation principles and strategies, the author accomplished the E-C translation in the following 6 days. It is worth noting that because the source text presents a certain repeated paradigm, the author did not translate the text by text sequence but modified their structure first and translated the text by different parts instead. Here is the timetable:

|  |  |
| --- | --- |
| **Day One** | Pre-translation preparation |
| **Day Two** | Modification of the structure; Translation of the themes, the topics and duration of the speeches |
| **Day Three** | Translation of the personal names, occupational titles and affiliations |
| **Day Four** | Translation of the abstracts of the speeches Part One |
| **Day Five** | Translation of the abstracts of the speeches Part Two |
| **Day**  **Six** | Translation of the abstracts of the speeches Part Three |
| **Day Seven** | Final adjustment and proofreading |

**Table 3**

In the process of translating, the author countered a great many translation obstacles. The author did a massive study on how to settle these obstacles, such as the translation of personal names, headlines and question sentences. Referring to many books and dictionaries, related papers, encyclopedias and online resources, the author successfully tackled these difficulties. And the final translation edition was credited for its reliability and accuracy. How these difficulties are resolved will be presented in next chapters.

Chapter Two Preparation before Translation

Before actually commencing to translate a source text in every translation project, translators must analyze the source text and find out which text type it belongs to and what features it has. Then, the translation principles can accordingly be determined. Meanwhile, parallel texts are also important “parameters” to refer to, for they are examples for translators to analyze and conclude translation strategies. In all, translation principles and strategies are the fundamental guidelines that lead translators to handle the source texts. Hence, the translation principles and strategies should be indispensably discussed in a translation report.

* 1. Features of the Source Text

The program of the WFK consists of a great many sessions covering a wide range of topics such as economy, politics, technology, and so on. All sessions share one same paradigm, so as to explicitly inform participants of information. The paradigm is shown below:

***The Name of the Forum***

*The dates and place of the forum*

*The Date*

*(Session 1)*

***The Theme***

***The Headline of the Speech***

***Duration of the Speech Venue***

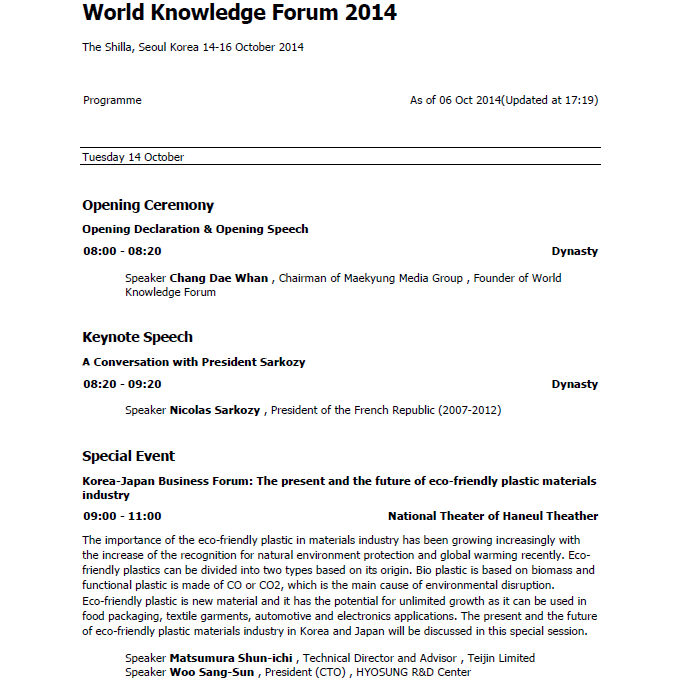
*Abstract of the Speech*

***Speaker:******His/Her Name****, Occupational titles, Affiliation*

***Moderator:******His/Her Name****, Occupational titles, Affiliation*

**Table 4**

This paradigm above is evidently displayed from the extract of the WKF program below:



**Table 5**

Judging from the tables above, the features of the WKF program are clear that:

(1) It has a formal pattern for the convenience of providing information to participants. The pattern includes *the theme, the headline*…;

(2) It contains many proper nouns such as *personal names*, *occupational titles*, *affiliations*;

(3) The *abstract of the speech* is the main part of a program.

* 1. Analysis of Parallel Texts

In order to translate the program of the WKF, the author collects some parallel texts from some renowned forums such as Boao Forum for Asia Annual Conference and World Economic Forum, or so-called Davos Forum, which rank the highest-level forums in China and around the world respectively. Therefore, their programs give the author an insight into how programs are translated.

After analyzing the structure, the words and the sentences of both C-E and E-C program texts of Boao Forum and Davos Forum in recent three years, the author concludes several translation principles they adopt.

* + 1. **Modification of the Structure**

First, in both TTs, the parts of *Duration of the Speech* and *the Venues* have been put even in the foremost place of a session to highlight the temporal sequence and places of the events. In this way, it gives participants a clear schedule when and where the events will be held. For example:

**Table 6**

Second, the sequence of *personal names*, *occupational titles* and *company affiliations* is not turned around in the TTs of Davos Forum. They are kept in the same order--- names first. Besides, the programs of Davos Forum specify the speakers’ nationalities. However, in the TTs of Boao Forum, they are turned around and commas are omitted after rendering. And they do not show where the speakers come from. For instance:

***Davos Forum:***

**ST:** *Justin Lin, Professor, National School of Development, Peking University, People's Republic of China*

**TT:** *林毅夫，北京大学国家发展研究院教授，中国* (2015:10)

**Table 7**

***Boao Forum:***

**ST:** *Dong Mingzhu, Chairperson, Gree Electric Appliances*

**TT:** *珠海格力集团有限公司董事长董明珠* (2015:6)

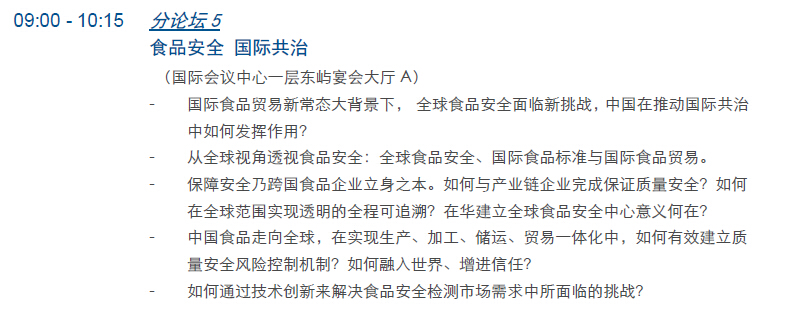
**Table 8**

* + 1. **Lexical Level**

As forums are usually held annually to discuss current global economy and politics, it is inevitable to counter some buzzwords and terminologies. A buzzword is defined by Webster as a word or phrase that becomes very popular for a period of time, while a terminology is the technical or special term in business, art, science, or a special subject. Those words, such as “P2P”, “big data”, “pluralism” and “wearable” in the programs, may only be understood in certain circumstances or fields. They are coined lately or added new definitions to those old ones, so translators must pay extra attention to them.

* + 1. **Syntactic Level**

One of the most important and main parts of a program is the abstract part. It introduces the highlights of one session to participants and gives them a general idea what are going to be discussed in this session. Abstracts are usually short with a few short sentences. The abstracts of both Boao and Davos forums are mostly presented by question sentences as the following example. They raise questions to evoke participants’ curiosity as a way to prompt them to think about these issues and to find out answers by participating the sessions. Meanwhile, these questions are directions about which aspects of a topic will be discussed. In addition, they even use short or even incomplete sentences to catch participants’ eyes and use dashes to indent these questions which make the layout more clear.



**Table 9**

* 1. Translation Principles

According to Ress’s translation typology, a text’s function directly determines adopted translation principles. “… a functional translation process should start on the pragmatic level by deciding on the intended function of the translation” (Zhu, 2004:8). This is the functionalist approach to translation, as shown in the following diagram:

*Translation Function→ Source Text Type→ Target Text Content and Form→ Translation Strategy* (ibid.)

**Table 10**

The “pragmatic level” of a program is certainly to provide participants with information. Information within a program is the most crucial component a translator must transmit to target audiences as “in Vermeer’s terminology, a translation is thus a new offer of information in the target culture about some information offered in the source culture and language” (Nord, 2005:26). So, the translation of a program aims at conveying source information to the target audience.

As to the question how to transmit the source information, Nord, one of the most prestigious functionalist theorists, proposes one model:

*“My model includes the analysis of extratextual and intratextual aspects of the communicative action; it is designed to identify the function-relevant elements in both the existing source text and the prospective target text as defined by the translation brief. By comparing the Skopos with the source-text functions before starting to translate, translators should be able to locate the problems that will arise in the translating process. They should thus be able to devise a holistic strategy for their solution.”* (2005:14)

In the process of “devise a holistic strategy”, Nord says “in the framework of this theory (Skopo theory), one of the most important factors determining the purpose of a translation is the addressee, who is the intended receiver or audience of the target text with their culture-specific world-knowledge, their expectations and their communicative needs” (Nord, 2005:12). So, the initial step of this translation project is to identify the target addressee. In this case, they are the leaders who could not understand the English program and they want to know the information including what sessions there are, who the key speakers are and which places they should go to attend these sessions etc. Therefore, it is an informative text “to inform the reader about objects and phenomena in the real world” (Nord, 2005:37).

Bearing the translation function and the target audiences in mind, the author “locate (s) the problems that will arise in the translating process.” In order to solve these difficult problems in translation, the author does massive research on selecting translation strategies and translation tools. In the meantime, the author keeps in mind that: as an “offer of information”, the translation action of a program should “serve the same communicative function or functions as the source text, thus preserving ‘invariance of function between source and target text’ ’’ (Nord, 2001:36).

Based on functionalist approach, the author modifies the text structure to cater to the target audiences as a way to better achieve the same “communicative function”. On lexical level, by categorizing parts of the source text and using reference books, online websites and other translation tools, the author successfully solves the difficulties on translating personal names, buzzwords and terminologies. With regard to syntactical level, the author offloads some culture-loaded words and chooses translation strategies such as addition and omission to make the TT more comprehensible and cohesive. All the difficulties and relevant solutions will be elaborated in the next chapter.

Chapter Three Difficulties and Relevant Solutions

The previous pre-translation chapter offers principles, and approaches to guide the translation of the source text. Besides, there is a first impression on the paradigm of the text. As mentioned before, the author decides to translate the text by different parts instead of following text sequence. The reason why to do so is that “in functional translation, problems should therefore be dealt with in a top-down way” (Nord, 2001:68). “Top” here refers to the pragmatic level which directly determines that “pragmatic approaches that include larger units” (Nord, 2001:68). So the author begins to translate by looking at the larger translation units and modifying the text structure first. Then, he spots and categorizes many specific translation difficulties and resolves them by using different translation strategies.

* 1. Modification of the Structure

In order to achieve “the same communicative functions”, the author revises the structure of the source text to better accommodate the reading habits of Chinese audiences, because “when a person describes something, recounts an event, or lists a number of items, s/he will normally follow a preferred sequence rather than a random one” (Mona, 2000:111). For example, Chinese audiences like to list an address from the largest entity to the smallest one, while in English, addresses are presented in the reverse sequence.

In all, text sequence is quite important in translation because “it plays a major role in maintaining a coherent point of view and in orienting messages at text level” (Mona, 2000:110). So, proper adjustment in the target text is necessary for “avoid(ing) conveying unintended implicatures” (ibid.).

* + 1. Modification of the Heading

As to the heading part, the most important information it offers to participants should be the time duration and venues. They remind participants when and where the speeches are held.

However, the source text does not put the time and places in the first place. Instead, it considers the themes and topics are more important than time and places. It puts the duration and venue parts under them. However, for Chinese participants[[2]](#footnote-2), they focus more on the time and places, so they can better arrange their tight schedules for they do not have time to participate all sessions. On the other hand, placing time and venues in the front part is more formal and standard. Both programs of the Boao Forum and Davos Forum put the duration and venues ahead. The program of Boao Forum goes like this:

***Boao Forum for Asia Annual Conference 2015***

*The duration and venue of the Forum*

*The Date*

*(Session one)*

***Duration of the Speech*** *The Theme*

***(Venue)***

*The Headline of the Speech*

*The Abstract of the Speech*

**Table 11**

The previous diagram even uses hanging indention to project the time. The structure of the program is organized by the temporal order which is clearer and well organized. Therefore, the author revises the original paradigm of the WKF program into a more concise and time-focused one by putting the line of *Duration of the Speech* and *Venue* in front of *the Theme*. You can see the difference by comparing the ST and TT below:

***ST:***

***World Knowledge Forum 2014***

*The Shilla, Seoul Korea 14-16 October 2014*

*Programme As of 06 Oct 2014 (Updated at 17:19)*

*Date*

*The Theme*

*The Headline of the Speech*

***Duration of the Speech Venue***

**Table 12**

***TT****:*

***2014年世界知识论坛***

*韩国首尔新罗酒店 2014年10月14-16日*

*会议进程 2014年10月6日截止(17:19更新)*

*日期*

***时间： 地点：***

*主题*

*议题*

**Table 13**

* + 1. Modification of Address Sequence

One of the biggest and most prominent distinctions between Chinese and English lies in how differently the two languages address persons. Mona points out that:

*“An interesting area in which a translator needs to be particularly sensitive to the reader’s expectations in a given context concerns modes of address… It includes the use of appropriate personal and occupational titles, various combinations of first names and surnames, title and surname…”* (2000:242)

The mode of address in Chinese is to introduce affiliated companies’ names and occupational titles first and put personal names at the end. On the contrary, English prefers to put personal names first, and other titles go after them. So when translating the address in WKF program, the author turns them around and omits the commas between *Occupational titles* and *Affiliation* as following model:

***ST:***

***Speaker:******His/Her Name****, Occupational titles, Affiliation*

***Moderator:******His/Her Name****, Occupational titles, Affiliation*

**Table 14**

***TT:***

***演讲嘉宾:*** *公司职位,* ***姓名***

***主持嘉宾:*** *公司职位,* ***姓名***

**Table 15**

The difference is explicitly displayed by the example below:

***ST:***

*Speaker* ***Li Yining****, Honorary Dean at Guanghua School of Management , Peking University*

**Table 16**

***TT:***

***发言嘉宾：****北京大学光华管理学院荣誉院长，****厉以宁***

**Table 17**

After revision, the target text is more natural to Chinese readers and conforms to the Chinese readers’ expectations that names are always after titles. Anyway, it is worth noting that the arrangement of address sequence is a crucial and cultural-specific aspect in translation.

* 1. Lexical Level

Lexical level is the basic translation unit that a translator must deal with. The more accurate the words are translated, the correcter the sentences can be in the TT. In the aspect of a program, the author picks out two most distinctive problems in lexical level---personal names of East Asia and buzzwords and terminologies---to illustrate the ways on how to find equivalent target words.

* + 1. Personal Names of East Asia

One of the translation difficulties is how to deal with personal names, because it involves many particular and individual entities. In a program, the most common feature is that there are many personal names. So how to deal with proper names is the most complex mission to conquer.

As to western names, there are many discussions on how to translate them. However, very few papers discuss how to translate names of East Asia (mainly Korea and Japan). It is quite strange that we seldom look at the translation of personal names of our neighboring countries, although they both use Hanzi (Hanja) to name themselves. However, they romanize their English names while approximating the pronunciation in [English orthography](https://en.wikipedia.org/wiki/English_orthography) at the same time. Therefore, it is quite difficult for our Chinese to link their English-vision names to their Chinese ones.

Due to the WKF is organized by Korean media, it invites many guests from East Asia, mainly Koreans. Therefore, the translation of names of persons from Korea and Japan would be a crucial and arduous part of the translation project.

* + - 1. **Korean Names**

“Both names of Chinese and Koreans share the similar structure, namely surnames plus given names. Surnames lie before given name and given names can be characterized into two groups: given names with one character and given names with two characters” (Gao, 2010:216). More importantly, “Koreans take giving a baby his or her name seriously. His or her name should not only have auspicious implication, but it should also be Chinese characters” (Tang, 2004:49). Consequently, it is possible to translate Korean names accurately only if we find his or her original Chinese names. However, Tang adds in the same passage that “it is worth noting that due to the existence of homophones, a Korean character has many correspondent Chinese words and which Chinese characters will be chosen to be a given name is determined by his or her elders. Others can hardly know that” (2004:52). It implies that for translators it is nearly an impossible mission to find out the original words. Nonetheless, Tang concludes that “the Chinese characters that Koreans use to name are limited and regular” (2004:50). Therefore, it is still feasible to translate Korean names in general by learning about their naming principles.

The surnames of Koreans are limited which are only a few and most of them have fixed Chinese translation versions. For example, the romanized Korean surnames “Park”, “Kim”, “Ann” and “Chang” are widely translated into “朴”, “金”, “安” and “张”. As to the given names, Cai concludes some naming principles such as (1) naming after natural phenomenon: “Hee(熙)”, “Whan(焕)”…; (2) naming after numbers and rankings: “Dae(大)”, “Il(一)” …; (3) naming after seasons and direction: “Choong(中)”, “Chung(春)” …; (4) naming after virtue and morality: “Yoon(勇)”, “Eun(恩)” …; (5) naming after aspiration and good will: “Soo(秀)”, “Jun(俊)” …; (6) naming after society and country: “Min(民)”, “Kook(国)” … (2004:18). Judging from the naming principles above, the Korean name “Chang Dae Whan” can be translated into “张大焕”.

This year’s WKF is held in Seoul, Korea. It is for sure that many guests are natives. With the help of orthography and above naming principles, the author translates Korean names of the ST as following:

|  |  |
| --- | --- |
| ***Romanized Korean Names in ST*** | ***Correspondent Chinese Names in TT*** |
| *Chang Dae Whan* | *张大焕* |
| *Lee Jiyoon* | *李*[*志*](https://en.wiktionary.org/wiki/%E5%BF%97)*勇* |
| *Ann Hongchul* | *安洪哲* |
| *Ahn Choong Young* | *安中永* |
| *Hong Daesoon* | *洪大顺* |
| *Kim Heesu* | *金熹淑* |
| *Kim Jun Il* | *金俊一* |
| *Suh Eunkook* | *徐恩国* |
| *Kang Joon-ho* | *姜俊昊* |
| *Kim Hee Kyong* | *金熙耕* |
| *Kim Sung-Hwan* | *金星焕* |
| *Shin Sunghwan* | *申成焕* |
| *Lee Chung Min* | *李春民* |
| *Kim Choong Soo* | *金仲秀* |
| *Kim Woo Choong* | *金瑀俊* |

**Table 18**

* + - 1. **Japanese Names**

Similar to Korean, Japanese use Chinese characters, called Hanja, as their names. “*The Rules of Application for the Law on Household Residence* prescribes that Japanese names should be chosen from *the List of Regulated Hanjis*”(Liu, 2007:141). However, “when Japanese names are translated into English, they are transliterated into Roman capitals” (Xia, 2013:107). Regarding to Japanese names using traditional Chinese, “Chinese state council regulates in 1980s that its writing system should be replaced by simplified Chinese, and they should be pronounced in accordance to Hanjas” (Bu, 2008:1). Xia mentions a very interesting example: A city in Japan happens to be transliterated and romanized into “Obama” in English, so westerners call it “Obama City”. But in Chinese, we can not translate it into “奥巴马市”. We should trace back to check its original Japanese characters which is “小濱市”, and then simplify it into Chinese “小滨市” (2013:109). In a word, when there is a Chinese and a westerner talking about a Japanese, his or her Japanese name, unlike other languages, is not phonetically consistent between both languages. So when we come across Japanese names in English texts, the first thing to do is finding out their original Japanese characters and then simplifying their Japanese names into Chinese characters.

As mentioned before, the program of WKF contains many names from East Asia. Of course, Japanese is a part and parcel of it. After intensive research and study on how to translate Japanese names into Chinese ones, the author finds the easiest and most direct and reliable way to do so is to refer to *A List of Common Romanized Japanese Names* in the *Appendix 8 of the English-Chinese Dictionary (second edition)* edited by Lu Gusun as editor in chief. In the *Appendix*, the most common romanized Japanese names are alphabetically arranged and each of them has its Chinese version. So the dictionary can be used as a reference book for translators to render Japanese names. Here is the list of selected Japanese names from the program of WKF.

|  |  |
| --- | --- |
| ***Romanized Japanese Names*** | ***Correspondent Chinese Names*** |
| *Matsumura Shunichi* | *松村秀一* |
| *Koichi Hamada* | *滨田宏一* |
| *Akio Takahara* | *高原明生* |
| *Shirakawa Masaaki* | *白川方明* |
| *Tetsue Ochi* | *冢本越知町* |
| *Miki Watanabe* | *渡边美树* |
| *Hatoyama Yukio* | *鸠山由纪夫* |

**Table 19**

* + 1. Economic Buzzwords and Terminologies

As mentioned before, the WKF is an annual economic forum, so it is inevitable to counter some economic buzzwords or cutting-edge-technology terminologies. Wang and Fan say “In translation, particularly with regard to economic terminology…, translators are required to deeply understand its connotation and set proper translation version” (2014:787).

As a translator of an economic text, first it is quite important to gain some knowledge about economy. In this program, there are some terminologies that are widely accepted and spread. These terminologies can be translated in accordance to dictionaries or a very authoritative database---UN Term[[3]](#footnote-3). All these following words can be found on this website:

|  |  |
| --- | --- |
| ***Source Text*** | ***Target Text*** |
| *Inclusive growth* | *包容性增长* |
| *Internet of Things* | *物联网* |
| *Sovereign wealth fund* | *主权财富基金* |
| *Zero marginal cost* | *零边际成本* |
| *Soft/hard landing* | *软/硬着陆* |
| *M&A* | *并购* |
| *Shadow banking* | *影子银行* |
| *Alipay* | *支付宝* |

**Table 20**

Second, some buzzwords, such as “Likonomics&Abenomics” and “disruptive innovation”, can not be found directly on dictionaries and database. The author searches them online and analyzes their possible translations in the context. For “Likonomics&Abenomics”, it is quite easy to find out that they are referring to the economic policies of Li Keqiang and Abe and they both have their correspondent Chinese versions “李克强经济学” and “安倍经济学”. But for “disruptive innovation”, it has two Chinese versions “颠覆性创新” and “破坏性创新” online. In this situation, the author looks at the definition and origin of “disruptive innovation”. Christensen, who invents the word “disruptive innovation”，says in an article, “Ironically…it was disruptive technology that precipitated the leading firms’ failure” (Craig Lambert, 2015:par 10). In this sense, “disruptive innovation” does not disrupt the leading firms rather than revolutionize or overthrow the old ones. Besides, “破坏性创新” gives readers a negative sense that the term implies something bad and violent. “颠覆性创新” is more neutral. Another evidence is that Chinese government files prefer “颠覆性创新” to “破坏性创新”. So “颠覆性创新” is a better option.

Third, for those words which their Chinese versions can not be found from any source such as “G-Zero World”, the author copes with this situation by looking at its English definition, logically analyzing its meaning in the context and eventually coming up with proper and understandable correspondent Chinese words. For instance, according to Euroasia Group, “In the G-Zero, the world's major powers set aside aspirations for global leadership—alone, coordinated, or otherwise—and look primarily inward for their policy priorities” (The G-Zone, 2015:par 10). Judging from this definition, “G-Zero World” indicates a world that does not have a global leadership. It strikes the author the Chinese phrase “一超多强” which means that for a period of time, the U.S. leaded the world and there were several political powers in the world. But now, the U.S. is sharing the global arena with other countries and thus the world becomes “G-Zero World”. Therefore, “G-Zero World” can be rendered into “无超多强的世界”.

* 1. Syntactic Level

Syntactic level deals with the translation of phrases and sentences. It involves how to construct a sentence structure which can be easily understood and accepted by target readers. Regarding to the WKF program, the author identifies the features of the source text that every session in a program contains a headline and almost all sessions have question sentences to raise audiences’ awareness. So headlines and question sentences are the most distinctive difficulties in the heading part and the abstract part respectively. So the main task is to conclude translation strategies to deal with these problems.

* + 1. Headlines

Headlines refer to the titles or topics of the speeches. They should catch audiences’ eyes with concise and apparent words. In a program, they should be clearly understood and provocative in order to help audiences learn the themes of the speeches and to attract them to attend. Here are some strategies the author adopts to translate headlines.

* + - 1. **Literal Translation**

Headlines are typically very short and most of them are incomplete sentences within a few words. Therefore, literal translation is the most common translation strategy to convey the original meanings.

***e.g.1***

***ST:*** *CKGSB MBA: The Cross Border M&A* ***Trends*** *of Chinese Companies ①* ***②*** *③*

***TT:*** *长江商学院MBA： 中国企业跨境并购****热潮***

*③ ①* ***②***

***e.g.2***

***ST:*** *Fast-Forward to 2020:* ***New Trends*** *Transforming the world as we know it* ***①***  *② ③ ④*

***TT:*** *快进至2020：重塑我们熟知世界的****新趋势***

*② ④ ③* ***①***

**Analysis:** The previous examples show that most headlines lack of verbs, so they are usually polarization phrases. After literally translated, the sentence should remain with the same subject (② in e.g. 1 and ① in e.g. 2). Other elements are all translated literally and the sequences are rearranged to be better understood by target audiences.

* + - 1. **Addition**

Addition is a complement to the literal translation for sometimes literal translation can not be accepted or meaningless in target language. Therefore, the author should add some words or phrases to explicate the relation between original elements.

***e.g.1***

***ST:*** *North Korea under Kin Jong-Un*

*① ② ③*

***TT1:*** *金正恩下的朝鲜****（×）***

*③ ② ①*

***TT2:*** *金正恩****领导****下的朝鲜****（✓）***

*③* ***④*** *② ①*

***e.g.2***

***ST:*** *The Next Billion: Challenges and Opportunities for*

*① ②*

*Inclusive Innovation*

*③*

***TT1:*** *下一个十亿：包容性创新的挑战和机遇****（×）***

*① ③ ②*

***TT2:*** *下一个十亿****市场****：包容性创新的挑战和机遇****（✓）***

*①* ***④*** *③ ②*

**Analysis:** The examples above indicate that if the author literally translates the STs as TT1s, the grammar of e.g.1 is not acceptable in Chinese and the meaning of e.g.2 is not explicit--- What does *the Next Billion* refer to. After logically analyzing and hinted by the following abstract, the author adds “领导” in e.g.1 (TT2:④) and “市场” in e.g.2 (TT2:④). In this way, the revised headlines give the audience more clear information about what the speeches are talking about.

* + - 1. **Omission**

Sometimes, the headlines of the ST are redundant and obscure, which are not quite natural to target audiences. The headlines should be short and concise as mentioned before. So the author omits some phrases but still manages to convey the same information.

***e.g.1***

***ST:*** *Joseph Pfeifer: Crisis Leadership is Doing* ***Ordinary***

*① ② ③*

*Things at* ***Extraordinary*** *Time.*

*④*

***TT1:*** *约瑟夫·普法伊费尔：危机领导力是在紧急时刻做平常的事****（×）*** *① ④ ② ③*

***TT2:*** *约瑟夫·普法伊费尔：危机领导力---****紧急****时刻* ***平常****以待* ***（✓）*** *① ④ ③*

***e.g.2***

***ST:*** *Kim Woo Jung: It’s* ***a Big*** *World and There’s* ***a Lot*** *to be Done ① ② ③ ④ ⑤*

***TT1:*** *金瑀俊：这是一个很大的世界，还有很多要做* ***（×）*** *① ② ③ ④ ⑤*

***TT2:*** *金瑀俊：世界很****大*** *要做很****多******（✓）***

*① ②*

**Analysis:** The STs use contrasted words in e.g.1 and parallel sentences in e.g.2. Compared to TT2s, TT1s of the examples above are wordy and redundant with more than 4 sentence constituents as shown above. On the contrary, TT2s omit some redundant words while using only two 4-character phrases instead, which are more accustomed to Chinese audiences. Besides, the parallel 4-character phrases are catchy just like headlines of news. The contrast words “紧急” and “平常” in e.g.1 and “大” and “多” in e.g. 2 also imply the sentence relations of the STs.

* + - 1. **Domestication**

Domestication refers to render the ST closely conforming to the culture of target language. It may involve some loss of the original information of the ST.

In last chapter, the author analyzes that the guiding principle for translating a program is the functionalist approach and the function of a program is to offer forum information for participants. So when the author comes across some culture-loaded headlines, he decides to use the strategy of domestication and lose the cultural background of the ST. The examples below list two culture-loaded words: “Bonanza” and “Titan”. The author loses both their cultural information.

***e.g.1***

***ST:*** *Unification:****Bonanza*** *or Risk*

***TT:*** *统一：****财富****还是风险*

**Analysis:** “Bonanza” is originally a [NBC](https://en.wikipedia.org/wiki/NBC) television series, in which “ ‘Bonanza’ is a term used by miners in regard to a large vein or deposit of ore” (Wikipedia, 2015:par 1). Now, its definition has extended to “something that is very valuable, profitable, or rewarding” (Merriam-Webster, 2015:par 2). So, “Bonanza” can be translated into “宝藏”，“财宝” or “财富”. In this context, the author chooses the Chinese version of “财富” in contrast to “风险”.

***e.g.2***

***ST:*** *Clash of* ***Titans****: U.S. vs China*

***TT:******巨人****间的冲突:美国vs.中国*

**Analysis:** “Titans” are members of giants in Greek mythology. They symbolize people with great strength or achievements. Because they are well-known and auspicious in western world, many companies, brands, books and even movies name after titans. So Titans have many different Chinese translations such as “提坦”, “泰坦” and even “太阳神”. In the program, Titans refer to U.S. and China, the two largest economic powers. By using the strategy of domestication, the author simply translates “Titans” into “巨人”， which offloads the cultural content and offers plain information, which caters to Chinese audiences.

* + 1. Question Sentences

The purpose of using question sentences is to elicit the information that one desires to deliver. Question sentences in a program are designed to arouse audiences’ curiosity and to stress the topics of a speech. They function as a lure to attract participants to find answers by attending their speeches. Besides, with a question mark, the topic of an abstract is more explicit and provocative. Therefore, the program of Boao Forum mostly contains question sentences, while the WKF program combines background introduction with provocative questions. As the sequence of a question sentence’s structure in English is quite different with that of a Chinese one, there is a necessity to discuss the strategies of translation of questions.

* + - 1. **Conversion**

Conversion is to convert one part of speech into another part of speech, for example verbification (from noun to verb) and nominalization (from verb to noun). Conversion is a common strategy in translating from English to Chinese so as to make a sentence more express and plain.

***e.g.1***

***ST:*** *Is capitalism* ***to blame*** *for the rise in inequality?*

***TT1:*** *资本主义应为收入不平等激增而****受到谴责****吗？****（×）***

***TT2:*** *资本主义是否是不平等激增的****罪魁祸首****？****（✓）***

**Analysis:** the TT2 adopts the translation strategy of nominalization, which converts a verb “to blame” into a noun “罪魁祸首”, a Chinese 4-character idiom. Compared to TT1 which is rendered literally, the structure of TT2 is more clear and simple without many prepositions and adverbials. “罪魁祸首” is more conformed to the culture of Chinese audiences, which implies that capitalism is the one to blame.

***e.g.2***

***ST:******What are the solutions*** *to the rising geopolitical risks in Russia, the Middle East and the rest of the globe.*

***TT1:*** *对俄罗斯，中东以及全球其他地区日益突出的地缘政治风险的****解决方法是什么****？* ***（×）***

***TT2:*** *俄罗斯，中东以及全球其他地区日益突出的地缘政治风险要****怎样解决****？* ***（✓）***

**Analysis:** TT2 verbifies “what are the solutions” into “怎样解决”, which makes the TT more precise and direct. Compared to TT1, TT2 has 3 characters less than TT1 and the tone of TT2 is more demanding and urgent, which gives audiences a sense that “the rising geopolitical risks” needs to be settled immediately ---all audiences should come to participate this speech and take actions together.

* + - 1. **Subject Ellipsis**

Non-subject sentences are quite common in Chinese, while English is a subject-prominence language, of which subjects are indispensable. Therefore, there are a lot of discussions about how to translate Chinese sentences without subjects into English. Nonetheless, how to translate subject-prominence English sentences into non-subject sentences is more complex, for it requires a high ability of the translator to decide when and how to apply this strategy.

In a program, the sentences tend to be more brief and compact. Omitting subjects of ST properly can make the TT smoother and more readable. The WKF program contains many questions with empty subjects such as “there be” and pronouns. Empty subjects only have grammatical functions, so omission of empty subjects does not change the meanings of the sentences. The following examples showcase that handling them properly can effectively enhance its readability.

***e.g.1***

***ST:*** *How can* ***we*** *strengthen the relationship between the real economy and finance?*

***TT1:******我们****怎样才能加强实体经济与金融之间的联系？****（×）***

***TT2:*** *如何加强实体经济与金融之间的联系？****（✓）***

**Analysis:** The word “we” in ST is a pronoun which refers to the general population, not a specific group of people. So compared to TT1, the TT2 deletes the subject and still perfectly implies the subject is “我们”. It is quite natural in Chinese, for instance “怎样构建和谐社会？”, “如何保护未成年人？” ect. All these sentences lack of subjects, but are more to the point. So when translating subjective pronouns from English to Chinese, it is better to omit the subjects.

***e.g.2***

***ST:*** *How can* ***they*** *maintain* ***their*** *growth trajectory in an environment of sluggish and still potentially unstable (Europe) advanced country growth?*

***TT1:*** *在全球经济停滞以及发达国家增长（欧洲市场）仍然潜在波动的环境下，****他们****怎样才能保持****他们的****增长态势？* ***（×）***

***TT2:*** *在全球经济停滞以及发达国家增长（欧洲市场）仍然潜在波动的环境下，****他们****怎样才能保持增长态势？* ***（✓）***

**Analysis:** The ST has a subjective pronoun “they”[[4]](#footnote-4) and its possessive case “their”. The pronoun “they” is not an empty pronoun for it refers to a concrete entity. So “they” can not be ellipsized in the TT. In TT1, “they” and “their” are literally translated into “他们” and “他们的” while TT2 omits “他们的”, the possessive case. By comparison, TT1 is more repeated in Chinese, because it is clear that the possessive determiner of “增长态势” is “他们的”. The subject “they” has indicted the relationship.

Chapter Four Project Summary

Completing a TT does not mean that a translator has done all his or her job. It is equally important to check the text, polish the language and ultimately learn some experience and lessons from the project. This chapter summarizes the process of how the author controls the quality of the TT, experience and lessons the author has learned and problems left in the project.

* 1. Quality Control

Quality control is the final stage to operate the ST. During this stage, the author proofreads the text as following steps: (1) checks the accuracy of the translation once again; (2) guarantees the unification of the text structure; (3) polishes the language at last. In this way, the author manages to present an acceptable TT. In this process, there are several points that need to be stressed during Step 2 and Step 3.

* + 1. Quality Control of the Structure

As mentioned before, the ST follows a certain paradigm, so the author first checks if all sections of the TT follow the same paradigm and use the same font and size. It is noteworthy that when translating western persons’ names, the author pays attention to add the sign “**·**” to distinguish first name and last name. However, when coming across personal names of East Asia, the author deletes the spaces between the characters and translates them in a Chinese name fashion. The tables below contrast the difference between them:

|  |  |
| --- | --- |
| ***Western Persons’ Names*** | ***Correspondent Chinese Names*** |
| *Nicolas Sarkozy* | *尼古拉****·****萨科齐* |
| *Gene Sperling* | *吉恩****·****斯柏林* |

**Table 21**

|  |  |
| --- | --- |
| ***Romanized Names of East Asia*** | ***Correspondent Chinese Names*** |
| *Chang Dae Whan* | *张大焕* |
| *Woo Sang-sun* | *禹相宣* |
| *Tetsue Ochi* | *冢本越知町* |
| *Miki Watanabe* | *渡边美树* |

**Table 22**

* + 1. Quality Control of the Text

The ST is mainly informative as mentioned above and presented in a repeated paradigm, so the style of the text should be formal and unified and the language of the text should be plain and modest. But it does not mean that the wording ought to come up again and again.

In the ST, every section begins with background introduction and ends with a introductory conclusion. These introductory conclusions are quite similar with one another and they often go like “(sth.) will be discussed/settled…” or “(sb.) will share/outline/ emphasize…”. So how to translate these similar phrases in different words and give audience a sense of freshness is the author’s main focus on polishing the language. This table displays how the author uses different Chinese phrases to translate them.

|  |  |
| --- | --- |
| ***ST*** | ***TT*** |
| *(sth.) will be discussed/ this talk will discuss/speak about…* | *此次会议将讨论/探讨/展现…* |
| *(sb.) will hold a discussion/conversation on …* | *(sb.)将对…进行探讨/讨论/研讨/关注/谈及…* |
| *(sb.) will share his insights on/give an insight into…* | *(sb.)将对…分享独到观点/深入观察/建言献策* |
| *(sb.) will put their heads together to…* | *(sb.)将思想碰撞/集思广益, …* |
| *(sb.) will come together to…* | *(sb.)聚首/齐聚一堂/汇聚一堂, …* |
| *(sb.) will outline/speak about/ look at/ emphasize/share his secrets about…* | *(sb.)将指出/强调/说明/概述/描绘/介绍/分享秘诀…* |

**Table 23**

All these phrases on the left appear repeatedly in the ST. In order to avoid repetition, the author alternately adopts various Chinese phrases on the right. In this way, the language of whole TT has been refined.

* 1. Experience and Lessons

During the translation process of the WKF program, the author learns how to translate a program and the general procedure to conduct a translation project. He first follows the functionalist approach by looking at the text function and target readers. Guided by this translation principles and parallel texts, the author then begins to render the ST by modifying its structure to cater to target audiences. With regard to lexical aspects, first the author has learned how to translate personal names, names of East Asia in particular. They are seldom been discussed by scholars. After reading many research papers and referring to many dictionaries, the author proposes a way to translate them, which can be applied in future works. And then the author outlines the different methods on how to render different economic buzzwords and terminologies, which is also a guiding principle to translate specific economic terms in general texts. On the syntactic level, the author elaborates on the translation of headlines and question sentences, the two main features in a program. He suggests different translation strategies to deal with these difficulties. And these translation strategies are quite useful and widely used. Translators can draw on advantages of them and apply them in future translating.

The lessons the author has taken are that (1) although the author translates the personal names of East Asia, they are not thoroughly accurate. Since the ST gives the occupational titles and affiliations, it is possible to track their names on websites and to check if they have Chinese versions. Unfortunately, it is an arduous task as there are more than hundreds of names and the results are yet unknown. The author does not have enough time to check them all, so most names are translated through the naming principles.

(2) Even though after the process of quality control, the language of the TT can be further polished. For instance, the author translates the ST “Every year, about 6 million tourists visit the hotel” into “每年有大约6百万游客到该店住宿”. The phrase “到该店住宿” is no better than “入住该酒店”. The latter one is more concise and precise. All these tiny details distinguish an excellent translator and a good one. The author still needs to read more English and Chinese texts and practice more to narrow this gap.

* 1. Problems Left in the Project

The first problem left is whether the author has the right to modify the ST. According to the functionalist approach, the translator has the right to revise the ST so as to offer information. However, it is still questionable that to what extent, the translator can change the ST and which information should be prioritized if so. Guided by this principle, is it feasible to condense the abstract into just a few sentences like the program of Boao Forum does, for the background introductions only offer trivial information? From this perspective, this principle still needs to be discussed and scrutinized.

Second, the biggest problem in this project is whether the personal names should be translated in the first place. If not, there is no need to discuss the translation of names at all. Both programs of Boao Forum and Davos Forum translate some personal names and remain some original English versions. One possible explanation for that is if these personal names are renowned and have existed Chinese versions, then the Chinese programs adopt them such as “南佩德（Pierre Nanterme）”， “雷夫·约翰森（Leif Johansson）”. But right below the name “Leif Johansson”, the name “Steve Miligan” remains the same in the TT of the program of Boao Forum 2015. So the TT is a combination of names both in Chinese and English. So here comes the problem which one should be translated and which one should not. There is no an official standard: Why all personal names of East Asia should be rendered, but only some western names are done so and how to decide on this problem?

Another question about translating names is about some unusual names or even non-English names such as “George Tanasijevich”, “Massimiliano Castelli” and “Herbjørn Hansson”. There is little discussion about how to handle them. So the author keeps them in the TT as the way they are in the ST. Therefore, the TT is not perfect and there are still some problems need to be further discussed.

Conclusion

The translation report on the WKF program is the first report in this kind which systematically analyzes how to translate a program and explores the standards on how to render this kind of texts. A program not only provides information to audiences, but also acts as a brochure to attract potential participants, so a high quality of the TT can largely boost the success of a forum. It requires a holistic ability from how to modify the structure of the ST to how to translate names, buzzwords, terminologies, headlines and question sentences. All these difficulties are typical and common in the process of program translation. This report gives translators answers on how to deal with them. Through functionalist approach, the author focuses mainly on the target readers by keeping in mind that the main function of the TT is to provide information to target readers. Therefore, the author modifies the structure of the text to better serve the needs of readers. Then at lexical level, the author successfully renders the personal names of East Asia and gives reliable and acceptable translation of economic buzzwords and terminologies. Lastly, at syntactic level, the author points out two typical types of sentences ---headlines and question sentences. Almost all programs contain these two types of sentences. The author gives several translation strategies to translate them, aiming at providing a understandable and plain TT to readers.

At last, this report is valuable not only for translators who are assigned to translate programs, but also for broader translation practice. The modification of the text structure gives translators some thoughts on whether translators should reserve the right to revise the ST. Whether the TT can better serve the target readers after the modification of the structure? The translation of personal names of East Asia is unique and seldom discussed. The method can be widely applied whenever a translator comes across a personal name of East Asia. Similarly, the author proposes several methods to render different types of buzzwords and terminologies. These methods are still broadly applicable in translating economic texts. At syntactic level, the translation strategies to handle headlines and question sentences are the most common ones that translators may frequently refer to. So this report is not only a reflective report on the WKF program, but also a useful handbook to guide future translation practice of similar texts.

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1. Also called agenda [↑](#footnote-ref-1)
2. Here mainly refers to the leaders from the National Business Daily. [↑](#footnote-ref-2)
3. The official website of UN Term: <http://untermportal.un.org/portal/welcome> [↑](#footnote-ref-3)
4. “they” here refers to emerging markets in the ST. [↑](#footnote-ref-4)