

学校编码: 10384
学 号: K1204002

分类号__密级__
UDC__

厦 门 大 学

硕 士 学 位 论 文

奈达功能对等理论在商务英语翻译中的
应用

On the Application of Nida's Functional Equivalence
Theory in Business English Translation

郭玉琴

指导教师姓名: 杨士焯 教授
专 业 名 称: 英语语言文学
论文提交日期: 2017 年 9 月
论文答辩时间: 2017 年 12 月
学位授予日期: 2017 年 12 月

答辩委员会主席: __
评阅人: __

2017 年 12 月

厦门大学学位论文原创性声明

本人呈交的学位论文是本人在导师指导下,独立完成的研究成果。本人在论文写作中参考其他个人或集体已经发表的研究成果,均在文中以适当方式明确标明,并符合法律规范和《厦门大学研究生学术活动规范(试行)》。

另外,该学位论文为()课题(组)的研究成果,获得()课题(组)经费或实验室的资助,在()实验室完成。(请在以上括号内填写课题或课题组负责人或实验室名称,未有此项声明内容的,可以不作特别声明。)

声明人(签名):

年 月 日

厦门大学学位论文著作权使用声明

本人同意厦门大学根据《中华人民共和国学位条例暂行实施办法》等规定保留和使用此学位论文，并向主管部门或其指定机构送交学位论文（包括纸质版和电子版），允许学位论文进入厦门大学图书馆及其数据库被查阅、借阅。本人同意厦门大学将学位论文加入全国博士、硕士学位论文共建单位数据库进行检索，将学位论文的标题和摘要汇编出版，采用影印、缩印或者其它方式合理复制学位论文。

本学位论文属于：

1. 经厦门大学保密委员会审查核定的保密学位论文，
于 年 月 日解密，解密后适用上述授权。

2. 不保密，适用上述授权。

（请在以上相应括号内打“√”或填上相应内容。保密学位论文应是已经厦门大学保密委员会审定过的学位论文，未经厦门大学保密委员会审定的学位论文均为公开学位论文。此声明栏不填写的，默认为公开学位论文，均适用上述授权。）

声明人（签名）：

年 月

摘要

随着经济全球一体化的发展及近年来对外贸易的发展，业界对商务英语人才的需求增加，专业要求也提高了，商务英语翻译的重要性也越来越凸显。然而，商务英语翻译现状还远未令人满意。本文以功能对等理论为指导，探讨商务英语翻译问题，力图为商务英语研究及翻译工作者提供一定的帮助。

奈达的“功能对等”理论的核心内容是读者对译文的反应，即译文读者对译文的反应要与原文读者对原文的反应基本一致，读者的反应是衡量译文好坏的真正标准。而商务英语文本是一种交际性语言的文本，其最主要的目的是实现交际功能，也就是准确传达原语信息，使译文接受者对译文的反应与原文接受者对原文的反应基本一致，这与奈达的“读者反应论”正好一致。所以，“功能对等”可以指导商务英语翻译。

本文从功能对等理论角度入手，探讨商务英语翻译问题。首先，本文讨论了商务英语的基本知识并简述了“功能对等”理论，然后结合大量商务英语实例，从词汇、句法和语篇各个层次对商务英语的特点做系统分析；探讨如何在各个层次都取得对等。本文阐述了功能对等理论适用于指导商务英语翻译的原因。针对商务英语翻译，本文还提出了一些具体的翻译策略。由于跨文化交际是跨国商务活动必不可少的内容，在跨文化交际中，文化冲突不可避免，因此在商务英语翻译中必须巧妙地处理文化差异所带来的文化冲突，从而达到文化上的对等，这样才能有效地达到商务英语交际的目的。

关键词：商务英语 翻译 功能对等 文化对等

Abstract

With the economy globalization, more and more businessmen use business English to communicate. Therefore, the role of international business translation plays an increasingly important role in international trade. However, the current situation of business English translation is far from satisfactory owing to some reasons. Therefore, the author tries to make full use of Nida's functional equivalence theory to guide business English translation and offer some help to its translators.

Functional equivalence theory, which was proposed by Nida in 1969, focuses on the reader's response. It reflects that the relationship between the target receptors and the translated message should be almost the same as that between the original receptors and the original message. Reader's response is one of the most important criteria to measure the quality of translations. It is known that business English is a kind of communicative language and the main function of business English is to convey information. In other words, business English texts should convey the source language exactly. The receptors of the message in the target language should respond almost the same as receptors who are in the source language, which is in accordance with reader's response of Nida's functional equivalence. Therefore, functional equivalence can be used as guidance for business English translation.

The paper mainly discusses business English translation with the help of Nida's functional equivalence. First, the thesis gives a general introduction to business English and its translation. Meanwhile, it also illustrates Nida's functional equivalence systematically. Second, the paper employs examples to make a systematic study from the lexical, syntactic and textual levels as well. Then, the author manages to analyze the possibility of adopting this theory into business English translation, which indicates that the functional equivalence theory serve as a guidance for business English translation. Furthermore, some techniques to maximize equivalence in business English translation are listed together with some corresponding examples

in this thesis.

In addition, as is known to us, cross-cultural communication plays a significant part in the multi-national commercial activities, while each nation has its own unique cultures and customs. It is a result that every region is characteristic of its own unique customs, cultures, and local conditions. Therefore, cultural clashes would unavoidably emerge during international communications. As a result, in order to ensure effective business communication, translators must tactfully deal with cultural clashes so as to achieve cultural equivalence and to acquire better communication in business English translation. Therefore, the author of the thesis hopes that the study can provide some guidance on business English translation in application.

Key words: Business English; Translation; Functional Equivalence; Cultural Equivalence

Table of Contents

Abstract.....	II
Introduction.....	1
Chapter One Brief Introduction to Business English and Translation	3
1.1 Definition of Business English and Translation	3
1.2 Classifications of Business English	4
1.3 Current Studies on Business English Translation in China	6
1.4 Requirements for Translators in Business English.....	7
Chapter Two Nida's Functional Equivalence Theory	9
2.1 Brief Introduction to Nida and His Definition of Translation	9
2.2 Formal Equivalence.....	9
2.3 Dynamic Equivalence	11
2.4 Functional Equivalence	12
2.5 Functional Equivalence in Business English	14
Chapter Three Application of Functional Equivalence at Cultural Level.....	16
3.1 Brief Introduction to Cross-cultural Communication.....	17
3.2 Application of Functional Equivalence to Cross-cultural Translation	19
3.2.1 Collectivism vs. Individualism	19
3.2.2 Authority vs. Fact.....	20
3.3 Special Attention to Some Cultural Clashes during Translation.....	20
3.3.1 Numbers.....	20
3.3.2 Colors	21
3.3.3 Animals	22
Chapter Four Ways of Application of Functional Equivalence at Linguistic Level	24
4.1 Linguistic Features of Business English at Lexical Level and Application of Functional Equivalence	26
4.1.1 Technical Words.....	26
4.1.2 Abbreviations	28
4.1.3 Archaisms.....	32

4.1.4 Abundance of Borrowed Words	33
4.1.5 Abundance of Formal Words	35
4.2 Syntactic Features of Business English and Application of Functional Equivalence.....	37
4.2.1 Fixed Sentences Patterns and Application of Functional Equivalence	37
4.2.2 Long Sentences and Application of Functional Equivalence	40
4.2.3 Short Sentences in Business English and Application of Functional Equivalence.....	44
4.2.4 Passive Voices in Business English and Application of Functional Equivalence.....	45
4.3 Application of Functional Equivalence at Textual Level.....	48
Chapter Five Strategies for Business English Translation.....	51
5.1 Omission	51
5.1.1 Omission of “It”	52
5.1.2 Omission of Conjunctions	52
5.1.3 Omission of Pronouns.....	52
5.1.4 Omission of Prepositions	53
5.1.5 Omission of Articles	53
5.2 Conversion.....	53
5.2.1 Converting nouns into verbs	54
5.2.2 Converting adjectives into verbs.....	55
5.2.3 Converting adjectives into nouns.....	55
5.2.4 Converting prepositions into verbs	55
5.2.5 Converting adverbs into adjectives.....	56
5.3 Addition.....	56
5.3.1 Adding the subjects	57
5.3.2 Adding the objects.....	57
5.3.3 Adding the prepositions	57
Conclusion	58
References	60
Acknowledgments	63

目录

摘要.....	错误! 未定义书签。
引言.....	错误! 未定义书签。
第一章 商务英语及其翻译简介	错误! 未定义书签。
1.1 商务英语及其翻译定义	错误! 未定义书签。
1.2 商务英语分类	错误! 未定义书签。
1.3 目前国内对商务英语翻译研究	错误! 未定义书签。
1.4 商务英语翻译工作者的要求	错误! 未定义书签。
第二章 奈达功能对等理论	错误! 未定义书签。
2.1 奈达的介绍及奈达对翻译的定义	错误! 未定义书签。
2.2 形式对等	错误! 未定义书签。
2.3 动态对等	错误! 未定义书签。
2.4 功能对等	错误! 未定义书签。
2.5 商务英语中的功能对等	错误! 未定义书签。
第三章 功能对等在文化方面的运用	错误! 未定义书签。
3.1 对跨文化交际的介绍	错误! 未定义书签。
3.2 跨文化翻译中功能对等理论的运用	错误! 未定义书签。
3.2.1 个人主义对集体主义.....	错误! 未定义书签。
3.2.2 权威对事实.....	错误! 未定义书签。
3.3 商务英语翻译中注意的文化冲突	错误! 未定义书签。
3.3.1 数字.....	错误! 未定义书签。
3.3.2 颜色.....	错误! 未定义书签。
3.3.3 动物.....	错误! 未定义书签。
第四章 功能对等理论在语言层面上的运用	错误! 未定义书签。
4.1 从词汇层面上分析商务英语的语言特征及对等理论的运用.....	错误! 未定义书签。
4.1.1 专业术语.....	错误! 未定义书签。
4.1.2 缩略词.....	错误! 未定义书签。

4.1.3 古体词.....	错误! 未定义书签。
4.1.4 大量的外来语.....	错误! 未定义书签。
4.1.5 大量的正式词汇.....	错误! 未定义书签。
4.2 从句法层面上分析商务英语的特征及对等理论的运用	错误! 未定义书签。
4.2.1 固定句型及对等理论的运用.....	错误! 未定义书签。
4.2.2 长句及对等理论的运用.....	错误! 未定义书签。
4.2.3 短句及对等理论的运用.....	错误! 未定义书签。
4.2.4 被动语态及对等理论的运用.....	错误! 未定义书签。
4.3 从语篇层面分析商务英语的特征及对等理论的运用	错误! 未定义书签。
第五章 商务英语的翻译策略	错误! 未定义书签。
5.1 省略	错误! 未定义书签。
5.1.1 省略“it”.....	错误! 未定义书签。
5.1.2 省略连词.....	错误! 未定义书签。
5.1.3 省略代词.....	错误! 未定义书签。
5.1.4 省略介词.....	错误! 未定义书签。
5.1.5 省略冠词.....	错误! 未定义书签。
5.2 转化	错误! 未定义书签。
5.2.1 名词转化动词.....	错误! 未定义书签。
5.2.2 形容词转化动词.....	错误! 未定义书签。
5.2.3 形容词转化名词.....	55
5.2.4 介词转化动词.....	55
5.2.5 副词转化形容词.....	56
5.3 添加	错误! 未定义书签。
5.3.1 添加主语.....	错误! 未定义书签。
5.3.2 添加宾语.....	错误! 未定义书签。
5.3.3 添加介词.....	错误! 未定义书签。
结论	错误! 未定义书签。
参考文献	错误! 未定义书签。

致谢..... 错误！未定义书签。

厦门大学博硕士学位论文摘要库

Introduction

After China's accession to WTO (World Trade Organization), the economy has stepped into prosperity and the connection between China and other countries is becoming closer and closer. In addition, commercial exchanges with other countries are extremely popular in China. More and more Chinese businessmen are doing businesses with people in other nations. Therefore, business English as a tool of communication has become essential. In fact, over 1.6 billion people are using English in their day-to-day life as the first language. Among these people, 90% communication is involved in the business topics or issues (Liao and Mo, 2005: 18), covering various commercial, financial, and other business-related items.

For Chinese businessmen, whose native language is Chinese, business English translation plays a critical role in international trade. As a matter of fact, it is fundamental not only for businessmen but also for the development of economy.

However, the reality differs from the ideal as the result of a considerable discrepancy between personnel supply and demand of translators in terms of business translation. On one hand, there is a great demand for business English translation, on the other hand, there is a prejudiced opinion that literary texts are regarded as superior to business texts, for which many translators pay more attention to literary texts than to business texts. Business texts are considered as simple and easy, and it is believed that anyone who knows English can do business English translation. Therefore, the prejudiced belief has led to the negligence and ignorance of business English translation as well as the poor production of business English translation.

As a result, in order to refute the bias against business English, this thesis tries to demonstrate the importance of business English translation with the application of Nida's functional equivalence.

The layout of the paper consists of five chapters in addition to Introduction and Conclusion.

Chapter One introduces business English and business English translation briefly,

Introduction

which are classified into eight categories. Then, some studies concerned at home and abroad are illustrated. Some requirements for business English translators are given as well.

Chapter Two deals with literature review. It illustrates Nida's theory of functional equivalence with a brief introduction to Nida and the content of the theory. The thesis also explains why Nida's functional equivalence can be applied to business English translation and guide business English translation.

Chapter Three focuses on cross-cultural equivalence from the aspect of theory and practice. In the process of doing business or running a company, cross-cultural communication is unavoidable, and one must cope with the language problems and deal with the problems triggered by cultural differences. Therefore, in order to achieve cultural equivalence, translators must pay attention to the transmission of cultures as well.

Chapter Four is the core of this thesis. Through the theory of functional equivalence, the translation will be better put into practice. The author manages to prove how to achieve functional equivalence at lexical, semantic and textual levels.

Chapter Five focuses on the strategies of business English translation. In order to make the translation smooth and natural, sometimes, it is necessary for translators to adopt some strategies, such as omission, conversion, addition. These strategies are often used in business English translation.

Chapter One Brief Introduction to Business English and Translation

1.1 Definition of Business English and Translation

What is business English? In fact, business English is extremely hard to define. Generally speaking, business English is a variant of international English. In business English, there is a clear goal, such as negotiating a deal, making a trade, or running a shop, which all calls for the use of English in business. Therefore, business English, as its name suggests, generally refers to a mix of knowledge both in business and English language. It shares the common characteristics in terms of vocabulary, grammar and sentence structures as the other language varieties do. It also contains a variety of special realms in the business world, for example, finance, accounting, law, insurance, trade, etc. Hence, the definition of business English can be presented as follows according to Chen Zhunming's (2006:1) view:

What comes first is that, from the narrow sense, if English involves with the business, it is business English.

Secondly, when it refers to the economic management or law, it belongs to the category of business English.

Thirdly, from the broad sense, business English includes all the relationships except the personal relations.

Lastly, business English has the characteristics of analysis. It includes all the business-related affairs, such as registering, training, educating, etc.

From Chen's (2006:1) view, it offers a comprehensive angle of business English definition.

According to Nick Briger, an English expert on Business English, the following aspects all fall into the category of business English, that is, "language knowledge, communication skills, professional content, management skills and cultural awareness"(quoted in Xiang Yanhong,2000: 21). In Briger's viewpoint, a research on

business English should at least have a good command of the above mentioned knowledge and skills.

Consequently, when we define business English, it should involve at least two aspects, one is the English language; the other is the profession of business. It is not business English without either of them. Correspondingly, business English should combine business knowledge and English language. Moreover, this combination makes business English as professional as other categories of English, such as finance English, insurance English, accounting English and legal English.

In different areas, it is possible to communicate with the help of translation or interpretation. It bears more irreplaceable responsibility to the development of international communication. Two versions of translation's definition can be listed as follows:

Catford: "Translation may be defined as follows: the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)".(Catford, 1961: 20)

Nida: "Translation consists in the reproduction in the receptor language of the message of the source language understood the original message." (Nida, 1995: 56)

We have learned the definition of translation from Catford and Nida. Both of them offer us a clear explanation. In the process of translation, the one must reproduce the original text in a faithful way and convey the original meanings from authors. In this situation, we have to improve our skills and levels to cope with obstacles in the process of working, so as to make greater contributions to the better communication between China and other countries.

1.2 Classifications of Business English

Business English basically belongs to ESP (English for Special Purpose) which is used in business context for business aims together with business related activities. Mark Ellis and Christine Johnson argue that "business English differs from other varieties of ESP in that it is often a mix of special content relating to a particular job

area or industry, and general content (relating to general ability to communicate more effectively, albeit in business situations)” (Ellis and Johnson, 2002: 30). The author only talks about the written business English here. Regarding written business English, *Practical Business English Corresponding* (2003)-Liao Ying classified it into eight categories from the perspective of its pragmatic usage as follows:

The first point is the letter. It is a ubiquitous existent in our day-to-day life, no matter in personal relationships or formal working business.

The second one is commercial documents. It is known that in the economy and trade, the commercial documents are a basic form that is widely used.

The third point, the etiquette documents that convey the greeting or caring meanings are fit to the standards of courtesy.

The fourth point, in business management, you can not ignore the contract which is very important since it always involves the legal effects.

The fifth point is informing people or claiming something. It is a common way to use informative documents. For instance, the announcement belongs to the category of informative document.

The sixth point, when you need to explain something or illustrate an issue, you had better master the skills in expository writing. The contents of expository writing mainly cover the instructions of products, certificate of quality, etc.

The seventh point, bills and voucher are necessary items in business management, such as the receipts, which should be kept carefully.

The last point, there is no doubt that it is vital to reconfirm the documents for meeting affairs.

From the perspective of professional English, business English can also be classified as legal English, insurance English, accounting English, advertising English, and financial English, etc.

Furthermore, from the perspective of different texts of business English, it can be classified into a few types as well: such as business correspondence, notice, specification, agreement or contract, advertisement, bills and forms. Although business English appears in different forms and contents due to different genres, they

Degree papers are in the "[Xiamen University Electronic Theses and Dissertations Database](#)". Full texts are available in the following ways:

1. If your library is a CALIS member libraries, please log on <http://etd.calis.edu.cn/> and submit requests online, or consult the interlibrary loan department in your library.
2. For users of non-CALIS member libraries, please mail to etd@xmu.edu.cn for delivery details.

厦门大学博硕士论文摘要库