

从顺应理论的角度看网络版公司简介英译的失误

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从顺应理论的角度看网络版公司简介英译的失误

On Chinese-English Mistranslation of Webpage Company Profiles ---in the Perspective of Adaptation Theory

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Abstract

As China is booming in economy, more and more Chinese companies expand their business into other countries. Before marketing their products in those countries, they have to have themselves known to the people there. A company profile is essentially a resume for the company to establish its credibility in the market at home and abroad. It is a major contributor to give the buyers the first impression on a company and is also a great opportunity to gain their trust. So those companies that have business relations with foreign countries usually have their company overviews translated into English and put them on the websites so that they are accessible to everyone who is interested in the companies.

This thesis tends to explore the mistranslation of Chinese-English company profiles from a pragmatic perspective of Adaptation Theory. In the introduction and the first chapter, the author takes an overview of the researches on company profile translation and the introduction of the Adaptation Theory. According to the theory, the author puts forward that the process of translating the company profiles should be the one of the translators' dynamic adaptation. In chapter two, the author makes a contrastive analysis between Chinese and English company profiles, attempting to find out the similarities and differences between them. As the main body of this paper, the third chapter explores into a large number of instances of mistranslations resulting from translator's inadequate adaptation consciousness. The translators' mistranslation results from their failures to make adaptation to all the ingredients of the extra-linguistic and linguistic context. In chapter four, the author suggests that translators should attach importance to the specific context, and then select the proper strategy of Translation Variation accordingly so as to achieve effective CP translation from Chinese to English.

The study of mistranslation from the perspective of adaptation plays an instructive role in the C-E translation of the company profiles. It develops a

theoretical framework of translation that integrates the linguistic, social and cultural elements functioning in the process of translation. Moreover, the theory makes it more operative to translate the company profile from Chinese to English.

Key Words: company profile; mistranslation; Theory of Adaptation; translation strategy

廈門大學博碩

中文摘要

随着改革开放不断推进,中国经济已经融入了世界经济,越来越多的中国公司开始在海外开拓市场。公司简介在推介公司,树立形象,打造信誉等方面发挥着重要作用。为此,那些与国外有业务往来的公司纷纷建立网站,用中英文两种语言介绍公司情况,便于人们在网上查询。针对公司简介的翻译,在以往的研究中,大都从功能翻译理论或目的论出发,着眼于对翻译技巧以及交际效果的研究,而很少有研究者能够从语境顺应的角度对公司简介翻译过程进行研究。更少有人对公司简介翻译错误和问题进行顺应性研究。本文旨在运用维索尔伦的顺应论从语用学角度重新审视公司简介的英译失误过程,并根据顺应理论努力构建公司简介英译策略。

论文的引言和第一章简要回顾了前人对公司简介英译所做的研究。根据维索尔伦的顺应论,作者提出了公司简介的英译过程应是译者动态顺应的过程。据此,第二章从词汇、句型、内容和语篇风格等方面对中国公司简介英译和英美公司简介进行对比分析,找出中英公司简介的异同点。第三章从语言语境和非语言语境两个方面将顺应理论具体用于探讨公司简介英译失误。其中非语言语境的顺应主要从心理语境、社会语境、物理语境三个方面进行了分析。语言语境顺应主要是从词汇选择、句式结构和文本层次这三个方面进行分析。通过对语言语境及非语言语境两个方面的尝试性探讨,作者提出,公司简介的英译失误主要在于译者忽略了顺应译入语语境的语言及非语言因素。在第四章中,作者在顺应论的基础上对英译公司简介的翻译过程进行了分析探讨,指出了如何合理运用变译策略来解决各种公司简介英译的实际问题。

顺应论对公司简介的汉英翻译起着重要的指导作用。它为公司简介翻译提供了包括语言、社会和文化在内的理论依据,使公司简介翻译更具操作性。

关键词: 公司简介 误译 顺应论 翻译策略

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