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# 第1单元

## 商务旅游 Business Travel

### 导入 Lead-in Work

#### 背景知识 Background Information

旅游是吸引游客、运送游客、向游客提供食宿、热情友好地满足旅客需求的一门科学和艺术,同时它又是一种商业。旅游业作为一种服务性行业,常常被称之为“无烟工业”、“无形贸易”。旅游收入可以作为国家平衡外贸收支的重要手段。从世界范围看旅游,旅游业又是一个大产业。国际旅游业有可能超过石油工业而成为世界第一大产业。大量的数据证明,旅游业已经成为促进世界经济发展的主要动力之一。

公务旅游包括商务旅游(Commercial Business Travel)、会议旅游(Convention Travel)、展览旅游(Exhibition Travel)、奖励旅游(Incentive Travel)、公共关系旅游(Public Relations Travel)、专题旅游(Special Program Travel)、产品推销旅游(Sales and Marketing Travel)等各种关于工作需要的旅游。公务旅游是最近几十年兴起的一种广义上的新的旅游形式,包括国际公务旅游和国内公务旅游两种形式。本单元介绍的是国际公务旅游。公务旅游者与一般旅游者相比有其自己的显著特点。公务旅游者的时间观念强,时间和效率是他们考虑的首要因素。客房要配备传真机、电脑,甚至提供秘书服务。公务旅游者除了非常强调时间性外,还特别注意接待部门所提供服务的品质,要求“物有所值”或者是“物超所值”,也就是说对每个接待环节的要求都很严格。参观项目要少而精,具有代表性。公务旅游者都是老练的旅行家。他们大都游历很广,经验丰富,旅游时自主意识较强。公务旅游者对语言的要求也是相当高的。他们在目的地与同行交往,尤其是会谈的时候,要求接待单位的翻译人员能够准确地表述他们讲话的原意。他们尤其欣赏以自己的母语受到接待。除了旅行游览之外,公务旅游者还非常关心当地的经济政策、投资环境、法律法规、地理条件、发展外向型经济项目的信息。此外,他们希望得到专业性的咨询。

近年来,随着我国经济的快速发展和综合国力的提升,加上我国悠久灿烂的文化遗产的魅力,世界各地来中国公务旅游的人数直线上升。中国旅游热方兴未艾。旅游产业成了国民经

济中的又一大亮点。由于国际公务旅游与一般旅游的不同,这就要求从事国际公务旅游接待的部门要适应这种需求和变化,调整产品,优化服务,以便在竞争中赢得主动和份额。

## 课文 Texts

### 英译汉 English-Chinese Translation

**Translate the following passage from English into Chinese:**

Cultural factors play an important role in business travel. Business managers who hope to profit from their travel should learn about the history, culture, and customs of the countries they wish to visit. Flexibility and cultural adaptation should be the guiding principles for traveling abroad on business. Business manners and methods, religious customs, dietary practices, humor, and acceptable dress vary widely from country to country. It is recommended that business travelers prepare for country visits by reading travel guides, which are located in the travel section of most libraries and bookstores<sup>①</sup>.

Some of the cultural differences that U.S. firms most often face include distinctions in business styles, attitudes toward development of business relationships, attitudes toward punctuality, negotiating styles, gift-giving customs, greetings, significance of gestures, meanings of colors and numbers, and customs regarding titles<sup>②</sup>. For example, human head is considered sacred in Thailand, so never touch the head of a Thai or pass an object over it. The number 7 is considered bad luck in Kenya and good luck in Czech Republic, and it has magical meanings in Benin. The number 10 is bad luck in Korea, and 4 means death in Japan. In Bulgaria a nod means no, and shaking the head from side to side means yes. The “okay” sign commonly used in the United States means zero in France, is a symbol for money in Japan, and carries a rude meaning in Brazil. The use of a palm-up hand and moving index finger signals “come here” in the United States and some other countries, but it is considered vulgar in others.

Understanding and paying attention to cultural factors such as these are critical to success in international business. Lack of familiarity with the business practices, social customs, and polite norms of a country can weaken a company’s position in the market, prevent it from accomplishing its objects, and ultimately lead to failure<sup>③</sup>.

American firms must pay close attention to different styles of doing business and the degree of importance placed on developing business relationships. In some countries, businesspeople have a very direct style, while in others they are much more subtle in style

and value personal relationship more than most Americans do in business. For example, in the Middle East, engaging in small talk before engaging in business is standard practice<sup>④</sup>.

### 汉译英 Chinese-English Translation

**Translate the following passage from Chinese into English:**

公司领导很有必要在达成交易前,先去访问那些他们正考虑销售产品的国家,考察那里的市场。国外的许多市场和本国的市场有巨大的差异,通过访问一个国家,公司可以了解不同文化的细微差异,这些文化差异可能会影响产品的设计、包装和广告<sup>①</sup>。

此外,到国外旅游可以寻找和发展新客户,还可以改善与外国商务代表和外国同事之间的关系,促进沟通。典型的成功商务旅行需要数月的计划,重点考虑出国旅行前需要做的许多事情,提出建议,以确保商旅之行更为成功<sup>②</sup>。

所有到外国旅游的人,在离开中国之前都要求有适当的文函。商务人员要持有一张有效的中国护照,有接待国的签证,在有些情况下,还要有接种疫苗记录<sup>③</sup>。如果公司携带展示性的样品,这时还需要有官方证明文件<sup>④</sup>。通常公司需要两个月的办理时间才能获得所有这些文函。

在国外所有地方旅游都需要一本有效的护照。护照申请可以由本人亲自申请,也可以通过邮寄申请。每一个将要旅游的人都需要一本单独的护照。护照申请必须提供公民身份证明、个人身份证明、两张相同的护照照片、一份儿填好的申请表和适当的费用。每本护照的办理时间通常是三周(包括邮寄时间),但是旅游者应该尽可能早地申请<sup>⑤</sup>。特别是对还需要时间办理签证、国际驾驶执照和其他公函的旅游者而言,就更应该尽可能早地申请。紧急情况下,多交些费用并提供需要加急办理证明,可以在两周内加急办理<sup>⑥</sup>。如果你有一本还未失效的护照,你要确定在旅行的整段时间内,护照都是有效的。有些国家要求到达旅游国之后,护照要有一年的有效期。许多国家都要求签证,并且不允许通过护照办理部门获得签证。外国驻我国大使馆或者领事官可办理签证,并收取一定的费用。

## 讲评 Notes and Comments

### 英译汉 English-Chinese Translation

1. It is recommended that business travelers prepare for country visits by reading travel guides, which are located in the travel section of most libraries and bookstores: 我们建议商务旅行者通过阅读旅游指导材料对到访国家有所准备,旅游指导材料可以在大多数图书馆里和书店的旅游柜台上找到。英语多用 **It is ... that ...** 的被动句型,翻译时根据中



文的习惯,加上主语“我们”,句子既完整又符合汉语习惯。by 引导的状语要提到谓语动词的前面。section 这里译为“柜台”较好。

2. Some of the cultural differences that U.S. firms most often face include distinctions in business styles, attitudes toward development of business relationships, attitudes toward punctuality, negotiating styles, gift-giving customs, greetings, significance of gestures, meanings of colors and numbers, and customs regarding titles: 美国公司经常碰到的一些文化差异包括商务方式、对发展商务关系的态度、对守时的态度、谈判风格、赠送礼物的习惯、问候、手势的意义、颜色和数字的含义以及和头衔有关的风俗习惯。这里 that 引导的定语从句较短,可以放到主语的前面。一般来讲,长的定语从句要拆开,对主语进行解释。distinction 和 difference 在该语境中是近义词,均译为“差异”;但 significance 和 meaning 不同,前者应译为“意义”,后者应译为“含义”。
3. Lack of familiarity with the business practices, social customs, and polite norms of a country can weaken a company's position in the market, prevent it from accomplishing its objects, and ultimately lead to failure: 不熟悉商务习惯、社会风俗和一个国家的礼仪会削弱一个公司在市场上的地位,妨碍完成公司的目标并最终导致失败。整个句子的结构和汉语的句式接近,虽然较长,句式可以不变。lack of familiarity with ... 译成“不熟悉”较好。
4. In some countries, businesspeople have a very direct style, while in others they are much more subtle in style and value the personal relationship more than most Americans do in business. For example, in the Middle east, engaging in small talk before engaging in business is standard practice: 在有些国家,经商人员的方式很直接;而在另外一些国家,他们的方式微妙得多,把人际关系看得比大多数美国商人认为的更重要。比如,在中东,开始商务前先闲聊一会儿是标准惯例。subtle in style 翻译时要颠倒词序,译成“方式微妙”;value 名词动用,可译成“把……看得重要”。small talk 的意思是“闲聊”。

### 汉译英 Chinese-English Translation

1. 国外的许多市场和本国的市场有巨大的差异,通过访问一个国家,公司可以了解不同文化的细微差异,这些文化差异可能会影响产品的设计、包装和广告: Many foreign markets can differ greatly from the home market and by visiting a country, a company can familiarize itself with cultural nuances which may impact the design, packaging or advertising of the product. 汉语的结构较松散,英语的结构较紧凑,故应把汉语的句子尽可能地组织成英语复句。“通过访问一个国家”在英语中常出现在动词后,要移位;“细微文化差异”出现在两个独立单句中,可以用一个定语从句把它们连接起来。“影响”除了用 have impact on ... 外,还可以直接用动词 impact。
2. 典型的成功商务旅行需要数月的计划,重点考虑出国旅行前需要做的许多事情,提出建议,

以确保商旅之行更为成功: Typically, a successful business trip requires months of planning. This section focuses on the many steps required before traveling abroad and offers recommendations that will make the trip more successful. “重点考虑”可译成 **focus on**, “提出建议”这里翻成 **offer recommendations** 比较妥当。“建议”和“这”是回指关系, 所以可以用定语从句把两者联结起来, 构成一个流畅的英语复合句。

3. 商务人员要持有一张有效的护照, 有接待国的签证, 在有些情况下, 还要有接种疫苗记录: Businesspersons are required to have a current passport, visas from certain host countries and, in some instances, vaccination records. 该句结构清楚、一致, 不需改动。“在有些情况下”应译成 **in some instances**, “接种疫苗”译为 **vaccination**。
4. 如果公司携带有展示性样品, 这时还需要有官方证明文件: If the company is bringing a product for demonstration or sample purposes, then an official document or certificate may also be required. “展示性样品”可译为 **a product for demonstration or sample purpose**, “官方文件”则译为 **official document**, 全句用 **then** 连结构成含条件状语从句的复合句。
5. 每本护照的办理时间通常是三周(包括邮寄时间), 但是旅游者应该尽可能早地申请: The usual processing time for a passport (including time in the mail) is three weeks, but travelers should apply as early as possible. “办理时间”可翻译为 **processing time**, “通常”译为 **usual**, 但要改变修饰关系, 由汉语的副词作状语变成形容词作英语的定语。
6. 特别是对还需要时间办理签证、国际驾驶执照和其他公函的旅游者而言, 就更应该尽可能早地申请。紧急情况下, 多交些费用并提供需要加急办理证明, 可以在两周内加急办理: Particularly if time is needed to obtain visas, international driver's licenses, or other documents, then the traveler should apply as early as possible. Emergency situations can be expedited within two weeks for an additional fee and proof of the need for the service. 保持原句结构“如果……就……”不变, 但要注意主语的选择, 前半句的主语选“时间”, 后半句的选“旅游者”较好。“紧急情况”译为 **emergency situation**, “加急”应使用动词 **expedite**, “多交费”可译为 **additional fee**。

## 技巧 Skill in Focus: 拆句法

拆句又叫分译或断句。所谓拆句就是把原文的一句话拆成译文的几句话。汉译英和英译汉都经常有拆句现象的发生。汉译英时用到拆句技巧, 是因为汉语的句子结构较松散, 句内逻辑关系不明显; 而英语句子结构比较严谨, 通过使用连接词, 逻辑关系也表达得很明确。英语有时也需要把一个长句拆成两三个汉语句子。这主要是因为该英语句子比较松散, 有时受到语境的影响, 有时是语篇风格的一致性要求使然。拆句的原则是意义明晰, 结构清楚, 译文符合目标语的表达习惯。具体操作时, 首先要透彻理解原文, 仔细体会作者的思路, 把握句与句

之间的关系,再按目标语表达习惯,重新断句、组织。

现举例加以说明。

**例 1** Good night, then. Sleep to gather strength for the morning, for the morning will come. Brightly will it shine on the brave and true; kindly upon all who suffer for the cause; glorious upon the tombs of heroes ... thus will shine the dawn.

**译文:** 我要告别了,祝你们晚安。为着恢复体力以迎接明天的早晨而安歇吧。曙光将来临。晨曦将灿烂地照耀着勇敢而忠实的人们,亲切的慰藉着为了正义而受苦受难者,壮丽地安抚着长眠的英灵。黎明时将会是这样光辉的情景。

**评述:** 原文中的 morning ... morning ... it 分别指要进行战斗的明天、黑夜过去后的新一天、冲破黑暗放射光芒的早晨的太阳,三个概念各自成句。原句中不仅包含有原因和定语从句,还使用了排比结构。所以要短句,这样层次分明,“早晨……曙光……晨曦”符合规律。

**例 2** But when the politician or the engineer refers to oil, he always means mineral oil, the oil that drives tanks, aeroplanes and warships, motor-cars and diesel locomotives, the oil that is used to lubricate all kinds of machinery. This is the oil that has changed the life of the common man.

**译文:** 但是当政治家或工程师谈到油的时候,他所指的几乎都是矿物油。这种油可以用来开坦克,开飞机,开军舰,开汽车,开柴油机车,可以用来润滑各种机械。就是这种油改变了普通人的生活。

**评述:** 原句通过使用先行词 mineral oil 和三次 the oil that ... 来对先行词反复加以说明。受语境和风格的影响,汉语可以相应地表述为“……矿物油。这种油可以……,可以……。就是这种油……”。原文中语义的渐进性也跃然纸上。

**例 3** 盛夏炎日,一走进四川九寨沟的林间小道就汗止心凉,加上清风拂煦,浑身有说不出的舒坦,忍不住要赞叹一声:九寨沟,好一个清凉世界!

**译文:** No matter how hot it is “outside”, once you step onto the trail through the forest on Jiuzhaigou in Sichuan Province, the sweat withdraws from your body. In addition, the breeze refreshes you with a gentle caress. How cool it is!

**评述:** 原句是一个长句,包含三层意义:……汗止心凉,……舒坦,……赞叹……。每一层意义都包含有一个动词。译文将原文译成三句话,按原序排列,清晰地再现了愿意和作者的思路。

**例 4** 灾难深重的中华民族,一百年来,其优秀人物抛头颅、洒热血,前赴后继,探索救国救民的真理,可歌可泣。

**译文:** For a hundred years, the finest sons and daughters of the disaster-ridden Chinese nation fought and sacrificed their lives, one stepping into the breach as another fell, in quest of the truth that would save the country and the people. This moved us to songs and tears.

**评述:** 原句先分述,后总说,对前面的内容作一个概括。译文在原文句子的结尾部分断

句,将最后的概括部分译成了一个独立句,意义和结构都恰到好处。

#### 补充练习:

1. In the spirit of frankness which I hope will characterize our talks in this week, let us recognize at the outset these points: we have at times in the past enemies. We have great differences today. What brings us together is that we have common interests which transcend these differences.

2. 漫步山间时,听得四处竹林间的潺潺泉声,众多的细泉汇成一条狭长而深邃小溪,顺山势而下,及至悬崖处,猛然跌落二三丈,形成一个瀑布,水珠飞溅,凉透肌肤。

#### 补充练习参考译文:

1. 我希望我们本周的会谈将会是坦率的。让我们本着这种坦率的精神从一开始就承认这样几点:过去的一些时期内我们曾经是敌人。今天我们有着巨大的分歧。我们之所以走到一起来,是由于我们有着超过这些分歧的共同利益。

2. Strolling along the path you can hear springs singing everywhere in the bamboo forest. Several little springs assemble into a narrow but deep little river, running along the mountainsides. Meeting a small cliff, it falls down two or three feet with drops splashing, forming a thin water curtain which gently covers your shin.

## 练习 Exercises

### 句子翻译 Sentence Translation

#### 英译汉 English-Chinese Translation

Translate the following sentences from English into Chinese:

1. Consumer borrowing continued to climb in January, driven largely by student loans, sustaining a trend begun in the final months of 2011.

2. After years of trying to shed debt, Americans are starting to borrow again.

3. Household borrowing through car loans, student loans, credit cards and other debts, excluding mortgages, rose at seasonally adjusted 8.6% annual rate in January.

4. The recovery, in turn, bodes well for consumer spending, which has been lackluster in recent months.

5. While tuition is rising, students are finding credit readily available, so they choose to study further.

6. Economists say student loans are increasing as more young people stay in school longer — or return to studying — in the face of a still slow-growing job market.

### 汉译英 Chinese-English Translation

**Translate the following sentences from Chinese into English:**

1. 自二十世纪九十年代中期开始,再生能源经历了一个引人注目的快速发展。
2. 这些因素促使大量的投资都投向了风、太阳和生物燃料技术,已经再生能源项目的快速发展。
3. 再生能源繁荣开始之前,其规模是很小的——2000 年风能和太阳能合起来占全球发电总量不到 0.5%。
4. 但是很多观察家感到这次快速发展可能是刺激再生能源在接下来十年里变成世界能源重要组成部分的发射平台。
5. 2008 年的经济危机及其后果使再生能源产业更加务实。
6. 虽然发展降速了,但是再生能源仍将是世界能源议事日程上的重要部分。

### 短文翻译

### Passage Translation

### 英译汉 English-Chinese Translation

**Translate the following passage from English into Chinese:**

Attitudes toward punctuality vary greatly from one culture to another and, if misunderstood, can cause confusion and misunderstanding. Romanians, Japanese, and Germans are very punctual, whereas people in many of Latin countries have a more relaxed attitude toward time. The Japanese consider it rude to be late for a business meeting, but acceptable, even fashionable, to be late for a social occasion. In Guatemala, on the other hand, one might arrive any time from ten minutes early to 45 minutes late for a luncheon appointment.

When cultural lines are being crossed, something as simple as greeting can be misunderstood. Traditional greetings may be a handshake, a hug, a nose rub, a kiss, placing the hands in praying position, or various other gestures. Lack of awareness connecting the country's accepted form of greeting can also lead to awkward encounters.

People around the world use body movements and gestures to convey specific messages. A misunderstanding over gestures is a common occurrence in intercultural communication, and misinterpretation along these lines can lead to business complications and social embarrassment.

It is also important to understand the customs concerning gift giving. In some cultures, gifts are expected and failure to present them is considered an insult, whereas in other

countries offering a gift is considered offensive. Business executives also need to know when to present gifts — on the initial visit or afterwards; where to present gifts — in public or private; what type of gift to present; what color it should be; and how many to present. Gift giving is an important part of doing business in Japan, where gifts are usually exchanged at the first meeting. In sharp contrast, gifts are rarely exchanged in Germany and are usually not appropriate. Gift giving is not a normal custom in Belgium or the United Kingdom either, although in both countries, flowers are a suitable gift when invited to someone's home.

### 汉译英 Chinese-English Translation

#### Translate the following passage from Chinese into English:

要获得签证,旅游者不仅要持有一张未失效的护照,很多国家还要求申请者提供最近的照片。旅游者应该允许几周的办理签证时间,特别是到发展中国家旅游。

有些国家要求商务旅游签证而不是观光旅游签证,了解这一点是很重要的。因此,当公司商务代表从领事馆或大使馆申请签证时,他们应该告诉签证官,他们将去那个国家做生意。经商人士每次到一个国家旅游都应该核对签证要求,因为签证规章会周期性地变化。同有关部门保持联系以了解旅游目的国的文函要求。

每个国家的接种疫苗要求都各不相同。虽然到有些国家直旅可能没有任何限制,但是如果在到达最终目的地之前在他国停留进行间接旅行,就可能有限制。即使没有要求,我们仍然建议接种抗斑疹伤寒症、伤寒症和其他疾病的疫苗。疾病控制中心提供传真支持系统和电脑主页服务,为商旅者提供当前不同国家和地区的疫苗接种信息。

## 自主学习园地 Independent Study

### 英译汉 English-Chinese Translation

#### Translate the following passage from English into Chinese:

A number of factors must be considered when you plan a travel itinerary.

Travel Agents: Travel agents can arrange transportation and hotel reservations quickly and efficiently. They can also help plan the itinerary, obtain the best travel rates, explain which countries require visas, advise on hotel rates and locations, and provide other valuable services. Since travel agents' fees are paid by the hotels, airlines, and other carriers, this assistance and expertise may be free to the traveler.

A well-planned itinerary enables a traveler to make the best possible use of time

abroad. Although it is expensive to travel and a businessperson's time is valuable, an overloaded schedule can be counterproductive. Two or three definite appointments, confirmed well in advance and spaced comfortably throughout a day, are more productive and enjoyable than a crowded agenda that forces the businessperson to rush from one meeting to the next before business is really concluded. If possible, an extra rest day to deal with jet lag should be planned before scheduled business appointments. The following travel tips should be kept in mind: the travel plans should reflect goals and priorities.

Obtaining names of possible contacts, arranging appointments, and checking transportation schedules should be accomplished before the trip begins. The most important meetings should be confirmed before leaving the United States. The Department of Commerce can offer assistance through programs such as the Gold Key Service. As a general rule, the businessperson should keep the schedule flexible enough to allow for both unexpected problems (such as transportation delays) and unexpected opportunities. For instance, accepting an unscheduled luncheon invitation from a prospective client should not make it necessary to miss the next scheduled meeting. The traveler should confirm the normal work days and business hours in the countries being visited. In many Middle Eastern regions, for instance, the work week typically runs from Saturday to Thursday. Moreover, lunch hours of two to four hours are customary in many countries. Foreign holidays should also be taken into consideration.

The Department of Commerce's *Business America* magazine annually publishes a list of holidays observed in countries around the world. Information from this useful schedule, entitled "World Commercial Holidays," can be obtained by contacting the local Export Assistance Center. The U. S. traveler should also contact an Export Assistance Center to learn of any travel advisories issued by the U. S. Department of State for countries to be visited. Advisories alert travelers to potentially dangerous in-country situations. The Department of State also maintains a telephone service for recorded travel advisories. The U. S. business person should be aware that travel from one country to another may be restricted.

Check List for Business Meetings and Travel Abroad. Schedule meetings before leaving the United States; Businesses should determine if an interpreter is required and make all necessary arrangements prior to arriving. Business language is generally more technical than the conversational speech with which many travelers are familiar and mistakes can be costly. Prepare new business cards in proper languages; In most countries, exchanging business cards at any first meeting is considered a basic part of good business manners.

As a matter of courtesy, it is best to carry business cards printed both in English and in



the language of the country being visited. Some international airlines can arrange this service. Prepare for adverse weather conditions: Seasonal weather conditions in the countries being visited are likely to be different than the United States. Health care issues: Plan appropriately for prescription drugs, health insurance, vaccinations, diet, and other matters. Electrical current: A transformer and / or plug adapter may be needed to demonstrate company products and to use personal electrical appliances. Money: U. S. banks will be able to provide a list of ATMs overseas, exchange rates, and traveler checks. Transportation: Companies should prepare for any travel in-country via public or private transportation. Communication: Individuals should leave phone and fax numbers and an itinerary with proper company officials in case of an emergency. Culture: Individuals should familiarize themselves with basic cultural traits such as hand signals, street signs, and basic courtesy such as tipping. Foreign goods: Individuals should be aware of U. S. Customs regulations on what can be brought into the United States.

### 汉译英 Chinese-English Translation

#### Translate the following passage from Chinese into English:

驻外使领馆的经贸官员可以为商务人士提供有益的帮助,帮助的形式可以是深入报导的简报,也可以安排向合适的外国公司、个人或者政府官员的推介活动。我们建议,商务人士去外国旅游之前,先和当地的驻外援助中心联系。

当商务旅游者做一个旅游计划时,他们可以和当地的驻外援助中心工作人员讨论他们的需要,以及在某些大使馆可以得到的具体服务。他们还应该仔细阅读《海外商务指导》。另外,我们还建议,至少在出国两周前,商务旅游者直接给在即将访问国的我大使馆或领事馆写信,并和使领馆的商务部门进行交流。出国商务人员应该表明自己商务的从属关系、完整地址、此次旅游的目的,以及所需要得到的帮助。

我们建议商旅者提前学习适用于每一个即将到访国家的海关规章制度,因为每一个国家都有不同的海关规章制度。打算携带产品样本的商旅人士得作好交付关税的准备。在有些国家,凭有关官方证明文件,可以免交样品的关税,海关手续也可以免除。

商旅人士还应该学习一些跨文化交际的礼仪。

在国际商务关系中,不恰当地使用姓名和头衔经常引起混淆。在许多国家(包括英国、法国和丹麦)对方不建议你用名,用头衔是合适的。在德国做生意很少呼名。来访的商业人士应该使用姓加头衔。有时也使用“董事长先生”的头衔以显示威望、地位和级别。另一方面,泰国人以名相称,只有在正规场合和书面交流中才使用姓。在比利时,与讲法语的人进行商务接触时,称呼对方“先生”(Monsieur)或“夫人”(Madame)很重要;而与讲佛莱芒语的人进行商务接触时,应该称呼对方“先生”(Mr.)或“女士”(Mrs.),混淆这两者的用法是一种极大的侮辱。

交换商务名片的习俗也不同。尽管这一点看起来似乎不重要,但是遵守一个国家递名片



的风俗是商务礼仪中的一个关键部分。例如,在日本,西方式地接过名片,马上放进口袋里的做法被认为是粗鲁的。恰当的方法是,接过名片后,仔细地看一看;注意头衔和机构名称,以点头致谢;点头意味着你已经知道了这些信息,并且可能还会赞扬或问一个礼貌的问题。

即使同一个国家双方之间的谈判也是一个复杂的过程。国际商务交易中的谈判甚至更复杂,因为可能存在一些因文化差异引起的误解。了解级别在其他国家的重要性,知道谁是决策者,熟悉外国公司的商务风格,理解协议在该国的实质,手势的意义和谈判礼仪,都是必要的。

## 译文 Reference Version

### 课文

### Texts

#### 英译汉 English-Chinese Translation

商务旅游中的文化因素。如果商务主管人员希望从他们的旅行中有所收获,就应该对他们即将到访的历史、文化和习俗有所了解。灵活性和文化适应性是国际商务旅游的指导原则。国与国之间的商务礼貌和规范、宗教习俗、饮食习惯、幽默和得体装束都大相径庭。我们建议商务旅行者通过阅读旅游指导材料对到访国家有所准备,旅游指导材料在大多数图书馆和书店的旅游柜台。美国公司经常碰到的一些文化差异包括商务方式,如对待发展商务关系的态度,对守时的态度、谈判风格、赠送礼物的习惯、问候方式、手势的意义、颜色和数字的含义,以及与头衔有关的风俗习惯。例如,在泰国,人的头部被认为是神圣的,所以任何时候不要摸泰国人的头或者从越过头顶传递东西。在肯尼亚,<sup>7</sup>这个数字被认为运气不好,但在捷克共和国却被认为是好运气,在贝宁人们认为它有魔力。<sup>10</sup>这个数字在韩国是指坏运气,而则4在日本意味着死。在保加利亚点头表示“不”,左右摇头表示“是”。在美国普遍使用的“okay”手势,在法国是“零”的意思,在日本则代表钱,而在巴西却带有侮辱人的意思。手掌心朝上、勾动食指,在美国的意思是“到这里来”,但在其它的一些国家,则被认为是对别人的侮辱。

理解并注意到诸如此类的文化差异对国际商务的成功是很关键的。不熟悉商务习惯、社会风俗和一个国家的礼仪会削弱一个公司在市场上的地位,影响公司达到目标,并最终导致失败。

美国公司必须密切注意做生意的不同方式和发展商务关系的重要性。在有些国家,经商人员的方式很直接;而在另外一些国家,他们的方式则微妙得多,把人际关系看得比大多数美国商人所认为的更重要。比如,在中东,商务活动开始前先聊天是一种通行的惯例。

#### 汉译英 Chinese-English Translation

It is highly recommended that company officials visit the countries to examine the markets where they are considering selling their products before any transaction occurs. Many foreign markets can differ greatly from home markets and by visiting a country, a company can familiarize itself with cultural nuances which may impact the design, packaging or advertising of the product.

Moreover, traveling abroad allows one to locate and cultivate new customers, as well as improve relationships and communication with current foreign representatives and associates. Typically, a successful

business trip requires months of planning. This section focuses on the many steps required before traveling abroad and offers recommendations that will make the trip more successful.

All overseas travelers are required to have proper documentation before leaving China. Businesspersons are required to have a current Chinese passport, visas from certain host countries and, in some instances, vaccination records. If the company is bringing a product for demonstration or sample purposes, then an official document or certificate may also be required. Normally, businesses should allow two months to acquire all of these documents.

## 练习 Exercises

### 句子翻译 Sentence Translation

#### 英译汉 English-Chinese Interpretation

1. 在学生贷款的大力驱动下,一月份消费者贷款继续攀升,持续了2011年末最后几个月的上升趋势。
2. 美国人在连续几年试图摆脱债务之后,现在又开始借贷了。
3. 家庭通过汽车贷款、学生贷款、信用卡贷款和其它贷款,不包括按揭贷款,一月份比去年上升了季节调整性的8.6%。
4. 反过来,经济复苏预示着最近几个月来一直疲软的消费者的开支会上升。
5. 一方面学费上涨,学生们发现他们的信用仍然可以用,所以就选择继续在学校学习。
6. 经济学家说,学生贷款增长了,因为在面对仍然增长缓慢的就业市场,更多的青年学生在校学习时间长了——或者说又返回去学习。

#### 汉译英 Chinese-English Translation

1. Starting in the mid 1990s, renewable energy experienced a remarkable boom.
2. These factors drove sizable investment in wind, solar, and biofuels technology, as well as rapid development of renewable power projects.
3. The boom started from a tiny base — wind and solar energy combined accounted for less than 0.5 % of global power generation in 2000.
4. But many observers felt this boom might be a launching pad that would spur renewables to become a substantial part of the world's energy picture over the next decade.
5. The financial crisis of 2008 and its aftermath brought the renewables sector down to earth.
6. In spite of a slowdown, renewables will remain an important part of the world energy agenda.

### 短文翻译 Passage Translation

#### 英译汉 English-Chinese Translation

对守时的态度因文化的原因差别很大,如果不理解,就会引起混淆和误解。罗马尼亚人、日本人和德国人非常守时,而很多来自拉丁国家的人对守时却不那么刻板。日本人认为商务会议迟到是粗鲁无礼行为,但在社会活动场合迟到是可以被接受的,甚至还有点显派的味。而在危地马拉,人们可以在提前十分钟到迟到四十五分钟之间的任何时间赴午宴。

当进行跨文化交流时,有些很简单的事情,如问候,也可能被误解。传统的问候方式可能是握手、拥抱、摩擦鼻子、接吻、双手合十相拜或者其他各种各样的姿态。意识不到一个国家恰当的问候方式也会导致笨拙的场面。全世界的人都用体态语和手势表达具体的信息。在跨文化交际中,对手势的误解经常发生,这些过程中出现的误解就会导致商务的复杂化和社交的困窘。

正确理解赠送礼物的风俗习惯也很重要。在有些文化中,人们期待着赠送礼物,不送礼被认为是一种侮辱;而在另外一些国家,赠送礼物被认为是冒犯别人。商务管理人员还需要知道什么时候赠送礼物——首次拜访还是以后拜访,什么地方赠送礼物——公开的还是私下的,赠送什么类型的礼物,礼物应该是什么颜色,赠送多少礼物为妥。在日本,赠送礼物是做生意很重要的一部分,那里的人们通常在第一次见面时就互换礼物。与此形成鲜明对比的是,在德国很少交换礼物,人们通常认为不合适。在比利时或者英国,尽管受邀登门拜访时送花是合适的,但是赠送礼物却不是通行的做法。

#### 汉译英 Chinese-English Translation

A valid passport is required for all travel overseas. Application may be made in person or by mail. A separate passport is needed for each individual who will be traveling. Applicants must provide proof of citizenship, proof of identity, two identical passport photos, a completed application form, and the appropriate fees. The usual processing time for a passport (including time in the mail) is three weeks, but travelers should apply as early as possible, particularly if time is needed to obtain visas, international driver's licenses, or other documents. Emergency situations can be expedited within two weeks for an additional fee and proof of the need for the service. If you have a current passport, make sure that it remains valid for the entire duration of the trip. Some countries require that the passport has a validity period of up to one year after travel to the country. Visas are required by many countries and cannot be obtained through the office of passport services. They are provided by the foreign country's embassy or consulate in China for a small fee. The traveler must have a current passport to obtain a visa, and in many cases, a recent photo is required. The traveler should allow several weeks to obtain visas, especially if traveling to developing nations.

It is important to note that some foreign countries require visas for business travel but not tourist travel. Therefore, when company representatives request visas from a consulate or embassy, they should notify the authorities that they will be conducting business. Business people should check visa requirements each time they travel to a country because regulations change periodically. Contact departments concerned to learn about documentation requirements for the countries where you will be traveling.

Requirements for vaccinations differ by country. While there may not be any restrictions on direct travel to some countries, there may be restrictions if individuals travel indirectly, by stopping over in one country before reaching their final destination. Vaccinations against typhus, typhoid, and other diseases are advisable even though they are not required. The Center for Disease Control maintains a fax-back system and a homepage to advice travelers of current country and region conditions.

#### 自主学习园地 Independent Study

##### 英译汉 English-Chinese Translation

筹划旅行行程时需要考虑一系列的因素。

旅行代理商:旅行代理商可以快捷、高效地安排交通工具和预定宾馆。他们也可以帮助制定旅行路线计

划,获得最佳旅行价位,告知需要签证的国家,提出关于宾馆位置和宾馆价位的建议以及提供其它有价值的服务。这种帮助和专业意见对旅行者可能是免费的,因为旅行代理商的费用由宾馆、航空公司和其他承办者来支付。一条精心策划的路线使一个旅游者能最大限度地利用海外的时间。尽管旅行费昂贵,经商人士的时间宝贵,但是一个超负荷的旅行计划可能会适得其反。提前稳妥地落实两三个确定的约见,宽松舒适地安排在一天之中,比安排得满满的议事日程更高效、更惬意。超负荷的议事日程迫使经商人士从一个会议冲向另一个会议,而每一个商务会谈都没有真正的结果。如果可能,在计划的商务约见之前,额外安排一天休息计划以便倒时差。

商旅人士应该记住以下的旅行建议:旅行计划应该突出目的性和优先性,旅行开始前得到可能接触到的人员的姓名,安排约见活动,检查交通计划。最重要的会议应该在离开美国前落实。美国商务部可以通过有关节目,如“金钥匙服务”,提供帮助。一般情况下,经商人士应该使自己的计划有足够的灵活性,以便考虑意外情况的出现(如交通延误)以及意外发生的机会。例如,接见一个计划外的、潜在客户的午宴邀请,不一定非得错失计划中下一个的会议。商旅者应该落实到访国家正常的工作日和每日的正常工作时间。比如,在很多中东地区,每周典型的工作日是从星期六到星期四。此外,许多国家的午餐时间习惯上是两到四个小时。其他国家的节日也应该考虑到。

美国商务部的《美国商务》杂志每年出版世界各国欢度节日的名单。这种叫“世界商务假日”的有用信息可通过和当地的出口援助中心接触获得。美国旅行者也应该和出口援助中心联系,了解美国国务院发布的、关于即将到访国家的旅行建议,提醒旅行者警惕潜在危险以及到访国的国内形势。美国国务院也提供已记录的旅行咨询电话服务。美国商人应该意识到,从一个国家到另外一个国家旅行可能会受到限制。

国际商务会议和商务旅游检查单。离开美国以前把会议时间安排好——公司应该决定是否需要译员并在到达前把一切必需的事情安排好。商务语言一般比日常会话语言更专业,大多数旅行者对日常会话语言熟悉,专业术语错误是要付出代价的。使用合适的语言,准备新的商业名片——在大多数国家,首次见面交换名片被认为是一个基本的、好的商业礼仪。

作为一种礼貌,商旅人员最好带用英语和到访国家的语言印刷的双语商业名片。一些国际航空公司可以提供这种服务。做好出现不利天气的准备:到访国家的季节性天气状况可能和美国的天气不同。卫生保健:准备工作包括合适的处方药、健康保险、接种疫苗、食物和其他事情。电源:商旅人员还需要一个变压器和/或插头转换器以便展示公司的产品或者使用个人电器。钱:美国银行将能提供海外自动取款机的名单、汇率和旅行支票。交通:公司应该为目的地境内的所有旅行活动准备好国有或私人交通工具。通讯:每个人都应该把电话、传真号码以及旅行路线留给合适的公司官员,以防止突发事件的发生。文化:每个人都应该使自己熟悉造访国家的基本文化特征,例如手势、街道标志,基本礼节,如付小费。入境外国物品:每个人都应该清楚,美国海关有关外国物品入境的规章。

### 汉译英 Chinese-English Translation

Commercial and economic officers in overseas embassies and consulates will provide assistance to businesspeople through in-depth briefings and by arranging introductions to appropriate firms, individuals, or foreign government officials. Because of the value and low cost of these services, it is recommended that traveling businesspeople contact the local overseas assistance center before traveling to a foreign country.

When planning a trip, business travelers can discuss their needs and the services available at particular embassies with the staff of the local overseas assistance center. The business traveler will also find it useful to read the “Commercial Guide for Overseas Businesspeople”. Additionally, it is advisable to write directly to

the embassies or consulates in the countries to be visited at least two weeks before leaving the country to address any communication to the commercial section. Business travelers should identify their business affiliations and complete addresses and indicate the objective of the trip and the type of assistance required for their mission.

Since foreign customs regulations vary widely with each country, travelers are advised to learn in advance the regulations that apply to each country that will be visited. Business travelers that plan to carry product samples with them may be required to pay import duties. In some countries, duties and extensive customs procedures on sample products may be avoided by obtaining official documentation.

Business travelers should also learn about appropriate etiquette in cross-cultural communication.

Proper use of names and titles is often a source of confusion in international business relations. In many countries (including the United Kingdom, France, and Denmark) it is appropriate to use titles until use of first names is suggested. First names are seldom used when doing business in Germany. Visiting business people should use the surname preceded by the title. Titles such as “Mr. Director” are sometimes used to indicate prestige, status, and rank. Thais, on the other hand, address one other by first names and reserve last names for very formal occasions and written communications. In Belgium it is important to address French-speaking business contacts as “Monsieur” or “Madame,” while Flemish-speaking contacts should be addressed as “Mr.” or “Mrs.” To confuse the two is a great insult.

Customs concerning the exchange of business cards also vary. Although this point seems of minor importance, observing a country’s customs for card giving is a key part of business protocol. In Japan, for example, the Western practice of accepting a business card and pocketing it immediately is considered rude. The proper approach is to carefully look at the card after accepting it, observe the title and organization, and acknowledge with a nod that the information has been digested, and perhaps make a relevant comment or ask a polite question.

Negotiating is a complex process even between parties from the same nation. It is even more complicated in international transactions because of the potential misunderstandings that stem from cultural differences. It is essential to understand the importance of rank in the other country, to know who the decision makers are, to be familiar with the business style of the foreign company, and to understand the nature of agreements in the country, the significance of gestures, and negotiating etiquette.