

**THE CHINESE UNIVERSITY OF HONG KONG**

**DEPARTMENT OF TRANSLATION**

**2018-19**

**COURSE OUTLINE**

<b>COURSE CODE</b>  TRAN3820
<b>ENGLISH TITLE</b>  Commercial Translation
<b>CHINESE TITLE</b>  商業翻譯
<b>NUMBER OF UNITS</b>  3
<b>DESCRIPTION</b>  This course introduces to students the formats, features, useful terms and key sentence patterns in business writings, and the related translation approaches and skills. Topics include features of business writings, the functionalist approach, and the translation of business correspondence, corporate documents, operational manuals, and tourist texts.

**COURSE OVERVIEW**

<p>This course introduces to students the skills and techniques in translating business correspondence and other related commercial documents. Class lectures combined with in-class exercises and discussions familiarize students with the useful terms and key sentence patterns in writing and translating business texts. Texts for discussion are mainly from Hong Kong, while examples from</p>
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mainland China will also be covered.

## LEARNING OUTCOMES

### Expected learning outcomes

Upon completing the course, students will be able to:

- understand the standards and practice of commercial translation, especially in the Hong Kong market;
- familiarize themselves with terminologies and stylistic features of different types of commercial texts for different purposes;
- identify basic issues in commercial translation and formulate effective translating strategies in dealing with such issues;
- heighten their sensitivity to professional language use;
- analyze and produce high quality professional commercial texts and translations; and
- utilize various reference tools for translation and background research.

### Implication for learning activities

Through various in-class exercises and home assignments, students will have a great deal of opportunities to appreciate the stylistic features of business texts, and sharpen their translation skills.

### Implication for assessment

Students will be assessed via two home assignments, a group presentation, and a final test. The assignments will help students apply the skills they have learnt. The group presentation is evaluated on the quality of the overall group as well as on individual member's performance. They will also be graded upon class participation. These several components ensure that all students have the chance to demonstrate improvement over time, and not having their grade of the course dependent wholly on one final test.

## LIST OF TOPICS

1. The functionalist translation approach 功能翻譯途徑
2. Stylistic features of business texts 商業文本的文體特徵

3. Translating business correspondence 商業書信翻譯
4. Translating corporate documents 公司文件翻譯
5. Translating operational manuals 產品說明書翻譯
6. Translating tourist texts 旅遊文本翻譯

### LEARNING ACTIVITIES

Lecture	Tutorial	Others:
Hours per week 1 hour 45 minutes	Hours per week 45 minutes	Hours per week

### ASSESSMENT SCHEME

Task nature	Weight
Course participation (attendance, engagement in class discussion)	10%
Group presentation	20%
Home assignments	30%
Term test	40%

### RECOMMENDED LEARNING RESOURCES

<ul style="list-style-type: none"> <li>• Adam, J. H. (1995). <i>Longman English-Chinese dictionary of business English</i>. Hong Kong: Pearson-Longman.</li> <li>• Kurdyla, Francis J., (2000). <i>Longman model business letters for the 21<sup>st</sup> century</i> (《21 世紀辦公室書信大全》). (李金陵、徐天淦, Trans.). 香港：培生教育出版中國有限公司。</li> <li>• Lie, R. S. C. (1995). Commercial translation. In Chan S.W., &amp; D. E. Pollard (Eds.), <i>An encyclopaedia of translation (Chinese-English/English-Chinese)</i> (pp. 95–109). Hong Kong: Chinese University Press.</li> <li>• Vermeer, H. J. (2000). Skopos and commission in translation action. In L. Venuti (Ed.), <i>The</i></li> </ul>
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*translation studies reader* (pp. 221-232). New York: Routledge.

- 白雲開 (2001)。《21世紀商用中文書信寫作手冊》。香港：香港城市大學出版社，頁46-69。
- 陳伯初編 (1994)。《英漢商業大辭典》。北京：中國商業出版社。
- 陳仕彬編 (2002)。《金融翻譯技法》。北京：中國對外翻譯出版公司。
- 賈文波 (2000)。《漢英時文翻譯——政治經濟漢譯英 300 句析》。北京：中國對外翻譯出版社。
- 江澄編 (2002)。《實用經貿英語用法詞典》。北京：機械工業出版社。
- 金煥榮編 (2007)。《商務英語翻譯》。蘇州：蘇州大學出版社。
- 金惠香 (2003)。《跨文化交際翻譯》。北京：中國對外翻譯出版公司。
- 李錦昌編著 (2008)。《商業傳意與應用文大全》。香港：商務印書館(香港)有限公司。
- 劉法公 (1999)。《商貿漢英翻譯專論》。重慶：重慶出版社。
- 劉宓慶 (1997)。《文體與翻譯》。臺北：書林。
- 盧丹懷等 (2002)。《中港應用文傳意大全》。香港：商務印書館(香港)有限公司。
- 單其昌編 (1993)。《最新漢英對外經貿詞典》，北京：外語教學與研究出版社。
- 孫明福、何安泉編譯 (1992)。《英漢商務綜合辭典》。板橋：嘉年出版社。
- 翁鳳翔編 (2002)。《實用翻譯》。杭州：浙江大學出版社。
- 吳尚智、顏婉雲、江偉萍 (2005)。《中英實務寫作與翻譯手冊》。香港：香港城市大學出版社。
- 許建忠編 (2002)。《工商企業翻譯實務》。北京：中國對外翻譯出版公司。
- 曾文華、付紅橋編 (2009)。《商務英語翻譯》。武漢：武漢理工大學出版社。
- 張日昇、魏元良等 (1994)。《英漢金融財務用語彙編：中國大陸、香港、台灣譯名對照》。香港：商務印書館。
- 張煒編 (2008)。《外貿英語的語言特點與翻譯》。上海：上海交通大學出版社。
- 張新紅、李明編 (2002)。《商務英語翻譯 (英譯漢)》。北京：高等教育出版社。
- 張彥、李師君編 (2005)。《商務文體翻譯》。杭州：浙江大學出版社。
- 周兆祥 (1997)。《專業翻譯》。香港：商務印書館(香港)有限公司。
- 朱香奇編 (2006)。《實用商務英語翻譯》。長沙：湖南師範大學出版社。

### **Online References**

- Bloomberg (<http://www.bloomberg.com>)
- Business Week (<http://www.businessweek.com/>)
- Civil Service Bureau. “Glossaries of Terms Commonly Used in Government Departments”, access via: [http://eglossary.csb.gov.hk/glossary\\_en.php](http://eglossary.csb.gov.hk/glossary_en.php)
- CNN Money (<http://money.cnn.com/>)

- The Economist (<http://www.economist.com/> )
- Financial Times (<http://www.ft.com> ; <http://lexicon.ft.com/>)
- Financial Times Chinese (<http://www.ftchinese.com/sc/index.jsp>)
- Forbes (<http://www.forbes.com>)
- Government Hong Kong 香港政府一站通, esp. Trade & Commerce (<http://www.gov.hk/tc/business/> )
- Hong Kong Trade Development Council <http://www.hktdc.com/tc-supplier/>

## FEEDBACK FOR EVALUATION

Students are welcome to provide feedback on the course through

- mid-term questionnaires
- end-of-term questionnaires
- email

## COURSE SCHEDULE

Week	Topic	Activities / Requirements
1	Overview of commercial translation in Hong Kong	Group discussion
2	Functionalist approaches to commercial translation	Group discussion
3	Features of business texts	Group translation
4	Translation of corporate profiles	Group translation
5	Translation of business correspondence	Group translation

6	Translation of documents for business meetings	Group translation
7	Translation of corporate documents I	Home Assignment 1 due
8	Translation of corporate documents II	Group translation
9	Translation of operational manuals	Review Assignment 1
10	Translation of tourist literature	Home Assignment 2 due
11	Group presentations I	Group translation
12	Group presentations II	Review Assignment 2
13	Test	

### CONTACT DETAILS

<b>Lecturer</b>	
Name:	Dr Elsie Chan
Office Location:	
Telephone:	
Email:	
Teaching Venue:	
Website (optional):	
Office Hours:	

### COURSE ANNOUNCEMENTS

Course announcements and materials will be posted on Blackboard / distributed in class (please delete as appropriate)
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### **Policy on Absenteeism**

In respect of individual courses, a student who, without permission to take leave, has been absent for a continuous period exceeding 4 weeks shall, subject to the Department Board's approval, be given Grade F for the course(s) concerned.

### **Policy on Penalties for Late Submission of Written Work**

Late submission of written work 1-7 days: Minus **ONE** Sub-grade.

Late submission of written work beyond 7 days: The work will not be graded and **Grade F** be given.

## **ACADEMIC HONESTY AND PLAGIARISM**

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students will be required to submit a signed **declaration** that they are aware of these policies, regulations, guidelines and procedures. In the case of group projects, all students of the same group should be asked to sign the declaration, each of whom is responsible should there be any plagiarized contents in the group project, irrespective of whether he/she has signed the declaration and whether he/she has contributed directly or indirectly to the plagiarized contents.

For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. Assignments without the properly signed declaration will not be graded by teachers. Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submission. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.