

**THE CHINESE UNIVERSITY OF HONG KONG**

**DEPARTMENT OF TRANSLATION**

**2016-17**

**COURSE OUTLINE**

<b>COURSE CODE</b> TRAN6101
<b>ENGLISH TITLE</b> Advanced Business Translation
<b>CHINESE TITLE</b> 高級商業翻譯
<b>NUMBER OF UNITS</b> 3
<b>DESCRIPTION</b> <p>This course studies the format, features and related translation methods and techniques in translating commercial texts. Included in this course are topics on translation of business correspondence, business contracts and certificates, annual reports, minutes, notices, memos, catalogues, operational manuals, advertisements and other promotional materials.</p> <p>本科旨在探討各類商業文本的寫作格式，文體特徵和翻譯方法。內容包括商業信函、商業合約和單證、公司報表、會議記錄、通知、備忘錄、公司產品目錄、產品說明書以及產品廣告等等。</p>

**COURSE OVERVIEW**

This course will first define the nature of business translation, and then familiarise students with a few key business areas. They will explore in depth the appropriate strategies and techniques for translating the texts in the selected business areas. Students will be provided with a variety of business texts such as letter of credit, bidding document, contract, commercial advertisement, culinary writing, tourism brochure, etc. for translation practices. They will not only learn basic translation knowledge and skills, but also the essential business notions as required of an all-rounded translator in today's business world.

**LEARNING OUTCOMES**

**Expected learning outcomes**

Students are expected to be able to:

- understand the practical issues involved in business translation;
- grasp the basic principles and techniques for translating various types of commercial texts;
- critically analyse and produce various types of commercial texts in Chinese and English; and
- acquire a basic understanding of the operation of specific businesses.

**Implication for learning activities**

Most of the sessions are lectures delivered by the instructor with carefully prepared ppts and up-to-date business materials. For two of the sessions, students are required to give group presentations centering on a particular area of business translation and share their intensive knowledge as acquired in their presentation preparation with their classmates. Of course, feedbacks and comments on their assignment will be promptly given in interactive tutorials so that they may deepen their understanding of the businesses involved and translation skills which are applicable to translating that particular type of business texts.

**Implication for assessment**

Students are required to complete two written translation assignments relating to the major topics covered in the lectures. Feedbacks or comments on their work will be promptly given so that they understand the strengths or weaknesses of their work. The assignments account for 50% of the grade. Another 30% of the grade comes from the term-end translation test consisting of two questions. An additional 20% of the grade will be based on students' class participation and group presentation.

**LIST OF TOPICS**

See **Topic** column in **COURSE SCHEDULE** for detail.

**LEARNING ACTIVITIES**

<b>Lecture</b>	<b>Tutorial</b>	<b>Others:</b> Please specify
<b>Hours per week</b> 2 hrs 15 mins	<b>Hours per week</b>	<b>Hours per week</b>

**ASSESSMENT SCHEME**

<b>Task nature</b>	<b>Weight</b>
2 Assignments	50%
Class Participation & Presentations	20%
Final Test	30%

**RECOMMENDED LEARNING RESOURCES**

PPT materials and handouts compiled by the instructor.

Adam, J. H. (1995). *Longman English-Chinese Dictionary of Business English*. Hong Kong: Pearson-Longman.

Kurdyla, Francis J. 著，李金陵、徐天淦譯 (2000)。《21世紀辦公室書信大全》。香港：培生教育出版中國有限公司。

Li, Kexing (1998). "On the Principles of Advertisement Translation." *Translation Quarterly*, Nos. 9&10, 93-122.

- Li, Kexing (2002). "Methods and Principles for Processing the Names of Enterprises and Brands in Advertisement Translation in Hong Kong." *Foreign Languages and Translation*, No 4, 45–49.
- Li, Kexing (2004). "On a Theoretical Model for Translation of Advertisements." *Translation Quarterly*, No. 34, 72–95.
- Li Kexing (2004). "Strategies for Translation of Advertisement." *Chinese Translators Journal*, No.6, 64–69.
- Lie, R. S. C. (1995). "Commercial Translation." In Chan S.-W., & D. E. Pollard (eds.) *An Encyclopaedia of Translation (Chinese-English/English-Chinese)*. Hong Kong: Chinese University Press, 95–109.
- Vermeer, H. J. (2000). "Skopos and Commission in Translation Action." In L. Venuti (ed.) *The Translation Studies Reader*. New York: Routledge, 221–232.
- 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。
- 陳仕彬編 (2002)。《金融翻譯技法》。北京：中國對外翻譯出版公司。
- 黃忠廉 (2001)。《變譯理論》[M]。北京：中國對外翻譯出版公司，頁 106–124。
- 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。
- 金惠康 (2006)。《跨文化旅遊翻譯》[M]。北京：中國對外翻譯出版公司，頁 217–292。
- 金惠香 (2003)。《跨文化交際翻譯》。北京：中國對外翻譯出版公司。
- 賴蘭香 (2012)。《傳媒中文寫作 (修訂版)》。香港：中華書局。
- 李德鳳 (2007)。《財經金融翻譯：闡釋與實踐》。香港：香港大學出版社。
- 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。
- 李克興 (2007)。《法律翻譯理論與實踐》。北京：北京大學出版社。
- 李克興 (2010)。《廣告翻譯理論與實踐》。北京：北京大學出版社。
- 李克興、張新紅(2005)。《法律文體與法律翻譯》[M]。北京：中國對外翻譯出版公司，頁 151–172; 348–379; 547–579。
- 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。周兆祥、范志偉 (2003)。〈財經翻譯漫談〉。《中國翻譯》，第 1 冊，頁 52–56。
- 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。
- 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。
- 許明武 (2003)。《新聞英語與翻譯》。北京：中國對外翻譯出版公司。
- 翁鳳翔編 (2002)。《實用翻譯》。杭州：浙江大學出版社。
- 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。
- 鄭寶璇 (2004)。《傳媒翻譯》。香港：香港城市大學出版社。
- 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: The Facts 香港便覽, esp. Financial Services, Trade & Industry (<http://www.gov.hk/en/about/abouthk/factsheets/> )
- Hong Kong Monetary Authority: Guide to Hong Kong Monetary and Banking Terms (<http://www.info.gov.hk/hkma/gdbook/home.htm> )
- Information Services Department, *Hong Kong 2013*, Information Services Department, Hong Kong SAR Government, 2013 (網上版: (<http://www.yearbook.gov.hk/2013/en/index.html> )
- Reuters (<http://www.reuters.com/> )
- The Wall Street Journal (<http://asia.wsj.com/home-page> )
- 財富中文網 (<http://www.fortunechina.com/>)
- 高盛中國財務工具(<http://www2.goldmansachs.com/china/our-firm/index.html> )
- 路透中文網 (<http://www.cn.reuters.com> )
- 中國人民銀行(<http://www.pbc.gov.cn/>)

### **FEEDBACK FOR EVALUATION**

Students are welcome to provide feedback on the course through

- mid-term questionnaires
- end-of-term questionnaires
- emails

### **COURSE SCHEDULE**

<b>Week</b>	<b>Topic</b>	<b>Activities/ Requirements</b>
1	Course introduction: Relevant theories for business translation: Functionalist Approach ( <i>Skopostheorie</i> )	Lecture
2	Translation of bidding document and letter of credit	Lecture
3	Translation of tourism	Lecture Assignment #1 given
4	Translation of advertisement (I)	Lecture

5	Translation of advertisement, trademarks and brand names (II)	Lecture
6	Translation of culinary culture and catering industry	Lecture Assignment 1 due
7	Group presentation (I): Translation industry in Hong Kong	Group presentation and discussion Assignment 2 given
8	Group presentation (II): Translation industry in China	Group presentation and discussion
9	Translation of contracts (I)	Lecture Review of Assignment 1 Assignment 2 due
10	Translation of contracts (II)	Lecture
12	Course review	Review of Assignment 2, Tutorial Assignment 2
13	Term Test	

### CONTACT DETAILS

<b>Professor/Lecturer/Instructor</b>	
Name:	Professor Kexing Li
Office Location:	
Telephone:	
Email:	Ctfranklu1@gmail.com
Teaching Venue:	To be arranged
Website (optional):	
Office Hours:	By appointment via email

### COURSE ANNOUNCEMENTS

Course announcements and materials will be posted on CU eLearning System / distributed in class (please delete as appropriate)

#### **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 be given a failure grade.

## **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.

(rev. 06/2015)