

**THE CHINESE UNIVERSITY OF HONG KONG
DEPARTMENT OF TRANSLATION**

**2018–2019
COURSE OUTLINE**

COURSE CODE TRAN6101
ENGLISH TITLE Advanced Business Translation
CHINESE TITLE 高級商業翻譯
NUMBER OF UNITS 3
DESCRIPTION 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.

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.

LIST OF TOPICS

- Nature and features of business translation
- The Functionalist Approach: Translational Action, and *Skopostheorie*
- Basic principles and techniques of business translation
- Translation of business correspondence
- Translation of company profiles
- Translation of advertisements and promotional materials
- Translation of product literature and operational manuals
- Translation of company documents, e.g., annual reports, minutes, memos, etc.
- Translation of tourist documents

LEARNING ACTIVITIES

Lecture & Tutorial	Others
Hours per week 2 hrs 15 mins	Hours per week

ASSESSMENT SCHEME

Task nature	Weight
• Class participation and tutorial assignments	15%
• Home assignments	45%
• Translation test	40%

LEARNING RESOURCES FOR STUDENTS

- Adam, J. H. (1995). *Longman English-Chinese Dictionary of Business English*. Hong Kong: Pearson-Longman.
- Kurdyla, Francis J., (2000). *Longman Model Business Letters for the 21st Century* (《21世紀辦公室書信大全》). Trans. by 李金陵、徐天淦. 香港：培生教育出版中國有限公司。
- Lie, R. S. C. (1995). “Commercial Translation.” In Chan S. W. and D. E. Pollard (eds.), *An Encyclopaedia of Translation (Chinese-English/English-Chinese)*, 95–109. Hong Kong: Chinese University Press.
- Vermeer, H. J. (2000). “Skopos and Commission in Translation Action.” In L. Venuti (ed.), *The Translation Studies Reader*, 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。
- 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。
- 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。
- 許明武 (2003)。《新聞英語與翻譯》。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。
- 周兆祥、范志偉 (2004)。《財經翻譯精要》。香港：商務印書館。
- — (2003)。〈財經翻譯漫談〉。《中國翻譯》，第 1 冊，頁 52-56。
- 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
- 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>)
- MBALib 智庫百科 (<http://wiki.mbalib.com/wiki/>)
- 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
- e-mail

COURSE SCHEDULE

Week	Topic	Activities/Requirements
1	<ul style="list-style-type: none"> ● Course introduction and administration ● Features and practices of the business sector in Hong Kong 	<ul style="list-style-type: none"> ● Class work ● Group discussion
2	<ul style="list-style-type: none"> ● Different language skills of business documents ● The Functionalist Approach: <i>Skopostheorie</i> 	<ul style="list-style-type: none"> ● Class work ● Group discussion

3	<ul style="list-style-type: none"> • Translation strategies for business documents 	<ul style="list-style-type: none"> • Class work • Group discussion
4	<ul style="list-style-type: none"> • Holiday 	
5	<ul style="list-style-type: none"> • Translation of business letters I 	<ul style="list-style-type: none"> • Group discussion • Class work • Home Assignment 1
6	<ul style="list-style-type: none"> • Translation of business letters II • Translation of company internal documents 	<ul style="list-style-type: none"> • Class work • Group discussion
7	<ul style="list-style-type: none"> • Translation of company profiles and brand names 	<ul style="list-style-type: none"> • Class work • Group discussion • Home Assignment 1 due
8	<ul style="list-style-type: none"> • Translation of operational manuals and product literature 	<ul style="list-style-type: none"> • Class work • Group discussion • Home Assignment 2
9	<ul style="list-style-type: none"> • Translation of advertising materials I 	<ul style="list-style-type: none"> • Class work • Group discussion
10	<ul style="list-style-type: none"> • Translation of advertising materials II 	<ul style="list-style-type: none"> • Review of Home Assignment 1 • Home Assignment 2 due
11	<ul style="list-style-type: none"> • Translation of tourist documents 	<ul style="list-style-type: none"> • Tutorial Assignment
12	<ul style="list-style-type: none"> • Course review • Review of Home Assignment 2, Tutorial Assignment 	
13	<ul style="list-style-type: none"> • Term Test 	

(Tentative)

CONTACT DETAILS

Lecturer	
Name:	Dr Law Wai On, Kurt
Office Location:	Room 106, 1/F., Leung Kau Kui Building
Telephone:	3943 7693
Email:	wolaw@arts.cuhk.edu.hk
Teaching Venue:	
Website (optional):	
Office Hours:	

COURSE ANNOUNCEMENTS

Course announcements and materials will be posted on CU eLearning System/distributed in class.

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 a failure grade 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.