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|----------------------|--|
| Proctor & Gamble Co. | 宝洁公司 (日用化工)  |
| - Amplification      |  |
| Squibb Co.           | 施贵宝制药公司  |
| Merrill Lynch Co.    | 美林财务管理公司   |
| - Retaining          |  |
| IBM                  | = International Business Machines Co.<br>(译名全称为“国际商用机器公司”) |
| Amazon.com           | (亚马逊网上书店)  |

#### 4. Technical terms

##### A. Category

- 复合词 (compound word, 如例 1)
- 拼缀词 (blend word, 如例 2、3)
- 缩短词 (clipped word, 如例 4、5)
- 缩略词 (abbreviation, 如例 6、7)
- 首字母缩略词 (acronym, 如例 8、9)
- 临时创造的词 (nonce word, 如例 10)

##### Exs.

- |                |   |                 |
|----------------|---|-----------------|
| 1、eyebank      | = eye + bank  | 眼库              |
| 2、Clintonomics | = Clinton + economics   | 克林顿政府的经济政策      |
| 3、advertistics | = advertising + statistics                                    | 广告统计            |
| 4、show biz     | = show business   | 娱乐业             |
| 5、hi-tech      | = high technology   | 高科技             |
| 6、CAD          | = computer-aided design                                       | 计算机辅助设计         |
| 7、FAS          | = free alongside ship   | 启运地船边交货         |
| 8、maser        | = microwave amplification by stimulated emission of radiation | 微波激射放大 (音译“脉泽”) |
| 9、LORAN        | = long-range aid to navigation                                | 远程导航系统 (音译“劳兰”) |
| 10、Infogate    | = Information + gate  | 情报门事件           |

##### B. Transliteration

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|-------|-------------|
| quark | 夸克 (带电核粒子)  |
| clone | 克隆 (无性繁殖技术) |

##### C. Retaining

- |     |         |
|-----|---------|
| MTV | (音乐电视片) |
| DCD | (影碟机)   |

#### 5. Titles of publications

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|------------------------------|---------------------------|
| 1. <i>Daily Mirror</i>       | 《每日镜报》                    |
| 2. <i>Businessweek</i>       | 《商业周刊》                    |
| 3. <i>Gone with the Wind</i> | 《飘》(小说译名)<br>《乱世佳人》(电影译名) |

4. *Hamlet*

《汉姆雷脱》(剧本译名)

《王子复仇记》(电影译名)

Ex. 1 In theory, at least, a favorable U.S. inflation trend vis-a-vis Europe and Japan should have strengthened America's trading position. But in fact, there are several Catch-22s.

至少从理论上说,美国的通货膨胀趋势相对于欧洲和日本还是较轻的,这本应加强美国的贸易地位。但实际上却存在着好些无法解决的难题。

## 6. Summary