

Chapter 16

Business Translation – A Summary

1. Introduction

- A. Coverage
- B. Efficiency
- C. Initiation
- D. Variety
 - Legal documents
 - Academic works
 - Business correspondence
 - Journalist articles
 - Commercial publications

2. Textual features

A. Legal documents

- Ex. 1 This contract is made by and between the authorized representatives of HASTINGS Ltd. (hereinafter called the Buyer) and the TAI HUA Industries Corporation (hereinafter called the Seller) through friendly discussion according to the terms and conditions stipulated thereunder.

赫斯汀有限公司（以下简称买方）授权的代表与泰华工业公司（以下简称卖方）通过友好协商根据以下条款签订本合同。

B. Academic works

- Ex. 2 Economics is the study of how people and society end up choosing, with or without the use of money, to employ scarce productive resources, that could have alternative uses, to produce various commodities and distribute them for consumption, now or in the future, among various persons and groups in society.

经济学研究的问题是，人们与社会如何最终决定，在使用或不使用货币的情况下，利用具有多种用途的稀缺生产资料来生产各种商品并将其分配给社会各成员与集团，以供他们当前或将来消费之用。

C. Business correspondence

- Ex. 3 We are staging an important private exhibition accompanied by a series of technical lectures for our home and overseas customers at the National Exhibition Center on May 16th, 17th and 18th.... I hope you will be able to accept this invitation and if you would kindly indicate the time of your arrival, I will arrange for you to be met.

兹定于5月16、17、18日在国家展览中心为海内外客户隆重举行独家展览，届时还将举办一系列技术讲座。……敬请光临并赐告抵达时间，以便派专人恭候。

D. Journalist articles

Ex. 4 A bank's position changed from hour to hour, so that a bank which was a lender in the morning could be a borrower at midday and a lender again before the close of business.

银行的头寸一小时一个样：上午还在放债，中午就可能借钱，到收盘前又成了贷款行。

Ex. 5 The great refinancing party of the mid-Nineties is over. The Federal Reserve officially blew out the candles in March when it raised the Federal funds rates for the first time in two years.

90年代中期重筹资金的盛宴已告结束，美国联邦储备委员会在三月正式吹灭了宴会上的蜡烛：两年来头一次提高了联邦资金信贷利率。

E. Commercial publications

- Brands

Sony	索尼（电子产品）
Buick	别克（汽车）
Coco Cola	可口可乐（饮料）
Benz	奔驰（汽车）
Apple	苹果（微机或服饰）
Blue Ribbon	蓝带（啤酒）

- Advertisements

Ex. 6 The choice is yours. The honour is ours.
任君选择，多谢光临。

Ex. 7 No problem too large. No business too small. (IBM 广告)
没有解决不了的大问题，没有不做的小生意。

3. Concluding remarks