

## 第十五章

## 思考题:

- 1、 外来专有词语的翻译一般采用哪几种方法? 各有什么特点?
- 2、 翻译外来语时应注意哪些问题?
- 3、 直接照搬外来语原有形式的做法是否可取?

## 译名练习:

- |   |            |
|---|------------|
| 1. simmons                                    | 2. shampoo |
| 3. Broadway                                   | 4. Benz    |
| 5. Canon                                      | 6. sardine |
| 7. hippies                                    | 8. ballet  |
| 9. radar                                      | 10. brandy |
| 11. shock                                     | 12. gene   |
| 13. club                                      | 14. nylon  |
| 15. fruice                                    | 16. brunch |
| 17. EU  | 18. UNESCO |
| 19. Stephen Owen                              |            |
| 20. John King Fairbank                        |            |
| 21. International Amateur Athletic Federation |            |
| 22. Union Pacific Railroads                   |            |
| 23. Berkshire Hathaway                        |            |
| 24. Goldman Sachs                             |            |
| 25. BA  |            |

## 段落练习一

To appreciate Wal-Mart's performance fully, consider how fortune frowned on the rest of the 500. Energy, securities, and networking industries all saw double-digit revenues declines. A change in accounting rules helped driven profits down 66%, with the result that FORTUNE's parent company, AOL Time Warner, posted the largest loss ever recorded: \$98.7 billion. (For the full revenues and profits story, see "Honey, I Shrunk the Profits") Some companies simply disappeared in the night. Enron took a breathtaking plunge from No. 5 straight into oblivion. Ditto WorldCom, last year's No. 42, which failed to file the necessary four quarters of financial result to appear on our list. Oh, and the market value of the FORTUNE 500 plummeted 26%, the hardest fall since we started tracking market caps in 1986. Newcomer Starbucks, which sold enough tall lattes to land in the No. 465 spot, provided one bright spot.

## 段落练习二

As more and more of the world's phone companies add "competition" to their vocabularies, the economic edifice built on Bell's magnificent invention is beginning to crack. Here is what the industry must look forward to in the next few years: It has to digest new laws that open up monopolies to competition for the first time. It has to install a billion phone lines worldwide. Most daunting of all, it has to feed the world voracious appetite for data by completely revamping its networks. Upgrading their networks is costing U.S. phone companies about \$40 billion a year. Global investment in the next four years is expected to top \$600 billion, according to the

International Telecommunication Union in Geneva.

This river of money is flowing because the rules that govern phone companies are relaxing during a technical revolution, opening fabulous opportunities for those who move quickly. Annual global spending on telecom services, already \$726 billion, is expected to grow to \$1 trillion by 2001. Meeting this demand will be a stretch for executives accustomed to a different pace. Telecommunications is one of the few industries to have been either government-owned or government-regulated everywhere almost since its inception. In most places, it is still a monopolistic, fat, inefficient business. But to hasten investment, governments are slowly beginning to let competition into this cloistered kingdom.