

## 第十六章

## 思考题:

- 1、经贸翻译大体可分为几类?各自的特点是什么?
- 2、在进行不同类型或文体的翻译时应注意什么?
- 3、如何进行广告宣传品的翻译?

## 练习:

## 一、对照原文评论下列国外商品品牌、商标和广告的汉译:

1. Audi 奥迪 (轿车)
2. Gillette 吉列 (剃须刀)
3. Gold Lion 金利来 (服饰)
4. Kellogg's 家乐氏 (食品)
5. Nabisco 纳贝斯克 (饼干)
6. Pampers 帮宝适 (纸尿裤)
7. Parker 派克 (钢笔)
8. Pif Paf 必扑 (杀虫剂)
9. Poison 百爱神 (香水)
10. Reebok 锐步 (体育用品)
11. Revlon 露华浓 (洗发香波)
12. Suddenly 暗香 (香水)
13. Tides 汰渍 (洗衣粉)
14. Whirlpool 惠而浦 (家用电气)
15. A Mars a day keeps you work, rest and play. (巧克力广告)  
每天一块玛斯, 给你无限精力。
16. Unlike me, my Rolex never needs a rest. (手表广告)  
我休息, 但我的劳力士从不休息。
17. More sun and air for your son and heir. (海滨浴场广告)  
新鲜空气和阳光, 有利孩子的健康。
18. A business in millions, a profit in pennies. (零售商广告)  
百万生意, 毫厘利润。
19. Fresh up with Seven-up. (饮料广告)  
喝了七喜, 心旷神怡。
20. The Globe brings you the world in a single copy. (旅游杂志广告)  
一册在手, 纵览全球。

## 段落练习一

## The Beauty of Britain

The beauty of our country is as hard to define as it is easy to enjoy. Remembering other and larger countries, we see at once that one of its charms is that it is immensely varied within a small compass. We have no vast mountain ranges, no illimitable plains, no leagues of forest, and are deprived of the grandeur that may accompany these things. But we have superb variety. A great deal of everything is packed into little space. I suspect that we are always faintly conscious of the fact that this is a smallish island, with the sea always round the corner. We know that everything has to be neatly packed into a small space. Nature, we feel, has carefully adjusted things --

mountains, plains, rivers, lakes -- to the scale of the island itself. A mountain 12,000 feet high would be a horrible monster here, as wrong as a plain 400 miles long, a river as broad as the Mississippi. In America the whole scale is too big, except for aviators. There is always too much of everything. There you find yourself in a region that is all mountains, then in another region that is merely part of one colossal plain. You can spend a long, hard day in the Rockies simply traveling up or down one valley. You can wander across prairie country that has the desolating immensity of the ocean. Everything is too big; there is too much of it.

## 段落练习二

### How To Grow Old

In spite of the title, this article will really be on how *not* to grow old, which, at my time of life, is a much important subject. My first advice would be to choose you ancestors carefully. Although both my parents died young, I have done well in this respect as regards my other ancestors. My maternal grandfather, it is true, was cut off in the flower of his youth at the age of sixty seven, but my other three grandparents all lived to be over eighty. Of remoter ancestors I can only discover one who did not live to a great age, and he died of a disease which is now rare, namely, having his head cut off. A great-grandmother of mine lived to the age of ninety-two, and to her last day remained a terror to all her descendants. After the age of eighty she found she had some difficulty in getting to sleep, so she habitually spent the hours from midnight to 3 a.m. in reading popular science. I do not believe that she ever had time to notice that she was growing old. This, I think, is the proper recipe for remaining young. If you have wide and keen interests and activities in which you can still be effective, you will have no reason to think about the merely statistical fact of the number of years you have already lived, still less of the probable brevity of your future.