

摘 要

由于社会经济的不断推动与发展, 科学技术的不断更新换代, 国际贸易发展也有了质的飞跃。越来越多人开始高度看重和注意到商务英语翻译的应用, 近二三十年来, 伴随着西方翻译理论的引进, 我国学者对翻译等值的研究也随之增多, 翻译等值是翻译理论中的一个核心问题, 对它的界定、价值和作用翻译界一直争论不休。本论文是为了让人们更好的了解和应用功能对等理论, 具体举例分析了功能对等理论的应用并进行了归纳和总结, 着重论述了奈达的功能对等理论在商务英汉翻译技巧的应用并且证实了功能对等理论在商务英汉翻译中是可行的, 在此基础上分别论述了在词、句、语篇、语体四个方面的具体应用, 详细分析和探讨功能对等理论在翻译技巧中的应用, 并且从中得到了一些启发并进行了总结。

关键词: 功能对等理论; 商务英语翻译; 翻译技巧; 启发

ABSTRACT

Due to the continuous promotion and development of social economy and the continuous upgrading of science and technology, the development of international trade has also made a qualitative leap. More and more people begin to attach great importance to and pay attention to the application of business English translation. In the past 20 to 30 years, with the introduction of western translation theories, Chinese scholars have paid more and more attention to translation equivalence. Translation equivalence is a core issue in translation theories, and its definition, value and function have been debated in translation circles. In order to make people better understand and apply the functional equivalence theory, this paper analyzes and summarizes the application of the functional equivalence theory with specific examples, focuses on the application of Nida's functional equivalence theory in business translation skills, and proves that the functional equivalence theory is feasible in business translation. On this basis, the paper discusses the application of functional equivalence theory in four aspects: word, sentence, text and style, analyzes and discusses the application of functional equivalence theory in translation skills in detail, and draws some inspirations and summarizes.

Key words : Functional equivalence theory; Business English translation; Translation skills ; Inspiration

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Chapter One Introduction

With the continuous development and progress of social economy, the continuous reform and innovation of science and technology, the development of international trade has been a qualitative leap. More and more people begin to attach great importance to the application of business English translation. In the past 20 to 30 years, with the introduction of western translation theories, Chinese scholars have been extremely active in the study of translation equivalence. This theory emphasizes the dynamic equivalence of language information in the process of translation and transformation, rather than the simple, static formal equivalence. Now in the 21st century, with the rapid expansion of economic information, economic integration, information synchronization, communication between countries will be frequent, the field of translation will naturally develop synchronously, of course, translation barriers will gradually reduce, the level of equivalence will become higher and higher.

Therefore, the scope of application of Nida's translation equivalence theory will be expanded and better applied in the field of translation. Translation equivalence is a core issue in translation theories, and its definition, value and role have been debated in translation circles. In order to make people better understand and apply the equivalence theory, this paper analyzes the application of the equivalence theory and the causes of the translation limitations of the equivalence theory with specific examples, and summarizes and summarizes the application of the equivalence theory with specific examples, and makes a simple supplement to the causes of the translation limitations to promote the development of the equivalence theory field. It lays a good foundation for the subsequent research on the application of equivalent theory and can be supplemented by more scholars' discussion and reference. Although it is difficult to achieve complete equivalence in translation practice, the theory of equivalence is undoubtedly a sign of scientific maturity. The theory of equivalent translation has not only high theoretical value, but also great practical value.

Chapter Two Basic Theory of Functional Equivalence

2.1 The Concept of Functional Equivalence Theory

“Equivalent or equivalence, as the translation standard, is one of the core concepts in modern translation studies” [1]77. It is the main idea concerned by the linguistic school, and many western translation theorists are often inseparable from the discussion of translation equivalence when elaborating their views on translation theory. “Equivalence” is a central term in almost all modern theoretical writings. In the past 20 to 30 years, with the introduction of western translation theory, Chinese scholars have made an active study of translation equivalence. The introduction of the concept of equivalence in translation studies has greatly promoted the development of translation studies, deepened people's understanding of translation, and guided translation practice to some extent. Equivalence is the core concept in western translation theories. Since the 1950s and 1960s, many translation theorists have taken the concept of “equivalence” as an important part of their theoretical system and made detailed discussions on it.

Nida's translation theory is based on the translation of target language and target language and focuses on the target text and the target reader. He regards translation as a cross-language and cross-cultural communicative activity. The purpose of communication is to convey information clearly so that both parties can communicate. Therefore, translation should first translate meaning. Since different languages have different forms of expression, translation must change the form of expression. The result of this theory in translation and translation theory is revolutionary, has had a far-reaching impact, and injected new ideas and vitality into translation studies.

Although the theory of translation equivalence in the West can be said to be the achievement of the translation theory of modern language schools, its historical origin appeared as early as the 18th century. In 1789, Campbell's discussion of meaning and purpose in words was considered the precursor to theories such as “flexible equivalence”. Later, Soviet writer Smirnov further put forward the concept of “equivalent translation” in 1934: “The translation should be able to convey all the intention of the author, that is, all the intention of the author in the sense of producing

a certain ideological and emotional artistic effect on the reader, and to preserve all the means of expression such as image, color, rhythm and so on used by the author as far as possible. The introduction of Western equal-value theory plays an active role in the development of Chinese translation theory, and the practical value of equal-value theory can be truly reflected in the process of its integration with Chinese special linguistic culture.

Due to the inevitable subjectivity of translators, the complexity of texts and the differences between audiences, it is difficult to achieve complete equivalence in the process of the pursuit of translation losses. Therefore, we can say that the understanding of the concept of functional equivalence theory should include consideration of "degree of equivalence". Despite the ambiguity of the concept of equivalence, the pursuit of the highest "degree of equivalence" should be the goal that every translator pursues in the process of translation. The mismatch between the original text and the translation caused by the translator's objective or subjective reasons is acceptable to a certain extent. The same information in two different languages, in different audiences, should produce basically the same effect, which is the main principle of translation equivalence. Equivalent translation theory emphasizes that the translated text should achieve the same effect as the original text and meet the requirements of the language itself.

In fact, Nida was the first to propose the concept of "dynamic equality", in particular "recreating the original information in the language of translation from semantics to style, recreating the original equivalent in the original text." Nida argues that the success of translation should be viewed more from the point of view of a targeted audience, try to make translation natural, and even translate different versions of the same original for readers at different levels.

2.2 Four Aspects of Functional Equivalence Theory

The translation consists of reproducing the message from the original language of semantics into the text in the most appropriate, natural and equal language. The translator does not seek to achieve literal equality, but functional equality. It has four dimensions: lexical equality, syntax equality, page equality and literary equality. The importance is the most important, the form is the second. The recipient and the recipient of the original language may receive approximately the same answer as the

recipient of the original language. "The closest and most natural equivalent message with information in the original language."

2.2.1 Lexical Equivalence

The meaning of the word is how it is used in the language. The question of how to find an appropriate meaning in a translation language in a real translation is of concern to us. The meaning of the word is how it is used in the language. The question of how to find an appropriate meaning in a translation language in a real translation is of concern to us. Equality of English words includes equality of words, multi-word synonymic meaning, multi-digit interplay and inconsistency of a single word, which consists mainly of special names and professional terms. Although neither of the two words has the same meaning in both languages, a language can express the same meaning in different forms. Thus, it is impossible to find the same words in two languages. Equality of English words includes equality of words, multi-word synonymic meaning, multi-digit interplay and inconsistency of a single word, which consists mainly of special names and professional terms. Although neither of the two words has the same meaning in both languages, a language can express the same meaning in different forms. Thus, it is impossible to find the same words in two languages.

2.2.2 Sentence Equivalence

Syntax is certainly more vocabulary than vocabulary. One of the most obvious problems in English translation are separate and complex Numbers. In Chinese the use of multiple Numbers often does not have visible language markers, but in English the most obvious expression of multiple Numbers. In addition, grammar markers include a sequence in the translation of the average time. Thus, the translator must pay attention not only to the existence of these structures in translation, but also to the quantity of their use. Sometimes differences in the dictionary can also create barriers to the translation of syntax equality. For example, Chinese has no relative pronouns, which means that English-Chinese translation must take into account the order and combination of grammatically incorrect sentences. Thus, the syntax structure was reorganized. More difficult to translate is that Chinese characters appear before, not

after, the sentence. That was why the Chinese version was much shorter than the English version.

2.2.3 Textual Equivalence

Textual Equivalence is also called "equal text". Text is the unit used in language. Therefore, when we analyze a text, we need to see not only the text itself, but also how the language embodies meaning and function in a particular context. Discourse equality includes three levels: context, context and cultural context. The definition of semantic elements is the basic basis of linguistic context. Language is used for inference from the pre-configured translation process. Through the analysis of linguistic context, the definition of word meaning or semantic meaning in the original text determines the translation and conversion of semantic meaning. Equal text is also called "equal text". Text is the unit used in language. Therefore, when we analyze a text, we need to see not only the text itself, but also how the language embodies meaning and function in a particular context. Discourse equality includes three levels: context, context and cultural context. The definition of semantic elements is the basic basis of linguistic context. Language is used for inference from the pre-configured translation process. Through the analysis of linguistic context, the definition of word meaning or semantic meaning in the original text determines the translation and conversion of semantic meaning.

2.2.4 Stylistic Equivalence

Translators of different styles have unique language features. Only by understanding the characteristics of the original text and the translator, and skillfully using the two languages, can the translator create a translation that truly reflects the style of the original text. Different styles of the language of works mean that the cultural elements contained in the works are also different. For example, the technical genre has few cultural factors. Thus, translating the content of the original language accurately and without error into a targeted language is much more important than converting two languages and cultures. On the contrary, in literature, culture becomes an important factor to be taken into account in translation. If cultural factors are ignored. The translation became bloodless and only a set of words and sentences remained. Thus, good translators must take full account of cultural differences in

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