

《商务现场口译》

图书基本信息

书名：《商务现场口译》

13位ISBN编号：9787560056487

10位ISBN编号：7560056482

出版时间：2006-11

出版社：外语教学与研究出版社

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页数：332

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内容概要

教材独辟蹊径，以全新的视角诠释和探寻商务英语日译的教学模式。与其他教材相比，具有以下特点：

1. 全英文编写，内容全面。既有口译技巧的讲解与练习，又有商务口译实践和语言文化知识的补充，融实用性、商务性和知识性于一体，具有强烈的时代气息，体现了商务日译教学的规律。

2. 采用全新的编写模式。在Daniel Gile的多任务处理模式（Effort Model）以及厦门大学口译模式（Xiada Model）的基础上，我们根据日译的具体过程将日译教学分成译前准备（Preparing）、现场口译（Performing）和译后评估（Packaging）三个阶段，并将该模式命名为“3P”模式。在该模式的基础上，我们在技巧部分分别设置了准备训练（Preparing Training）、解码训练（Decoding Training）、记忆训练（Memorizing Training）、编码训练（Encoding Training）、协调训练（Coordinating Training）和评估训练（Packaging Training）等六大模块。这六大模块构成了日译培训的一个完整体系。

3. 借鉴并引进了英国职业教育的多维职业能力思想和美国的多元智力理论，创建了我国高职高专教育的多元化评估体系，即评估内容多元化，评估方式多样化，评估对象多元化，评估主体多元化。我们在借鉴引进国际先进评估方式和评估标准的同时，没有摒弃传统的知识性评价，而是将过程评价与结果评价相结合、现场口译与场景模拟相结合，采取了学生自评、组员互评和教师总评等多种评估方式，强调对过程的重视，从而营造出一个积极、公正、客观、互动的测评教学氛围，使学生由学习的被动者转变为主动者，更加看重平时的努力。

4. 教材内容丰富，商务主题与口译技巧讲解相结合。单元主题涵盖了Protocol Routine, Ceremonial Address, Dinner Party, Business Travel, Business Interview, Business Advertisements, Business Presentations, Enterprise Introduction, Enterprise Culture, Marketing & Promotion, Business Negotiation, Business Meeting, Investment & Profits, Business Policy, International Exhibition, Public Relations, Business Strategy, Transportation & Logistics等外事与商务实践中的各个方面。这些主题来源于真实的商务交际情景，符合社会和职业发展的实际需要，学生所学即所用，可以缩短学生适应社会的“磨合期”，因此具有很强的实用性。日译技巧讲解部分包括Long-term Preparation, Short-term Preparation, Active Listening, Discourse Analyzing, Note Taking, Retelling, Public Speaking, Paraphrasing, Figures Interpreting, Idioms Interpreting, Fuzzy Interpretation, Sight Interpreting, Shadowing以及 Quality Assessment。

5. 单元编写模式突破陈规，每个单元分为单元目标、译前准备、现场口译、译后评估、补充练习、自我评价、单元要点等七个部分。这种单元编写模式从另一个角度体现了“以能力为主导，以评估为核心，以学生为主体”的教学模式。我们期望这种开拓与创新能对高职高专商务英语专业其他科目的教材编写产生较强的辐射作用，进而带动整个高职英语专业教学的改革。来

由于商务英语具有很强的实践性和操作性，本书在编写过程中力求选题实用、语言简练、通俗易懂。口译技巧部分体现了一个完整而系统的口译教学体系，便于操作使用。

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书籍目录

Introduction (绪论) Unit 1 Protocol Routine (迎来送往) Long-term Preparation (长期准备) Unit 2 Ceremonial Address (礼仪致辞) Short-term Preparation (短期准备) Unit 3 Dinner Party (晚宴聚会) Active Listening (积极听入) Unit 4 Business Travel (商务旅行) Discourse Analyzing (语篇分析) Unit 5 Business Interview (商务访谈) Note Taking (I) (口译笔记1) Unit 6 Business Advertisements (商务广告) Note Taking (II) (口译笔记2) Unit 7 Business Presentations (商务陈述) Note Taking (III) (口译笔记3) Unit 8 Enterprise Introduction (企业介绍) Retelling (复述) Unit 9 Enterprise Culture (企业文化) Public Speaking (公开演讲) Unit 10 Marketing & Promotion (市场营销) Paraphrasing (一句多译) Unit 11 Business Negotiation (商务谈判) Figures Interpreting (数字口译) Unit 12 Business Meeting (商务会议) Idioms Interpreting (成语口译) Unit 13 Investment & Profits (投资利润) Fuzzy Interpretation(I) (模糊表达1) Unit 14 Business Policy (商务政策) Fuzzy Interpretation(II) (模糊表达2) Unit 15 International Exhibition (国际会展) Fuzzy Interpretation(III) (模糊表达3) Unit 16 Public Relations (公共关系) Sight Interpreting (视译练习) Unit 17 Business Strategy (商务策略) Shadowing (影子跟读) Unit 18 Transportation & Logistics (交通物流) Quality Assessment (质量评估)

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编辑推荐

《商务现场口译》是一本培养学生进行初级英汉口译的教材，有如下特点：
内容丰富：每单元包括口译技巧讲解、常用英汉表达、文化背景知识、商务沟通技巧以及多种实训练习，体现知识性与实用性。
编排新颖：按照口译教学的译前准备、现场口译、译后评估三个阶段安排教学，将不同的商务主题与实用的口译技巧相结合。
注重评估：设计师生协同评估、小组互评和学生自评活动，巩固训练效果，切实提高学生的实践能力。

精彩短评

- 1、这本书适合高职商务英语的学生，词汇多而且与商务主题紧密相连。对话部分也不错。
- 2、不错~是学校要求买的！有光碟的~
- 3、比较实用，只是限于固定场合
- 4、The sky is blue, white cldous very under the sun we were happy.
- 5、到货速度挺快的！
- 6、好书，大出版社的精品
- 7、這本書的難度不會太大，而且很實用。
有常用單詞與句子，背背還是不錯的。
口譯練習還有完整的錄音答案。
(文字答案可以在網上搜，會有的.....)
- 8、無論是自學還是上課用，都是不錯的選擇。
- 9、随书附送光盘收到时碎成两半了。
- 10、物流好快！书是学校要求买的，下学期才用！质量不错！
- 11、现在我们一组人正在用这本书来自学口译
- 12、不错，速度比较快！
- 13、实用性很强，用来学习口语挺有用的，还不错
- 14、书还不错，光盘也完好无损！内容还没看
- 15、比较好，适合初学者，想学好口译是要花费很大功夫的
- 16、内容非常实用，录音声调活泼生动，参考答案略有瑕疵，但好于同类书籍。介绍给学生后都大呼相见恨晚。
- 17、没有估计的那么好，一般般
- 18、不错，适合专科生用。
- 19、其实打算不想要了，想想退货麻烦就算了
- 20、还OK，但想学好还得个人努力
- 21、口译好，设计好，值得买。剩下的就是读透练透！
- 22、比书店便宜些
- 23、还好还好，和想象中的一样
- 24、上课要用的教材，不错，内容覆盖面很广。
- 25、这个商品很不错。印刷什么的都很好的说。赞啦。喜欢。
- 26、我很喜欢，课本质量很好
- 27、课程简单实用，非常容易上手。
用于教学或自学均可
- 28、送货的确很快
- 29、教过基本口译教材，这本很好，内容很具体，都是关于具体企业的材料。目前市面上的教材大多都是关于政府和组织的材料，对于学生来说太大太宽泛。
- 30、帮人买的。她说挺好的。没什么质量问题。
- 31、女友选的。不错
- 32、学校里规定买的书籍，看起来通俗易懂，蛮不错的
- 33、我们英语专业的教材
- 34、还是有难度的，适合比较专业的人士。对我来说难了。
- 35、还行。内容有点老。
- 36、一直想学英语口译，最近下定决心来学习，口译的书很贵，一直信赖当当，物超所值。
- 37、是需要的那本书
- 38、内容比较全面，在高职高专商务口译教学方面有独到见解，不错
- 39、很适合学生学习商务方面的一本书。
- 40、课本没什么可评价的。。。
- 41、全英文的，既提高专业水平又增强英语能力，一举两得

41、个人觉得还可以，不过这是个人看法

章节试读

1、《商务现场口译》的笔记-第151页

09 : 33-121213 (THU)

预告：第10次“口译沙龙”提纲 (Jan.19):

Unit 9 Enterprise Culture(企业文化)

Interpreting Skills

Encoding training(I): Public Speaking(公开演讲)

Encoding in Interpreting

Public Speaking

Expression Style

Voice Projection

Dos:

Do speak with a clear and firm voice

Pay special attention to the first few sentences.

Be clearly intelligible at all times.

Pronounce the proper names and titles with special carefulness.

Do sound natural and sincere.

Talk to the audience “ personally ” and keep contact with them at all times

Watch the reaction of the audience.

Be friendly toward the audience.

Don ' ts

Don ' t frown.

Don ' t grimace

Don ' t let the endings fall off

Don ' t pause too long before important statement.

Don ' t talk faster than 160 words a minute or slower than 90 words a minute.

Don ' t turn your head sideways.

Don ' t be monotonous

Eye contact

Supplementary Exercises

Task 2 Vocabulary Development

Useful Words & Expressions

企业服务理念enterprise service concept ;

企业质量方针enterprise quality guidelines ;

企业精神enterprise spirit ;

企业经营宗旨enterprise management tenets ;

企业价值观values of the enterprise ;

励精图治，创新求强endeavor for excellent performance ;

非凡的核心理念：严格控制和真诚uncommon core concept: strictness and sincerity ;

企业精神：追求完美，挑战自我enterprise spirit: pursue perfection, challenge ourselves ;

Build an enterprise culture建立企业文化；

Elements of enterprise culture企业文化的要素；

encourage creativity, attend to the details, pursue excellence鼓励创新，注意细节，追求卓越；

enterprise ' s identification企业标识；

strategic themes战略主题；

Market-oriented service以市场为导向的服务；

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Promoting an enterprise culture 推广企业文化；

Social relationship 社会关系；

Teamwork spirit 团队精神；

Target: completing the modern enterprise system 目标：完成现代企业制度的建设；

B. Sample Sentences

Business Culture

... Is an enterprise that integrates high-tech and trad.

We insist on an enterprise spirit of...

We follow the principle of...

The corporate culture and developing principle is not only the rule of our management, but also the method to make it win.

A distinctive enterprise culture takes shape in...

...is the foundation stone for the existence and development of...

Encouraged and inspired by the concept of..., we...

To realize this ideal, we...

Our target is....

We shall build our own enterprise culture.

It is our enterprise that...

We are promoting an enterprise culture of...

Our management tenets are...

We have a long-standing tradition of...

An enterprise culture is made up of...

Task 3 Culture Salon

Organizational Culture

You can begin to analyze an organizations' s culture by asking the following questions:

- Is the organization tall or flat?
- Are there lots of levels between the CEO and the lowest worker or only a few?
- How do people get ahead? Are the organizations' s rewards based on seniority, education, being well liked, making technical discoveries, or serving customers?
- Are rewards available only to a few top people, or is everyone expected to succeed?
- Does the organization value diversity or homogeneity? Does it value independence and creativity or being a team player and following orders? What stories od people tell? Who are the organizations' s heroes and villains?
- How important are friendship and sociability? To what extent do workers agree on goals, and how intently do they pursue them?
- How formal are behavior, language, and dress?
- What ar ethe organizations' s goals? Making money? Serving customers and clients? Advancing knowledge?

Contributing to the community?

To analyze an organization' s discourse community, ask the following questions:

- What channels, format, and styles are preferred for communication?
- What do people talk about? What topics are not discussed?
- What kind of and how much evidence is needed to be convincing?

2、《商务现场口译》的笔记-第299页

11 : 18-130114 (MON)

预告：第18次“口译沙龙”提纲 (March 23, 2013) :

Unit 17 Business Strategy(商务策略)

《商务现场口译》

I. Interpreting Skills(口译技能)

Coordinating Training(II): Shadowing(影子跟读)

Purpose of shadowing

Skills of shadowing

Two types of shadowing

Single-task shadowing

Multi-task shadowing

Task 2 Vocabulary Development(词汇扩展)

Useful words & expressions

Environmental influence环境影响; primary goal首要目标; win-win situation双赢;

aggressive marketing strategy进攻性的商场策略; excellent promotional tool极好的促销工具; one's

prospective business contact将要与之打交道的人; turnkey plant交钥匙工程; cooperative R&D

program合作研发计划; export of high-technology product高技术产品出口; industrial espionage商业间谍;

rivalry竞争对手; dynamic动态的; static表态的;

strategic choice战略选择;

收购与兼并acquisition and merge; 营销策略marketing policy; 战略原则strategic principles; 战略核心the core of strategy; 市场份额估计estimated market share; 市场战略market strategy; 风险分析risk analysis; 子战略sub-strategy; 价格战略pricing strategy; 销售战略sales strategy; 促销战略promotion strategy; 长远的战略眼光a long-range strategic perspective

Task 3 Culture Salon (文化沙龙)

Business Strategies

Cost leadership strategy

Differentiation strategy

Focus strategy

End: 11:24(6m)/

3、《商务现场口译》的笔记-第315页

10 : 08-130115 (TUE)

预告 : 第19次 “口译沙龙” 提纲 (March 30, 2013):

Unit 18 Transportation & Logistics(交通物流)

I. Interpreting skills(口译技能)

Packaging Training(I): Quality Assessment(质量评估)

Two aspects of interpretation

The content

The package

Three criteria of interpretation

Accuracy

Smoothness

Timeliness

Four assessors' expectations

The speaker

The listener

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The interpreter

The client

Task 2 Vocabulary development(词汇扩展)

Useful words & expressions

Vessel货船; shipper运货方; carrier承运人; freight运费; expedite加快; loading port装货港; gross registered tonnage(GRT)注册(容积)总吨;
net registered tonnage(NRT)注册(容积)净吨; gross dead weight tonnage总载重吨位;
dead weight cargo tonnage(DWCT)净载重吨; light displacement轻排水量;
load/loaded displacement满载排水量; actual displacement实际排水量;
overweight surcharge超重附加费; bunker adjustment factor/surcharge(BAS/BS)燃油附加费; port surcharge港口附加费; logistics物流; logistics industry物流产业;
logistics activity物流活动; logistics operation物流作业; logistics cost物流成本;
logistics center物流中心; logistics network物流网络; logistics alliance物流联盟;
business logistics企业物流; societal logistics社会物流; physical production产品配送;
integrated logistics综合物流

提单Bill of lading; 已装船提单 on board/shipped B/L; 备运(收受待运)提单
received for shipment B/L; 记名提单named B/L; 不记名提单 bearer B/L;
指示提单 order B/L; 送货日期delivery date; 开始运货到 make /effect shipment;
送货到 make delivery; 转运transfer/trans-ship; 业务外包(外协、外购) outsourcing;
存货控制inventory control; 仓库warehouse; 保税仓库bonded warehouse;
仓库管理系统warehouse management system(WMS); 配送(分配)中心distribution center(DC); 全方位物流服务公司full-service distribution company(FSDC);
满足搬运货物的需求to meet delivery demand; 货物存放面积storage space
End: 10:27(19m)/10 : 31 (4m); Total: 19m+4m=23m

4、《商务现场口译》的笔记-第263页

10 : 52-130110 (THU)

预告 : 第16次 “ 口译沙龙 ” 提纲 (March 7, 2013):

Unit 15 International Exhibition (国际会展)

I. Interpreting Skills(口译技能)

Encoding Training(VII): Fuzzy Interpretation(III)(模糊表达3)

Fuzziness-related tactics

Generalization(概括)

Approximation(近似)

Abbreviations(缩略)

Parrot-repeating(仿音)

Omission(省略)

Substitution(替换)

Paraphrasing(意译)

Fuzziness Scale

Task 2 Vocabulary Development(词汇扩展)

Useful words & expressions

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Expo博览会; trade show商展; exhibitor's profile参展商情况;
participation fee参展费用; participation procedures参展程序;
to register/sign up报名; registration fee报名费; exhibition space展台;
scope of exhibit展出领域; exhibition area展区;

展览会exhibition; 预订一个摊位to reserve a spot/booth;
取消报名to cancel the registration; 赠品freebies; 演示demo;
特征feature; 主题区theme zones; 主办单位organizer;
赞助单位sponsor; 海外支持单位overseas supporter;
国内支持单位Chinese supporter
举办展览的申请程序application procedures for holding exhibitions;
达成交易to make sale
End: 11:02(10m)

5、《商务现场口译》的笔记-第281页

10 : 33-130111 (FRI)

预告：第17次“口译沙龙”提纲 (March 16, 2013):

Unit 16 Public Relations (公关关系)

I. Interpreting Skills(口译技能)

Coordinating Training (I): Sight Interpreting(视译练习)

What is sight interpreting?

Three points of attention in sight interpreting
Properly chopping the sentences into sense groups
Resisting the temptation of seeking perfection
Checking the output of sight interpretation

Two skills of sight interpretation
Linearity(顺句驱动)
Anticipation(预测)

Task 2 Vocabulary Development(词汇扩展)

Useful words & Expressions(11:10)

Positive积极的; recommendation建议、劝告; to take action采取行动;
to place emphasis on注重; press briefing媒体简报; lobbying游说; publicity公开;
service station服务站; to gain good will of the public获得公众的好感; sponsor赞助商;
the favor of enterprises giants巨型企业的青睐; the nature of an industry一个行业的特征;
total promotion budget总促销宣传的预算; advertising film广告片; in roll滚动;
logo商品的标识; inconspicuous不出名的, 名不见经传的; ranking list排行榜;
the recognition rate商标的认知度, 商标的知名度; huge outlet大型的卖场;
one's prospective business contact将要与之打交道的人; corporate culture企业文化;
hygiene factors保健因素; shared sense of purpose目的共识; motivator激励者;

中介服务intermediate service; 采用大胆的做法take bold steps; 以人为本human-oriented;
商务沟通方式business communication style; 商务business practice;
工作成效the results and accomplishments of work; 奉献精神sense of dedication;
工作观念work ethic; 管理模式the type of management; 移居海外的人expatriates;

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个体取向individual oriented; 集体主义collectivism; 使命精神delegation;
西方伙伴western counterpart; 长期承诺long-term commitment;
长期目标long-term orientation; 共存to coexist;
建立业务关系to establish business relations;
建立睦邻互信伙伴关系to forge a good-neighborly partnership of mutual trust;
卓有成效的外交活动fruitful diplomatic activities;
双边和多边in both bilateral and multilateral contexts
End: 11:26(16m)/11:30(4m)
Total: 5m+16m+4m=25m

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