

商务英语翻译 之 词汇翻译

一：词义的选择 (Choice of Meanings)

(一) 根据汉语的表达习惯确定词义

1. a low figure 小数目

2. workers on low incomes 低收入工人

3. The simplest way to succeed in business is to buy low and sell high.
生意成功最简单的途径就是贱买贵卖。

4. The value of the pound has fallen to a new low against the dollar.
英镑兑换美元的比值已跌到新的 (最) 低点

5. We sell cheap quality goods.

我们销售的商品物美价廉

6. We have made you an offer at a very competitive price.

我方已按很低的价格向贵方报盘。

7. You will find our prices for these goods very popular.

贵方将会看出我方此批货物的价格是很便宜的。

8. Please make us your lowest quotation for bikes.

请报自行车最低价。

9. If you feel interested in our business proposal, please send us the samples together with your best terms and conditions.

如对我方业务建议有兴趣，请寄样品，并告最惠条款。

10. As we have quoted you our rock-bottom price, we can't give you any more discount.

我方已报最低价，折扣不能再多给了

(二) 根据词性确定词义

1. He gets a 10% commission on everything he sells.

他每卖一件商品得百分之十的佣金

2. Party B is commissioned by the manufacturers to buy steel plates.

乙方受制造厂家的委托购买钢板。

3. Those who come early to the sale get first choice

这次大贱卖，早到的顾客可优先选购

4. Our products are manufactured from the choice grades of material and will satisfy you in every respect.

我方产品均用上等材料制成，因此，在各方面都会使贵方满意。

(三) 根据专业来确定词义

1. The premium rates vary with differed interests insured

保险费率因保险标的的不同而有所差异。

2. Bank interest rates are going to rise this month.

银行利率在本月要上调。

3. His business interests are very extensive

他在多家企业中拥有股份。

4. Due diligence should be done before finalizing any large investment or acquisition.

在确定大笔投资或收购前需要进行尽职调查。

5. The terms of the transaction have been negotiated on an arm's length basis.

交易条款按照公平原则商订。

6. The company has raised its joint venture equity to 70% to gain management control. It has tripled its initial investment and is now expanding its product range and manufacturing capacity to meet growing demands.

公司将其在合资企业的股份增至 70%，以获得管理控制权，这使其先期投资增加了两倍，而且现在正在扩大产品范围和生产能力来满足不断增长的需求。

(四) 根据词的搭配关系和上下文来确定词义

Account : 可指“账户、客户、生意往来关系”，复数则可指“账目、会计部门、账款”等，它在不同搭配或上下文中可有不同的含义：

1. Accounts payable is created when a firm deals with suppliers who extend credit.

公司与供货商交易时因赊购而产生应付账款

2. The company is one of our major accounts, so we should do our best to satisfy their needs.

那家公司是我们的主要客户之一，因此我们得尽可能满足他们的需求。

3. The CFO was accused of falsifying the company accounts.

财务总监被控伪造公司账目。

4. She works in accounts.

她在会计部门工作。

5. The newly established company opened an account in HSBC.

这个新成立的公司 在汇丰银行 开立了账户。

(五) 根据词的形式来确定词义

1. There is a definite link between smoking and heart disease and lung cancer, but this doesn't make you too uncomfortable because you are in good company.

吸烟与得心脏病和肺癌有直接联系，但这并没有使你感到怎么不安，因为和你一样抽烟的人很多。

company 作可数名词时是“公司”，而作不可数名词时是“伙伴”、“伴侣”的意思。

化为“培养” 。)

2. The factors which are likely to influence investment spending do not stop here.

可能影响投资开支的因素并不止这些。

3. Our products, if maintained properly and regularly, can at least see twenty years' service

我们的产品如果适当地定期检修，至少可以使用二十年。

4. The huge increase in oil prices in the 1970s cast a cloud (使人产生未曾想到的伤心或不愉快) over the development plans of many developing nations.

20 世纪 70 年代石油价格猛涨，给许多发展中国家的经济发展计划投下一抹阴影。

(二) 词义的具体化

1. Now that the merger of “dot and com” has created so many young millionaires, there' s a new topic: venture capital.

既然网络公司的兼并造就了如此多的年轻百万富翁，我们面临一个新话题：风险资本。

2. All the wit and learning in the economic circle will be present at the seminar.

经济界的所有专家学者将出席这次研讨会。（“智慧与学识”引申为“专家学者”。）

3. There is more to their life than political and social and economic problems, more than transient everydayness. (“平淡无奇” ,此处具体引申为“柴米油盐” 。)

他们的生活远不止那些政治的、社会的和经济的问题，远不止一时的柴米油盐问题。

4. The Board tried its best to improve the balance sheet of the company.

董事会已尽最大努力改善本公司的整体财务状况（“资产负债表” → “整体财务状况” ）

（三）词义的抽象化

1. The interest rates have see-sawed between 10 and 15 per cent.

利率一直在 10%到 15%之间不断波动。（“跷跷板一上一下的交替摆动” → “波动”。）

2. Everyone knows that John lost his shirt when the business he had invested failed.

大家都知道，约翰生意失败后就倾家荡产了。（“丢了一件衬衫” → “失去一切。”）

3. CEO Finklestein: He needs to pull a rabbit out of his hat to save the

company

首席执行官芬克尔斯坦说：他需要回天之术来挽救公司。

(“从自己的帽子里抓出一只兔子来” → “像耍魔术一样拿出一种不同凡响的解决办法”。)

4. The owner' s son has the inside track for the job.

老板的儿子有优先获得这项工作的权利。(“内圈跑道” → “优先的权利”。)

5. The EEC' s Common Agricultural Policy is a dinosaur which is adding £ 13.50 a week to the food bill of the average British family

欧洲经济共同体的共同农业政策早已不合时宜，因为它要使英国家庭平均每周在食品开销上多支出 13.50 英镑。(“恐龙” → “要被废弃的的落后的庞然大物”。)

三：词类转换法 (conversion)

1. I have the honor to inform you that the new products of yours have entered the international markets.

我荣幸地告诉你，贵公司的新产品已经打入了国际市场。(名词→副词)

2. The cost of making goods can be drastically lowered by means of mass-production

通过批量生产可以大幅度降低产品的生产成本。(介词→动词)

3. A government report targets earnings from industry at US \$ 200 billion by 2008.

政府的一份报告提出一个目标：到 2008 年，要使工业收入达到 2000 亿美元。(动词→名词)

4. Advertising affects tremendously every sphere of modern life

广告对现代生活的方方面面产生极大的影响。(副词→形容词)

5. The fair price connected with the superiority of varieties of our products will be able to guarantee our competitive edge in the international market.

我方产品种类繁多，品质优良，价格合理，能够确保在国际市场的竞争优势。(名词→形容词)

四：视角转化法

1. With the winter coming, many fashion stores start to sell warm clothes.

冬天即将来临，许多商店开始销售冬装了。(“暖和的衣服” → “御寒的衣服，寒衣，冬装”。)

2. Party A shall have a right of first refusal whenever party B wishes to sell

any of its shares in the Group.

乙方任何时候有意出售其持有之本集团任何股份，甲方一律拥有优先购买权。（译为“优先拒绝权”，则有失准确，应译成“优先购买权”才符合行业规范。）

3. We offer to take ten percent off if your order is big enough.

如果贵方订单足够大，我方可提供 9 折优惠。（“把价格扣除百分之十” → “打九折”。）

4. The supermarket designated quite a few pick-up points in some comparatively densely populated communities in suburban areas.

该超市在郊区人口相对密集社区设立了好多个上车地点。（“接（顾客）的地点” → “上车地点”。）

5. The seller determines to sell it at one price.

商家决定该产品不二价销售。（“只以一种价格”表示不出商家不愿同顾客讨价还价的决心，而用“不二价”则意义明确。）

6. In his 1776 work *The Wealth of Nations* Scottish economist Adam Smith proposed that specialization in production leads to increased output.

苏格兰经济学家亚当·斯密在其 1776 年所著的《国富论》中认为，专业化生产会引起产出增加。（“增加的产出” → “产出增加”。）

7. But the A shares, off limits to foreign investors, were still among the best performers.

但仅对国内投资者发行的 A 股股票，仍表现上佳。（“禁止外国投资者进入” → “仅对国内投资者发行” 则很委婉。）

8. They' ll have to be prepared to wait longer for earnings from this investment.

这项投资不会在短时间内赢利，他们得做好准备。

9. Urban clearway 市区通道，不准停车。

10. Keep upright 切勿倒置

11. The bill was defeated, but during the next 25 years more than 100 food and drug bills were introduced in Congress.

虽然议案未获通过，但在随后的 25 年中，有 100 多个食品和药品法案被提交到国会

五：增减法 (Amplification & Pruning)

增词法

(一) 增补同义词

1. The innovation of products is one of the reform measures of the SOEs because it can decrease loss, cost and budget.

产品革新是国企改革措施之一，因为它可以减少损失、降低成本并缩减预算。

2. Both the buyer and the seller are busy at negotiations of business, contract and draft.

买卖双方正忙于交易磋商，合约谈判和汇票议付

3. High morale contributes to high levels of productivity, high returns to stakeholders, and employee loyalty.

高昂的士气可以提高企业生产率、增加股东收益，并提升员工忠诚度

(二) 增补范畴词(方法、措施、情况、情绪、状态、现象、方面、问题、关系、工作等。)

1. The tension in the Middle East has attracted much attention.

中东的紧张局势已引起了广泛关注/备受关注

2. The temperature needed for this processing is not high.

这种加工方法需要的温度不是很高。

3. Unless these issues are addressed as a matter of urgency, the consequent de-motivation of staff will undoubtedly have a negative impact on the performance of the company.

除非这些问题作为当务之急得到及时解决，否则员工中随之出现的消极怠工情绪无疑将对公司的整个运营业绩产生负面影响

4. The changes of requirements for the commodities in the market are affected by the internal and external factors.

商品市场需求的变化情况受内因和外因两方面因素的影响。

(三) 增补解释性的词

1. Our product is indeed cheap and fine

我们的产品物美价廉

2. Investor confidence is crucial to the success of our economic system.

投资者的信心对于经济体系的成功运行至关重要。

3. The terms of the contract must be clear, definite, certain and complete.

合同条款必须表述清楚、意思明确、语气肯定、内容完整。

4. There are friends and friends.

朋友有种种不同，有益友，有损友

5. In the evening, after the banquets, the concerts and the table tennis exhibitions, he would work on the drafting of the final communiqué.

晚上，在参加宴会、出席音乐会、观看乒乓球表演之后，他还得起草最后公报。

(四) 增补产品名称

1. The five Toyota, twenty Hitachi and thirty Xerox have long been ready for shipment, but shipment cannot be effected because of the late arrival of your L/C.

5 辆丰田牌汽车，20 台日立牌电视机和 30 台施乐牌复印机早已备妥待运，但因你方信用证延迟到达，货物不能按期装运

2. The price which society pays for the law of competition, like the price it pays for cheap comforts and luxuries, is also great.

社会为竞争法则付出的代价，犹如它为便宜的舒适家用商品和高档消费品的代价一样巨大。

减词法

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