

模块一

技能概要：
听辨逻辑

听辨作为口译活动的起点和基础，是口译员应当具备最基本的口译能力。听辨要求学生听懂原文的基础上，对获得的信息进行分析，厘清所听内容的逻辑关系，提取重要信息，最后进行信息整合，为译文的输出作好准备。成功的译员并不是将源语的所有元素都体现在译语中，而是将源语中的关键部分精准转换。如何抓住要点成为口译的关键。在抓要点的过程中，学生要能够透过多样化的语言形式，听辨出话语的核心内容，要从语言层面的理解上升到信息层面的理解。为了达到听辨的最佳效果，学生需要掌握以下两个重要技能——逻辑辨识和关键词抓取：辨识逻辑有助于把握原文的组织框架和脉络；关键词既是架构逻辑框架的提示，也是每个逻辑框架下具体内容的凝练。两者互为条件，有机构成了源语篇章的主旨。我们在第一章的技能概要中首先学习如何听辨逻辑。

逻辑辨识要求学生在听懂源语的基础上，对获得的信息进行分析加工，厘清信息层次及前后逻辑关系，将关键信息按照逻辑进行整合，然后输出翻译。逻辑辨识包括纵向分析和横向分析两个层面。纵向分析是指分清讲话内容的关键信息和辅助信息，找出逻辑层次；横向分析是指明确各信息点之间的逻辑关系，如因果关系、对比对照、举例说明等。听辨过程中，学生可以在脑海中简单勾画讲话内容的逻辑框架，如下例所示：

» 例一

热络的中外经贸交流，促进了各种商务旅游此起彼伏，也为中国旅游业带来了无数商机。有关资料表明，我国的商务客人的比重逐年加大，在北京等大中城市，商务客人的比重已占当地接待的旅游总人次的50%左右，并且有继

通过纵向分析和横向分析，例一有两个逻辑层次：第一个层次是阐述中国旅游业充满商机的事实；第二个层次是通过数据和调查结果对上述事实进行例证。在第二个层次上，两个例证之间是并列关系。通过逻辑辨识，我们对源语的把握更加透彻，也更有利于记忆和译

续上升的趋势。据有关部门对北京、上海 20 家星级酒店的调查显示，海外旅游者来华的主要目的依次为商务、投资考察、观光游览。

>> 例二

For MICE and corporate travel service providers, it's important to identify which areas of the market are likely to recover first, to optimize product development, and guide sales and marketing. Based on our panelists' experience in China in the past year, association or corporate events look like the key starting point, with incentives following later.

文输出。在输出过程中，译者需要把握的是总分的行文逻辑：旅游商机 + 数据证明（两个数据例子）。

例二给出的英文例句信息较多，但是逻辑层次很清晰。根据纵向分析，我们可以得出源语有两个逻辑层次：第一个逻辑层次为商旅服务行业从业者需要关注和做的事情；第二个逻辑层次是商业预测。通过横向分析，我们可以发现，虽然源语第一句在语法结构上是几个不定式的并列，但是在语义层面上，这几个不定式之间是递进关系。这也体现了听辨的要点：不仅听其音，更要听其意。若只听不辨，则很有可能在逻辑上犯错误，从而影响翻译的质量。相反，只要抓住了主要层次结构，哪怕有少许遗漏，就不会太影响翻译质量。

模块二

译前准备

◎ 1. 背景知识

旅游业在我国第三产业中占有重要地位，作为旅游业的一个重要组成部分，商务旅行在经济全球化的大背景下得到迅速发展。商务旅行和接待翻译要求学生不仅掌握口译技能，还要熟悉商务背景知识和接待礼仪。

本模块涉及的概念主要有商务旅游与接待、《迷失东京》、费尔南多·博特罗、皇家唐桥井。

商务旅游与接待 (business travel and reception)：商务旅行是指人们外出处理以盈利为目的的事务而引发的旅游活动，其主要特点为消费水平高、多方位推动经济发展、

具有重复性以及较少受季节气候影响等。商务接待是建立在商务旅游基础上的高规格接待服务。

《迷失东京》 (*Lost in Translation*): 2003年8月29日上映的一部喜剧爱情片, 由索菲亚·科波拉执导, 斯嘉丽·约翰逊、比尔·默瑞等人主演。该片讲述了两名身处异国他乡的美国人之间的特殊友情和情感联系。

费尔南多·博特罗 (Fernando Botero): 哥伦比亚著名雕塑家、画家, 被视为哥伦比亚国家的荣耀和“人民信仰之父”。博特罗的作品带有浓郁的民族色彩, 体现了哥伦比亚的文化风格, 从传统人物到反映社会的暴力题材, 无一不呈现出他个人的才智和绘画的超人智能。

皇家唐桥井 (Royal Tunbridge Wells): 英格兰肯特郡西部的大型城镇, 距离伦敦市中心东南方约40英里(约64千米)路程, 靠近东萨塞克斯郡的边界。

◎ 2. 核心词汇

global business travel market	全球商务旅行市场	public transportation	公共交通
World Trade Organization (WTO)	世界贸易组织	Madrid	马德里
Southeast Asia	东南亚	Rotterdam	鹿特丹
business travel	商务旅行	Porto	波尔图
business reception	商务接待	Amsterdam	阿姆斯特丹
commercial entity	商业实体	Romania	罗马尼亚
emerging market	新兴市场		

模块三

语料实训



任务 1. 英译汉

难度级别: ★★★



训练要点: 本文介绍了商务旅行的定义、目的和商旅市场。全文专业术语较少, 对于有一定基础的听者来说难度较小。在听解过程中, 学生应在厘清逻辑的基础上尽量听全, 并且注意数字信息, 平衡听辨主体信息、主要逻辑框架和细节信息之间的关系, 抓大放小, 切忌眉毛胡子一把抓。

What Is Business Travel?

What is business travel? If you fly somewhere on behalf of your company, you are one of the millions of people involved in business travel each year worldwide. The term “business travel” refers to travelling for work purposes. We call each individual journey a business trip. If you drive across town to visit a client, that is not business travel. Business trips are longer. Although the term business travel suggests that the trip is for profit-making purposes, its meaning also includes non-commercial situations. Government representatives who are flying to a United Nations meeting are involved in business travel. Anybody who is away for work purposes regardless of whether their employer is a commercial entity, is away on business. Put simply, business travel means work-related travel.

Business travel worldwide is a massive market. A WTO study forecast that the global business travel market will reach \$2.71 trillion by 2027. The US market, the world’s biggest, represents \$368 billion’s worth of business annually. China’s market is expected to surpass the US’ during the second half of this decade. Business travel is also growing rapidly in many emerging markets. The coronavirus or COVID-19 has changed the outlook for business travel dramatically. 2020 saw an alarming decline in all types of travel. Business traveler numbers plummeted. Companies and other organizations have been forced to embrace modern telecommunication tools to communicate with clients, suppliers, employees and other stakeholders. Will this new telecommunication trend continue after the pandemic is over?

Traveling is great for learning new things. However, if you have a family, there is definitely a price to pay. Missing family events, especially if you have children, may contribute to relationship difficulties. Many business travelers say they don’t like the loneliness. Doctors have found that frequent business travelers have a higher risk of developing mental health problems.



任务 2. 英译汉

难度级别：★★★



训练要点：本文介绍经济全球化背景下，商务旅行兴起的原因。来自不同行业的受访者分享了他们商旅旅行的经验，帮助我们了解商务旅行的具体情况。在听辨过程中，学生要把握每段话的逻辑，不必过于追求原文每个字词的完整，翻译时也不必过于拘泥于原文的表达，而是用符合中文的语言习惯和语言逻辑将其翻译出来，增加输出语的可理解性。

Business English—Business Travel

Narrator: In a global economy, many companies do business overseas, this means that workers often travel to see their colleagues or clients abroad. There are many reasons why people travel for work.

A: I go abroad to complete projects which are set by my company. Those projects can include setting up certain systems, laptops, docking stations, etc.

B: I need to travel for work because sometimes the projects I do are based somewhere outside London where I live, so I've been travelling to France, to Italy, to Spain, to Romania.

C: I need to travel because we work with big brands and multinationals and they want to understand different people in the different markets and countries, so we travel across the world.

Narrator: An important part of business travel is organizing transportation. When people travel internationally, they often fly, though in some cases taking the train is an option.

A: I travel for work once or twice a month on a regular basis. I tend to fly a short haul and I use two different airlines.

Narrator: Alex makes the most of his travel time and keeps busy during the flight.

Alex: When I fly for business, I tend to get my laptop out and do some work during the flight, and half an hour before my plane lands, I remove my laptop, put it back in my bag and get ready for the landing.

Narrator: On business trips, you may need to stay overnight. It's important to book accommodation that is suitable for your trip, and has everything you need so you can keep working during your stay.

B: The accommodation where I like to stay when I travel for work is hotels, usually, but they need to be very close to the place where I need to go to work. What I expect at my location is Wi-Fi, because I need to work most of the time when I'm back in my room and, of course, parking, because usually I need to hire cars or a vehicle from the airport to the workplace.

Narrator: When travelling for work, you may not know much about the local area and how to get around. Find out about transportation before you go and when you get there, ask for help if you need it or ask for directions.

C: When I have to go from a business meeting to another meeting, I either use public transportation because it's a really good way to mix with the locals or I use a ride sharing app.

I always worry about getting lost but it's part of the adventure. I carry an online map on my phone and if I do get lost, I just ask people and they're really helpful.

Narrator: Even if you've planned ahead, things can still go wrong. Your flight could be delayed or there might be a mistake with your hotel reservation. It's rare, however, to find a problem that cannot be solved.

C: I remember once I was at the airport lounge waiting for my flight and I got really confused with timings and then I get to the gate and it's written in huge red letters: Gates closed. I started panicking and thankfully the staff were really helpful. They helped me through and they rushed me to the plane through a back door. And I made my flight.

Narrator: Like anybody who's done the same thing several times, regular business travelers have advice they can offer to others.

B: My top travel tip when travelling for work is to be very efficient in organization because this gives you time also to enjoy the place where you're going after you've done your business.



任务 3. 英译汉

难度级别: ★★★★★



训练要点: 本文分享了商务旅行对个人造成的负面影响,同时也分享如何在这种频繁出差中找到商务旅行的价值,探索商务旅行的乐趣。学生在听辨过程中,要把握演讲者整体的逻辑,对商务旅行先抑后扬的主基调。同时,本文中大量地名,学生在听的过程中也要着重注意。在平时学习过程中,也可多积累一些国家和城市名称的表达。

Discover the Joy of Traveling for Business

In March 2020, the COVID-19 pandemic rocked economies worldwide. Millions of people lost their jobs, and many businesses struggled to survive or shut down completely. Governments responded with some of the largest economic relief packages in history—the United States alone spent \$2.2 trillion on a first round of relief. So where did all this money come from?

I'm so glad to finally be here in Royal Tunbridge Wells. The name of your town has been in my diary for the last four months. During these four months, I have been in Paris,

Rotterdam, Mexico, Porto, Shanghai, a couple of times in London, three times in Amsterdam. In the next four, I plan to be Madrid, London, Shanghai again, Mexico, Peru, Florida, New York, and a couple of times in Amsterdam as well. For those of you who love travelling, you might be thinking: Wow! How nice! It must be fantastic to travel so much! But what if I tell you that all these trips are purely for business, in other words, there are no sunny pictures of Cancun; there are no nice pictures of the Inca trail to Machu Picchu. On the contrary, there are long waiting hours in airports, lack of sleep, some food surprises, many phone calls home reminding my three kids that they still have a loving and caring father. And it can be worse, someday you can find your own wife asking you why did you always choose a job that makes you travel so much, and this is scary.

So where is the joy or how I discovered the joy of traveling for business? What did I do when I travel for business? I bring with me the curious boy that is still in me. That boy makes me play with history, with geography, with politics, wrap up together with imagination and create my own stories, stories that for instance make me cross London's Victoria Station looking for secret agents around. I joke about this weirdest room I've ever been in Amsterdam, what you see there the tube is a shower in the middle of the room. I can tell you that I couldn't sleep, just thinking that any alien would just come down from the shower. I love conferences, I learned so much from them. This one in Paris, my colleague John Paulson had such a good speech on the Brexit referendum and he was accurate by the way, so, in Paris, I learned from you British people. When I'm alone, I take long walks at night through the city. For instance, in London, I really love and feel magnetized by Saint Paul's cathedral. In Latin America, I discover the materialism of Latin America through the sculptures and paintings of Botero. Thanks to my friend Angel who lives in Colombia for the last five years. In Tokyo, for instance, after six days of meetings, I realize and understand the deep sense of the movie *Lost in Translation*, listening to a fine banjo from a jazz band vajaspan while drinking the "Lost in Translation" cocktail on the Hyatt Tokyo hotel. Singapore, Singapore may be the place where I've dedicated more efforts to understand the tricks of his success. I recall this such an interesting meeting with this client, an Indonesian-Chinese origin, from Chinese origins, so after the meeting, I just told him: look, I've been always interested in understanding the role that the Chinese people have played in the Southeast Asia because I had read some things before, so he was so delighted that after one hour I had just got the best lesson I could get about this subject. I also train in time, I control in time as well. Let's move to Romania.

Let's move to Timisoara. After the whole day of meetings, I just passed by this such beautiful cathedral, Orthodox cathedral; I listened to these people singing inside. I got in and I've seen, for the first time in my life, the liturgy and the ceremony of orthodox liturgy, so I just stood there in silence and my mind just travelling time. I could imagine how impressive, how powerful this liturgy had to be for uneducated people in previous ages.

So which are the main factors of these stories and many others that I could explain to you? From my perspective, the first one is people, second one: introspection and the third one: language. People, a true willingness to understand and connect with people. Apart from setting my business meetings, what I do when I travel to a city for some days? I look in my LinkedIn account and search for people that I could get in touch with. Not people straightly from my own industry, just a broad search and I organize sort of blind dates, so a dinner, a lunch, meeting, whatever, and I try to understand what this person is doing in this, in that country, in that city; how is life there; how is the profession there; how is business. And when you get this connection, when you feel this connection, you know that something has changed in the other and in you.



任务 4. 汉译英

难度级别: ★★★



训练要点: 本文介绍了商务接待中迎接部分的礼仪, 文章逻辑清晰, 表达清楚, 语速适中。学生在听辨过程中, 要把握其总分式的结构, 同时重点把握要点的主旨信息(通常在首句)。汉语因为语言特点, 在表达过程中会出现词语或意群重复现象, 在听辨过程中, 应适当舍弃, 整合出最关键信息。

接待工作礼仪——迎接礼仪

迎来送往是社会交往接待活动中最基本的形式和重要环节, 是表达主人情谊, 体现礼貌素养的重要方面, 尤其是迎接, 是给客人良好第一印象的最重要工作。给对方留下好的第一印象, 就为下一步深入接触打下了基础, 迎接客人要有周密的部署。应注意以下事项:

一、对前来访问、洽谈业务、参加会议的外国或外地客人, 应首先了解对方到达的车次、航班, 安排与客人身份、职务相当的人员前去迎接。若由于某种原因, 相应身份的人员不能前往, 前去迎接的人员应向客人做出礼貌的解释。

二、到车站、机场去迎接客人，应提前到达。恭候客人的到来，绝不能迟到，让客人久等，客人看到有人来迎接，内心必定感到非常高兴。如果迎接来迟，必定会给客人心里留下阴影，事后无论怎样解释，都无法消除这种失职和不守信用的印象。

三、接到客人后，应首先问候，一路辛苦了，欢迎您来到某某城市等，然后向对方做自我介绍。如果有名片可送予对方。

四、迎接客人，应提前为客人准备好交通工具。不要等到客人到来才匆匆忙忙准备交通工具，那样会因让客人久等而误事。

五、应提前为客人准备好住宿，帮客人办理好一切手续，并将客人领进房间。

模块四

技巧点拨： 听辨中的逻辑框架



任务 1. 英译汉

难度级别：★★★



训练要点：本段音频中挑出两个实例来分析如何培养听辨能力。音频较长，听第一遍的时候，将全篇音频听完，尝试提炼全文主旨框架。第二遍复盘时，体会两处例子如何进行具体的框架提炼。

» 例一

The **GBTA** expects corporate travel to rebound sharply this year and return to its pre-pandemic peak by 2024. That is a relief to full service airlines which counted on business travelers for 30% of revenues and a higher proportion of profits and big global hotel chains which earned 2/3 to their sales from executive guests for corporate road warriors.

词汇

GBTA
全球商务旅行协会
count on
依赖

译文

全球商务旅行协会（GBTA）预计商务旅行将在今年大幅度反弹，并且于2024年回到疫情前的峰值。这对于全服务航空公司来说真是一种宽慰，这些航空公司依靠商务旅客获得30%的收入和更高比例的利润，而大型全球连锁酒店的销售额有三分之二来

自商务旅行的高管客人。

逻辑听辨

预计商务旅行将大幅回暖，2024 年恢复峰值。航空公司和酒店都开心了，因为前者 30% 以上的利润来自商务旅客，而后者则从商务旅客那里获得了三分之二的销售额。

策略分析

本段落先是提出了预测数据，再叙述了该预测的影响和各方对此的态度，最后说明了这一现象的原因。学生在进行听辨训练的时候，要把握文章整体的脉络，学会抓住核心词汇，进而形成逻辑框架。听辨忌讳眉毛胡子一起抓，讲究的是抓大放小、抓主放次。从关键词的层面来分析，英文中，名词、形容词和动词一般承载的信息较多，学生在听辨时，必须重点把握实词的意思。本文第一句话中，corporate travel、rebound、return 几个关键词点明了本段落的中心话题，即商旅回暖，之后的句子都是基于此话题展开的。而第二句话中的 relief，点明了各方的态度，奠定了行文的基调。学生在听译时，要善于把握关键词中传达的中心信息点，从而把握大致的逻辑脉络。从逻辑辨识的角度来看，本句的纵向分析难点主要在于第二句中 which 所引导的定语从句，是对前文 relief 态度的进一步解释，与前文是因果关系。横向分析，听译版本没有被冗长的修饰语所迷惑，厘清了逻辑脉络，将从句中的两个中心“全服务航空公司”和“大型全球连锁酒店”提前，直接表明态度，还使用了代词“前者”“后者”，使译文更加简洁明了。

听辨要点

1. 注意把握关键词所承载的信息点，学会抓句子的主干，不要被过长的修饰语所迷惑。
2. 注意句子的逻辑关系，如第二句的定语从句，学生应该敏锐地察觉出因果关系。
3. 适当运用代词，使译文更加简洁。

>> 例二

Over the longer term, the news for the **itinerant** executive isn't all bad. The introduction of touchless technology and online check-in for flights and hotels should speed up travel a little (at least one's pandemic paperwork such as passenger-locator forms and vaccine certificates no longer needs verifying). With many planes sitting idly on the tarmac as a result of COVID-related cancellations, some airlines used the opportunity to spruce them up.

词汇

itinerant
巡回的，流动的