

Lecture Seventeen

Translation and Styles

(III)

Warming-up Exercises

1. To the ends of the earth and to the top of the world. Only two of us have made it. (Rolex Ads)
 - 只有我们俩一起走过天涯海角。惟有我们俩共同登上过世界屋脊。

2. Sleep is most graceful in an infant; soundest, in one who has been tired in the open air; completest, to the seaman after a hard voyage; most welcome, to the mind haunted with one idea; most touching to look at, in the parent that has wept; lightest, in the playful child; proudest, in the bride adored.

- ---Leigh Hunt (UK), *A Few Thoughts on Sleep*

- 参考译文：
- 婴儿的睡眠，最为优美；疲劳的人在户外睡眠，最为酣畅；水手在艰苦航程之后的睡眠，最为圆满；为某种意念所苦的人，对睡眠最为欢迎；哭泣后的母亲的睡眠，最动人心弦；一个顽皮小孩的睡眠，最为轻松；一个深受爱慕的新娘的睡眠，最为骄傲。

(刘炳善译)

17.2 Translating literary works

- **Overall stylistic features---** vividness and vitality, effusiveness, inspiring effect, diversified rhetoric devices, etc.

- **Focus of class instruction:**

Poems

Prose

Novels

1. Translating poems

Stylistic features --- rhyme, refinement, effusiveness, rhetoric devices, etc.

例 1. 寻寻觅觅，冷冷清清，凄凄惨惨戚戚。
--- 李清照《声声慢》

1) So dim, So dark, So dense, So dull,
So damp, So dank, So dead.

2) I seek but seek in vain,
I search and search again;
I feel so sad, so drear,
So lonely, without cheer.

例 2.

Star

If you are

A love compassionate

You will walk with us this year

We face a glacial distance, who are here

Huddld

At your feet.

--- W. Burford: *A Christmas Tree*

参考译文：

星啊

你那爱中

如果含有怜悯

来年就和我们同行。

这里我们面对冰河距离

拥挤

在你脚底。

2. Translating prose

- Stylistic features --- smoothness and ease in manner, effusiveness and volubility in feeling, absorbing and thought-provoking in effect, diversified topic, rhetoric devices, etc.

例 1. 天空最高处作玉兰色，有几朵白云飞驰；
白云的边缘色如乳糜，叫人微微眩目。

--- 郭沫若 《春之胎动》

- The depths of the sky are a jade blue flecked with scudding clouds, white clouds whose chyle-tinted edges almost dazzle the eye.

例 2. Daffodils all along the hedgerow swung like yellow, ruffled birds on their perches.

- 清风徐徐，沿灌木篱笆旁的水仙花轻轻地摇摆着，颇似栖息的鸟儿掀动着金黄色羽毛。

3. Translating novels

- Stylistic features --- vividness and vitality, truthfulness, dramatic plots or description, diversified rhetoric devices, meaningful symbols, etc.

“Boy, take my basket! I want you to do something for me.”

“Don't *order me about* like that, John Durbeyfield. *You know my names as well as I know yours!*”

“小伙子，提着我的篮子！我要你为我做点儿事情。”

“别对我这么吆五喝六的，约翰·德贝菲尔。咱们谁还不认得谁呀！”

17.1 Translating commercials

- 广告 (advertisement) 是一种具有很高商业价值的实用文体。
- 如同文学作品一样，广告是一种语言的艺术。商业广告的语言一般都具有简洁、生动、形象、富有感情色彩和感召力的特点。翻译时也要尽可能把这一特点表现出来。

- 英语广告翻译应以功能对等（ functional equivalence ）为准则，使译文对汉语读者产生的效果大致与原文对英文读者产生的效果相当。广告的功能主要有说服功能（ persuasive function ）、美感功能（ aesthetic function ）及信息功能（ information function ）。
- 广告语的翻译方法也可分为：直译法、意译法和活译法。重要的是把原文广告语的神韵体现出来。

- Kits can't wait. --- Apple
不尝不知道，苹果真奇妙。
- Standard of the world --- Cadillac
世界的标准
- GE. We bring good things to life. --- GM
哦通用！便利生活通通用！
- A Kodak Moment. --- Kodak
就在柯达一刻。

- Good to the last drop. --- Maxwell

滴滴香浓，意犹未尽。

- Melt in your mouth not in you hand.

--- M & M's

只溶在口，不溶在手。

- Sacrifice nothing. --- Mercedes-Benz

- 一无失处

Classroom Exercises

- Quietly, so as not to disturb the child's mother, he rose from the bed and inched toward the cradle. Reaching down, he gently lifted the warm bundle to his shoulder. Then, as he tiptoed from the bedroom, she lifted her head, opened her eyes and — daily dose of magic — smiled up at her dad.

- **参考译文:**

- 他不想吵醒熟睡的妻子，小心翼翼地下了床，慢慢地走到女儿的小床边，弯下腰来，轻轻地把包裹中的女儿抱了起来，贴在胸前，踮着脚尖走出了卧室。怀中的女儿抬了抬头，睁开睡眼，咧开小嘴冲他一笑。女儿的笑总是让他感到幸福无比。

Homework

- 1. Textbook reading: Chapter Eight, pp. 117-120;
- 2. Exercise Seventeen.