

<<工商管理-教材汉译策略研究>>

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## <<工商管理-教材汉译策略研究>>

### 内容概要

《当代外国语言文学学术文库：工商管理教材汉译策略研究》共分六章。导论部分首先简述了本研究的动机以及在理论和翻译实践方面的意义；然后阐释了确定研究对象（工商管理教材中文译本）的几方面原因；之后对本书的研究目标和要解决的具体问题作了描述，并就研究方法及数据收集进行了说明。

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合作出版著作、教材、译著等五部，发表学术论文七篇。

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## 章节摘录

Relating to the principle of objectivity, the subjectivity incurred in the process of TC has been an issue of concern for many. According to Yang (2005: 33), subjectivity in TC is literally impossible to circumvent because, to some extent, it is justified to exist. Up till now, most of the translation criticism, especially those of literary works, are aggregations of subjective impressions and objective analyses with differing proportions. Subjective elements are reflected through such sensory judgments as impressions of the translation on the who leor its readability. Along the same line, Reiss (2000: 108) sees TC as based on the critic's appreciation of the text as whole, which is a hermeneutical process stamped with human subjectivity. Strict academic TC often aims at gaining endorsement through persuasion and objectivity naturally becomes a standard. However, the fact that TC in a wider sense could serve many different purposes-appreciation, correction, research, etc.-and adopt various methods in doing so makes it impossible for it to remain thoroughly objective. That being said, it is reasonable to say that, when persuasiveness is the priority, TC should work on being more objective and less subjective. (Yang, 2005: 32) For Reiss (2000: 4), objective TC must be "verifiable" as opposed to "arbitrary and inadequate". To do so, the criticism, either positive or negative, needs to be explicitly defined and backed by examples. In a negative criticism, the critic should try to ascertain the causes of the translation problem or error in a broad context. This rule has been observed when common translation errors in translated MBA textbooks are dissected in this study (cf. Section 5.2). On the Principle of Comprehensiveness, aside from being inclusive of methodologies from other disciplines, the author wishes to elaborate more in its relevance to the TC of non-literary works. Firstly, it should include as many stakeholders as possible in providing information and/or evaluating the translation phenomenon. ....

编辑推荐

本套文库涵盖了语言学、文学、翻译等领域，体现了包容并蓄，博采众长、学科融通的思想。进入文库的研究成果都经过精心挑选，出自学有所长的博士、学者。本套文库是各位学者的家园，是一个开放和创新的学术平台。

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