



Shanghai Jiao Tong University

EN349 English/Chinese Business Translation (Online)

Instructor Information	Yu Cheng Home Institution: Tongji University Email: chengyu@tongji.edu.cn Office Hours: Determined by Instructor		
Term	June 29, 2020 – July 24, 2020	Credits:	4 units
Class Hours	Monday through Friday, 120 minutes per teaching day		
Discussion Sessions	2 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	An English-Chinese Translation Course For Business Li, Ming Publishing House: Shanghai Foreign Language Education Press ISBN: 9787544617703		
Prerequisite	Native or near native Chinese speaker, Fluent in English		



Course Overview

This course prepares students with translation skills needed in a globalized business world where individuals, businesses, institutions, government and non-government agencies and organizations require quality translation between Chinese and English languages. Students have the opportunities to learn and practice a broad range of topics that are common in everyday business environment. More importantly, they will be able to continuously build up their bilingual and bicultural competence in business contexts. This course also enhances understanding of cultural and ethical issues to help students build up confidence and capabilities in tackling complexities involved in cross-cultural situations. To better understand how business translation works, students will be trained to reflect on their translation processes through both individual and group work.

Learning Outcomes

On completion of this subject students should

1. Capitalize on general translation theories and concepts;
2. Exercise the acquired practical know-how in various fields that require business translation;
3. Familiarize themselves with a wide range of business topics and texts;
4. Develop strategies to deal with typical textual complexity in business translation;
5. Identify, resolve and avoid mistranslation arising from cross-cultural and interdisciplinary factors;
6. Reflect critically on translation processes;
7. Work collaboratively for optimal translation outcome.



Grading Policy

Homework	20%
Group translation project	30%
Written Exam	50%

Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings
Day 1	Theories and concepts: Translating business texts in a globalized world	Li: pp.1-10; Enkvist, NE 1978, 'Contrastive Text Linguistics and Translation', in L Grähs, G Korlen & B Malmberg (eds), Theory and Practice of Translation, Peter Lang, Berne, pp. 169-188.
Day 2	Translation as a decision-making process: How to choose the right word	Li: pp.12-18; BASSNETT, S 2006, 'Translating Genre', in J Strong, G Dowd & L Stevenson (eds), Genre Matters: Essays in Theory and Criticism Intellect Books, Bristol, pp. 85-96
Day 3	Translation techniques: grammar, genre and styles	Li: pp.20-26; Pellatt, V & Liu, ET 2010, Thinking Chinese Translation - A Course in Translation Method: Chinese to English, Routledge, London, pp.25-27
Day 4	Translation techniques: insertions	Li: pp.28-34;
Day 5	Translation techniques: omissions	Li: pp.36-43;
Day 6	Group project investigation	No reading
Day 7	Syntactical structure and hierarchies	Li: pp.44-52; Pellatt & Liu: pp 28-29
Day 8	Translating metaphor and idioms	Li: pp.54-59; Pellatt & Liu: pp 100-101, 117-120
Day 9	Translating negation	Li: pp.61-68;
Day 10	Translating Subjects	Li: pp.70-77;
Day 11	Translating passive voice	Li: pp.78-84; Pellatt & Liu: pp.52-55
Day 12	Sentence order and word order	Li: pp.86-93; Pellatt & Liu: pp.208-209
Day 13	Translating Subordinate Clauses	Li: pp.96-103; Electronic Reserve: https://www.grammar.com/
Day 14	Translation techniques: Splitting and combining clauses	Li: pp.105-112;
Day 15	Translating business letters	Li: pp.114-120;
Day 16	Translating advertisements: a balance between accuracy and creativity	Li: pp.123-131;
Day 17	Translating business contracts	Li: pp.133-144; Pellatt & Liu: pp104-107



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Day 18	Translating letters of credit	Li: pp.146-158;
Day 19	Translating prospectus and user manuals	Li: pp.161-168; Pellatt & Liu: pp.39-41
Day 20	Quality control and assessment	