



9.1 Overview of Environmental Protection Public Signs

9.1.1 Concept and Scope of Environmental Protection Public Signs

When we talk about the public signs for the translation of environment protection, firstly we shift our attention to environmental protection, which means to protect the conditions or ecology where you live and work in and the way that they influence how you feel or how effectively you can work. Ecology means the relationships between the air, land, water, animals, plants, etc. usually of a particular area, or the scientific study of this. It includes how we can do to protect our environment and we live in the way of sustainable development. Secondly, environmental protection signs mean the public signs about environment protection, which are not only composed of the features of public signs but also composed of the content about environment protection.

Environmental protection-related public signs belong to a social language and bear the common features of social language. According to Chen Xinren, public signs have a wide scope which involves any notices, slogans, bulletins for the purpose of directing, warning and prompting and restricting. The translation of environment protection signs belongs to practical text translation, and it is a kind of communicative activity of cross-culture, cross-language for environmental protection. In a broad sense, environment protection signs include the materials all about environmental protection; they scatter here and there, on the surface of trash boxes, WC, scenic spots, public places, natural reserves, rivers, waters, on mountains and so on. Yuan Zhouming and Chen Xinren defined the environmental protection-related public signs like this: Environmental protection-related public signs mainly focus on water, atmosphere, wild animals, and woods including flowers and grasses, disposal of rubbish, automobile exhaust, and others such as mobile phone and disposed

battery. ①

The purpose of translation about environment protection signs is to let the foreigners know more information about environmental protection and together with us to care more about our environment or take action to protect it.

9.1.2 Pragmatic Functions of Environmental Protection Public Signs

Every text or discourse in use serves the purpose of intercommunication, bearing the intentions and expectations of the sender. Environmental protection public signs announced and marked in written language officially or unofficially by government or non-government mean to remind, to propose, to call on the receivers to protect the environment, to beautify it. Therefore, each environmental protection public sign has its clear intention which is defined by its pragmatic purpose. The purpose of environmental protection public signs is to raise public awareness of protecting environment, and take actions to protect environment, to reduce or eliminate some harmful actions to the environment, thus to create a harmonious ecological environment through the delivery of the environmental protection information.

Based on Newmark's text-typology, the pragmatic functions of environmental protection-related public signs are divided into three types; informative function, infective function and interactive function.

1. Informative Function

Informative function refers to pass, prompt or direct some necessary environmental protection information and awareness to the public through language and text. For example:

Example 1: 节约用水

Translation: Please Save Water/Don't Waste Water

Example 2: 仅限烟蒂

① YUAN ZHOUMING, Chen Xinren. A pragmatic study of public signs on environmental protection[J]. Foreign Language Research, 2010(1): 76-80.

Translation: Cigarette butt only

2. Infective Function

Infective function is using the power of the language to affect or infect the receivers to stop, to restrain or to restrict the receivers' some destructive actions. Such signs attach weight to the responses of the receivers. They have the language features of dialogism. For example:

Example 3: 你扔掉的不仅仅是垃圾。

Translation: What you are littering is more than garbage.

Example 4: 随意取土,后果就是石漠化。

Translation: The consequence of taking the earth randomly is desert everywhere.

3. Interactive function

Public sign is a special social language. It has the two elements of sender and receiver at the same time. The essence of the environmental protection public signs is that the sender offers some related information, puts forward some claims, provides some advices, makes some appeals and gives authoritative orders and so on.

Environmental protection-related public signs have a special interactive intention and function. Take the kind of signs with the intention of counseling the receivers not to smoke or drink for example:

Example 5: 不得乱扔烟蒂,护林防火人人有责

Translation: If you must smoke, dispose of cigarette butts carefully.

9.2 Translation of Environmental Protection Public Signs

9.2.1 Translation Principles of Environmental Protection Public Signs

According to the Skopos Theory, the most important rules for translation of environmental protection-related public signs can be concluded into three rules.

1. Principle of Consistent Purpose

Vermeer says each text is produced for a given purpose and should serve this purpose. Nord ever emphasized: “the target text has a certain function”. Here, function is equivalent to purpose or Skopos.

“As a general rule, Vermeer considers the teleological concepts aim, purpose, intention and function to be equivalent (cf.Reiss and Vermeer 1984: 96), subsuming them under the generic concept of Skopos.”^①

Functionalists hold the view that the intended function decides the strategies or methods of translation. That is to say in translation, the function of the source text must be in accordance with the function of the target text. Let's look at the following example:

Example 6: 给动物一个安静的空间, 不敲打玻璃, 做文明游客

Translation: Protection of animal, don't tap.

The purpose of the sign is to mention or warn the tourists not to disturb or hurt the animal, the action of taping or knocking at the glass will definitely disturb or even frighten the animals. Therefore, in translation such kind of signs, the translator should only convey the warning function. So the appropriate translation can be: Please don't disturb the animal! No tapping!

Only the translator well grasps the applied functions or purposes of environmental protection public signs, can he or she well grasp the different style and tone of the signs in translation.

2. Principle of Being Loyal

The Skopos theorie tries to liberate translation from the source language, interpret translation from the viewpoint of the target language and puts particular emphasis on the language specification and the acceptable possibility of the receivers. “The previous concept of being faithful to the source text is replaced by the concept of being loyal to the participants in the intercommunicative act.” (Zhang Meifang, 2005)The degree of being faithful and the form it takes

① NORD, CHRISTIANE. Translating as a purposeful activity: functionalist approach explained[M]. Shanghai: Foreign language Education Press, 2001: 29.

depends on the function or purpose of translation action and the translator's interpretation of the source text. The original translations in the following examples aren't faithful to the source texts and disobey the intention of the source texts.

Example 7: 无烟图书馆

Original Translation: No Smoking Library

Revised Translation: Smoke Free Library

Example 8: 节约用水

Original Translation: The economy uses of the water

Revised Translation: Save water/Don't waste water

3. Principle of Being Coherent

According to Skopos theory, being "coherent with" is synonymous with being "part of the receiver's situation (*cf. Vermeer 1983:54*). Thus, in translation of environmental protection public signs, two aspects must be taken into consideration.

i. Meaningful Intercommunicative Interaction

Language is for use and language is for communication. The intended receivers of English environmental protection-related public signs are mainly English or other foreigners, so its pattern or expression must be coherent with the usage and culture-specificity of the English language.

Peter Newmark provides two ways of translation: semantic translation and intercommunicative translation. Semantic Translation focuses on the source text, means to keep the language style and feature of the source language. While intercommunicative translation focuses on delivery of information, giving more space for the target-text receiver to think, to experience, to feel, to act and exert the expressive and inflective function of language. Nord (1997) points that target-text reader refers to the reader or addressee who has his own cultural knowledge of the world, the expectation, desire or need of the target text. The purpose of translation is to complete communication. In order to realize such an aim, the target text should be coherent with the receiver.

Therefore, in environmental protection-related public signs translation, the translator should give priority to the receiver, select the acceptable expressions to the target receivers. Keep this rule in mind in translation of environmental protection-related public signs, the target text can achieve its purpose and be meaningful and practical. Let's look at the following examples:

Example 9: 请别使用一次性餐具

Original Translation: Don't Use One-time Dishware

Revised Translation: Don't use disposable dishware

Example 10: 少用一次性塑料袋

Original Translation: Use Less One Time Sex Plastic Bags

Revised Translation: Franslation Use Less disposable plastic bags.

ii. Cross-cultural Specificity

Translation is an action of intercommunication so it is of cross cultural specificity. According to Zhang Chenxiang, in certain history, society and cultural background, to any degree, changing the non-language text factor into language-text factor is of culture-specificity. Vermeer says "any text is just an offer of information from which each receiver selects the items they find interesting and important"(cf. *Vermeer, 1982*).

To sum up, in environmental protection-related public signs translation, the three principles can't be neglected. On the contrary, guided by these principles, environmental protection public signs translation will be effective.

9.2.2 Translation Methods of Environmental Protection Public Signs

A good translation of an environment protection sign ought to precisely convey the information of the source text first, and then comply with the target reader's aesthetic habits in which they can get the good enjoyment. At last it may also encourage the readers to make joint efforts to practice. In the practice, lexical vacancy phenomenon caused by culture-gap often appears in environmental protection signs translation, which requires the translator to

focus on the English language conventions and then select appropriate English words or expressions in translation. Therefore, the translator should adopt flexible and variable strategies for the receivers. After study analyzing and summarizing, this part sums up seven methods to translate Chinese environmental protection public signs.

1. Strategy of Borrowing

Borrowing strategy refers to use or adopt the existent English expression patterns, English public signs are conventional. Jiang Hong said that in public signs translation, if we can use the other language to represent the content of the source text, the translation is an objective description, but if the other language can't represent the source text, the translation will be a wrong delivery of information and even a misguide to the readers. The real purpose of translation is for communication, so if we can find public signs with the same meaning and function in English, then we can borrow or directly use the patterns of English public signs.

1) Pattern of "No + doing" or "No + noun"

In English public signs, there is a pattern of "No + doing" or "No + noun" which are used to express something are not allowed to do or to forbid someone to do something. Look at following figures of English public signs:

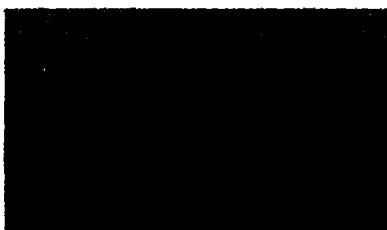


Figure 9.1



Figure 9.2

Therefore we can borrow the model of "No +doing" or "No+ noun" to translate the public signs about prohibited-safety actions such as with words "严禁……" or "请勿……" which mean to prohibit something. Let's look at the following bilingual signs of Environmental protection.

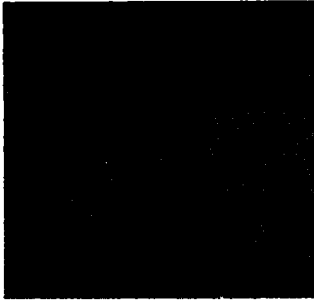


Figure 9.3



Figure 9.4

2) Pattern of “N+ only”

In English public signs, there is also another pattern which can be often seen: “N+ only”. This pattern is used to show only something is permitted. So we can translate this kind of environmental protection public signs in this pattern. Here are two English public signs of this pattern.



Figure 9.5



Figure 9.6

This pattern is usually applied to deal with environmental protection public signs of restricting function containing some restrictions and constrains on the receivers. In this way the receivers do not feel offensive or rude. Through the chosen words which are not thought to be impolite, restricting signs confine actions or activities of the related people. Such kind of signs specially is used to a certain group of people or a certain event; that means there is only the group of people can share the privilege or only a certain thing can be done, other choices are forbidden. Some examples are presented as follows:

Example 11: 只回收废旧电池

Translation: Disposed Battery Only

Example 12: 仅供冷水

Translation: Cold Water Only

2. Strategy of Imitation

Because of the different culture between the two different languages, lexical vacancy phenomenon can be often seen and met in translation of environmental protection public signs. To solve this kind of problem, we can adopt the strategy of imitation which is most effective. We can imitate some English public signs and follow international public signs. For example, “禁止烟火” can be seen everywhere in Zhongshan Mausoleum of Nanjing, whose English version is “NO Burning/No Fireworks”. But the translation is not appropriate and not insufficient. “No Burning” or “No fireworks” expresses only one factor of causing fire, so it is not comprehensive. The purpose of the English public signs is to warn the foreign tourists against fire. So in this situation, we can translate it into “Fire Prohibited” by applying imitation strategy. Some examples are given as follows:

Example 13: 毛巾已消毒,请放心使用

Translation: Disinfected, Safety to use!

Example 14: 消防通道,禁止通行

Translation: Fire lane, Keep closed!

This is an imitation of English public signs listed above.

3. Strategy of Adaptation

In translation, culture is a key factor which can't be neglected because language is the vehicle of bridging culture-gaps, and language can't exist separately from cultures. In C-E translation of environmental protection public signs, we should try to adapt to the target language cultures and customs and put them in the first place.

Signs about driving or DUI (Driving under Influence), which warn drivers not to drive with fatigue or not drive after drink can be seen in everywhere. Because drunk driving often brings some serious results or even death to the drivers or passengers or other innocent people. For example: “酒后驾车,自己找

死” is rendered into “You drink; You drive; You die.” ; “酗酒开车驾向死亡之路” is translated into “Drunk driving guides you to death”. There are no grammatical mistakes in these target texts of the two examples and such translations also conform to the coherence rule “Don’t drive with fatigue/ don’t drive when tired”. But they are not in accordance with foreign expressions and some translations are even rude in the tone. Because the expression of “death”, “die” or “go to the tomb” are taboo in English culture, we should try to avoid such words. Otherwise, the foreigner will misunderstand that you are cursing him or her to die after drink. According the Skopos theory, a translation should be acceptable in a sense that it is coherent with the receivers’ situation. The target language must meet a criterion of intra-textual coherence. According the translation rule mentioned in Chapter 6, the target texts should be coherent with the source text, that is to say, the translation should be part of the receiver’s situation.

Under the guidance of Skopos theory, therefore, we should adapt them to the usage of the English language while translating such kind of environmental protection public signs. So about such public signs, the appropriate translation can be:

- (1) Tiredness kills. Take a break! (American Street)
- (2) Stay alert; Stay alive. (Britain Street)
- (3) Don’t drink and drive (Hongkong Street)
- (4) If you drink, don’t drive; if you drive, don’t drink. (Hongkong Street)
- (5) No more drinking driving (Australia Street)

Also, Chinese sign “禁止小便” is often seen in the public. However, it is impolite or vulgar to mention or say “urinate” or “shit” directly. So in translation, we should try to use a euphemistic way of expressing. Such as “Commit no nuisance”. In fact, dealing with this kind of environmental protection public signs, we can choose zero translation to avoid negative effect on foreigners.

4. Strategy of Explanation

Some Chinese environmental protection public signs especially some related to humanistic environment are of strong Chinese cultural characteristics, and it is

rather difficult to find proper expression in the target language in translation. It is also difficult to deliver the exact intention of the source text. So in translating such environmental protection public signs, we can adopt the way of explanation which can clearly deliver the intended meaning. We can take the bilingual public sign as an example. The Chinese sign “文明星城,绿色车厢,共创和谐” appears on a bus of Changsha, which is to remind the passengers or readers to keep the compartment as a clean or green one. While its translation is “Let’s building harmonious together in our green compartment of star city.” It is quite confusing not only because of the grammatical mistakes, but also because such translation disobeys the coherence rule and Skopos rule. Its readers or addressees are English or those from English speaking countries who may not be familiar with the historic or current situation of Changsha city—Changsha is named as Star City and Changsha city is trying to be built into a model city. They may not be able to understand it so the translator should try to explain it in frank words. Therefore, the appropriate translation can be like this: Let’s build a harmonious society in our green compartment of Changsha, a model Star City.

Examples are given as below:

Example 15: 来也匆匆,去也冲冲

Translation 1: Come with a rush, go with a flush.¹

Translation 2: Keep it as clean as you wish to find. (Sydney University)

Example 16: 别让您的烟头留下火患

Translation: If you must smoke, dispose of cigarette butts carefully.²

Example 17: 让我们共同呵护我们的家园:

Translation 1: Let’s join hands to protect our home

— the earth’s environment.

Translation 2: Let’s care for our home!

From these examples mentioned above, we can see sometimes strategy of explanation works better for the C-E translation of environmental protection

① CHEN YINWEN. A perspective Skopos on C-E translation of campus signs[J]. Journal of Qinzhou University, 2010: 99.

② CHEN XIAOWEI. A new coursebook on pragmatic translation[M]. Beijing: Economic Science press 2006: 13.

public signs. It is clearly presented the intention of the source text and can make the target text receivers understand easily.

5. Strategy of Infection

From the perspective of intercommunicative function of the text, public signs have phatic function. That is through the gentle tone or polite appeal to infect or affect the readers or receivers, thus to obtain the intended purpose. Comparatively speaking, some Chinese versions of environmental protection signs are more serious with authoritative tone which gives a hint of compelling that Chinese people can easily understand and accept. But we must realize that English versions are aimed to the English-speakers who prefer equality, in their countries, the signs are more interesting and polite and mild in tone.

Some examples are relatively harsher to our ears. Such kind of problems happens in C-E translation of environmental protection public signs. Although it is grammatically correct, its harsh tone will harm the acceptability and then give a negative influence on communication, so it is not acceptable or suitable. As for the direct forbidding expression like “禁止摘花 Don't pick the flowers”. The Chinese people will not feel it is improper or unacceptable and we will take it for granted that the translation version above is correct. However, different from the Chinese public sign with such expression, the English version of environmental protection public sign tends to express in a milder or tender way, because people in western countries place stress on equality among people. If some environmental protection public signs convey compelling or forbidding information with a very harsh mood, they will make the receivers feel offensive and then of course leave a bad impression on their mind. Therefore in the course of translating such kind of signs, we had better employ relatively mild and polite expressions rather than those with harsh mood. The conventional version should be revised into “Please take care of the flowers.”

1) Comparison between “forbidden” and “only”

Example 18: 此箱仅限废电池，严禁放其他垃圾

Translation: Only batteries are allowed to put in this box, other wastes are

forbidden.

Look at the translation version, we can not only feel this is lengthy but also its compelling tone by using forbidden makes us feel unacceptable. The proposed version is like this: Batteries only.

2) Comparison between “no” and “free”

Example 19: 本院为无烟医院

Translation 1: Smoking is not allowed in this hospital.

Translation 2: Smoking free hospital

Example 20: 无烟超市

Translation 1: No Smoking in the supermarket

Translation 2: Smoking free supermarket.

The English versions in Translation 1 are right in grammar, but they may fail to convey the phatic function of the public signs. As a matter of fact, in order to reach the equivalent effect of source text, we may translate them into “Smoking free hospital” and “Smoking free supermarket” which are more mild and polite and consequently acceptable.

When it come to the problem of harsh mood in C-E translation, it means that both the lexical and the syntactic use of the sign is right and its translation version does have the same function or effect in the context of the target culture, the harsh mood makes people uncomfortable.

In addition, many environmental protection public signs and their translations are rhyming and alliteration, which are employed to reach an acoustical effect, and they make our translation more interesting and more attractive to the receivers. This kind of translation is shown as follows:

Example 21: 小草青青，足下留情

Translation 1: Keep off the grass.

Translation 2: Please give me a chance to grow.

Translation 3: The grass is so fair, it needs your care.

As we can see, the Chinese versions are so fine with aesthetic effect; the translated versions are different in term of aesthetics. Version 1 is a standard version which we can see in many public sites; version 2 is filled with human’s

emotion which will surely get people's echo; version 3 is the best because it not only holds emotional effect but also acoustical effect with rhyme. Some other examples are given:

Example 22: 痰纸一挥间，风度尽逝矣

Translation: Once Spitting, No Grace

Example 23: 宠狗便后，敬请铲除

Translation: If your dog poops please scoop

Such environmental protection-related public signs listed above affect or infect the addressees because of its soft tone and phatic functions. It seems the addresser is communicating with the address giving them some suggestions on protecting the environment. Therefore they are effective in appealing the addressees and reducing spoiling actions to the environment.

6. Strategy of Creation

To some extent, public signs are normative. But translation is variable and flexible. Some environmental protection public signs are special and unique and we can use the strategy of creation to translate, which may make the target text more natural or fashionable or acceptable. Some examples will be given:

Example 24: 让我们共同携手爱护共同环境,使我们的生活更美好!

Translation: Better campus; Better life.

Example 25: 少抽一支烟,多栽一棵树

Translation: Less cigarettes, more trees!

Example 26: 绿色(环保)消费

Translation: Green Consumption

Example 27: 绿色(环保)节能

Translation: Energy Saving

When creation translating, we should make sure we cannot distort the original function, and the translational text should be concise.

7. Strategy of Combining Letters with Pictures

In many public places, we can see that many environmental protection public signs are characterized by culminating letters with pictures, as we all

know, pictures are easier to catch people's attention than letters because they are audio-visual which doesn't make our eyes tired. Moreover, the combination will certainly sweep the obstacles of comprehension. We can also find that the more interesting the picture is, the more effective the function serves. Please look at the following picture.

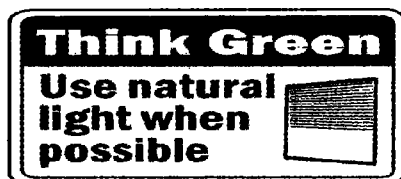


Figure 9.7

From the picture, we may know that to save energy resource. The combination is a warning which at the first sight will let us be clearly conscious about saving electricity. This is a very good and effective sign. Like this example, many other bilingual environmental protection public signs combine letters with pictures.



Figure 9.8



Figure 9.9



Figure 9.10



Figure 9.11

To sum up, a good translation of environmental protection public signs

ought to precisely convey the information of the source text first, and then comply with the target reader's aesthetic habits in which they can get the good enjoyment. As the environmental issues become increasingly hot, all the governments and people attach great importance to it. The environmental protection public signs constitute a great part in our daily life, and the English versions of such signs contribute a great deal to the foreigners. The sign is a very good channel for mutual communication. The environmental protection public signs reflect the identity, attitudes, intentions and expectations of the sender. They also reflect the level of managing English and determine how well the communication works between two different languages. A good translation will certainly lift our country's image. Some practical translation methods and strategies are presented including borrowing, rewriting, explanation and some other methods, which are designed to improve C-E translation of environmental protection public signs.

Appendix

English Translation of Common Public Signs and Notices

Part 1 Road and Traffic

避免交通堵塞	Avoid the Jams
弯道危险	Dangerous Bend
交叉路口	Diverted Traffic
高速路出口	Exit Ramp
高速路入口	Entrance Ramp
高速公路	Expressway (Expwy)
环山公路	Mountainside Highway
收费公路	Toll Highway
绕城高速	Bypass Expwy
前方桥低	Low Bridge Ahead
禁止驶人	No Entry
注意前方人行横道	Pedestrian Crossing Ahead
人行横道	Pedestrian Crossing
请小心驾驶	Please Drive Carefully
此路封闭	Road Closed
前方学校请慢行	Slow Down
	School Ahead
双向行驶	Two-Way Traffic
隧道	Tunnel
专用车位	Reserved Parking
限乘 24 人	Capacity: 24 Persons
限制重量	Maximum Weight
限制高度	Max. Clearance ____ m
最高限速 120 公里/小时	Speed Limit 120 km/h
保持车距	Keep Safe Distance

道路交通信息	Traffic Information
道路施工	Under Construction
电子收费	ETC (Electronic Toll Collecting)
陡坡减速	Slow Down
	Steep Incline
多雾路段	Foggy Area
换乘 1 (2、3) 号线	Transfer to Line 1 (2, 3)
国际、港澳台出发	
International and Hong Kong/Macao/ Taiwan Departures	
国际、港澳台到达	
International and Hong Kong/Macao/ Taiwan Arrivals	
紧急时击碎玻璃	Break Glass in Emergency
紧急停车	Emergency Stop
禁鸣喇叭	No Honking
禁止开车使用手机	Do Not Use Mobile Phones While Driving
禁止超高	Do Not Exceed Height Limited
禁止超载	No Overloading
禁止存储危险货物	Dangerous Freight Prohibited
禁止掉头	No U-Turn
禁止非机动车通行	Motor Vehicles Only
禁止机动车通行	No Motor Vehicles
前方出口(一般用于高速公路)	Exit Ahead
请绕行	DETOUR
请勿疲劳驾驶	No Fatigue Driving
请系好安全带	Buckle Up
严禁酒后开车	Do Not Drink And Drive
严禁携带易燃易爆物品上车	Dangerous Articles Prohibited

Part 2 Car and Parking

收费停车场	Charged Parking
地下停车场	Underground Parking

临时停车 (处)	Temporary Parking
全日 (昼夜) 停车场	24-Hour Parking
停车场须知	Parking Regulations
内部停车场	Staff Parking Only
未经允许在此停车将被拖走	
Cars parked here without permission will be clamped	
除装货外, 禁止停车	No parking except for loading
门前禁止停车	No parking in front of this gate
车库使用, 门前请不要停车	Please do not park. Garage in use.

Part 3 Bus and Coach

公共汽车问讯处	Bus Information
公交车调度站	Bus Dispatch Center
公交专用道	Bus Lane
公共汽车道	Bus lane
双层公共汽车	Double deck buses
指示灯亮显示门未关好	
The light indicates the door is not secured.	
老、弱、病、残、孕专座	Courtesy Seats
汽车行使中, 严禁与司机交谈	
When the bus is moving, do not speak to the driver.	

Part 4 Tube and Train

从……到……途经……	From ... to ... route ...
小心台阶间跨度	Mind the gap
只限高峰时段	Peak hours only
请保持过道畅通	Please keep gateways clear
请保留车票待检	Please retain your ticket for inspection.
单程或往返程票	Single or return tickets
出站列车	Train departure
地铁开往……	Tube to ...

此门在发车前一分钟关闭

This barrier may be closed up to one minute prior to departure of each train.

Part 5 Airport

国际、港澳台出发

International and Hong Kong/Macao/ Taiwan Departures

国际、港澳台到达

International and Hong Kong/Macao/ Taiwan Arrivals

国内航班旅客止步

International Flight Passengers Only

机场休息室

Airport Lounges

机场班车

Airports Shuttle

进港

Arrivals

办理登机区

Check in Area (Zone)

离港时间

Departure Airport

返航时间

Departure Times on Reverse

出港

Departures

国内航班

Domestic Flights

转机处

Flight Connections

到港行李

Luggage from Flights

取行李

Luggage Reclaim

无(有)报关

Nothing (something) to Declare

入境检验

Passport Control

取行李传送带

Reclaim Belt

往返票价

Return Fares

短暂停留

Short Stay

欢迎登机

Welcome Aboard

机舱服务员专用通道

Crew Lane

Part 6 Purchases and Sales

凭此宣传品优惠 15%

15% off with this flyer

部分商品降半价

50% off on selected lines

配件送货上门

Accessories & spares delivered to your door

随时免费维修

As many repairs as you need, free of charge

详情问柜台

Ask at the counter for details

最佳选择，最大优惠

Best choice and best discounts

大甩卖

Big sale

买二赠一

Buy two get one free

关门大甩卖

Closing Sale

顾客至上

Customer care is our top priority

顾客服务处

Customer services

好用实惠，物美价廉

Easy to use and great value too

清仓大甩卖

Final Clear Out

免费送货上门

Free Delivery

营业时间

Business Hours

大量库存，清仓甩卖

Massive stock, clear out

即将开业

Opening Soon

我们提供热情周到的服务

We can provide the complete hospitality service.

削价

Price Crash

跳楼价甩卖

Sale at breakdown price

照常营业

Services as usual

特价

Special Offer

先试后买

Try before you buy

请保存好收据，作为交款凭证，并享受保修。

Please retain this receipt as proof of your purchase and your guarantee.

Part 7 Public Places

中央暖气全部开放

Central heating throughout

儿童与老人免费

Children and senior citizens free

遇火警时，严禁使用此电梯

Do not use this lift in case of fire

消防门房，保持关闭
安全出口，保持通畅
仅作火警安全出口
禁止入内
此池塘禁止游泳，垂钓
不收费
未经许可，禁止入内
仅供非吸烟者
全年开放
每天开放
开放/开门/营业时间：
请不要在此倒垃圾
请走其它门
只供私人使用
公厕
未经允许，禁止张贴广告，否则追究责任。
Unauthorized posters and advertisements will be persecuted.

Fire door, keep shut
Fire escape, keep clear
Fire Exit Only
No Admittance
No swimming and no fishing
No Charge
Authorized Personnel Only
Non-smokers only
Open all year round/ Open all year
Open Daily
Opening Hours
Please do not leave rubbish here。
Please use other doors
Private Function Only
Toilet/ Restroom/ Washroom

Part 8 Office

空气质量净化区
来客必须到办公室登记
商务办公室
可以进行演示
总部
正在面试
电梯发生故障
电梯停止使用
勿乱扔废弃物
电梯内禁止吸烟
办公室出租
请在此等候咨询

Air Quality Improvement Area
All visitors must report to office
Business Office
Demonstration Available
Head Office
Interview In Progress
Lift out of Order
Lift out of Use
No Littering
No Smoking in this Lift
Office to Let
Please wait here for enquiries

自动取款机 ATM(Automatic teller machine)
开户需带证件

Bring proof of identity to open your account.

兑换外汇 Currency Exchange

我们能提供全球快捷安全的转帐业务

Fast, safe worldwide money transfers available here.

外币兑换 Foreign Exchange (Services)

此机夜间无现金

There is no cash left in this machine overnight

旅行支票收手续费 Travelers cheque commission

我们提供优惠的价位快捷的服务

We give you great rates and instant access.

开户至少 10 镑 You open an account with at least £ 10

保险将保护你的产品免受意外损失

Your insurance plan will protect your product against accidental damage.

Part 12 Theatre and Cinema

24 小时售票电话…… 24 hour ticket line ...

售票处 Booking Office

优惠 Concessions

不收订票费 No Booking Fee

演出时间 Performance times

预演 Previews

普通票价 Regular Price

票在销售，售完为止 Tickets are subject to availability

可在所有的指定的代理商买到票

Tickets available from all accredited ticket agents

Part 13 Hotels and Hostels

使用此浴室时小心 Be careful when using the bath

可通过各地旅游代理商订票

Booking made through most travel agents

市区中心，紧靠公园，免费停车

Centrally located overlooking a park with free parking

保证干净舒适

Cleanliness and comfort assured

紧靠市中心，去……交通便利

Easy access to... Close to city center.

设施配备精良

Extremely well equipped

房间 24 小时提供热水

House provided hot water 24 hours

室内游泳池

Indoor swimming pool

提供洗熨服务

Laundry service

价格按季节和公寓大小而定

Price according to season and size of flat.

老人优惠

Reduced rates for seniors

最少住三晚，另外免费一晚

Stay a minimum of 3 nights and receive 1 extra night free

热情友好的服务，舒适温馨的家

Warm, friendly service in a comfortable home

Part 14 Tour and Sightseeing

持本广告 8.5 折优惠

15% off with this flyer

全天开放

Access all Day

不收门票

Free Admission

提前预定

Advanced Booking

旅游需要提前订票

All tours require advance booking.

票价包括所有费用

All-inclusive Ticket

提供自助餐

Cafeteria Available

儿童优惠

Child Reductions

有监护人的儿童免费

Children are free if supervised.

全季 12 岁以下的儿童半价

Children under 12 half price throughout season

(票价)优惠

Concessions

一日游……

Day trip to ...

团体提前预定优惠

Discounts available for pre-booked groups

向所有人开放	Free Entry for All
免费到 60 多个景点旅游	Free entry to over 60 attractions...
预定	Reservations
预定座位	Reserved Seating
提供购物机会	Shopping Offers
伦敦风光	Sights of London.
观光游览最佳季节	Sightseeing at its best!
旅游组织者	Tour Operators
游程两个小时	Tours take up to two hours
旅游活动全天进行	Tours are held throughout the day
旅游配有现场英语解说	Tours have live English commentary

Part 15 Exhibition and Museum

……现免费向公众开放	...are now free to everyone.
……再次向公众开放	...will again be open to the public.
门票 £ 4 镑	Admission charge £ 4
勿触摸展品/物品	Do not touch the exhibits/objects
开馆时间	Exhibition opening times
不准用闪光灯拍照	No Flash Photograph
每周 7 天开放	Open 7 days a week
售票处	Ticket Office
楼内不许拍照录像	
Photography and video inside the building prohibited	

Part 16 Others

打电话……预定	Call...to book
同我们联系请发电子邮件	Contact us at email
详情见背页	Details see over
直拨电话	Direct dial telephones
索取免费信息, 请联系……	For free information contact...

了解……详情，请访问网站……

For full details of ..., please see the web site...

详情请打电话……和我们联系

For further details, please contact us on...

免费上网

Free Internet Access

免费抽奖

Free prize draw

每天发货

Goods are dispatched every day

详细规则条款看背页

See reverse for full rules and condition

请拨打我们 24 小时咨询服务热线

Please ring our 24- hour information line

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[General Information]

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