**Assignment 2**

I. 选择题

1）请指出以下广告语主要采用了哪一种修辞格：

Money doesn’t grow on trees. But it blossoms at our branches !（British bank）

A.对偶 B.双关 C.暗喻 D.拟人

2）请指出以下广告语主要采用了哪一种修辞格：

Deliciously simple, simply delicious.

A.重复 B.双关 C.回环 D.夸张

3）请判断以下广告采用的是哪一种翻译策略：

原文：汾酒必喝，喝酒必汾 （山西汾酒广告）

译文：Drink without think, fine Fen wine!

A.直译 B.套译 C.意译 D.音译

4）请判断以下广告采用的是哪一种翻译策略：

原文：Hi-Fi, Hi-Fun, Hi-Fashion, only from Sony.

译文：高度保真，高级情趣，高雅时尚，唯有索尼

A.直译 B.套译 C.意译 D.音译

Foreignization domestication

5）请判断以下广告采用的是哪一种翻译策略：

原文：A diamond is forever.

译文：钻石恒久远，一颗永流传

A.直译 B.套译 C.意译 D.音译

II. Translate the following Advertisement, and discuss why you would like to translate them in this way? It’s advantages and disadvantages.

**[the answers for the following part are not certain and fixed, anything is possible!]**

1. Taste the feeling! – Coca-cola

喝可口可乐，品味当下快乐！

就是这个feel！

1. Intel inside. – Intel Pentium

智“芯”智能，英特尔

1. Redesigned. Rechargeable. Remarkable.

可心的新设计，可充电，还可实现更多。

1. The robot vacuum cleaner first sweeps up your floor with the installed Counter rotating bristle brushes and beater brush that work together like a dust pan and broom.
2. 只为点滴幸福。 -- 蒙牛
3. 中国茅台，香飘世界。--茅台

Kweichou Moutai brews quality into life!

Let Moutai’s flavour spread all over the world! Let the world fall in love with Moutai!

【**Good wine needs no bush, and its sweet smell alone attracts guests.**酒香不怕巷子深，酒香自会招客来】

Moutai needs no bush, and …

1. 让天下没有难做的生意。-阿里巴巴
2. 要想皮肤好，早晚用大宝。

Applying Dabao morning and night: It makes your skin care a real delight.

Dabao day and night, Skin soft and brignt.

Fair skin now, Dabao knows how!

1. 大国工匠，职教最棒！

Craftsmen /craftsmanship / master

Where there is Craftsmanship, there is CVET.

Great craftsmanship comes from Great CVTE.

III. 应用所学翻译技巧尝试翻译下列中文句子：

1. 该参茶具有养血复脉，养心安神，补肺定喘，健脾止泻等多种功能。

【译1】It has the functions of nourishing blood circulation, recovering pulse, relieving uneasiness of body and mind, nourishing lungs and calming asthma, invigorating the function of spleen and relieving diarrhea.

【译2】Doing good to your blood circulation, heart, lungs and spleen, it is a multifunctional healthcare tea.

1. 云南的茶区大多分布在原理污染的山区，土壤肥沃，涵养水分丰富，森林覆盖率高，茶叶农药残留量水平最低，具有开发有机茶和无公害差的有利条件。

【译1】Most tea areas in Yunnan are distributed in the mountain areas where are far away from pollution. The rich soil, abundant rainfall precipitation, high level of forest coverage, low growth period. Comparing with other domestic tea products.

【译2】Most tea areas in Yunnan are scattered in the mountain regions, where there is little pollution. Under the environment of thick forest coverage, fertile soil, watery moisture and lowest insecticide residue, Yunnan Big-leaf Tea bears great potentials to be developed into a kind of innoxious and organic product.