

ABSTRACT

Business translation forms an important part in today's economy. The purpose of this thesis is to analyze the translation methods used in carrying out business translation, explore why they are adopted and examine whether strategies or approaches could be formulated for translators to follow. The study looks at English business articles in a magazine published by the Hong Kong General Chamber of Commerce for its members. The contents of the Chinese translation are analyzed in details in terms of translation methods used, to see if there is any relationship between the translation methods and the overall strategy. It assumes that business articles are content-focused texts so the criteria set forth by Katharina Reiss for criticism of translation of content-focused text is used as a framework to do the analysis in both qualitative and quantitative manners. The findings indicate that certain translation methods are more often used as they are essential in transferring the meaning of the source text to the target readers; they are effective in maintaining the simplistic style of the source text and relaying the information in a communicative manner for the target readers. The results of the analysis are then used to provide general guidelines for translating business text as defined in the thesis.

Keywords: business translation, translation methods