

《交际翻译理论与公示语翻译》

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在线试读部分章节

The core of Expressive Text is that the original author's thoughts and the author's personal components constitute the expressive elements of an Expressive Text. So when translating this kind of text, the translator should try to "render, as closely as structures of second language allow, the exact contextual meaning of the original" (Newmark, 2001a.. 26).

However, the core of Informative Text is the "truth". The author's status is "anonymous" and the focus of the text is the target reader's acceptance of information. Thus the translation strategy for this text type is to "produce on the target readers an effect as close as that obtained on the readers of the original" (Newmark, 2001a.. 27), trying to offer the most truthful and accurate information.

As for Vocative Text, because its core is target readers, the status of their authors is not important and the focus of the texts is on target readers' feelings and reaction, calling upon them to act, to think and to feel. When translating this kind of texts, the translators should follow the readers' cultural habits and psychological tastes.

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