

# 2023 年全国大学生英语翻译大赛(NETCCS) 译文题目

## A 类翻译赛文(英译汉)

### Four different kinds of learner

**Learner A:** People in this group adapt and integrate observations into complex but logically sound theories. They think problems through in a vertical step-by-step logical way, assimilating disparate facts into coherent theories. They tend to be perfectionists who won't rest easy until everything is tidy and forms part of a rational scheme. They like to analyse and synthesise, and are keen on basic assumptions, principles, theories, models and systems. Their philosophy prizes rationality and logic, so questions they frequently ask are: "Does it make sense?", "How does this go with that?", and "What are the basic assumptions?" They tend to be detached analysis and dedicated to rational objectivity rather than anything subjective or ambiguous, approaching problems in a consistently logical manner. This is their "mental set" and they rigidly reject anything that conflicts with it. They prefer to maximise certainty and feel uncomfortable with subjective judgments, lateral thinking and anything that treats the matter in hand with less respect than they feel it deserves.



**Learner B:** These people are keen on trying out ideas, theories and techniques to see if they work in practice. They positively search out new ideas and take the first opportunity to experiment with applications. They are the sort of people who return from courses brimming with new ideas that they want to try out in practice. They like to get on with things and act quickly and confidently on ideas that attract them, and are liable to resent any rules or regulations that may impede their implementation. They also tend to be impatient with discussions that they believe are not goal-orientated, and their attention soon begins to wander if they feel they are going round in circles. They are essentially practical, down-to-earth people who like making practical decisions and solving problems. They see problems and opportunities as a challenge, and their philosophy is: "There is always a better way" and "If it works, it's good".

**Learner C:** People in this group involve themselves fully and without bias in new experiences, they enjoy the here and now, and are happy to be dominated by immediate experiences. They are open-minded, not sceptical, and this tends to make them enthusiastic about anything new. Their philosophy is: "I'll try anything once", so they tend to act first and consider the consequences afterwards. Their days are filled with activity and they tackle problems by brainstorming. As soon as the excitement from one activity has died down they are busy looking for the next, as they tend to thrive on the challenge of new experiences but are bored with implementation and longer-term consolidation. These people like to stand back to ponder experiences and observe them from many different perspectives.

**Learner D:** They collect data, both first hand and from others, and prefer to think about it thoroughly before coming to a conclusion. The thorough collection and analysis of data about experiences and events is what counts so they tend to postpone making definitive judgments for as long as possible. Their philosophy is to be cautious, never to make wild guesses or jump to conclusions. They are thoughtful people who like to consider all possible angles and implications before making a move, and will be reluctant to become involved in activities that others put forward without having carefully considered the likely outcome. They tend to adopt a low profile and have a slightly distant, tolerant, unruffled air about them. When they do something it is in response to earlier as well as current events, and others' observations as well as their own.

# A 类翻译赛文(汉译英)

## 良好客户服务的重要性

“客户永远是对的”是一句著名的商业口号。这句话背后的真相是认识到客户是任何企业的生命线。了解良好客户服务的重要性对于健康的企业创造新客户、留住忠诚客户以及为未来客户开发有效的推荐(referral)系统至关重要。卓越的客户服务始于最初的问候,无论是面对面、打电话还是发电子邮件。在所有这些情况下,使用良好的人际交往技巧会增加给人留下积极印象的机会。例如,对刚进门的客户微笑着打招呼会邀请他进来,让他感到受欢迎。另一方面,当员工不理睬这位客户,或暗示他会带来不便时,客户会立即感到被轻视,而这种负面情绪不会让客户产生购买心理。



如果员工要在电话中为客户提供良好的服务,那么最初的问候将是礼貌的,这会让客户感到很舒服。反过来,客户会欣赏这种愉快的问候,通常在电话的另一端会更高兴。对于客户来说,这比在留言机上留言却永远收不到任何回复的电话,或者试图从漠不关心的员工那里获取一些产品信息要好得多。当然,良好的客户服务不止于最初的联系。回答客户的问题并帮助他们选择最适合他们需求的正确产品或服务是一个很好的例子。这种服务建立了信誉,最终会带来忠诚的客户。即使那个人当时什么都没买,良好的购物体验也会鼓励回头客。

每当你成为客户时,想想你受到了怎样的待遇。如果你曾经在一家公司有过不愉快的经历,你就会知道忘记这段经历并不容易。也许是店员忙于摆货架,没有时间帮你付款。也许周围没有人回答你的问题或为你提供一些额外的信息。你也许不得不和一个因为公司规定而不给你帮助的员工打交道。在任何这类情况下,商店的经理或店主通常都不会对糟糕的客户服务有所了解。相反,对此有所耳闻的人很多是客户的家人和朋友。向外界传播负面经历时,消息传播得非常快。尤其是在任何互联网商业交易中,产品评论都很常见。无论是对产品或服务的正面还是负面反馈,人们都会毫无保留地写下自己的购物经历。

在与客户打交道时,有时有些情况需要解决。如果客户对他们从公司收到的产品或服务感到不满意,员工应该做的第一件事就是倾听。当你花时间听取整个投诉,客户会感觉到你很在乎。偶尔,事情实际上与你的公司毫无关系,但最初的问题只是那个人对其他事情感到失望的催化剂。无论哪种情况,专心倾听都会打破这一障碍,并开始搭建一座解决问题的桥梁。通常,讨论不同的解决办法会给双方带来积极的结果。零售业竞争极为激烈,公司的生存没有任何保证。当然,其他因素也起到了一定作用,比如物有所值、营业时间方便等等,但从长远来看,公平和尊重他人是零售业成功的最佳秘诀。

(全国大学生英语翻译大赛组织委员会办公室 提供)

## B 类翻译赛文(英译汉)

### Extreme sports

There is a new extreme sport born almost every week, each seemingly more bizarre and dangerous than the last. Base-jumping involves parachuting off buildings and cliffs; gliding and *skydiving* (空中跳伞) have given birth to *heli-bungee* (直升机蹦极) and sky-flying. These kinds of sports, also known as lifestyle sports, have been sharply increasing since the late 1980s at the expense of traditional sports. Male 15- to 24-year-olds are not the only *aficionados* (爱好者). Base-jumpers include thirty- and forty-something *solicitors* (律师) and accountants, and the free training academy in east London attracts everybody from kids to the middle-aged.



But it isn't really the danger factor that marks out extreme sports. According to *Nicholas Heyworth* (尼古拉斯·海伍斯) from England, many are less dangerous than traditional sports: "Statistically, the most dangerous sport is horse riding." Heyworth notes that "many extreme sports guys have got safety equipment up to their eyeballs, while you would be lucky to get a cold sponge and a bucket of water at a Sunday league *rugby* (橄榄球) match". Improvements in equipment have contributed to a reduction in both risk and pain. In the 1960s, skydiving was done by penniless *daredevils* (勇敢者) using surplus US airforce parachutes. One veteran recalls: "It hurt like crazy and you drifted mercilessly at the will of the wind until you crashed to the ground and it hurt like crazy again. Now, there are high-income jumpers who not only make eight jumps a day, but pay someone to pack their parachutes."

So what are these new sports offering individuals? Since the late 19th century, *institutionalised* (有组织的) sport has provided a *gel* (凝聚力) for an industrialising society. Factory owners once set up football teams for their workers, for instance, to tie them into the firm and provide them an opportunity for progress. Now that community identity is decreasing, lifestyle sports provide more individualised ways of pushing yourself. There is no winning and losing, as there are few set rules apart from those agreed by participants. There is also little organisation into teams or leagues. Each individual is really competing against themselves. Some also claim that the thrill of the jump puts the pain of everyday life into perspective. One young base-jumper says: "It's a way to keep the mind awake. You have plenty of time to think about yourself, the mountain you stand on, your life, people you meet, things you're doing."

Because lifestyle sports are so individualised, however, they are liable to go off in bizarre directions, with people riding bikes up trees or ironing on mountain summits! What's more, whereas traditional sports provide a way for individuals to grow emotionally through the challenge of competition or by working together as a team, lifestyle sports can encourage a *narcissistic* (自我陶醉的) focus. There is perhaps something childish, too, about the desire to traverse official boundaries. Canoeing where you aren't supposed to be canoeing, jumping where you're not supposed to jump...

So there are both limits and potential to extreme sports. Aside from all this, however, it's important to recognise that some of these new sports are little more than Public Relations products. Free running, for example, has long been a media phenomenon. Even now, it is often more for show than self-development. Moreover, extreme sports often have a short shelf life. They will be the in-thing for a few months, but then get pushed aside by the next *fad* (时尚). So, let's put aside the extreme *hype* (炒作) and look at these activities as just another kind of sport.



## B 类翻译赛文(汉译英)

### 火

我认为我们作为人类的定义是我们对火的掌控。在我们认为我们是自然界中唯一的火使用者之前,我们应该再想一想。就在去年,我看到澳大利亚的鹰从山火中捡起燃烧的树枝,扔下它们来传播火种,逐出或烧焦潜在的猎物。但是还没有发现其他可以随意生火的生物。

在考古学界,人类掌控火的最早迹象是一个热烈争议的话题,很少有确切的从古代存留下来的遗迹。然而,有证据似乎显示火炉(firewood stove)可以追溯到一百万年前。可以合理地假设,火最初是从像森林大火等自然资源获得的,这些自然资源可以不断燃烧。



火永远地改变了人类的潜能。现在,我们的祖先能用火抵御最凶猛的食肉动物,对夜间危险的恐惧消除了,火成了生活的重心,我们的祖先可以聚集在火堆旁欢呼雀跃。在他们的火焰和炭灰中,我们的祖先学会了改变食物,改善食物的味道,中和植物毒素,消灭有害细菌。因此,我们的饮食范围扩大并多样化。有人认为,我们“因火而改善”的饮食很可能是我们大脑发育的催化剂。

在掌控火之前,一天的长短由阳光决定。火光延长了一天的工作时间,提供了交流、分享想法和发挥创造力的时间。在美洲原住民的手语中,见面交谈的概念是通过来到火堆旁和分享想法来定义的。即使在今天,我们剧院的脚灯也模仿祖先讲故事人脸上闪烁的火光。如果我能回到过去,我希望能亲眼目睹我们的第一位祖先获得生火的技能。没有一项现代发明的重要性能与第一把火的产生相提并论。30多年来,我一直在教学生们如何通过各种已知的原始手段生火。虽然我们永远不会知道哪种是第一种生火的方法,但有些事情永远不会改变。每当一个学生成功地进行摩擦生火时,他们的脸上都会亮起巨大的成就感。就像一个古老的仪式,第一场火燃烧的情景被重温。

能够随意生火会带来信心。我们的祖先能够分散开来,用火和烟来再次找到彼此。当我们的祖先在地球上迁徙时,即使极为寒冷的地方也没有什么障碍。现在,炉火边成了我们最重要的实验室。在这里,当我们凝视着火焰时,我们观察到了火可以转化材料的方式。在这里,我们也发现粘土可以硬化成陶器。通过观察、假设和实验,科学调查的过程得到了加强。一切都从这里开始,从我们穿的衣服到口袋里的不可思议的设备以及如今我的话传到你那里的方式。这一切都源于我们对火的掌控。

(全国大学生英语翻译大赛组织委员会办公室 提供)

## C 类翻译赛文(英译汉)



Throughout history, people have played some version of a kicking game. What the world now calls football began as far back as 2500BC with the Chinese game of *tsu chu* (蹴鞠). The sport we're familiar with today originated in Britain; by the 1840s, England's Football Association had established a set of rules, and the modern game was born. Today, more than 120 million regular players from all over the globe participate in the game annually, truly making soccer the world's sport.

### Europe: Home of the Rich and Famous

Europe has the largest number of soccer players on Earth and is also home to the world's richest and best-known professional teams. Europe's major clubs—such as Spain's Real Madrid and England's Manchester United—have evolved from local teams to global brands, with supporters all over the world. Some are owned by foreign businessmen, who invest large amounts of money in their clubs, hoping to earn significant returns on ticket sales, television, and advertising deals.

### Asia: A Growing Passion

Over the past three decades, an intense soccer competition among many countries has helped to increase enthusiasm for the sport across Asia. This enthusiasm has also helped to bridge differences and bring people together.

### Australia and Oceania: Soccer Down Under (澳大利亚和新西兰,此为两国别称)

For decades, Australian sports have been dominated by cricket, rugby, and Australian rules football. Today, this region still has the fewest number of soccer players and teams. But interest in soccer is growing, as immigrants from the Balkans and other countries bring the sport and their enthusiasm for it to their new country.

### Africa: Soccer's New Frontier

Africa has a number of talented players; however, the continent lacks strong domestic teams and faces the prospect of losing many of its best players to the European clubs.

### South America: Unbeatable Talent

South America produces some of the most exciting soccer on Earth, and many of the most admired players. Brazil has won the most World Cup Finals ever, and is the only team to have participated in every World Cup to date. Argentina has won the 2022 World Cup in one of the most thrilling finals in tournament history.



### North America: A Sport for Everyone

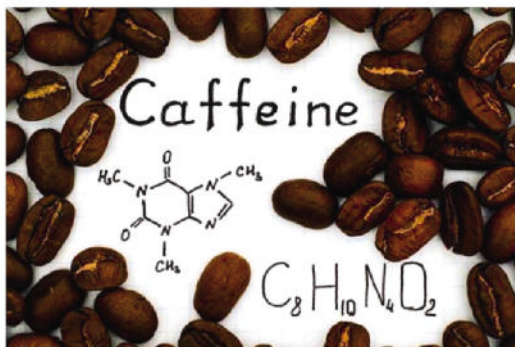
In North America, almost 28 percent of the professional players are women—the largest number in the world. The women's World Cup finals are a hugely popular event. Men's soccer is also gaining in popularity throughout North America, despite tough competition from other popular team sports, such as baseball, American football, and (especially in Canada) ice hockey.

### Soccer: A Global Force

Thanks to its worldwide popularity and the reach of satellite television, soccer has experienced a major evolution in recent years. Today's major teams import both players and coaches from abroad, and clubs once supported only by their local communities now have fans all over the world. In the last quarter century, soccer has succeeded in cutting across national lines to become a global, interconnected sport—one that has the power to unite us all.

## C 类翻译赛文(汉译英)

现在是凌晨 1:45, 21 岁的托马斯·墨菲(Thomas Murphy)正在熬夜为今天下午 2 点的一个重要的工程学考试而学习。为了保持清醒和专注,他在之前的三个小时内喝了两杯咖啡,现在正在喝一种流行的能量饮料——比相同大小的一听苏打水所含的咖啡因高二到三倍。许多像墨菲一样的学生、马拉松运动员、航空公司飞行员和长途旅行者,将他们的能量归功于人类最古老的兴奋剂(stimulant)之一——咖啡因。很多人说他们离不开它。



克服身体疲乏和提高效率的能力是咖啡因如此受欢迎的部分原因。它不仅存在于苏打水,能量饮料,咖啡和茶中,还存在于减肥药、止痛药(如阿司匹林[aspirin])和巧克力棒中。世界各地都对咖啡因的使用创造了整套仪式(rituals): 英国的下午茶、法国的咖啡文化和很多文化中标志着一天开始的早咖啡和早茶。

许多我们吃的食物和喝的水中都有咖啡因,但是它果真对我们有益吗? 一位哈佛(Harvard)医学院的科学家和睡眠专家查理斯·切斯勒(Charles Czeisler)认为咖啡因会引起失眠,这是不健康的。切斯勒说:“没有充足的睡眠——标准的 8 小时,人体就不会在肉体上、精神上 and 情感上以最佳状态运作。我们往往摄入咖啡因来保持清醒,这让我们随后不能获得需要的休息。”

健康风险也与咖啡因摄入紧密相关。多年来,很多研究将特定种类的癌症、骨病的高发率归因于咖啡因的摄入。然而迄今为止,并没有足够的证据证明咖啡因的确会引起这些疾病。

科学界普遍认为,适度地摄入咖啡因并不危险,例如,每天喝一两小杯咖啡(大约 300 毫克咖啡因)。此外,很多现有的研究反驳了长期以来关于咖啡因的负面看法,认为它可能实际上对健康有益。例如:研究表明咖啡因通过降低肌肉炎症(inflammation)可以有助缓解疼痛。因为咖啡因是一种兴奋剂,所以它也能帮助提高一个人的情绪。研究还表明一些咖啡因饮料中,特别是某些茶中,含有可以帮助身体对抗很多疾病的化学物质。

咖啡因对行为的影响是真实的,但是非常轻微。当然,获得更多能量是许多受欢迎的饮料中含有咖啡因的原因。无论是一个学生在课前喝咖啡,还是一个商人吃午饭时喝茶,人类最喜欢的兴奋剂每天都在发挥作用。

(全国大学生英语翻译大赛组织委员会办公室 提供)



## D 类翻译赛文(英译汉)



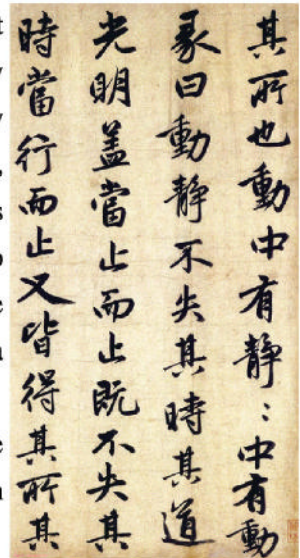
Modern technology is causing changes in our lives that have some people worried. Everyone agrees that new inventions have made life easier, but perhaps we need to ask “Are we losing something along the way?”

Jack Riley is a fifth-grade student in Vancouver, Canada, and he is annoyed. His teacher has just said, “No more calculators in math class.” Jack likes using a calculator to add, subtract, multiply, or divide, but his teacher is worried about her students’ basic math skills. She wants them doing more math in their heads and on paper. She recently read about a study on the math skills of Canadian college students. Some of the students had lived and studied all their lives in Canada, while others had come to Canada from schools in China. The researchers found that the Chinese students were quicker at doing simple math problems and far better at doing complex ones. They also learned that the Chinese students had used calculators much less often during their early school years than the Canadians had. Jack’s teacher has also read the report. According to this study, Canadian students are not keeping up with students from Japan, Korea, Singapore, or England. Jack’s teacher blames technology.

Kate Gladstone of Albany, New York, has some similar feelings about technology. Gladstone is “the Handwriting Repairwoman”. She helps people improve their handwriting so that others can read it better, and sometimes so that they can read it themselves. Businesses have asked her to work with their employees, and many doctors have taken her courses. Gladstone says that too many people never learned to write clearly in school, and too many people think it does not matter anymore. She feels that in the age of computers, handwriting is not getting the attention it deserves.

Li You lives in the city of Yangshuo in Guangxi, China. About eight years ago, he started using a computer to do word processing in Chinese. Soon afterward, his memory for writing Chinese characters by hand began to fail. He would pick up a pen and be unable to write something that he had learned as a child. Many of his friends have had the same problem. They used to be able to write thousands of characters. Now they often joke about how they try to write a character but cannot remember how to form it. At the computer, Li can easily type what he wants to say, so he is not worried. He does 95% of his writing at the computer now, and he says, “I can go for a month without picking up a pen.” However, some people have a different view of the situation. “A long time ago, we all wrote much better,” says Ye Zi, who works with Li. He says, “It’s a cultural loss.”

Are computers and calculators robbing people of valuable skills? Some people think so. Others say such questions just show that some of us cannot deal with change.



## D 类翻译赛文(汉译英)

亚瑟王面粉(King Arthur Flour)是美国最老的面粉公司。它的面粉质量非常好。在全北美,在乎做出好面包的人们都买亚瑟王面粉。这家公司甚至有来自瑞典、日本和沙特阿拉伯的顾客。

亚瑟王面粉成立于1790年,前身是桑德·泰勒·伍德公司(the Sands, Taylor and Wood Company),多年来一直由桑德家族经营。弗兰克·桑德1963年起在那里开始工作,那时是他的父亲负责,后来他的妻子布琳娜(Brinna)也加入了进来。现在弗兰克是桑德家族执掌公司的第五个成员。他也会是最后一个。

几年前,弗兰克和布琳娜决定退休。但是,他们的孩子们中没有人想要接手家族生意,这就意味着亚瑟王的将来成为不确定。于是,一天晚上,布琳娜问弗兰克:“除了我们的孩子,谁最像家人?”答案是明确的:为公司工作的人。弗兰克和布琳娜相信他们能延续家族传统。于是,1996年他们开始让员工接管生意。今天,亚瑟王的160名员工拥有并经营这家公司。

有不同种类的员工所有型企业。其中的一些生产产品,如面粉;另一些提供服务,如清洁或医疗保健。也有不同的方式来组建员工所有型企业。但是这些企业通常共享某些理念。一个理念是,所有员工(不仅是责任人)都有机会当业主。另一个是,员工业主应有权投票做商业决策。这样他们才有了真正的控制权。



下面是另外两个这样的公司是如何开张的故事:

●(美国)马萨诸塞州(Massachusetts)一家复印店的8名员工对于他们的工作不满意。八人中的一个,史蒂芬·罗伊(Stephen Roy)说:“工作环境很糟糕,薪水很低。而且,我们没有工作保障——经理可以在任何时间以任何理由开除我们中的任何人。我们为雇主经营这家店,我们想问‘为什么我们不能为自己干呢?’”于是他们一起从业,创办了集体复印公司(Collective Copies)。二十年后,他们拥有了两家店。每月的一个下午,他们会关门开会,做商业决策。

●在波多黎各的科阿莫(Coamo, Puerto Rico),青年人没有很多工作机会。住在科阿莫的米里亚姆·罗德里格斯(Miriam Rodrigues)想为此做些什么。她组织了一个委员会来解决这一问题,他们努力的结果就是一家家具厂——拉斯·弗洛雷斯·梅特拉特(Las Flores Metalarte)。这家公司现在拥有180名员工业主,生产桌子、椅子、橱柜等。这家公司的成功导致镇上成立了更多的新公司,包括一家三明治商店和一家儿童保育中心。

(全国大学生英语翻译大赛组织委员会办公室 提供)