

译学研究前沿

课程目标：

本课程通过中外学者跨学科高端理论讲座，旨在阐述翻译学的传播学研究路径，关注读者反应和译著的接受效果研究，探讨有效的研究方法和译写策略，最后引导学生运用这些理论和方法检验经典学术著作《东西文化及其哲学》的英译初稿，进行理论与实践相结合的反思，加深对翻译和跨文化传播本质的认识。

教师风采



Brain James Baer，美国肯特州立大学

(Kent State University, 美国翻译专业排名第一) 翻译研究教授，翻译学博导，翻译国际期刊《口笔译研究》(Translation and Interpreting Studies) 的创刊主编，Bloomsbury 出版的“文学文化翻译”丛书系列编

者之一和 Routledge 出版的翻译学系列丛书的编者之一，肯特州立大学翻译学书籍出版总主编，美国口笔译研究协会(American Translation and Interpreting Studies Association) 主席，俄国高等经济研究学院的首席研究专家，上海外国语大学贝克翻译与跨文化研究中心国际咨询委员会委员，意大利奈达高级翻译研究中心咨询委员会委员。在翻译史研究、翻译教学研究和翻译理论等领域发表大量论文，出版的(合著)书籍包括 Other Russias, Translation and the Making of Modern Russian Literature, Queer Theory and Translation Studies, Beyond the Ivory Tower: Re-thinking Translation Pedagogy, Researching Translation and Interpreting, Translation in Russian Contexts, 和 Queering Translation, Translating the Queer 等等。翻译的费道罗夫(Andrei Fedorov)的《翻译理论介绍》(Introduction to Translation Theory) 获得 2014 年度欧洲翻译协会(EST) 翻译奖。



蔡力坚，联合国秘书处原高级译审，美国明德

大学蒙特雷国际研究学院客座教授长期从事翻译工作。著述：《汉英翻译二十讲》(商务印书馆)；《商务翻译：译·评·注》(合著)(清华大学出

版社)；《公文翻译：译·评·注》(清华大学出版社)；《翻译研修实用指南》(北京
大学出版社)；《英汉实意翻译》(外文出版社)。



周葆华，复旦大学新闻学院教授、博士生导师、副院长，新媒体传播专业硕士项目主任。国家万人计划哲学社会科学领军人才，教育部首批青年“长江学者”(2015)。国家社科基金重大项目首席专家。主要研究兴趣为新媒体传播、受众与传播效果、计算与智能传播、舆论研究等。

出版专著《效果研究：人类传受观念与行为的变迁》等。曾获教育部人文社科优秀成果二等奖、上海市哲学社科优秀成果一等奖、霍英东教育基金会第十四届全国高校优秀青年教师奖、新闻传播学国家级学会“杰出青年奖”、复旦大学本科生“我心目中的好老师”等十多项教学科研奖励。



陶友兰，复旦大学外文学院教授、博士生导师，博士后合作导师，翻译系主任，翻译硕士(MTI)教育中心主任。第四届全国翻译专业学位研究生教育指导委员会委员、中国翻译协会理事、入选全国宣传文化系统文化名家暨“四个一批”人才

(2019年)。曾经作为中美富布莱特研究学者、德国洪堡学者赴英国、德国、美国等多所大学访问进修。主要研究方向为翻译与国际传播研究、中国典籍英译及其接受研究、翻译语料库研究、翻译教育研究等。主持并完成中宣部、国家社科、教育部、上海市级课题多项，出版著作、译著和教材30余部，在国内外期刊发表学术论文70余篇，兼任Interpreter and Translator Trainer, Perspectives (SSCI, A&HCI)《上海翻译》等国内外多家期刊的编委和审稿人。

课程设置

1. 教学内容及授课安排：

教学内容及进度安排/Course Content & Schedule

课次/模块 No.	教学周 Week	教学内容及预期效果 Content & Expected Achievement	作业/练习 Assignment
<p>Brian James Baer : Translation and Reception Studies: From Complex Systems to Reader Response</p>	<p>9:00-11:00 August 15</p>	<p>Following the sociological turn in Translation Studies, translated texts and their translators are routinely analyzed in their specific socio-political context. Those studies, however, are often synchronic, that is, they are restricted to a specific historical period. This lecture argues for the importance of diachronic studies of translators and translations, which would embed them in long-term relationships between cultures. The necessity of such an approach is underscored by the fact that translator resources, such as glossaries, dictionaries, and exemplary translations, as well as institutionalized language instruction and theoretical discussions of linguistic transfer between a specific language pair, are the result of decades, often</p>	<p>Questions and Discussions</p>

		centuries, of sustained transnational contact. The lecture ends by mapping out a complex systems approach to the sociology of translators and translations that fully integrates this diachronic dimension.	
Brian James Baer : Studying Readers, the Forgotten Agents of Translation	9:00-11:00 August 16	This lecture explores the reader as a forgotten agent of translation. The first part of the lecture is devoted to discussing the importance of studying readers of translations as the ultimate constructors of a text's meaning, as well as the challenges of documenting and analyzing reader responses. In addition, the lecture distinguishes three types of readers: the expert reader, who knows both the source and target text; the professional reader, who may be an expert in the field but does not know the source text, and the lay or common reader, who does not know the source language and may not be an expert in the field. The reviews of expert and professional readers appear in scholarly journals and general	Questions and Discussions

		periodicals, while the reviews of lay readers may be recorded in online platforms.	
Zhou Baohua: On the Communicative Effectiveness of English Translations of Chinese Classics / 典籍英译的传播效果研究	9:00-12:00 August 17	将典籍英译受众界定为政界、学界和普通受众三类主体，测量并评估不同类型境外受众对中国典籍（如“四书”）英译接触度（传播规模）、认知度（准确理解）、反应度（正面反馈）以及影响度（价值认同），从而为科学评估中国传统经典的国际传播效果，促进中国话语对外传播战略提供决策咨询参考与对策建议。	问答、讨论
Discussants: Brian James Baer Zhou Baohua Tao Youlan	14:00-17:00 August 17	Panel Discussion: Research methods on translation and communication	Tao Youlan (moderator)
Cai Lijian: Translation as Rewriting	8:00-11:00 August 18	Translating from Chinese into English is essentially a process of rewriting. While the concept of translating as rewriting is also often applicable to E-C translation when circumstances require it, it is advisable to imitate whenever possible the way an original English text is written. For one thing, imitation is easy. It saves time. And you don't need to rack your brain. Best of all, it works sometimes. Unfortunately,	Questions and Discussions

		<p>the same is rarely true for C-E translation. The distinctive features of the languages concerned dictate that we approach E-C and C-E translation differently. When it comes to C-E translation, rewriting is the only way translation is done in most cases. Examples will be used to illustrate the need to read between lines, free yourself from the straitjacket of the structural constraints of the Chinese text, and express ideas in your own words in a way that you think most closely reflects what you understand as messages contained therein.</p>	
Tao Youlan	14:00-17:00 August 18	<p>I: Translation Workshop II: Discussion on a Tentative English Version of 《东西文化及其哲学》 (Eastern and Western Cultures and Their Philosophies)</p>	Comments and revision
Tao Youlan	8:00-11:00 August 19	<p>II: Translation Workshop II: Discussion on a Tentative English Version of 《东西文化及其哲学》 (Eastern and Western Cultures and Their Philosophies)</p>	Comments and revision

2. 课程考核及成绩评定:

课程考核及成绩评定/Course Assessment & Grading		
考核形式* Assessment Criteria	权重 Percentage	评定标准 Assessment Standard
出勤 Attendance	20%	Being punctual
课堂表现 Participation	20%	Being active
作业/实验/实践 Assignment(s)	20%	To present new ideas or meet the course requirements
课程论文 Course Paper	40%	To write papers with thought-provoking ideas by providing convincing examples or data

3. 教学参考资料:

教学参考资料/Reading Materials and References
Leo Tak-hung Chan. Readers, Reading and Reception of Translated Fiction in Chinese: Novel Encounters [M]. London/New York: Routledge, 2014.
Munday, J. Introducing Translation Studies: Theories and Applications. 2nd ed. [M]. London/New York: Routledge, 2008.
何刚强. 《论语》海外英译一百八十年: 微观评鉴与宏观思考[M]. 北京: 北京语言大学出版社, 2017.
何刚强. 《汉英译写研究: 理念与范例》[M]. 北京: 外语教学与研究出版社, 2022.

4. 联系方式（授课教师或助教联系方式均可）：
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