

附件 2:

2020 年全国大学生英语翻译大赛

译文题目

翻译赛文(一)

Harley-Davidson

Founded in 1903, Harley-Davidson is perhaps the best-known name in motorcycling. Yet, in the early 80s, they faced strong Japanese competition; H-D's machines were much more expensive and far less reliable than its Japanese rivals'. Only 5% of Japanese bikes failed quality control checks compared with over half the H-Ds coming off the production line. In showrooms, the machines were even put on cardboard because they leaked oil! Dealers who had sold H-Ds for decades switched to selling Japanese models. In 1981, in a single year, H-D sales dropped by 18%. While Honda's share of the heavy bike market rose to 33.9%, H-D's fell to 29.6%. Only one bike in twenty sold in the US was a H-D.



The following year went extremely badly and produced a \$25m loss. After visiting a Honda factory, executives realized they could only survive by adopting Japanese total quality management practices. Ironically, these had largely been based on the work of an American, W Edwards Deming. H-D introduced three key changes. The first, 'Just in Time' delivery of parts, meant that stock and storage were reduced and that two assembly plants could operate without stockrooms. Next, H-D worked hard to break down the differences between levels: for example, top managers and line workers worked side by side to redesign the factory floor. Finally, employees were encouraged to measure quality scientifically and to think constantly about how production could be improved.

The results were dramatic. After two years it only needed to sell 35,000 bikes instead of 53,000 to break even. However, even though their bikes had become as good as the Japanese in the market place, it hardly made a difference. H-D was caught in a price war between Yamaha and Honda who made their models cheaper than ever and flooded the US market. H-D sales fell still further. Eventually, the US government agreed to put heavy, but temporary, tariffs on imports of large Japanese bikes. H-D used this breathing space to rebuild its relationship with customers. It did this by emphasizing Harleys as a symbol of the American way of life. Its test-ride promotion and the Harley Owners' Group made owners feel like one of the family. Riders enjoyed wearing H-D clothing and thousands met at an emotional 85th birthday celebration. By 1989, H-D had jumped to 59% of the heavy bike market. However, by now the average rider was no longer a 'blue-collar' worker but a far wealthier 35-year-old professional—a so-called 'Rolex ride'.

翻译赛文(二)

Songlines

Journalist Gina Baxter learns about songlines and Dreamtime in the Australian outback.

'We don't mind using GPS,' says Baamba, our Aboriginal guide, looking out across the wilderness which belongs to his tribe, the Adnyamathanha people. The red ground ahead is covered with scrub brush and gum trees, all the way to the distant Flinders mountain range, and although it's early, it's already thirty degrees in the shade. It's difficult terrain, but Baamba is a sensible guide: he always carries a satellite phone in his backpack in case of emergencies. His ancestors, however, relied on songs.

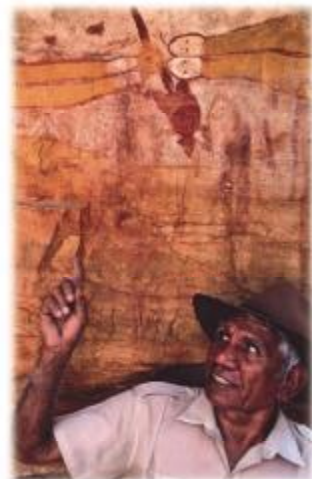
The early Australian Aborigines made the land navigable through songs, dance and paintings. The songs described pathways or 'songlines', which provided an oral 'map' of the land. They showed people where to find a water hole, where there was a river and where they could hunt. Generations of Aborigines followed these pathways, Leaving legible marks and etchings on rocks and trees to help future travellers. 'But the songs describe more than a pathway,' explains Baamba. 'They also tell stories about the 'creator beings' who shaped the earth in Dreamtime.'



later at Arkaroo Rock.'

Arkaroo Rock is one of many sacred sites mentioned in the songs and stories about the land. These stories show the considerable attachment the first Australians had to their environment, how they saw themselves as part of nature rather than masters of it, and how their way of life resulted in a profound and valuable knowledge of their land. It's a way of life that predates the Ice Age, beginning around 70,000 years ago, with more than 2,000 generations since then. It was a way of life that was safe from invasion and influence ... until 1788.

When the Europeans arrived in 1788, they had a different attitude to the land. They believed that the earth and its animals were there for the benefit of human beings. They also believed that if land wasn't farmed, then it didn't belong to anyone. At first, Aborigines didn't understand this attitude, so their first



contact was amicable, even friendly. However, conflicts soon arose as new settlers took away the Aboriginal hunting grounds and divided them up into farms and ranches. As more people arrived and more land was taken, Aboriginal culture became increasingly threatened. Some tribes were not allowed to travel from one place to another, while others were relocated into special camps. Sadly, this destroyed their ancient way of life, and many Aboriginal songlines were lost. Today, people like Baamba are trying to restore this heritage and preserve it.



翻译赛文(三)

北斗,就在你我身边

日前,北斗三号全球卫星导航系统正式开通服务。仰望星空,一颗颗北斗卫星看似遥不可及,其实北斗早已来到你我身边,在你看得见或者看不见的地方,服务于生活的方方面面。



起床吃早餐

【场景】每天早上起床后,一顿丰盛的早餐必不可少,米面粥饭的存在为早餐食谱添色不少。

【解读】北斗终端在精准农业领域中应用非常广泛,也许你吃的面包、粥和馒头,就是由北斗无人驾驶收割机收割的小麦做成的。北斗系统提供的高精度定位服务让农机无人驾驶成为现实,既节省了人力还提高了生产效率。

骑行共享单车

【场景】吃过早餐,选择共享单车出行很方便,扫码就可骑走,到了目的地,在停车区还车即可。

【解读】北斗系统高精度定位可帮助用户更准确、便捷地找车用车,解决“找不到车”“还不了车”等常见问题,并降低超区、禁停区停车的误判率,帮助解决了共享单车无序停放的城市治理难题。

驾车导航

【场景】需要到处跑业务?精准位置服务对“走南闯北”来说必不可少。

【解读】精准位置服务是北斗系统的看家本领,目前大多数智能手机均支持北斗服务。当你的导航芯片兼容北斗系统时,你就可以使用北斗系统提供的位置服务,精准找到目的地。

乘坐公交车

【场景】不会开车没关系,四通八达的公交网络带你去城市的各个角落。

【解读】配备北斗高精度定位终端,可以使公交车实时预报准确率达到95%。目前全国包括上海、重庆、郑州等城市在公交系统中应用北斗定位服务,让后台实时、准确掌握车辆位置信息和行动轨迹,从而提前预估用户的需求,快速做出车辆的管理和调度反应。

网上购物

【场景】小到衣帽鞋袜,大到家电家具,手机一点,万事搞定。每天期待快递的心情,既激动又迫切。

【解读】在平常网购时,北斗系统也在默默发挥着作用。金融系统的有效运行有赖于高精度时间同步,北斗系统授时服务可以提升交易的可行性和可追溯性,确保系统安全稳定运行。

在配送环节,北斗系统服务智慧物流,令买卖双方均可实时掌握物流动态。

卫星导航的应用只受人类想象力的限制,在衣食住行各个方面为人们带来无限可能。未来,人们的生活也将因北斗系统而变得更加高效便捷。

翻译赛文(四)

世界最长海底高铁隧道技术方案准备就绪!继港珠澳大桥后,又一项挑战世界难题、突破科技壁垒的超级跨海工程——甬(宁波)舟(舟山)铁路项目准备开建。

甬舟铁路有望年底开建

中国首条连接浙江舟山岛和大陆的跨海高铁工程——甬(宁波)舟(舟山)铁路项目的技术方案已经完成。

历经2年多,由铁四院勘察设计的“隧道风险评估与金塘海底隧道关键技术方案”,通过了以中国工程院院士钱七虎为组长的专家组评审,标志着这条世界最长海底高铁隧道的技术方案已准备就绪。

作为甬舟铁路工程的一部分,金塘海底隧道全长16.2公里,海底盾构段(shield section)长10.87公里,最大埋深78米,直径14米,是国内首条海底高铁隧道,建成后将成为世界最长海底高铁隧道。甬舟铁路全长77公里,设计时速250公里,主体工程采用桥+隧组合,被誉为“铁路版港珠澳大桥”。宁波北仑至金塘岛,设计为海底隧道;金塘岛至舟山岛,设计为主跨1488米的特大桥。



港珠澳大桥越海隧道全长6.7公里,属沉管公路隧道(immersed tube tunnel),而金塘隧道是高铁盾构隧道(shield tunnel),16.2公里占全线五分之一里程,都将沉在东海,技术难度极大。

甬舟铁路建成后,将结束舟山群岛不通火车的历史,届时从宁波到舟山只要30分钟,从杭州至舟山只需80分钟。专家表示,该项目的建设,将使我国隧道、桥梁设计水平提升到一个新高度。

(全国大学生英语翻译大赛组委会办公室 提供)