

Business Translation Course Summary :

Enhancing Translation Skills for Business Contexts



Course Overview

- Strengthening translation skills by developing reading comprehension in business contexts
- Exploring vocabulary, grammar, and textual analysis for accurate and effective translations
- Understanding cultural and linguistic nuances in business communication

Vocabulary Development in Business Translation

- Word Roots (รากศัพท์): Understanding the origins of business terminology
 - Example: "Corporate" (root: "corp" = body) → "Corporation, Incorporate"
- Prefixes (คำนำหน้า): Altering meanings to refine translation accuracy
 - Example: "Re-" (again) → "Reorganize, Reevaluate"
- Suffixes (คำต่อท้าย): Identifying word forms to maintain grammatical correctness
 - Example: "-tion" (process/state) → "Negotiation"

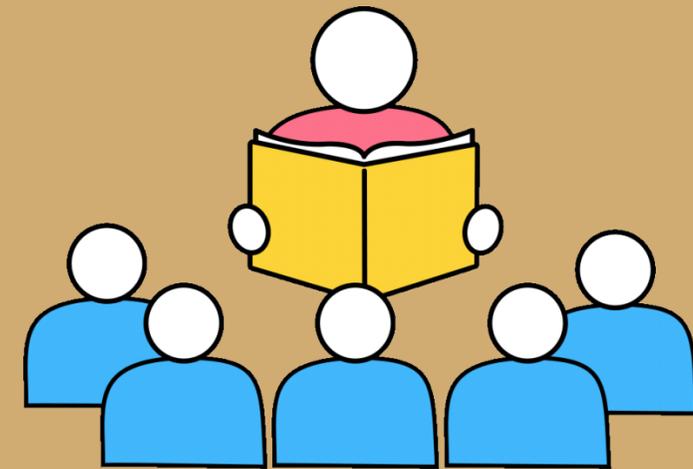


Example Sentences with Translation Focus

- The unforeseen market changes required immediate action.
" (Prefix: "un-" = not)
- "The company's expansion led to increased profitability."
" (Suffix: "- sion" forming a noun)

Coherence & Cohesion in Translation

- Coherence (ความสอดคล้องของเนื้อหา)
: Ensuring logical flow in translated text
- Cohesion (ความต่อเนื่องของข้อความ)
: Using pronouns, linking words, and references effectively
- Example: "The report was submitted on time. Therefore, the client was satisfied." (Logical connection)



Common Cohesive Devices for Translation Accuracy

- Cause & Effect (สาเหตุ-ผลลัพธ์): Thus, Consequently, Due to
- Contrast (ความขัดแย้ง): Whereas, Nevertheless, In contrast
- Addition (การเพิ่มข้อมูล): Additionally, Moreover, Furthermore

Referential Cohesion in Translation

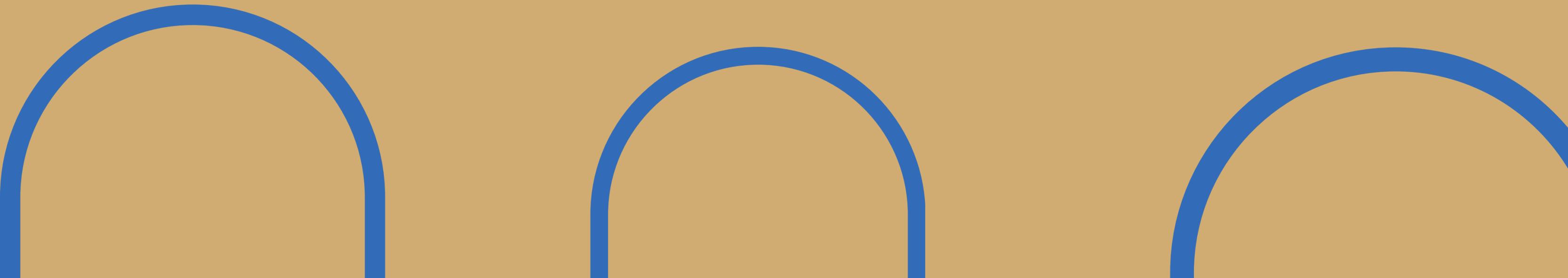
- Anaphoric reference (การอ้างถึงข้างต้น): Maintaining clarity by tracking references
 - "The business plan was revised. It now includes updated financial projections." ("It" = "business plan")
- Cataphoric reference (การอ้างถึงสิ่งที่กล่าวถึงภายหลัง): Translating anticipatory references correctly
 - "Although unexpected, the financial results exceeded expectations."
("unexpected" refers to "financial results")

Deixis and Context in Translation

- Personal deixis (บุคคล): Translating references to speakers and audiences accurately
- Spatial deixis (สถานที่): Handling location-based references such as "here" and "there"
- Temporal deixis (เวลา): Ensuring correct time expressions (e.g., "yesterday" vs. "last quarter")
- Example: "The project will be completed next month." (Temporal deixis)

Understanding Business Document Structures for Translation

- Emails (อีเมลธุรกิจ): Subject → Greeting → Body → Closing
- Reports (รายงาน): Introduction → Analysis → Conclusion
- Proposals (ข้อเสนอทางธุรกิจ): Problem → Solution → Implementation Plan



Example Sentences with Translation Considerations

- "Dear Ms. Lee, I am writing to confirm our scheduled meeting." (Formal business email structure)
- "This report evaluates the impact of market fluctuations on consumer behavior." (Report introduction)

Improving Translation Skills in Business Contexts

- Identifying key business terminology and their cultural implications
- Recognizing sentence structures that impact meaning
- Enhancing clarity, accuracy, and naturalness in business document translation
- Example: Literal Translation: "The company is growing fast."
- " Refined Translation: "บริษัทกำลังเติบโตอย่างรวดเร็ว"
(Ensuring natural flow in Thai)

Understanding Noun Phrases & Noun Clauses for Business Translation

- Noun Phrases (กลุ่มคำนาม)
 - : Groups of words centered around a noun
 - Example: "The rapid expansion of the company"
(head noun: "expansion")
- Noun Clauses (อนุประโยคคำนาม)
 - : A clause that acts as a noun
 - Example: "What the CEO suggested was a major breakthrough."

Business Examples of Noun Phrases & Clauses

- "The global economic crisis affected many industries." (Noun phrase)
- "That the company met its sales target impressed the investors." (Noun clause)
- "The unexpected increase in revenue surprised the board." (Noun phrase)

Understanding Verb Phrases for Business Translation

- Verb Phrases (กลุ่มคำกริยา): Main verb + auxiliary/helping verbs
 - Example: "The company has been expanding rapidly."
- Modal Verbs (กริยาช่วย): Express possibility, necessity, or ability
 - Example: "The manager must approve the proposal before submission."

Business Examples of Verb Phrases

- "The company is launching a new product this quarter."
" (Verb phrase)
- "The budget has been revised to reflect recent changes."
" (Passive verb phrase)
- "The employees should complete the training by next month."
" (Modal verb phrase)

Summary and Final Tips

- Understanding noun phrases, noun clauses, and verb phrases is crucial for accurate and natural translation
- Mastering these elements enhances comprehension of business documents and improves translation quality
- Using cohesive devices effectively helps maintain logical and clear communication
- Recognizing business document structures ensures clarity and precision in translation