

**BỘ GIÁO DỤC VÀ ĐÀO TẠO**  
**TRƯỜNG ĐẠI HỌC DÂN LẬP HẢI PHÒNG**

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**ISO 9001 : 2008**

**KHÓA LUẬN TỐT NGHIỆP**

**NGÀNH: Ngoại ngữ**

**HẢI PHÒNG – 2012**

**HAIPHONG PRIVATE UNIVERSITY  
FOREIGN LANGUAGES DEPARTMENT**

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**GRADUATION PAPER**

**A STUDY ON TRANSLATION OF BUSINESS  
NEGOTIATION TERMS FROM ENGLISH INTO  
VIETNAMESE**

**By:**

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**Class: NA 1202**

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**Hai Phong- December 2012**

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**TRƯỜNG ĐẠI HỌC DÂN LẬP HẢI PHÒNG**

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**ISO 9001 : 2008**

**NHIỆM VỤ TỐT NGHIỆP**

# Nhiệm vụ đề tài

1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp  
( về lý luận, thực tiễn, các số liệu cần tính toán và các bản vẽ).

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2. Các số liệu cần thiết để thiết kế, tính toán.

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3. Địa điểm thực tập tốt nghiệp.

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## CÁN BỘ HƯỚNG DẪN ĐỀ TÀI

### Người hướng dẫn thứ nhất:

Họ và tên:.....

Học hàm, học vị:.....

Cơ quan công tác:.....

Nội dung hướng dẫn:.....

### Người hướng dẫn thứ hai:

Họ và tên:.....

Học hàm, học vị:.....

Cơ quan công tác:.....

Nội dung hướng dẫn:.....

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Đã nhận nhiệm vụ ĐTTN

*Sinh viên*

Đã giao nhiệm vụ ĐTTN

*Người hướng dẫn*

*Hải Phòng, ngày      tháng      năm 2012*

**HIỆU TRƯỞNG**

***GS.TS.NGŨT. Trần Hữu Nghị***

**PHẦN NHẬN XÉT TÓM TẮT CỦA CÁN BỘ HƯỚNG DẪN**

**1. Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp:**

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**2. Đánh giá chất lượng của khóa luận (so với nội dung yêu cầu đã đề ra trong nhiệm vụ Đ.T. T.N trên các mặt lý luận, thực tiễn, tính toán số liệu...):**

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**3. Cho điểm của cán bộ hướng dẫn (ghi bằng cả số và chữ):**

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*Hải Phòng, ngày ..... tháng ..... năm 2012*  
**Cán bộ hướng dẫn**  
*(họ tên và chữ ký)*

## NHẬN XÉT ĐÁNH GIÁ

### CỦA NGƯỜI CHĂM PHẢN BIỆN ĐỀ TÀI TỐT NGHIỆP

1. Đánh giá chất lượng đề tài tốt nghiệp về các mặt thu thập và phân tích tài liệu, số liệu ban đầu, giá trị lí luận và thực tiễn của đề tài.

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2. Cho điểm của người chấm phản biện :.....

*(Điểm ghi bằng số và chữ)*

Ngày..... tháng..... năm 2012

**Người chấm phản biện**

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*Hai Phong, September 2012*

Student

Hoang Thi Thuy



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## **PART I: INTRODUCE**

### **1. Rationale of the study**

With the development of economy, and Vietnam entering WTO, there are more international trades between Vietnam and other countries, we need something as a bridge between communication of one country and another. Business negotiation (BN) English Translation, as an indispensable way of business exchange and communication between different nations, is therefore decisive in regard to whether these BN sentences can successfully get across to the TL (target language) receptor.

BN English is very useful and has its own characteristics. Translators need theories to guide them in their translation practice. Sound theories, such as Nida's functional equivalence theory, can provide a theoretical basis for BN translation, in the process of which, translation can employ various strategies to make the translation smooth and natural, and what is more, to make it as close in meaning as possible. It is clear that applying the equivalence theory in BN translation is significant and worthwhile, because it concerns receptors' response to make the translation more intelligible to them. Therefore, the adaptation of the equivalence theory will be also improved correspondingly in business translation.

In order to gain this, translators must be requested to acquire a certain level of English in this field. Thus the development of the BN study is an urgent need.

A number of Vietnamese translators get trouble in translating BN terms, I myself often become confused with BN terms whenever I deal with them. Hence, it is very necessary for me to acquire certain accumulation of linguistic and cultural knowledge in both native language and foreign languages. Moreover, I am also interested in translation skills, especially in translation of BN terms. That the main reason inspiring me to carry out this

research. More importantly, studying this theme offers me a chance to have thorough understanding about technical translations.

## **2. Aim of study**

The study on translation of basic business negotiation terms aims to figure out an overview on translation strategies and procedures commonly employed in translation of basic business negotiation terms.

In details, my Graduation Paper aims at:

- Collecting and presenting basic English terms in business negotiation.
- Providing their Vietnamese equivalents or expressions.
- Preliminarily analyzing translation strategies and procedures employed in the translation of these English terms into Vietnamese.
- Providing students majoring in the subject and those who may concern a draft and short reference of Basic English terms in negotiation and their corresponding Vietnamese.

## **3. Scope of the study**

The terms used in business negotiation field would require a great amount of effort and time to study. However, due to the limitation of time and knowledge, my study could not cover all the aspects of this theme. I only focus the study on translation and translation strategies in general, and contrastive analysis between specific basic business negotiation terms in English and in Vietnamese.

## **4. Method of the study**

This Graduation paper is carried out with view to helping learners enlarge their vocabulary and having general understanding about translation and translation of negotiation and contract terms.

All of English and Vietnamese terms in my graduation paper are collected from: the Internet, dictionaries of business terms and reference books. These

data are divided into groups based on their common characteristics, and then I carry out my research on procedures used to translate them into Vietnamese.

## **5. Design of the study**

My graduation paper is divided into three parts, in which the second, naturally, is the most important part.

Part I is the INTRODUCTION in which rationale of the study, aim of the study, scope of the study, method of the study, design of the study are presented.

Part II is the DEVELOPMENT that includes 3 chapters:

- Chapter I is the theoretical background which focuses on the definition, technical translation and definition of terms.
- Chapter II is an investigation on business negotiation terms and their equivalents. And Nida's functional equivalence theory, analysis on Applications of Nida's theory in BN translation.
- Chapter III is some related problems faced by Vietnamese learners when studying business negotiation terms and suggested solutions.

Part III is the Conclusion which includes the summary of the study and suggestions for the further study.

## **Part II: DEVELOPMENT**

### **CHAPTER ONE: THEORETICAL BACKGROUND**

Chapter I will introduce an overview of translation theory involved in chapter II. This chapter will help readers have the first look about some issues related to translation and translation of business negotiation terms: translation theory with definitions, methods, and its equivalents and translation of business negotiation terms including translation of ESP, technical translation.

#### **I. TRANSLATION THEORY**

##### **I.1 Definition**

Translation has existed in every corner of our life. It is considered as an indispensable part in the field of not only literature, culture and religion but also commercial advertisement, popular entertainment, public administration, immigration and education... Thus, definitions of translation are numerous, and a great numbers of books and articles have been written about this subject. The following are some typical definitions that are basic theoretical background for this study.

“Translation is the interpreting of the meaning of a text and the subsequent production of an equivalent text, likewise called a translation that communicates the same message in another language. The text to be translated is called the source text and the language that it is to be translated into is called the target language, the final product is sometimes called the target text”(wikipedia).

“Translation can be generally defined as the action of interpretation of the meaning of a text, and production of an equivalent text that communicates the same message in another language” (WikiAnswers).

“Translation is the replacement of a text in one language (Source language SL) by an equivalent text in another language (Target language- TL)” (Catford 1988)

“Translation is rendering a written text into another language in the way that the author intended the text”.

Although these definitions are different in expression, they share common features that they all emphasize the importance of finding the closest equivalence in meaning by the choice of appropriate target language’s lexical and grammatical structures. Some sorts of movement from one language to another also insist on the different methods of translation which will be taken into consideration in the next part.

## **I.2 Translation methods**

There are various methods by which the text may be translated. The central problem of translating is whether to translate literally or freely. It all depends on some factors such as the purpose of the translation, the nature of readership and the text types.

As stated by Peter Newmark (1988:45) there are eight methods of translation, namely word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation. And basing on the degree of emphasis on the SL (source language) and TL (target language), he put it in a flattened diagram as below:

SL Emphasis	TL Emphasis
Word- for- word translation	Adaptation
Literal translation	Free translation
Faithful translation	Idiomatic translation
Semantic translation	Communicative translation

(1) The methods closest to the source language

a) Word-for- word translation: in which the SL word order is preserved and the words translated singly by their most common meanings. Cultural words are translated literally. The main use of this method is either to understand the mechanics of the source language or to construe a difficult text as pretranslation process.

b) Literal translation: This is a broader form of translation, each SL word has a corresponding TL word, but their primary meaning may differ. The SL grammatical forms are converted to their nearest target language equivalents. However, the lexical words are again translated out of context. Literal translation is considered the basic translation step, both in communication and semantic translation, in that translation starts from there. As pretranslation process, it indicates problems to be solved.

c) Faithful translation: This method tries to reproduce the precise contextual meaning of the original within the constraint of the TL grammatical structures. It transfers cultural words and preserves the degree of grammatical and lexical deviation from SL norms. It attempts to be completely faithful to the intentions and the text realization of the SL writer.

d) Semantic translation: It differs from faithful translation only in as far as it must take more account of the aesthetic value of the SL text, compromising on meaning where appropriate so that no assonance, word play, or repetition jars in the finished version.

(2) The methods closest to the target language.

a) Adaptation: This method is the freest form of translation. It is frequently used for plays (comedies) and poetry: themes, characters, plots preserved, SL culture converted to TL culture and text is rewritten. Dung Vu (2004) points out that: "Adaptation has a property of lending the ideas of the original to create a new text used by a new language more than to be faithful to the



original. The creation in adaption is completely objective in content as well as form”.

b) Free translation: Free translation is the translation which is not close to the original, but the translation just transmits meanings of the SL in her/ his own words. It reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original. Therefore, the advantage is that the text in TL sounds more natural. On the contrary, the disadvantage is that translating is too casual to understand the original because of its freedom.

c) Idiomatic translation: idiomatic translation is used for colloquialism and idioms whose literalism is the translation, by which the translator does not transfer the literalism of the original, uses the translation of colloquialisms and idioms.

d) Communicative translation: this method attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership. “...But even here the translator still has to respect and work on the form of the source language text as the only material basis for his work” (Peter Newmark, 1982:39)

### **1.3 Equivalence in translation**

The dictionary defines equivalence as being the same, similar or interchangeable with something else, in translation terms, equivalence is a term used to refer to the nature and extent of the relationships between SL and TL texts or smaller linguistic units.

The problem of equivalence is one of the most important issues in the field of translating. It is a question of finding suitable counterparts in target language for expressions in the SL.

The comparison of texts in different languages inevitably involve a theory of equivalence. According to Vanessa Leonardo : “Equivalence can be said to be the central issue in translation although its definition, relevance and applicability within the field of translation theory have caused heated controversy and many different theories of the concept of equivalence have been elaborated within this field in the past fifty years”. Here are some elaborate approaches to translation equivalence:

Translation equivalence is the similarity between a word (or expression ) in one language and its translation in another. This similarity results from overlapping ranges of reference.

Translation equivalence is a corresponding word or expression in equivalence.

Formal correspondence consists of a TL item which represents the closest equivalents of a SL (source language) word or phrase. Nida and Taber make it clear that there are not always formal equivalents between language pairs. They therefore suggest that these formal equivalents should be used wherever possible if the translation aims at achieving formal rather than dynamic equivalence. The use of formal equivalents might at times have serious implications in the TT since the translation will not be easily understood by the target audience (Fawcett, 1997). Nida and Taber themselves assert that. ‘Typically, formal correspondence distorts the grammatical and stylistic patterns of the receptor language, and hence distorts the message, so as to cause the receptor to misunderstand or to labor unduly hard’(ibid:201)

Dynamic equivalence is defined as a translation principle according to which a translator seeks to translate the meaning of the original in such a way that the TL wording will trigger the same impact in the TC audience as the original wording did upon the ST audience. They argue that frequently, the form of the original text is changed , but as long as the change follows the rules of back transformation in the source language, of contextual consistency

in the transfer, and of transformation in the receptor language, the message is preserved and the translation is faithful' (Nida and Taber, 1982:200)

Newmark (1988) defined that "the overriding purpose of any translation should be achieved 'equivalence effect i.e. to produce the same effect on the readership of translation as was obtained on the readership of the original'". He also sees equivalence effect as the desirable result rather than the aim of any translation except for two cases:

(a) If the purpose of the SL text is to affect and the TL translation is to inform or vice versa

(b) If there is a pronounced cultural gap between the SL and the TL text.

Koller (1979) considers five types of equivalence:

Denotative equivalence: the SL and the TL words refer to the same thing in the real world. It is an equivalence of the extra linguistic context of a text.

Connotative equivalence: this type of equivalence provides additional value and is achieved by the translator's choice of synonymous words or expressions.

Text- normative equivalence: the SL and the TL words are used in the same or similar context in their respective languages.

Pragmatic equivalence: with readership orientation, the SL and TL words have the same effect on their respective readers.

Formal equivalence: this type of equivalence produces an analogy of form in the translation by either exploiting formal possibilities of TL, or creating new forms in TL.

## **II.1 Definition of ESP**

Although equivalence translation is defined with different point of view of theorists, it is the same as effective equivalence between SL and TL.

## **II. Translation of ESP**

English for specific Purpose (ESP) is a worldwide subject. Hutchinson and Waters (1979) note that two key historical periods breathed life into ESP. First, the end of the Second World War brought with it an "...age of enormous and unprecedented expansion in scientific technical and economic activity on an international scale for various reasons, most notably the economic power of the United States in the post-war world, the role (of international language) fell to English". Second, the Oil Crisis of the early 1970 resulted in Western money and knowledge flowing into the oil-rich countries. The language of this knowledge became English.

The general effect of all this development was to exert pressure on the language teaching profession to deliver the required goods. Whereas English had previously decided its own destiny, it now became subject to the wishes, needs and demands of people other than language teachers (Hutchinson & Waters, 1987, p.7).

The second key reason cited as having a tremendous impact on the emergence of ESP was a revolution in linguistics. Whereas traditional linguists set out to describe the features of language, revolutionary pioneers in linguistics began to focus on the ways in which language is used in real communication. Hutchinson and Waters (1987) note that spoken and written English vary. In other words, given the particular context in which English is used, the variant of English will change. This idea was taken one step farther. If language in different situations varies, then tailoring language instruction to meet the needs of learners in specific context is also possible. Hence, in the late 1960 and the early 1970s there were many attempts to describe English for Science and Technology (EST). Hutchinson and Waters (1987) identify Ewer and Latorre, Swales, Selinker and Trimble as a few of the prominent descriptive EST pioneers.

The final reason Hutchinson and Waters (1987) cite as having influenced the emergence of ESP has less to do with linguistics and everything to do with psychology,

Rather than simple focus on the method of language delivery, more attention was given to the ways in which learners acquire language and the difference in the ways languages is acquired. Learners were seen to employ different learning strategies, use different skills, enter with different learning schemata, and be motivated by different needs and interests. Therefore, focus on the learners' needs became equally paramount as the methods employed to disseminate linguistic knowledge. Designing specific courses to better meet these individual needs was a natural extension of this thinking, to this day, the catchword in ESL circles is learner-centered or learning-centered.

As for a broader definition of ESP, Hutchinson and Waters (1987) theorize, "ESP is an approach to language teaching in which all decisions as to content and method are based on the learner's reason for learning". Anthony (1997) notes that, it is not clear where ESP course end general English courses begin , numerous non-specialist ESL instructors use an ESP approach in that their syllable are based on analysis of learner needs and their own personal specialist knowledge of using English for real communication.

## **II.2 Types of ESP**

David Carter (1983) identifies three types of ESP:

English as a restricted language

English for Academic and Occupational Purposes

English with specific topics

The language used by air traffic controllers or by waiters are examples of English as a restricted language. Mackay and Mountford (1978) clearly illustrate the difference between restricted language and language with this statement:

....The language of international air-traffic control could be regarded as ‘special’ in the sense that the repertoire required by the controller is strictly limited and can be accurately determined situational, as might be the linguistic needs of a dining-room waiter or air-hostess. However, such restricted repertoires are not languages, just as a tourist phrase book is not grammar. Knowing a restricted ‘language’ would not allow the speaker to communicate effectively in novel situation, or in contexts outside the vocational environment (pp.4-5).

The second type of ESP identified by Carter (1983) is English for Academic and Occupational Purposes. In the ‘Tree of ELT’ (Hutchinson & Waters, 1987), ESP is broken down into three branches:

- a) English for Science and Technology (EST).
- b) English for Business and Economics (EBE),
- c) English for Social Studies (ESS)

Each of these subject areas is further divided into two branches: English for Academic Purpose (EAP) and English for Occupational Purposes (EOP). An example of EOP for the EST branch is ‘English for Technicians’ whereas an example of EAP for the EST branch is ‘English for Medical Studies’.

Hutchinson and Waters (1987) do note that there is not a clear-cut distinction between EAP and EOP “people can work and study simultaneously; it is also likely that in many cases the language learnt for immediate use in a study environment will be used later when the student takes up, or return to , a job” (p.16). Perhaps this explains Carter’s rationale for categorizing EAP and EOP under the same type of ESP. It appears that Carter is implying that the end purpose of both EAP and EOP are one in the same: employment. However, despite the end purpose being identical, the means taken to achieve the end is very different indeed. I contend that EAP and EOP are different in term of

focus on Cummins' (1979) notions of cognitive academic proficiency versus basic interpersonal skills. This is examined in further detail below.

The third and final type ESP identified by Carter (1983) is English with specific topics. Carter notes that it is only here where emphasis shifts from purpose to topic. This type of ESP is uniquely concerned with anticipated future English needs of, for example, scientists requiring English for postgraduate reading studies, attending conferences or working in foreign institutions. However, I argue that this is not a separate type of ESP. Rather it is an integral component of ESP courses or programs which focus on situational language. This situational language has been determined based on the interpretation of results from needs analysis of authentic language used in target workplace settings.

### **II.3 Business negotiation ESP translation:**

Business negotiation ESP translation is recently very important because most BN documents are written in English language which needs to understand deeply. And, it is impossible to contrast a complete translation that captures the universal meaning of the SL in the BN text without the full understanding about BN terms which is an issue relevant to technical translation. Thus, this part of the study is based on the theoretical background of technical translation.

### **II.4 Definition of technical translation**

Sofer (1991) as follow distinguishes technical translation from literal translation:

“the main division in the translation field is between literal and technical translation”. In his opinion, literal translation covers such areas fiction, poetry, drama and humanities in general and is done by writers of the same kind in the TL, or at least by translation is done by much greater number of

practitioners and is an ever-going and expanding field with excellent opportunities.

Newark (1981) differently distinguishes technical translation from institutional translation, institutional translation, the areas of politics, commerce, finance; government etc... is the other". He goes on to suggest that technical translation is potentially non-cultural and universal because the benefits of technology are not confined to one speech community. The terms in technical translation, therefore should be translated. On the contrary, institutional translation is cultural, so in principle, the terms are transferred unless they are connected with international organization. Though having different approaches to technical translation, two authors view it as specialized translation with its essential –“special terms”.

## **II. 5 Translation in the area of business terms.**

Business negotiation term is one of the popular specific fields, like other languages, its terminologies can change over time. If we translate in the Business Negotiation field, we must find the correct terminology used in the translation. Therefore, it would be very helpful for our translation if we are constantly updating glossaries related to the field as a whole, as well as specific business negotiation topics.. Besides, translation of business negotiation terms is quite complex, which requires translational skills and domain knowledge to include the fields of negotiation. Moreover, we need to know more deeply about its word building.

## **III, Nida's functional equivalence theory**

Eugene A Nida is a world well-known American linguist and must be mentioned when we do some research on translation equivalence. Many translators today have been influenced by his work and theory. Before giving further illustration on functional equivalence theory, one has to make clear another concept, which usually confuses translators. This concept is named



dynamic equivalence, which is also proposed by Eugene Nida. What is the relationship between dynamic equivalence and functional equivalence? As a matter of fact, functional equivalence originates from dynamic equivalence.

The essential idea of dynamic equivalence was first mentioned by Nida in his article *Principle of translation as exemplified by Bible translating (1959)*. In his attempt to define translating, Nida stated that translating consists in producing in the receptor language the closest natural equivalent to the message of the language first in meaning and secondly in style.

In his later study, he proposed functional equivalence, which is about the relationship between the TL receivers and message should aim at being the same as that between the original receivers and SL message.

Nida starts to use the term functional equivalence instead of dynamic equivalence in his later study. He states the relationship between functional equivalence and dynamic equivalence in *Toward a Science of translation*: dynamic equivalence has been treated in terms of the 'closest natural equivalent' but the term dynamic has been misunderstood by some person as referring only to something which has impact. Accordingly, many individuals have been led to think that if translation has considerable impact it must be a correct example of dynamic equivalence. Because of this misunderstanding and in order to use the expression 'functional equivalence' in describing the degrees of adequacy of a translation". The terms 'function' and 'functional' seem to provide a much sounder basic for talking about translation as a form of communication, since the focus is on what a translation does or performs. However, Nida also explains that the meaning of functional equivalence is the same as that of dynamic equivalence.

Nida has pointed two definitions of functional equivalence, which are the maximal and minimal definition. A minimal, realistic definition of functional equivalence can be stated as "the readers of a translated text should be able to

comprehend it to the point that they can conceive of how the original readers of the text must have understood and appreciated it". A maximal, ideal definition can be stated as "The readers of a translated text should be able to understand and appreciate it in essentially the same manner as the original readers did".

Functional equivalence "covers three aspects: linguistic, stylistic and socio-cultural. It focuses on the effectiveness of the target text, denoting equivalence of extralinguistic communicative effect".

Functional equivalence is target text oriented. The functional equivalence can be explained in Fig.1:

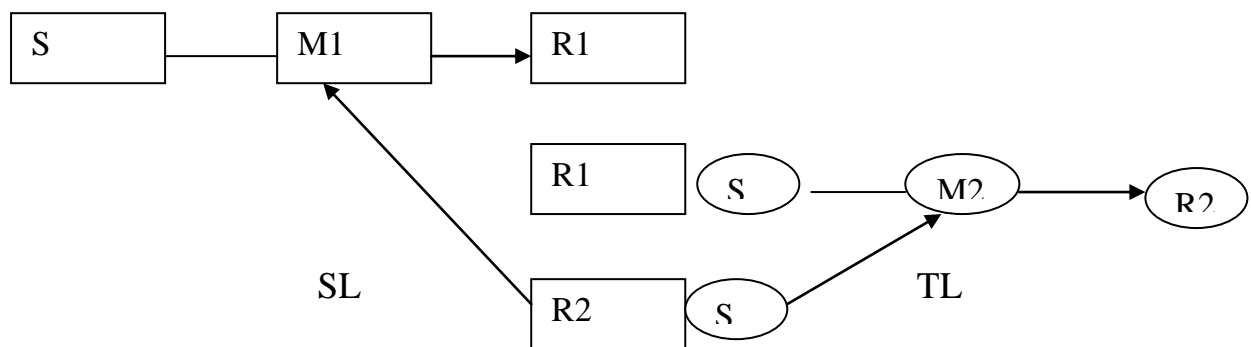


Fig 1

The source language sender (S) sends message 1(M1) , and it is received by receiver 1(R1). The translator, a receiver as well as a sender, first receives message 1 and then forms and sends a new message 2 (M2) in a totally different language, which is of different history and culture from the SL. Traditionally, the way of evaluating the adequacy of translation is to compare M1 and M2 in term of form and meaning. Nida's unique approach to evaluate the adequacy of translation is to compare the response of R1 and that of R2, in which the equivalence of M1 and M2 is evaluated on a more dynamic basic.

Functional equivalence provides a perspective toward translation. Both of free translation and literal translation focus on the relationship between source text and the target text. While the approach of functional equivalent translation introduces that the relationship of receptors to the TL text should be equivalent to that of the SL and the TL texts, to a comparison of the two communication processes involved. We also know there is no identical response between TL readers and SL readers, In general, it is best to speak of functional equivalence in terms of a range of adequacy. A number of different translations can in fact represent varying degrees of equivalence. This means that equivalence cannot be understood in its mathematical of identity, but only in terms of proximity, i.e on the basic of degrees of closeness of functional identity.

## **CHAPTER TWO: AN INVESTIGATION ON BUSINESS NEGOTIATION TERMS AND THEIR VIETNAMESE EQUIVALENTS**

### **I. THE FEATURES AND TRANSLATION OF BUSINESS NEGOTIATION LANGUAGE**

#### **I.1. Features of language in business negotiation**

In general terms, negotiation is the process by which two or more people make a joint decision with regard to an issue where there are differences in initial preferences. It provides a constructive means of resolving conflict compared to other alternatives such as violence. From an information-processing tasks requiring sophisticated decision support. Weak information processing capacity and capability, cognitive biases, and socio- emotional problems often hinder the achievement of optimal negotiations.

Examples of cognitive stumbling blocks include cognitive limitations encountered in generating and evaluating solution alternatives, as well as cognitive biases such as the consideration of issues in isolation and the

preference for salient, easily available solutions. The language of BN is a variant of English, which is used in Business environment for specific purposes. And its language has the following features.

### **I.1.1. Pithiness**

Pithiness refers to that the words, phrases and sentences should be conveyed in a brief and straightforward way. It can let the process of sending information be more effective, making the words easier for listeners to understand. The pithier and more concise business texts surely help the business communication become more effective and appropriate. In order to be pithy, complex expressions such as “letter of credit” in business negotiation, which are not quite necessary or indispensable, should be avoided. While the short form “L/C” is quite popular during business negotiation.

There are some examples:

<b>Abbreviation</b>	<b>Full form</b>	<b>Vietnamese</b>
B/L	Bill of lading	hóa đơn vận chuyển đường biển
CIF	Cost , insurance and freight	giá hàng, bảo hiểm và vận phí
CIF.c	Cost, insurance freight and commission	giá CIF và hoa hồng trung gian
CIF.E	Cost, insurance, freight and exchange	Giá CIF và phí chuyển đổi tiền
CIF.e	Cost, insurance, freight and interest.	giá CIF và lãi suất chiết khấu hối phiếu
L/G	letter of guarantee	thư bảo đảm

Nowadays, in many English- speaking countries, many public documents intend to use simple words instead of complex ones. Pithiness has the easy-to- read features and logical organization, often using simple and short

sentences, For instance: “*thanh toán tiền khi giao hàng*” has the following three pithy translations: “*cash on delivery*”, “*collect on delivery*” and “*payment receipt of goods*”. All these three translations meet the easy-to-read and logical organization features, and the meanings of the words are clear, which cannot be misunderstood by the listeners. Therefore, with pithy and concise business negotiation language, people can deal with the business more quickly and efficiently.

### **I.1.2. Professionality**

Generally speaking, every scientific or professional field has its own technical terminologies. The vocabulary used by experts appear in the process of their work and are easily understood by those who are close to the subject. The business negotiation language also has its own terms. Terminologies appear in the process of BN. Please look at the business negotiation abbreviations as examples as follow:

<b>Abbreviation</b>	<b>Full form</b>	<b>Vietnamese</b>
CPT	Carriage paid to	Cước đã trả tới
DEQ	Delivered EX quay	Giao tại cầu cảng (đã nộp thuế)
DES	Delivered EX ship	Giá giao dọc mạn tàu
FAS	Free alongside ship	Tàu sang mạn tự do
FCA	Free carrier	Giao cho người chuyên chở
FOB	Free on board	Giá giao lên tàu

The application of terms reduces plenty of potential misunderstanding and errors in the practice of business and business translation. The terms could be understood or used easily by the professionals and experts without any explanation in the course of business negotiation. Therefore, the feature of professionalism can influence in a large scale in the business setting. Please

look at the following examples, which have professional meanings in specific business negotiation condition:

<b>English</b>	<b>Vietnamese</b>
Document against acceptance	Chứng từ nhận hàng giao nộp sau khi nhận trả
Stipulate in a contract	Quy định bằng hợp đồng
Emotional outbursts	Bộc phát cảm xúc
Flip of a coin	Búng đồng tiền
Consensus ad idem	Đạt thỏa thuận giữa hai bên về cùng một việc
Real estate	Bất động sản
Mail transfer	Chuyển tiền qua bưu điện
Clean bill	Hối phiếu trơn
Booking note	Giấy đăng ký gửi hàng
Delivery order	Phiếu giao nhận hàng
Partial shipment	Giao từng phần
Delivery time	Thời gian giao hàng
Date of validity	Ngày có hiệu lực
Term of payment	Kỳ hạn trả tiền
Force majeure	Trường hợp bất khả kháng
Counter-offer	Đơn chào giá cạnh tranh
Counterparty risk	Rủi ro của bên đối tác
Self-inflicting negotiation style	Loại đàm phán tự gây hại cho mình
Competitive style	Loại đàm phán cạnh tranh
Accommodative style	Loại đàm phán hòa giải
Avoidance style	Loại đàm phán hủy bỏ
Compromising style	Loại đàm phán thỏa hiệp

Collaborative style	Loại đàm phán hợp tác
Vengeful style	Loại đàm phán trả thù

The following shows the situation in which the same word will have different meanings even in business negotiation language:

English	Vietnamese
Market power	Nắm quyền trên thị trường
Market production	Giá cả thị trường
Means of recourse	Biện pháp truy đòi
Amicable allowance	Bồi thường theo thỏa thuận
Means of conveyance	Phương tiện vận tải
Means of payment	Phương tiện thanh toán
Settle a bargain	Thỏa thuận ký hợp đồng
Settle a dispute	Hòa giải cuộc tranh chấp
Settlement price	Giá thanh toán
Long- term strategy	Chiến lược dài hạn
Marketing strategy	Chiến lược tiếp thị
Business strategy	Chiến lược kinh doanh
Investment strategy	Chiến lược đầu tư
Penetration strategy	Chiến lược thâm nhập (thị trường)
Advertising tactic	Chiến thuật quảng cáo
Thinking tactic	Chiến thuật tư tưởng

### I.1.3. Accuracy

Among the features of BN, the most important one is accuracy, which means there is no misunderstanding or ambiguity in the BN; one word, phrase or sentence has one meaning only. BN language should be accurate and clear enough, making receptors gain all the information. Appropriate business

language can make receptors immediately get the meaning. Direct expressions are proper in BN, as they are clearer than indirect ones.

Accuracy is a very significant feature in BN. Free reduction or omission totally forbidden.

For example:

During the effective period of this agreement, we appoint you as our exclusive agent to solicit orders for our products from customers in your territory.

The above sentence is made up of about twenty-five words, but it fully embodies the feature of accuracy. In this case, some long sentence structures are often applied to achieve the effect of accuracy. That's because long sentences can express enough information and make the meaning convey more precisely. However, it does not mean that those long sentences contain redundant words or phrases, which is not appreciated in the above feature of pithiness. All the elements in those long sentences should be indispensable and necessary, to embody the feature of accuracy.

According to the importance of meanings, words and phrases of BN get more attention than those in common English. When it comes to the accuracy of the meanings specifically, more stress should be laid in the aspect.

In a word, words in BN have accurate and exact meanings and sometimes their meanings are completely different from them in common English.

Please look at the following examples, which have professional meanings in specific business negotiation condition:

<b>English</b>	<b>Vietnamese</b>
Indemnification	Tiền bồi thường
Expedite	Giải quyết



Impasse	Thế bế tắc
Concession	Nhượng bộ
Decision	Kiên quyết
Etiquette	Nghi thức xã giao
Vendor	Bên bán
Purchaser	Bên mua
Lowball	Giá thấp
Counterparty	Bên đối tác
Transaction	Giao dịch
Compensation	Bồi thường
Highball	Giá cao
Quotation	Bảng báo giá
Trade offs	Thỏa hiệp
Adversary	Đối thủ
Give in	Đầu hàng
Deception	Trò mưu mẹo
Outsmart	Láu cá
Bilateral	Song phương
Multilateral	Đa phương
Procedure	Thủ tục
Jostle	Tranh giành (với ai...)
Coercion	Tình trạng bị ép buộc
Amicable	Thân thiện, hòa giải
Dovetail	Phù hợp, ăn khớp
Consensus	Nhất trí
Proposal	Kế hoạch đề xuất
Concede	Thừa nhận
Strategy	Chiến lược

Tactic	Chiến thuật
Subordinate	Người dưới quyền
Vulnerability	Điểm yếu
Outcome	Kết quả
Dispute	Tranh chấp

So in order to comply with all the features of BN and dominate the BN, the language translation should be navigated by the translation principle.

## **II. The principles on the translation of Business Negotiation terms**

In Vietnamese, the most influential standard for translation is “faithfulness, expressiveness and elegance”. Many translation specialists in our country have similar principles and opinions with the above one. But these theories have been criticized by Nida, who has said: “Unfortunately too many Vietnamese theorists and practitioners have focused primarily on elegance and quite naturally they concentrated their efforts on literary text”. It is necessary to establish a set of principles or standards for business translation. Widely-covered BN language makes it difficult to create principles for BN translation. Therefore, the following are some basic principles to guide the BN translation.

### **II.1. Faithfulness**

Faithfulness should be the most significant principle for all types of translation. It refers to that the TL should convey all the information contained in the SL. Of course “faithfulness” tends to mean be faithful to the “original information” rather than “original forms”. BN terms are translated to transfer the information clearly and quickly. Translated words should also be understood correctly by the receptors. The translator should understand the meaning of the SL first in order to make a faithful translation.

### **II.2 Smoothness**

Smoothness, which can help receptors better understand the information provided in the SL. Of course the above faithful principle should be the basic of smoothness. The translated words must have natural, fluent and smooth expressions, that is to say, readable and understandable, causing no misunderstanding or difficulty in reading or applying. In addition, smoothness may raise the degree of acceptability to the translation while if the text is not translated in a smooth and natural way, the translation may be meaningless.

### **II.3 Professionality**

Another principle is professionalism. As the last part “feature of BN” said, BN is a special use of language. So translators should know and obey the BN professional feature when do translating. Professionality plays the most important role on the receptor’s understanding for the translation words, the translation words are not with the professionalism feature of BN, the business will be hard to achieve success.

In a word “Faithfulness, Smoothness and Professionality” which are interrelated with each other, could be a great help in the practice of business translation. If the famous equivalence theory of Nida is applied in BN language translation, BN translation will be better.

### **III. Analysis on the Applications of Nida’s theory in BN translation**

Business negotiation is used special purpose. According to Nida’s functional equivalence theory, the most important point in translation is content. Therefore, the translation of semantics is the most basic level of equivalence. Based on this, if the SL carries cultural information, translator must convey this cultural information to TL. Equivalence between SL culture and TL culture in BN translation is a deep equivalence, and therefore, is invisible. So the translators need to understand, be familiar with one of professional jargon, terminology, on the other hand they should try to use the equivalence theory

to achieve accuracy. The following part will give examples about BN translation in two levels, lexical level and syntactic level.

### III.1 Lexical level

Each language is composed of thousands of words, and these words come together to convey different meaning, so vocabulary plays an important role in our language contexts such as the word “*draft*”, the common meaning is “*phác thảo*”, while “*hối phiếu*” in business negotiation language. Therefore, it is quite necessary for a translator to know the professional meaning of the words in BN if he wants to achieve an equivalence translation. This part will display some word’s professional translation in BN with the application of Nida’s theory.

In BN there are many abbreviations to stand for the full name, and the use of abbreviations negotiations can save much time during the negotiation. Please look at the business English abbreviations as examples as follow:

<b>Abbreviation</b>	<b>Full form</b>	<b>Vietnamese</b>
CIF	Cost, insurance and Freight	Chi phí, bảo hiểm và cước phí
DAF	Delivered at Frontier	Giao tại biên giới
DDP	Delivered Duty Paid	Giao tại đích đã nộp thuế
DDU	Delivered duty unpaid	Giao tại đích chưa nộp thuế
FAS	Free Alongside ship	Tàu sang mạn tự do
FOB	Free on board	Giao lên tàu

It is hard to someone who is not familiar with BN context to know what they stand for and their accuracy meaning, for in BN environment there has its own language features and cultures, which are followed by the whole world traders during business negotiations. Therefore, with the application of Nida’s functional equivalence theory about culture involved in translation is

quiet suitable to get the translation equivalence in BN translation. Except the translation of abbreviation involved the culture factors there are other conditions also should follow this BN cultures.

What's more, there are many professional terms in business negotiation. Some of them are only used in business conditions, each of which has only one meaning. However, the number of such terms is not large. Nowadays, many of these collocations are composed of common and general words, they own professional meanings in BN. Such terms have professional meanings in specific business conditions.

<b>English</b>	<b>Vietnamese</b>
Booking note	Giấy đăng ký gửi hàng
Clean bill	Hội phiếu tron
Delivery order	Phiếu giao nhận hàng
Partial shipment	Giao từng phần
Stand-by L/C	Thư tín dụng bảo đảm
Shut- outs	Không được bốc xếp lên tàu
Terms and conditions:	Điều khoản và điều kiện

In addition, there are many other instances. For example, we can see that the following words all have common meanings:

<b>English</b>	<b>Vietnamese</b>
Accept	Tiếp nhận
Average	Trung bình
Agreement	Sự đồng ý
Credit	Sự tin cậy
Collection	Sự sưu tập

Factor	Nhân tố
Draft	Bản thảo
Honor	Danh dự
Interest	Sự quan tâm
Offer	Đề nghị
Policy	Chính sách

However, they also have professional meanings as follows:

<b>English</b>	<b>Vietnamese</b>
Average	Số bình quân
Agreement	Hợp đồng
Credit	Thư tín dụng
Collection	Thu nợ
Draft	Lệnh rút tiền
Factor	Người bao thanh toán
Honor	Nhận thanh toán (chi phiếu)
Interest	Tiền lãi
Offer	Giá báo, ra giá
Policy	Đơn bảo hiểm
Promotion	Mở rộng thị trường tiêu thụ
Accept	Tiếp nhận

The following shows the situation in which the same word will have different meanings even only in business language.

Balance account	Tài khoản kết toán, chương mục chung
Balance of interests	Số dư lãi, cân đối lợi ích
Balance of transaction	Sự cân bằng giao dịch
Market power	Sự định vị thị trường, nắm quyền trên thị trường
Market production	Sự sản xuất của thị trường, giá cả thị trường
Market report	Bản tin thị trường, bản tin (giá) thị trường (chứng khoán)
Means of payment	Công cụ chi trả, phương tiện thanh toán
Means of recourse	Biện pháp truy đòi
Means of conveyance	Công cụ, phương tiện vận tải

As mentioned above, there is amount of professional vocabulary in BN. So translators should be familiar with business terminology and follow the jargon equivalence principle. As a professional term, it has only one interpretation namely, a professional word in English to a corresponding term in Vietnamese, if translated with other ways, it will cause misunderstanding, even commercial failure. Therefore, vocabulary translation should follow the terminology equivalence translation principle, when we talk about syntactic translation in BN, the sentence structure and routine language expressions cannot be ignored.

### **III.2 Syntactic level**

According to Nida's functional equivalence theory, the effect that translators should achieve in BN translation is that the TL receptor has similar response with the SL receptor, translators should convey the speaker's deep significance to help the two sides of the negotiation to achieve cooperation success. The following will show some examples to point how to get a good translation in BN.

**1. Cho dù phương thức vận tải nào đi nữa thì đều áp dụng điều khoản này.**

*A. No matter with what kind of transport, this term work.*

*B. This term may be used irrespective of the mode of transport.*

The second translation use a strong adjective “**irrespective**”. This word not only shows the rule of the company, but also draws the attention of the buyers, while the first translation cannot achieve these effects.

So in BN translation, translators should use accurate vocabulary to reach functional equivalence. It follows the culture equivalence of Nida theory, for the translation shows the precise BN culture, which the SL has. Besides, the feature of professionalism of BN drives people to use some sentence structures which differ greatly from the logic of Vietnamese or the common way in daily English. Such as the above sentence, the speaker’s point is “the term” so he uses it as the subject, and uses passive voice to express the term.

**2. Cục thương kiểm Trung Quốc sẽ tiến hành kiểm tra hàng tại Cảng để cấp giấy kiểm hàng cho cả bên mua và bên bán.**

*A. Inspection will be conducted by the Chinese Commodity Inspection Bureau at the port of destination. The certificate on quality and weight, published by Bureau, will play a determine role between the buyer and seller.*

*B. Inspection will be conducted by the Chinese Commodity Inspection Bureau at the port of destination. Their certificate on quality and weight is to accepted as final and binding by both the seller and the buyer.*

“**published by Bureau**” at the example makes the long sentence disrupted, then the words will lose its professionalism and give the cooperator a bad impression. The cooperator may suspect the reliability of the company. The second translation is more equivalent to the SL. It didn’t break language into short sentences, but two the sentences, which are similar to the SL in tone, and give an accurate interpretation achieving equivalence.



**3. Vì mối quan hệ tốt đẹp của hai bên, giao dịch lần trước hai bên đều hợp tác thuận lợi vậy nên chúng tôi luôn chào đón lời yêu cầu hợp tác của bên phía công ty**

*A. Because of both parties' good cooperation, the last trade is very satisfied. We welcome your requirement to continue the cooperation.*

*B: Owing to the fact that through our close cooperation, the last trade has been executed smoothly to the satisfaction of both parties, we welcome your offer to continue the cooperation.*

In BN, “*owing to...*” is more formal than “*because of*”... which makes the TL have a high equivalence with the SL in linguistic and which is suitable to the language environment. So in this perspective, the following phrase can help negotiations arrive at the final goal, such as “*I wish..*”, “*Here are...*”, “*How about...*”.

Below is another example about this condition.

**4. Quý công ty dựa vào điều khoản nào để cung cấp phụ tùng?**

*A. Under what condition do you supply spare parts?*

*B. On what terms do you supply spare parts?*

Here we translate “*dựa vào điều kiện gì*” into “*on what terms*”. The general translation “under what condition” is not accurate enough. And the stationary phrase such as “*on what term*” is popular in BN environment, which reflects the culture of BN. Therefore, this language culture in BN interpretation is important and the use of this language culture helps translators reach translation equivalence.

The comparison is shown in the last three examples, including the ordinary versions A, and the professional versions B. Such sequences are determined by fixed usage of BN. Therefore, the ordinary translation logic is impossible to meet the needs of professional BN translation in this aspect. So knowing

some usual fixed usage on BN is important, if translator wants to get translation equivalence.

**5. Thư tín dụng phải gửi đến cho chúng tôi trong vòng 2 tuần.**

A. *The L/C must reach us in two weeks*

B. *the L/C must reach us within two weeks.*

The difference of the two translations is the preposition “*in*” and “*within*”. If one wants to know which one is better, he must distinguish the two prepositions. The word “*in*” is considered as an ambiguous word. It has two different meanings: “*within*” and “*after*”. Then version A does not express the SL’s meaning clearly. So translators should use every word carefully, even a preposition.

**6. Nếu bên phía công ty bạn đưa ra giá thấp hơn một chút thì bên phía công ty chúng tôi sẽ đặt với một đơn đặt hàng lớn.**

A. *if your part gives a lower price, I will send a big order.*

B. *If you could go a little lower , I’d place a big order.*

Version the translation A is not smooth when being read and does not convey the meaning of “*một chút*”, “*Go a little lower*” implies “*put the price down a little*”, correctly conveying the SL meaning. So translators should pay more attention to the adverb.

The following examples are long sentences, which are complex in sentence structure, but not superfluous.

**7. TL: Do quý công ty không tuân theo quy định mà hai bên đã thống nhất, đồng thời vận chuyển hàng hóa không kịp thời, dẫn đến chúng tôi bị thiệt hại 500 USD.**

*SL: Your failure to get the goods ready for loading according to the time of shipment as stipulated in the agreement has resulted in a loss of USD 500 on our side.*

The above examples are related to legal Provision in BN. Long sentences are largely used because they bear more information and meaning with complex structures. Many subordinate clauses are combined into one complex sentence. Even in other business English types, long and difficult simple sentences or compound sentences are also used for the aim of strictness, accuracy and logicity. Meanwhile, to make long sentence more understandable, subsection and punctuation are often used.

To conclude, within the above chapter, I indicated some popular strategies applied in translation of business negotiation such as principles on the translation . To some extent, these strategies can help translators get the best TL in translation process.

### **CHAPTER THREE: SOME RELATED PROBLEMS FACED BY VIETNAMESE LEARNERS WHEN STUDYING BUSINESS NEGOTIATION TERMS AND SUGGESTED SOLUTIONS.**

Translation is considered as a field which requires learners and researchers study hard, look for and hunt from many various sources, reference documents. Especially, translation of specialist's field like business negotiation is more difficult and complicated. In this chapter, some difficulties which translators often have to face with will be presented and some solutions to have the best Vietnamese versions will be discussed.

#### **1. Some problems in translating business negotiation terms.**

First of all, during translation of business negotiation terms, translators meet many difficulties especially with the terms related to business terms.

We feel not familiar with these terms and we can not translate them correctly because our knowledge about this area is limited.

A terms in normal context has common meaning, but when it is put in specific context, its meaning changes and the translator sometimes, feels confused. He or she does not know how to convert it or transfer it so that readers can understand the meaning. Many new terms have completely new concepts which are produced during the translation process.

For example:

*Document against acceptance (Chứng từ nhận hàng giao nộp sau khi nhận trả), Consensus ad idem (Đạt thỏa thuận giữa hai bên về cùng một việc)....*

However, many other terms mentioned are easily translated and their meanings can be guessed basing on the meaning of each word. For example, the term *Means of payment (phương tiện thanh toán)* because its meaning is

the meaning of two words “means” and “payment”. We can easily translate it by looking up new words in a dictionary.

Abbreviation is also a difficulty for translators to understand what it stands for and what it symbolizes. If the translator has no or little knowledge about the matter, understanding the meaning of the terms “CIF” or “FOB”, for example, is not completely simple.

The second difficulty is that students lack information about this field. Students don't have many precious chances to work in business negotiation field, they don't know how it is fixed or which purpose it is used for.

For this reasons, the translation terms of business negotiation from English into Vietnamese is not standard. In order to gain a comparatively good translation skill, it is necessary to court, to collect specific documents and information, and learners may start the process of translating terms from English into Vietnamese.

## **2. Some solutions to translate business negotiation terms**

Firtly, translators have to understand the terms in the whole content which he or she translates.

The approach to reach is reading all the sentences or complete text to give the idea that we want to say in the target language because the most important characteristic of this technique is that the message is translated as clearly and naturally as possible. In this way, translators can guess the meaning of words in detailed content. Moreover, it is necessary to look up new words in a dictionary especially in an economic dictionary.

***SL: Your failure to get the goods ready for loading according to the time of shipment as stipulated in the agreement has resulted in a loss of USD 500 on our side.***

The content of SL is converted into Vietnamese with the message:

***TL: Do quý công ty không tuân theo quy định mà hai bên đã thống nhất , đồng thời vận chuyển hàng hóa không kịp thời, dẫn đến chúng tôi bị thiệt hại 500 USD.***

Secondly, translators should search the knowledge about the translation matter in order to understand the concept of the terms and use them correctly. By doing this, translators can choose the best equivalent form English into Vietnamese to avoid misunderstanding:

For example:

***3/3 full set of clean on board ocean bill of lading marked “Freight pre-paid” and made out to order of issuing bank and notify the applicant with full address.***

In this example , “*clean on board ocean bill of lading*” is understood as “***vận đơn đường biển sạch, đã bốc hàng lên tàu***”. After understanding about the term in SL, translator finds a right equivalent in TL. So, at this requirement, translators must have a deep knowledge of both languages which he or she is translating to get the equivalent in the target language, because the deficiency of the knowledge of both language will result in translation without logical sense.

Thirdly, translators should avoid the tendency to translate word by word because that will destroy the meaning of the original word and ruin the beauty of the expression.

Finally, it is necessary for translators to have the experience of translation. The experience must be collected from the fact. Translation requires many skills. They have understand deeply about translation and techniques of translation. There will not be any good translation if the translator does not know what he is translating. Therefore, in order to achieve the aim of having good translation business negotiation terms, translators are required to have deep studies on those terms as well as the translation theories.

### **PART III: CONCLUSION**

Nowadays, using English has become a common situation. The role of English is expressed in every field of human life such as politics , science, business, economics,etc. Business negotiation in English is integral when transactions are done between companies of different geographical locations and languages.

With the help of the supervisor, teachers, family and friends, my graduation paper have been completed at last.

My Graduation Paper is divided into three main parts: Introduction, Development and Conclusion which are presented from overview on translation theory to practice in details. The theoretical background stated from broad to narrow in chapter one provides the basic knowledge of translation and negotiation terms. The most important part of this study gives translation and an analysis of business negotiation terms. Some difficulties emerged in the translation process and some suggestions for readers to translate in an easy way are mentioned in chapter three. The final part is the conclusion which stated the overview of the whole study.

I hope that this study can help readers and learners, especially those who study in business negotiation field master the translation of business negotiation terms.

Due to the limitation of time and comprehensive knowledge in this field, there are certainly weaknesses in this research paper. The author hopes that all the weaknesses would receive thoughtful consideration and generous view.

Once again, I would like to express my deepest gratitude to my supervisor, Ms Nguyen Thi Phuong Thu, MA, for her whole hearted help as well as to my teachers in Foreign Language Department for their guidance and comments.

## **2. Suggestions for further study**

In the time to come, Vietnam will further integrate into the world economy and culture. Business negotiation therefore becomes increasingly important, and interpretation concerning business negotiation field is more interesting. This progress requires translations of high quality. Thus, more studies should be carried out so that translating business negotiation document become easier. These studies should touch up on translation from different perspective, especially the impacts of the translation on their readers because it is the readers that are the final and most important assessors of translations.

In conclusion, I would like to contribute to the study of English- Vietnamese translation in universities and on the media this thesis. In my opinion, it can be considered a companion of all people who are seeking to improve their English- Vietnames translation skills as well as the quality of their translations. Hopefully, readers of this thesis can find it usefull in their future work and study or at least see it as a reference worth looking at.



## APPENDIX

### BUSINESS NEGOTIATION DIALOGUE

The dialogue below is a conversation between Mr Wang and Jacky .

Mr Wang, the purchasing manager is working for a light company named Guangdong light industry Trade Co.LTD want to attract his counterpart to buy his products. He makes an appointment by telephone.

#### Dialouge: about business negotiation

Mr. Wang ( the purchasing manager of Guangdong light industry Trading Co.LTD)

Alice ( the operator) Mr. Frank ( the marketing manager of ABC company)

Mr Jacky ( the importing manager of ABC company)

#### Telephone invitation:

Alice: Hello ABC Trading company, can I help you?

Wang: Hello, this is Wang Guang from “ Guangdong Light Industry Trading Coporation.LTD”. I would like to speak to Mr.Jacky , your importing manager, please.

A: OK just a second. I'll put you through.

Jacky: Hello, Jacky speaking.

W: Good morning , Mr Jacky. This is WangGuang from Guangdong Light Industry Trading Coporation.LTD. How are you?.

J: Exellent, thank you. How are you?.

W: Great. Mr.Jacky, our company has just introduced a new rang of fabric products. I'm calling to invite you to attend the No.29 Spring Conton Fair this Sunday. We're sincerely looking forward to establishing business relationship with you.

J : Nice to hear from you. But I should look through my schedule first. It's OK, I'm free that day.

W: It's very kind of you to visit us. Please let me tell you the details. Our booth is NO.168 and the Canton Fair will be ended at 7:pm. So you can arrive at there in the morning. We'll arrange the tour for you.

J: Thank you. There is nothing like seeing things with one's own eyes.

W: OK, if you have any questions, please call me. We'll see you then. Goodbye.

J: I'll .bye.

Here is conversation between Wang and Jacky . He tries to negotiate Jacky, the importing manager, ABC company, to sale his company's product.

### **Negotiation in the Canton Fair:**

W: Good morning. Are you Mr. Jacky. Welcome to our booth. I'm waiting for you so long.

J: Yes, I'm Mr. Jacky. How do you do. This my name card.

W: How do you do , and this is my business card.

J: Thank you, Mr. Wang .Now please, allow me to introduce my associate to you. This is Mr. Frank, our marketing manager.

W: Nice to meet you, Mr. Frank

Frank: Glad to meet you, too. We consulted some information from GuangDong Chamber Commerce two days ago. They had a great comment on your products, so we can't help your *favorable products*.

W: hah, hah, you're flattering us. Now let me show our exhibition here. This way, please.

J: Before that, can you give us a explanation of your scope of business .

W: Of course, here is our catalogue and *price list*. You can go over it first.

J:Ok. Go ahead, I want to see everything.

W: We handle various kinds of items, which have been on the market for a few months. But it is already popular.

Frank:That sounds very impressive, and what are their strong points.

W: There's a lot to say for them. In the first place they are made of 3D fabrics, secondly, they're more durable than any other similar ones on the market.

J: I'm interested in the towels. I would like to purchase a few batch of towels for hotel bathing service. Well, how many colors are available for this item.

W: How about the No. 70030 in white and No. 70032 in yellow?. They are made of 100% cotton. Our target customers have a good eyes on them for its good quality and *competitive price*.

F: I'm happy to hear that. But I'd like to get the ball rolling by talking about prices.

W: \$4 per piece *CIF* Rotterdam. But it depends on quantity. If your order is big enough, we may reconsider our price.

J: Ok. We place the substantial order right now. 1000 article for white and yellow. Is it possible that you lower the price a bit?.

W: Considering our *long-standing business relationship*, we have to ask for \$3.8.

J: Perfect, you make a good choice, hah hah, now let's coming into nexr part, what is your regular practice concerning the *terms of payment*.

W : *Revocable L/C at sight* is our usual practice. What's you idea in mind.

F:That' ll tie up my money and increase my cost, could you make an exception and accept *D/A* or *D/P*?

W: I' m afraid not. We insist on revocable sight L/C.

F: I'm sorry hear that. OK when will you want to issue the L/C?

W: You should notify the issuing bank to open the L/C in May. The reason is that we must make a preparation for producing the products. If not, then our factory will be fully committed, we can't effect the shipment on time.

F: OK, we understand. By the way, can you tell us a definite date of shipment for the time being.

W: Oh, don't worry, we assure you that shipment will be made no later than December 2011.

F: Nope, nope. December is absolutely too late. You see, we should catch the selling season, especially before Christmas Day. So we request that the shipment should be reached us by the end of November.

W: Granted. Please rest assured of that. This is our initial order, we will spare all our effort to meet your need.

F: Good, you're considerate. Now could you define your ways of packing.

W: Yes, we usually pack our articles each 10 dozen in the carton, each dozen to a poly bag and packing 12 items for a dozen. In addition, the carton should be lined with the dampness-proof cotton.

F: No problem, we accept your arrangement of package. Shall we finish the remaining for insurance.

W: Yes, what would you like to know?

Jacky: What coverage would you like to insure?

W: We'd like to cover this shipment against all risks.

J: It is acceptable. But how should we gain the *compensation* if it occurs any losses and damages in transit.

W: You may lodge a claim with the insurance agent at your port.

J: OK, it really makes sense.

W: I'm so glad to see that we come to an agreement in our initial transaction. Is it possible for us to draft the contract?

F: Definitely, no problem.

(a few minutes later, everything is ready)

W: Here is our contract, and see if everything is OK.

F: OK, let me read it through.

(after a few seconds) The contract contains basically all we have agreed upon during the negotiations. I have no questions about the terms.

All right. Everything is OK, where shall I put my signature.

W: Here, we'll sign two originals, each in Chinese and English Language, Both are equally effective.

J: OK, I have signed it. Now please countersign it. You may keep one original and two copies for yourself.

W: Thank you.

J: I'm delighted our negotiation has come to a successful conclusion.

W: Yes, I hope this transaction will lead to further stable business between us.

Jacky and Frank: We also hope so (shaking hands with each other)

Jacky: What a wonderful day it is. Shall we go to have a celebration for our initial cooperation tonight.

W: That's a good idea. Let me treat you, please don't refuse that Jacky and Frank hah, hah, hah.

### *Vocabulary:*

Revocable sight L/C	Thư tín dụng có thể hủy ngang
Favorable products	Sản phẩm phù hợp
Countersign	Tiếp ký
Price list	Biểu giá
Initial cooperation	Hợp tác lần đầu
Compensation	Bồi thường
Terms of payment	Điều kiện thanh toán
Competitive price	Giá cạnh tranh
Long-standing business relationship	Quan hệ kinh tế lâu dài
DA(documents against acceptance)	Chứng từ giao khi chấp nhận thanh toán
DP(document against payment)	Chứng từ giao khi thanh toán

In the dialogue above Mr Wang got a final agreement and Jacky made Mr Wang to take his first offer which is suit to his property. Through negotiating, both of them get their target and improve their long-standing business relationship.

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