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外文题目： The Function of Schema Theory in Improving the Chinese Students' EFL Reading Ability

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本人声明，所呈交的毕业论文（设计）《图式理论在提高中国学生英语阅读能力中的作用》是本人在导师指导下独立完成的。除文中已经标明引用的内容外，本毕业论文（设计）均为本人观点，不含任何其他个人或集体已经发表或撰写过的研究成果，不存在剽窃、抄袭他人学术成果，伪造、篡改实验数据的情况，对本文的研究做出贡献的个人和集体，均已在文中以明确方式标明。本人的毕业论文（设计）若有不实或抄袭，愿意承担一切相关的后果和责任。

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图式理论在提高中国学生英语阅读能力中的作用

摘要：二战结束以后，世界范围的战争彻底结束了。战后，世界经济得到迅猛发展，几次工业革命正在不断改变和提高着人们的生活。然而，在看似平静和繁荣的全球背景之下，在各个地区的力量中心依旧战火不断。这引来了学术界的激烈争论，最著名的当属以《文明冲突论》的作者亨廷顿为代表的学派。该派学者认为，冷战结束后，由于对宗教和传统文化的狂热追求和强烈的文化归属感，地区冲突的主要原因已不再是政治，经济，军事或外交，而是以宗教为划分基础的文明之间的冲突。然而笔者认为，事实并非如此。论文首先从理论的角度分析了各大宗教派别信仰的相似之处，即和平、包容，证明宗教本身共存的可能性。随后作者阐述了伊斯兰教的特征及原教旨主义运动的发展，论述了激进组织和极端分子不应被视为宗教的代表，甚至从某种意义上说，不能被认为是宗教的一部分。最后，本文又通过透彻的案例分析对产生当前各主要地区冲突（如伊朗问题，巴以冲突等）的原因进行分析，说明了军事和经济等因素在地区冲突中所占位置。由此作者得出结论，宗教是地区冲突的原因之一，但并非主要原因。事实是，宗教是我们人类历史的灿烂瑰宝，应与以保护，并不断使之发扬光大。

（空一行）

关键词：宗教；文明冲突；极端分子；地区冲突根源

（1）“摘要”“关键词”及后面冒号：黑体，五号，加粗，顶格。
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The Function of Schema Theory in Improving the Chinese Students' EFL Reading Ability

Abstract 采用：Times new roman，四号，加粗，居中，段前段后各 1 行。

Abstract

Since the end of the Second World War, the world economy has been greatly developed. However, under the background of global prosperity, regional conflicts and wars are still going on. This leads to the intense controversy among scholars. The most influential party is represented by Samuel P. Huntington, who states his standpoint in his book The Clash of Civilizations and the Remaking of World Order, published in 1996. These scholars believe after Cold War, politics, or economy is no longer the root of conflicts. Instead, due to the global enthusiasm towards religions and civilizations and the increasing senses of cultural belonging, clash between religion-based civilizations becomes the main cause. But, the author believes on the contrary. In the first part of the paper, the author theoretically compares the similarities of the faiths of some major religions and then provides evidence to show that extremists cannot be taken as representatives, even part of religions. Then, through case studies, the author explain in detail many other causes involved in some current hot issues and conflicts, proving that religions are part of the causes of regional conflicts, but far from to be a main one.

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Key words: Religion;Clash of Civilizations;*R*oot;Regional conflicts

（1）“**Key words**”及后面冒号：Times new roman，小四号，加粗。
（2）正文：Times new roman，小四号。
（3）行间距：1.5 倍行距，两端对齐。
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标题：Times new roman，四号，加粗，居中，段前段后各 1 行.

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First of all, I would like to thank my mentor. The tutor helped me a lot at every stage of my thesis writing. From the topic selection to the final draft, the tutor patiently guided me and put forward many valuable suggestions. I have benefited a lot from the tutor's professional knowledge and rigorous attitude. Without the support and guidance of the tutor, I can't finish this paper smoothly.

（1）正文：Times new roman，小四号。
（2）行间距：1.5 倍行距，两端对齐。
（3）各段首行缩进 2.5 字符（即 5 个英文字符）。

Secondly, I would[illegible]helped me a lot during my research. They help me find information, discuss problems, and often encourage me to stick to it. Whenever I encounter difficulties, they always listen patiently and give advice. Their support made me feel warm and made me more confident to complete the thesis.

I would also like to express my special thanks to my family. My family has been silently supporting my studies and giving me a lot of encouragement. No matter what difficulties I encounter, my family always supports me unconditionally. Their understanding and support enable me to concentrate on writing my thesis.

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Thanks again to everyone who helped me.

标题：Times new roman，四号，加粗，居中，段前段后各 1 行.

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（1）正文至少分三个章节，一级编号下至少包含 1,2 两个二级编号，不建议用到四级编号，页码右对齐。
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Introduction

“Introduction”章节内容必需含“文献综述”的撰写

In our daily life, we always see or hear many advertisements on the radio and so on. The translation of advertisements is also a part of cultural exchanges of different countries. After entering WTO, China has been faced with fiercer competition, so the advertisement has become more and more important for it is always used as the way to promote the sales of goods. The excellent advertisement is not only understandable for everyone, but also has an elegant style. It can easily encourage people to buy the goods. Therefore, a good translation of an advertisement is also important to promote the sales of the goods in the country of the target language.

（1）正文：Times new roman，小四号。
（2）行间距：1.5 倍行距，两端对齐。
（3）各段首行缩进 2.5 字符。

Most translators may be familiar with the theory of functional equivalence which is systematically illustrated by Eugene A. Nida. It is stated primarily in terms of a comparison of the way in which the original receptors understood and appreciated the text and the way in which receptors of the translated text understand and appreciate the translated text.[1] That is to say, the adequacy of translations is judged on the basis of the c n lexicon and grammar between the source and target language.

注释：用上标，文末用尾注形式标注。

Functional equivalence is a powerful weapon for information exchange. The translation work which follows the principles of functional equivalence is much easier to understand.

However, functional equivalence is very abstract to most people. In order to make it clear, this paper chooses advertisement translation to analyze its every aspect. Due to the differences between English and Chinese, the advertisement translation from English to Chinese should be undertaken in different translation techniques with the guidance of funct

正文页码重新从第 1 页开始连续编码至最后一页，用阿拉伯数字。页码位于页脚中间，用 Times New Roman 小五号字体。

（1）一级标题：Times new roman，四号，加粗，居中，段前段后各 1 行。
（2）一级标题用阿拉伯数字 1，二级标题延用 1.1，三级标题延用 1.1.1。
（3）标题阿拉伯数字与英文字母间空 1 格，标题均按此要求。

每一章的开始均需要另起一页

1 A Brief Review of Functional Equivalence

The similarity of the thoughts of human beings determines that the similarities are more than the differences between English and Chinese. The equivalence of languages makes it possible to convert the source language into the target language. However, the convert is not just a process to translate the words from one language to another language. Translation should be a task to recur the information of the original work in a most natural way. That is to say, translation should rebuild the surficial forms of the original information, convert the views of expression and replace the meaning of the original work with the meaning of the translated work. Therefore, equivalence is the most important basis for translation. The translated work can be of higher quality if it achieves more equivalence

（1）正文：Times new roman，小四号。
（2）行间距：1.5 倍行距，两端对齐。
（3）各段首行缩进 2.5 字符。

Functional equivalenc ion. The reason is that English and Chinese have many differences in their forms, grammars, sentence structures and so on. Therefore, in the process of translation, to convey the information of the original work is the focus and the most difficult part. After all, the receptors of the translated work expect to know the content of the original work.

Functional equivalence also emphasizes the cultural elements. If a translated work does not reflect the cultural elements of the original work, it must be a failure. Therefore, the translator should be bilingual and bicultural.

Nida always holds a view that syntax and lexeme are the biggest barriers for the translators.[2] The translators devoted to English-Chinese translation may agree with hi hrough the grammar, so their translati ar and sentence structure. Functional equivalence is a powerful weapon for the translators to overcome these barriers. Functional equivalence can fall into three parts. First, the word classes replace the traditional parts of speech to

通过阐释、描述或转述的方式，间接引用别人的观点，不用引号，在间接引用结束后用数字编序的方式进行注解。

describe the semantic relations of the words. Second, the concept of kernel sentence and the concept of sentence transformation can overcome the restriction of syntax to a translator. Third, isomorphism can overcome the barriers caused by the social and cultural differences.[3]

二级标题：左起顶格，Times new roman，四号，加粗，段前段后各 1 行.

1.1 Definition of Functional Equivalence

A maximal, ideal definition could 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."[4]

A minimal, realistic definition of functional equivalence could be stated as "The reade[illegible]nd it to the point that they can [illegible]t must have understood and appreciate it."[5]

直接引用不超过 4 行（含 4 行）的短引文，用引号引所用文字，如引文未间断，引号前不加标点。

直接短引文若被断开，则前后用逗号隔开。

"Poets," according to Shelley, "[illegible] the unacknowledged legislators of the world."[6]

In the 1950s, for example, while Ellington was still alive, Raymond Horricks compared him with Ravel, Delius, and Debussy:

长引文时用冒号分隔，上下各空一行。

（空一行）

只有一段的长引文，文本前后各空 2.5 字符，不用引号。

The continually enquiring mind of Ellington…has sought to extend steadily the imaginative boundaries of the musical form on which it subsists…. Ellington since the mid-1930s has been engaged upon extending both the imagery and the formal construction of written jazz.[6]

（空一行）

2 段以上长引文，每段首行缩进 1.5 字符；文本前后各空 2.5 字符。

Ellington's earliest attempt to move beyond the three-minute limit recieved …

Figures in literature are either flat characters （one dimensional figures, figures with simple personalities） or round characters （complex figures）. The characters described in the first chapter of

The Great Gatsby can well be regarded as flat:

（空一行）

I never saw this great-uncle, but I'm supposed to look like him----with special reference to the rather hard-boiled painting that hangs in father's office.

I graduated from New Haven in 1915, just a quarter of a century after my father, and a little later I participated in that delayed Teutonic migration known as the Great War. [7]

（空一行）

However, F. Scott Fitzgerald succeeds in changing these flat figures into round ones through his master-hand writing skills and in-depth characterization.

1.2 Different Functions

The theory of functional equivalence involves nine functions: expressive, cognitive, interpersonal, informative…The theory of functional equivalence involves nine functions: expressive, cognitive, interpersonal, ive…The theory of functional equivalence involves nine functions: ve, cognitive, interpersonal, informative…

三级标题：左起顶格，Times new roman，小四号，加粗，段前段后各 1 行。

1.2.1 Analysis of the current situation of business English negotiation

In today's deepening globalization, people in different countries and social environments have different cognition and understanding of the same thing increasingly prominent. This difference not only affects people's world outlook, outlook on life, values, language and behavior mode, but also plays a decisive role in the formation of corporate culture. This difference in corporate culture is particularly obvious in business negotiations, and often becomes the key factor hindering the success of negotiations.

China, with a long history and profound traditional culture, its corporate

culture has been deeply affected. In this context, Chinese enterprises tend to pay more attention to the atmosphere of unity and harmony, emphasizing the emotional bond and cooperation between people. In this cultural context, negotiators often pay more attention to understanding the world and building long-term interpersonal relationships, rather than direct profit maximization.

关于论文中图表格式：

（1）编号要连续，如图 1、图 2 等，表 1、表 2 等，并须有对图表相关说明的标题。

（2）图的编号和标题放在图的下方，表的编号和标题放在表的上方。

（3）图表的编号及标题采用 Times New Roman 五号字体，加粗，图表居中于页面。图片下方添加图片来源信息。

1 级标题：Times new roman，四号，加粗，居中，段前段后各 1 行.

Conclusion

With the rapid development of the international trade, advertisement has become an indispensable part in our life. To some extent, it has become our guide in the aspect of consuming. No doubt, we are now living in the age of advertisement. Therefore, to translate a good and effective advertisement is increasingly important for attracting the potential customers and promoting the sale of the products in the international market.

Since Chinese and English are two quite different languages, the translation from English to Chinese is not an easy task. The translator should learn well the cultural and social background of the original work, the differences of their sentence structures and also their habits of expression. Although there are so many differences between the two languages, the functions of all the languages are the same. That is to name the reality and to communicative with the people. It is just the basis for the translation from English to Chinese.

Functional equivalence indeed provides the translators an easier way to finish a translation work. It benefits the advertisement translation, and also gives a direction for other kinds of translation, especially the pragmatic texts, because its main target is to guide the translators to retell the information of the original work as much as possible and to represent the information of the original work is just the target of the pragmatic texts.

Through a relative thorough analysis of functional equivalence and advertisement translation, the readers of the essay may have a clear understanding of the details and aspects of advertisement translation. The readers may appreciate the advantages of functional equivalence in the process of advertisement translation. Functional equivalence helps the translators overcome the barrier of translation. That is the forms and structures of the language of the original work. Advertisement translation has its special

aims. It is not only for information exchange, but also for encouraging the customers to buy the products. This is the ultimate aim of advertisement translation. Therefore, the translators should not only express the accurate meaning of the original work, but also pay attention to the diction of words and the cultural elements. The translation work will fail to realize its aims if it neglects the cultural elements such as the tradition, customs and habits of the target country. The analysis of these aspects in this essay may give the readers a little enlightenment.

尾注，单独起页；1 级标题：Times new roman，四号，加粗，居中，段前段后各 1 行.

Notes

[1] Eugene A Nida, *Language, Culture and Translating* (Shanghai: Shanghai Foreign Language Education Press, 1993), 116.

[2] 转引自叶子南著，《高级英汉翻译理论与实践》，北京：清华大学出版社，2001 年，第 164 页。

[3] 叶子南, 第 164 页。

[4] Eugene A. Nida, 117.

英文注释与上一注释同书不同页

[5] Ibid., 118.

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（1）尾注用上标形式，数字后空 1 字符。
（2）尾注以全文为单位拉通编序，序号应该与正文中注释的最初编号一致。
（3）尾注中作者的编排方式采用名前姓后（First Name First）的原则。
（4）尾注中英文书名用斜体。
（5）尾注行文采用首行缩进的方式，每一注释首行缩进 2.5 字符。

[11] Eu… E.J. Brill, 1964), 166.

[12] Larry … Stefani. *Communication* …ching and Research Press, 2000), 60.

[13] 转引自靳涵身编著，《诗型广告翻译研究》，成都：四川大学出版社，2004 年，第 228 页。

[14] 靳涵身，第 229 页。

中文注释与上一注释同书不同页

[15] 靳涵身，第 228 页。

[16] 靳涵身，第 228 页。

尾注中汉语注释的格式

[17] 贾德江，《英汉语对比研究与翻译》，长沙：国防科技大学出版社，2002 年，第 117 页。

[18] 转引自贾德江，《英汉语对比研究与翻译》，长沙：国防科技大学出版社，2002 年，第 130 页。

[19] Eugene A. Nida, *Translation: Applications and Research* (New York: Gardner Press, 1976), 48.

[20] Ibid., 50.

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廖七一 “庞德与胡适诗歌翻译的文化思考，”《外国语》2003（6），第 54－59 页。

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（1）参考文献析出顺序，先英文后中文。
（2）按英文首字母顺序 a-z 拉通编序。
（3）字体：中文宋体小四号，英文及数字 Times new roman 小四号。
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