



In this example, “continued” and “success” are respectively translated into “adverb” and “verb”, which enables the translation to be more compliant with the expression mode of Chinese. If we translate the sentence as “继续成功”, the translation obviously is of poor fluency.

Example III

There is no question that your strong support is necessary to achieve these goals, and the organization must foster a working environment which allows you to be highly engaged and fully exert your maximum capabilities.

毫无疑问，您的鼎力支持对于实现这些目标至关重要，组织必须营造一个让您能够全身心投入并充分发挥您最大能力的工作环境。

In this example, “maximum” is translated into “adverb”. If the latter half of sentence is translated into “充分发挥您最大能力”，the expression mode is not in conformity with the expression mode of Chinese.

Example IV





It is conducive to an immediate and deep sleep.

它对立即和深度睡眠有促进作用。

In this example, “immediate” and “sleep” are respectively translated into “adverb” and “verb”, which enables the translation to be more compliant with the expression mode of Chinese. If we translate the sentence as “立即睡眠”，the readability of the translation will be extremely poor.

(II) The “verb” or “adjective” in original text could be translated into “noun” in the target text.

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Example I

In my opinion, this company is socially responsible in the community.

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In this example, “responsible” is translated into “noun” instead of keeping its original characteristic of word.

Example II

The product is priced lower than the one next to it.

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Example III

It is elegantly designed with smooth curves.

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Example IV

This article is authored by Mr. Wang.

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In these three examples above, “priced”, “designed” and “authored” are all translated into “noun”. Generally speaking, the common feature of such “verb” is that it can also be used as a noun.

We need to make appropriate conversion during translation to produce a desirable translation. Otherwise the translation will be of poor readability.

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