

西方翻译研究译丛的副文本特点和功能研究

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摘要

本论文主要探讨副文本在两套西方理论的中国译丛中的功能：上海外语教育出版社的“国外翻译研究丛书”和外语教学与研究出版社“国外翻译研究丛书”。本文主要任用法国理论学家热拉尔·热奈特对于副文本的定义和对其功能的分析，通过对标题，底封面的短评和导读三类副文本的分析，来探索副文本在这两套西方翻译理论译丛在中国翻译市场的传播过程中的功能和影响。本文认为这两套丛书的副文本不仅服务于促进书籍的宣传，增大其销量以提高出版社的利润额，同时也为中国高校的学生，老师和其他研究者提供这方面的教材和参考书目，承担着建设中国翻译学科的使命。这两套丛书的副文本也对西方翻译理论原著提出了一些批判性分析，摸索如何从完全照搬借用西方理论到灵活任用其理论转变的方法和道路。通过分析这些副文本如何处理在商业目标和教育目标两者的冲突，本文希望启发读者对西方翻译理论在中国的传播和译界有更深刻的理解。

关键词：翻译理论中国译丛，市场策略，副文本，西方翻译理论

Features and Functions of Paratexts in Western Translation Studies Book Series in China

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ABSTRACT

This paper explores the function of paratexts in two series published in China: 1) Western Translation Theories Studies: Foreign Translation Studies Series, and 2) FLTRP Translation Studies Series. I apply Gérard Genette's definition of paratexts to the Chinese publishing market in order to analyse three main categories of internal paratexts, including titles, blurbs and reading guides. I will argue that the paratexts of the two series not only serve to promote books and provide profits for publishing houses, but also to provide textbooks and references for teachers, students and scholars at Chinese universities, with the aim of fostering the discipline of Translation Studies in China. These paratexts offer some critical analysis of the books, exploring ways of transforming the 'borrowing' of Western theories to 'applying' them in Chinese practice. This article aims to assess how the paratexts deal with the different and sometimes conflicting expectations between these two perspectives, allowing us to better understand the ways in which the Chinese reception of Western Translation Theory is being shaped.

KEYWORDS: Chinese series of translation studies, marketing strategies, paratext, Western translation theories