**广东外语外贸大学高等教育自学考试**

**商务英语专业论文参考选题**

**一、专业介绍**

本专业培养具有良好职业道德，掌握一定经贸理论知识、熟悉国际商务操作规程，具备扎实的国际经济和国际贸易理论基础，掌握国际经济与国际贸易的基本知识与基本技能，具有较扎实的英语听、说、读、写、译能力，较好的英语沟通能力的应用型英语人才。毕业后能在外贸、文化教育、旅游（酒店）等行业从事翻译、外贸实务、教学和涉外文秘等工作。

主要课程：高级英语，综合英语，商务英语听说，商务英语翻译，国际贸易实务，外刊经贸知识选读。

**二、选题要求**

1、论文选题必须是属于本专业方向范畴以内的，可参考本文所列的论文选题，但不仅限于本文所列的论文选题。

2、本文所列论文选题主要用于指引论文写作可选择的研究方向，不可照抄本文论文选题作为题目。

3、考生可选用本文论文选题中的关键词（红色字体），结合自己的写作思路或研究方向确定论文写作题目。

**三、论文选题：**

**Translation related topics:**

1. The Influence of **Cultural Factors** on Translation **of idioms** in Business English[试论文化因素对经贸领域中习语翻译的影响](http://www.ilib.cn/A-aydxxb200203041.html)
2. **Lexical Features** of **Business Contract English** and Its **Translation**经贸合同英语的词法特征及其翻译
3. The Characteristics of **Foreign Trade English Translation**[经贸英语的翻译特点](http://service.ilib.cn/Search/QikanSearchList.aspx?Query=%e5%af%b9%e5%a4%96%e7%bb%8f%e8%b4%b8%e7%bf%bb%e8%af%91%e7%9a%84%e7%89%b9%e7%82%b9%e4%b8%8e%e7%8e%b0%e7%8a%b6)
4. Influence of **Contextual** factors on Business English **Translation**经贸英语翻译中语境因素的作用
5. On the **Translation Criteria** of Business English 试论经贸英语翻译的标准
6. Understanding and **Translation** of the Divisional Phenomena in Business English Contracts英语经贸契约分隔现象的理解与翻译
7. On **Abbreviations** in Business English谈经贸英语中的缩略语现象
8. On the Characteristics of **Business English Vocabulary**[经贸英语的词汇特点](http://www.ilib.cn/A-scxdh200705149.html)
9. **Diction** in Economy and Trade Translation经贸翻译的词义选择
10. **Multi-discipline motivations** of the Business English **Vocabulary**[论商务英语词汇的多学科性](http://www.ilib.cn/A-kjzx200609117.html)
11. On the **linguistic/ cultural Features** of Business English E-mails浅谈商务英语电子邮件的写作特点
12. Analysis of the **Stylistic Features** of the Contract English浅析[合同英语的文体特点](http://www.ilib.cn/A-wjzl200605086.html)
13. Translation of English Advertisement in Cross-cultural communication跨文化背景中的广告英语翻译
14. **Translation** of Dates, Amount and Numbers in the Business English Contracts浅析商务合同中日期、金额和数字的翻译
15. On **Translating Strategies** of Modern Business English现代商务英语的翻译策略
16. On the **Principle of Faithfulness** in C-E Business **Translation**浅谈商务英语英汉翻译的"信"原则
17. **Methods and Principles** of **Trade Mark Translation**商标翻译的方法及应遵循的基本原则
18. The **Linguistic Characteristics and Translation Strategies** of English Advertisement广告英语的语言特点及翻译策略

**Linguistic aspects：**

1. A Study of the **syntactic features** in English Business Contracts 试谈英语经贸合同的句法特点
2. On the **Accuracy** of Business English **Translation** 浅析商务英语翻译的准确性
3. On the **Rhetorical Features** and **Translation strategies** of Advertising English浅析广告英语的修辞特点及翻译方法
4. **Translation of Metaphor** in Business English 浅谈商务英语中的隐喻翻译
5. On **"Faithfulness" and "Innovation"** in Business English Translation外贸英语翻译的"忠实"与"变通"
6. The **Strategies of Domestication and Dissimulation** on Advertising English Translation广告英语翻译的"归化"和""异化"策略
7. **Cross-cultural Factors i**n Advertising English Translation广告英语翻译中的跨文化因素
8. On the **Rhetoric and Translation Approaches** in Advertising English论广告英语的修辞艺术和翻译方法
9. The Function of **Fuzzy Language** in **Business English Writing**论模糊语言在商务英语写作中的作用
10. The Application of **Polite Principles** in Business English Writing 礼貌原则在商务英语写作中的应用
11. On the **Preciseness** of Business English Contracts论商务英语合同语言的严谨性
12. How to Achieve Consideration in Business E-mails如何实现商务电子邮件中的“consideration”
13. An Analysis of the **Rhetorical Devices** in Advertising English广告英语的修辞方法探析
14. On the **Translation Principles of Trademarks** in Business English浅析商务英语中的商标翻译
15. On Functions of **Business English Abbreviations** 浅析商务英语中缩略语的功能
16. Influence of **Cultural differences** on the Translation of Business English文化差异对商务英语翻译的影响
17. On the Writing **Features of Business English Letters** 浅析商务英语信函的写作特点
18. On **Linguistic features** of Business English Correspondence 商务英语信函的语言特征

**Culture related topics:**

1. The Influence of **Cultural Elements on the Translation of idioms** in Business English 浅析文化因素对商务英语习语翻译的影响
2. A Pragmatic Analysis of Long Sentences in Business English Contracts商务英语合同中的长句语用分析
3. The **Lexical Features** of E-commerce English 电子商务英语的词汇特征分析
4. A Study of the **Cross-cultural Factors** in Business Negotiation 商务谈判中的跨文化因素研究
5. **Functions of Non-verbal Communication** in Business Negotiation 非语言交际在商务谈判中的功能研究
6. A Study of **Cultural Factors** in Sino-American Business Negotiation中美商务谈判中的文化因素研究

**Business English teaching related topics:**

1. **The Application of Case Study** in **Business English** Teaching案例教学法在商务英语教学中的应用
2. The Application of **Situated Teaching** Theory in Business English Teaching 情境教学理论在商务英语教学中的运用
3. On Fostering **Communicative Competence** in Business English Teaching 试论商务英语教学中语言交际能力的培养
4. The Application of **Task-based Teaching** in Business English Teaching 任务教学法在商务英语教学中的应用
5. **Cultivation of Cross-cultural Communication competence** in Business English Teaching 商务英语教学中跨文化交际能力的培养