

Q and A of the Week 你问我答

Business Jargon 商务术语



- 关于台词的备注:
请注意这不是广播节目的逐字稿件。本文稿可能没有体现录制、编辑过程中对节目做出的改变。
- 请注意：中文文字内容只提供简体版

Jackie: Hello, welcome to Question and Answer of the week! I'm Jackie.

Helen: And hello, I'm Helen. OK Jackie it's time to touch base 联络!

Jackie: Excuse me Helen, what are you talking about?

Helen: You know, let's *drill down* to what today's programme is all about.

Jackie: Hold on Helen, what language are you speaking?!

Helen: Business language 商务用语。It's what you hear in the workplace. 我这不是在说在工作时常用到的词汇吗?

Jackie: Oh why didn't you say! We'd better explain some business jargon before 'close of play'.

Helen: 结束玩乐?

Jackie: I mean, before the end of the programme.

Helen: Ah, I see. Well Shan in Hong Kong will be happy because he wrote to us and asked "I'm wondering if your programme can explain more on business English, especially its jargon usage. I'm curious about its usage, for example phrases like 'touch base', 'downsize' etc. Thanks."

Jackie: Thanks Shan. So these business phrases are sometimes called jargon – which is a specialised language used in a particular profession or trade. In the workplace we might call it 'management speak'.

Helen: Yes, 管理层说的话, 听起来有点别扭。Jargon 一般指某个行业的专业术语, I sometimes hear it in our office, like this...

Example

Man: *Helen, we really need to touch base soon about that new programme we're supposed to be making.*

Helen: *How about at 11.00 in the meeting room?*

Man: *Great, see you then.*

Jackie: So he wants to 'touch base'. That means to make contact or to meet up. The term comes from baseball where runners need to touch the base to make their run officially count.

Helen: So it's originally a sporting term. 在工作环境下, touch base 就是碰头, 相互联系。 Sometimes, I've heard people say 'going forward' 向前看, like this...

Example

Man: *Ok, thanks for meeting up Helen. How's everything going?*

Helen: *OK but I don't think I've got enough time to make all these programmes about bananas.*

Man: *Hmm, I see. Well, going forward, I want more regular meetings with you and I'm going to pass this work on to a more experienced Producer.*

Helen: *Oh!*

Jackie: Don't worry Helen, that was just a made up example! 'Going forward' is a fairly new piece of jargon. It means from now on – or – from this point into the future.

Helen: Going forward 也就从现在开始, 在不久的未来。一般用到这给表达时, 就意味着将有一些改变。 So something is about to happen?

Jackie: Yes, maybe downsizing?

Helen: 缩小规模, I don't like the sound of that.

Jackie: Here's an example...

Example

Man: *So Helen, I don't know really how to say this, but the economic climate isn't very good at the moment so we're looking at...downsizing.*

Helen: *Downsizing? What does that mean exactly?*

Man: *Cutting jobs.*

Helen: *Oh!*

Jackie: Not a word we like to hear. Downsizing means streamlining...

Helen: Or making smaller. 提到缩小规模, 那就意识到裁员, 减少支出。

Jackie: It's an American word that's thought to have been first used to refer to people changing to smaller cars following an increase in oil prices. That's downsizing or scaling down.

Helen: Interesting, OK, let's hear some more business jargon.

Jackie: OK, how about 'cascading down information'

- Helen:** 把信息渗透到各个层面。
- Jackie:** That's passing information down to even the most junior member of staff. How about 'blue sky thinking'?
- Helen:** 创新的想法。
- Jackie:** That means to think freely or openly without any constraints or conditions. And then there's 'low hanging fruit'.
- Helen:** 挂的很低的果子。 What's that?
- Jackie:** Doing the work that can be done quickly and easily but still have an effect.
- Helen:** 原来是说唾手可得果实，很容易实现的目标。
- Jackie:** And now Helen, we've reached 'close of play'.
- Helen:** 游戏结束了。 Ahh, you mean at the end of business – or in our case, end of the programme.
- Jackie:** Yes. Hopefully we've answered Shan's question. For more help, why not listen to our new, English at Work series. It's a great way to learn more about the language of the workplace.
- Helen:** Good idea! 我们新推出了一档节目《白领英语》，讲的是在一家伦敦公司里发生的一些有趣故事。大家可以在我们的网站 bbcukchina.com 上收听。
- Jackie:** I hope that was helpful. Please keep sending us your language questions.
- Helen:** 您有英语问题，可以随时联系我们 questions.chinaelt@bbc.co.uk
- Jackie:** We'll 'touch base' with you again soon. Bye.
- Helen:** 我们下次节目再会。