

Study on the Fostering of Foreign Language Emergency Language Service Talents in the Post Epidemic Era

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ABSTRACT

This paper, based on the current situation of foreign language emergency language service talents' cultivation in China, under the background of epidemic prevention and control, points out the necessity and means of cultivating foreign language emergency language service talents in the post epidemic era. At the same time, according to the general situation of the COVID-19 epidemic, the paper explores the overall demand for language services, and focuses on the improvement in countermeasures and suggestions for foreign language emergency language services to meet social needs.

Keywords: *Post epidemic era, Emergency language services, Language service industry, Personnel training.*

1. INTRODUCTION

Since the reform and opening up, with the constantly deepening of China's economic reform, especially since the proposal of the "Silk Road Economic Belt" construction, continuous research on language services and the cultivation of language service talents has gradually been taken into consideration. To fight against the COVID-19 epidemic, emergency language service works a lot and its condition has caught the eyes of scholars and experts in this industry. The case is that the current development of the language service industry can't meet the requirements of emergency language services. To set up a scientific language service mechanism and to foster the relevant service talents that can meet social needs have become increasingly significant factors that must be considered for the future development and growth of the language service industry.

At first, the development of the global language service industry is gradually becoming diversified, but there are still many drawbacks, such as the unfair distribution of the language service market in geography. Meanwhile, the United States and European countries take the top leading position, Asian countries come second, but underdeveloped

countries especially in Africa just take a very little share in the market. Furthermore, the industry is not highly focused, and the big gap between large, medium-sized, and micro enterprises is very obvious.

Secondly, China's language service industry has made progress in content and models, technological innovation, and talent cultivation, but it also has to face various challenges, such as imprecise strategic positioning, incomplete industry standards and laws and regulations, insufficient investment in language services. Owing to the relatively backward language service technology of some "Going Global" enterprises, it's impossible to truly "Go global".

Finally, foreign language education, especially translation education, has failed to shift from the teaching paradigm of general translation and literary translation to professional and industry translation. Foreign language majors have a relatively narrow range of professional knowledge, poor interdisciplinary abilities, and insufficient practical abilities. The knowledge and abilities of foreign language teachers in universities haven't achieved substantial transformation, haven't effectively combined with the development needs of the industry, therefore hardly meet the

requirements of language industry advance. In a word, the paradigm shift from translation specialty to language service specialty is hard to realize.

2. ANALYSIS OF THE OVERALL DEMAND FOR LANGUAGE SERVICES IN THE POST EPIDEMIC ERA

Upon the outburst of the epidemic, the significance of language services was highlighted. People all over China made converted efforts to help Hubei, the language service including dialect manuals, language emergency service teams, language rescue, various domestic and foreign epidemic information reports, international public opinion monitoring, and technical document translation were widely used. In this process, the backwards of emergency language service were clearly demonstrated, among which the most obvious problem is a lack of efficient, unified, accurate, and transparent standards in language services.

Language services are offered to serve social needs, and their basic functions include language knowledge services, language technology services, language use services, language tool services, language training services, and some others. Foreign language education in our country, can't be considered particularly mature. In universities, the training of foreign language emergency language service talents is not professional and can't serve social development. In the post epidemic era, the language service industry needs to reposition and get experience from the destructive disaster. The positioning and reform of foreign language education, especially the translation profession, need to be re-examined in order to enable emergency language services for foreign languages to work for the country's development demands, talent cultivation, scientific research, and cultural heritage.

3. THE REASONABLE POSITIONING OF FOREIGN LANGUAGE EMERGENCY LANGUAGE SERVICE TEACHING

The teaching positioning of foreign language emergency language services requires innovation, serving social needs, and promoting national development. The positioning starts from the following aspects:

3.1 Providing Scientific Literacy Education for Emergency Language Service Talents in Foreign Languages

The generation and dissemination of a large amount of information during the epidemic is a test for every language service talent. We hope that foreign language professionals can re-examine China's diverse local cultures, attach importance to scientific literacy education and the ability to get professional information in foreign languages, and cultivate the ability of every citizen to calmly cope with the challenges caused by social change and natural evolution in the future.

3.2 Cultivating the Ability of Foreign Language Emergency Language Service Personnel to Acquire Foreign Language Information

At present, the cultivation of interdisciplinary talents in universities only involves soft science such as diplomacy, economy and trade, and law, while hard disciplines such as aerospace, biology, petroleum and medicine are not touched. Therefore, the talents couldn't get related professional knowledge, so their language proficiency can't cater to the social needs. Especially in the medical field, the lack of medical professionals with high foreign language proficiency has brought inconvenience to the acquisition of dynamic equivalent information from foreign language, which plays as an obstacle for epidemic prevention and control.

4. SUGGESTIONS FOR FOREIGN LANGUAGE EMERGENCY LANGUAGE SERVICES BASED ON SOCIAL NEEDS

4.1 Strengthening the Construction of Emergency Language Service Infrastructure

4.1.1 Building a Terminology Knowledge Base

Terminology knowledge base is regarded as a crucial tool for unifying language and international cooperation, which can improve the quality and efficiency of foreign language services. Through the construction of resource platforms as well as the collection and processing of epidemic related information, we will build a terminology

knowledge base of epidemic language. There are Chinese and foreign language pairs, Chinese and dialect language in pairs, multilingual language pairs, sign language symbols, and the like. A non-commercial language resource sharing platform can ensure timely capture and exchange of epidemic information data, and unified standards can also ensure the accuracy of information.

4.1.2 Establishing a Global Epidemic Information Translation Service Platform

The translation service platform is obliged to offer translation services for Chinese, foreign languages, ethnic minority languages, and sign languages. Besides, the platform can not only share China's epidemic dynamic data, and information with countries around the world in multiple languages, but also promote open and transparent sharing of epidemic information, resist rumors of epidemic spread as well. In addition, another important function for the translation service platform is to utilize machine and epidemic terminology libraries through the platform.

4.1.3 Setting up an Emergency Language Service Talent Database

Unarguably, in addition to foreign language databases, it is of high value to build databases for talents of non general language, minority languages, and sign language service. By relying on the government and universities to select language service experts and relevant professionals for use, upon a major epidemic or sudden public event, a good supply of language service workers can be promptly chosen from the talent pool to provide accurate and timely emergency language services in both Chinese and foreign languages.

4.2 Accelerating the Formulation of Emergency Language Service Plans

4.2.1 Developing a Reasonable Emergency Language Service System

When a sudden epidemic occurs, the National Emergency Office and local emergency management centers work together to make sure that language service work will quickly start up in order, at the same time, the efficient implementation of epidemic prevention work can be scientifically and comprehensively guaranteed from the aspects of emergency system construction,

service plans, personnel management, operational procedures, financial support, and departmental cooperation.

4.2.2 Developing an Action Plan for Emergency Language Service Volunteer

It's crucial to establish a scientific emergency volunteer service system and action plan to identify volunteer service resources, make resource integration and service plans as well as orderly arrange volunteer services to ensure the smooth going of emergency services.

4.2.3 Building a Perfect Emergency Language Service Platform

In the age of artificial intelligence(AI), the construction of emergency language service platforms should deeply integrate with high-tech to collect and process platform resources based on big data technology. Natural language processing technology can be used to prop up human-machine communication, enhance the intelligence of the platform by machine learning technology and achieve seamless information integration through 5G technology. Emergency language service related enterprises make good use of language technology service continuously to update products and service platforms and gradually eliminate language communication barriers for better service.

4.3 Establishing a Talent Training System for Emergency Language Service

To ensure high-quality emergency language services, it is extremely essential to own enough competent talents to provide emergency language services. How to cultivate talents to do away with unexpected emergency situations has become a key focus in foreign language teaching, especially in foreign language service teaching. The number of emergency foreign language service talents in our country is insufficient, and their service can't meet emergency needs. Therefore, it is necessary to establish a scientific and reasonable emergency language service team which is classified into three groups.

The first group is composed of professionals and part-time personnel; the second category covers social workers, university volunteers, experts and scholars; the third team is made up of translators, project managers, quality management staff, and so on. To make the construction reasonable, joint

efforts should be made by both the society and universities.

Socially, units at all levels ought to establish emergency language service management positions, and the corresponding language service industry is asked to make a reasonable labor division among emergency language service personnel. Institutions of research and training are obliged to conduct training on emergency language services under the supervision of language service functional departments, such as the State Language Work Committee, Translators Association of China, local language committees, and translation associations. Industry supervision can benefit the quality of language service training and the standards for cultivating service talents.

About university education, the translation talents cultivated by universities hardly meet the social needs. The translation service education is carried out for actual demands, so it's time to make transformation and shift from the teaching of general translation and literary translation to the teaching language services. Transforming the department of translation into the department of language services is a good way to achieve clear goals. It a must to turn the functions of disciplines from language learning to language services, develop discipline construction from disorderly exploration to standardized construction, turn the translation profession to be an independent discipline, and accomplish open and joint interdisciplinary communication.

At the same time, taking serving social needs as the basis for talent cultivation, we should reform the curriculum system of language service departments, boost knowledge specialization, adjust professional settings, subject construction, training models, and language service majors that are highly-targeted. According to the requirements of emergency language services for knowledge and competency, the curriculum, assessment standards, and training programs should be innovated to equip students with basic professional knowledge of a certain profession or industry. Besides professional courses that will serve the industry in the future, students must choose courses across departments as required ones. At the same time, enterprises, universities, and industry regulatory departments need to coordinate and implement a new model of talent cultivation to achieve a three-dimensional orientation. Under the supervision of the Translators Association, the university and the employer jointly develop a training plan, formulate

a teaching outline, select course content, choose teaching methods, evaluation system, training objectives, etc., to cultivate talents to serve the employer. The research direction --- emergency language service can be set up to cultivate students' comprehensive language skills, professional ethics, service management awareness, big data analysis ability, and so on. In addition to courses related to basic language proficiency, emergency interpretation, emergency translation, big data analysis, emergency terminology management, and other emergency related subjects should be on the list of curriculum.

In addition, to enhance the emergency language service capabilities of foreign languages, attention should be paid to the latest developments in modern information technology and artificial intelligence, and advanced technologies and platforms should be utilized to improve translation efficiency and the overall level of translation research. Furthermore, communication and cooperation among team members is in an urgent need to be strengthened, the ability to think independently and solve problems, manage terminology, and develop basic professional skills calls for cultivation too.

4.4 Advances in Translation Technology

As the time goes by, in recent years, natural language processing technology, cloud computing and big data technology has grown up. Technology sharing and database construction have got massive development. Advanced natural language processing technologies are gradually developing and maturing. The emergence and rapid development of translation platforms such as Onesky, Trycan, and Flitto have provided strong backer for translation research and language service education. At the same time, with the birth of Chat GPT, a lot of translation and interpretation work will be accomplished by machine instead, which has brought huge challenges to human beings, and the problems in language service industry have become increasingly prominent and more complicated.

5. CONCLUSION

As a major international investor, China's increasing frequency of cultural, economic, and trade activities has facilitated the rapid development of language services. With the Silk Road Economic Belt, the mission of translating Chinese culture into foreign languages has provided

opportunities and a good development platform for language services. In order to further promote China's international influence and the international development, the language service industry has been continuously improving in policy formulation, management improvement, service implementation, and talent cultivation.

After the proposal of “double first initiative”, the targets of talents cultivation in language service have got some changes, the focus shifts from language learning to language proficiency. Therefore, the curriculum system has become closely connected with language service industry.

In the post pandemic era, the main goal of the reform of language service industry is to establish a scientific and reasonable talent training system for foreign language services, in order to achieve fine foreign language talents' service to satisfy the needs of the country, scientific development, and cultural inheritance.

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