

Research on Hunan Language Service in the Context of “One Belt One Road Construction”

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Abstract: Language itself is a tool for people to communicate. As long as there is a convenient place to apply language, there will be corresponding language services. Therefore, studying language services is an inevitable requirement for the development of modern society. This paper investigates the development status of language services in Hunan Province, obtains data and information, analyzes the insufficiency of language services in Hunan Province, and builds a path for the quality of language services in Hunan Province. In order to promote the overall development of the language service industry in Hunan Province, grasp and support the "area" Development opportunities along the way.

1. Introduction

In the 20th century, China's national strength has gradually increased, and its internationalization has continued to deepen. Language services have become one of the core competitiveness of China's science, technology and culture. After decades of development, language services have begun to appear in scale. Since 2005, the study of language life in China has paid special attention to a new academic field—language service. After the announcement of the "Belt and Road" strategy, many senior scholars proposed that the "Belt and Road" requires language services. In this context, language services should seize the opportunity to leverage on the “Belt and Road” strategy to achieve a historic leap. Under the “Belt and Road” initiative, strengthening the cultivation of language talents is a practical need to promote cultural, economic and trade exchanges and maintain safety along the route [1]. Hunan is an important province that actively participates in the "One Belt, One Road" strategy. This article analyzes the problems in Hunan's language services based on the status quo of Hunan's language services, and proposes solutions accordingly.

2. Survey on the status quo of language services in Hunan Province

2.1 Survey on the status quo of language translation services

A survey and analysis of 21 representative translation companies in Hunan Province, Among translation companies in Hunan Province, translation agencies account for the highest proportion, reaching 48%. Agency translation companies generally lack experience and do not have independent translation capabilities. Most of them are non-professional and part-time personnel. They conduct business through low-cost competition. The translation quality is often poor and it is

often difficult to find new customers. In addition, the number of new translation companies is relatively large. The translators of these companies are mainly currently studying graduate students and doctoral students. They have flexible translation capabilities, fast translation speeds, and often large scales. There are relatively few foreign-owned translation companies, generally divided into wholly foreign-owned translation companies and Sino-foreign joint venture translation companies, but the rate is higher. In addition, the number of academic translation companies is relatively small. The translators of these companies are usually university professors and the translation quality is high. It can be seen that the development of translation companies in our province is uneven, and the gap in number is too large. Therefore, investment in foreign-funded and academic translation companies should be increased to promote the diversified development of translation companies in our province.

2.2 Survey on the current situation of education services for international students in China

Due to the targeted training program issued by the state in the early stage of reform and opening up, there are only 4 colleges and universities in our province that accept foreign students. With the accelerated pace of reform and opening up, in order to adapt to the development of social economy and culture, the government has continuously introduced policies for studying in China, and universities' understanding of studying in China has also been deepening. At present, the number of universities in our province that accept international students has increased from 4 to 40, and the number of universities accepting international students has increased tenfold in the past 30 years.

The number of international students coming to China is increasing year by year, and a high-quality teaching staff is an important factor to ensure high-quality education. As a major education province, Hunan plays an important role in the construction and development of China's international education. The key universities in Hunan Province that accept foreign students are striving to build a high-quality and large-scale international teaching team to make outstanding contributions to China's international education. At present, in order to comply with the healthy development of international Chinese education, our province attaches great importance to the reasonable allocation of full-time and part-time teachers' resources, and improves the abilities of these teachers through large-scale academic exchange meetings and observation of excellent courses.

2.3 Survey on the Status Quo of Foreign Language Services in Hunan Province

By investigating the language situation of foreign language schools in Hunan province, we can know:

First, the number of non-universal language majors offered by Hunan Vocational College of Foreign Languages is the highest in our province, but it is mainly for major European countries, Japan and South Korea, and it is currently the only higher vocational college in Hunan's language colleges.

The second is that the majority of universities in Hunan Province are science and engineering colleges. Basically, undergraduate colleges and universities have opened foreign language colleges, but only 2 foreign language colleges have 3 languages. The other vocational and technical colleges except Hunan Vocational College of Foreign Languages The number of minor languages opened is basically zero.

Third, the construction of the "Belt and Road" requires a large number of professionals in economy and trade, transportation, engineering, medicine, and art. Therefore, the subject of these speech acts must not only be familiar with the relevant profession, but also with one or more workplace languages.

Most of the language majors offered by Hunan University Foreign Languages Institute are English, and the types of non-foreign language majors are too single. Since there are about 60 non-universal languages used in the construction of the "Belt and Road", the existing language service resources in Hunan Province are far from being able to meet the language needs of the "Belt and Road" construction.

3. Ways to improve the quality of language services in Hunan Province

3.1 Ways to improve the quality of translation services in Hunan Province

2.1.1 Close to the needs of the “Belt and Road” and provide accurate language services

Translation companies in our province are currently facing the problems of uneven distribution of cities and simplification of language services. The development of 21 countries and regions based on the "Belt and Road" is the key to solving this problem. According to the three-year plan of Sunward Intelligent International Marketing Division, the company's overseas marketing strategy will mainly focus on countries along the “Belt and Road”, and enhance the company's international marketing work from the perspectives of development goals, network construction, capacity planning, and resource guarantee. It is estimated that the company's overseas marketing sales will exceed RMB 2 billion in the next three years. As one of the few companies engaged in cross-border e-commerce services in Changsha at that time, Hunan Aivat initially used big data technology in Changsha to help local companies conduct overseas precision marketing and encountered numerous obstacles. Fortunately, they changed their minds in time and used the government platform to relieve SMEs' doubts about the Internet, clear the fog, and help Changsha SMEs to "drive" overseas. In the past two years, Hunan Aivat has 150 corporate customers in Changsha. Last year alone, it spurred the company's new exports by 50 million US dollars.

2.1.2 Integrate into the development of "One Belt One Road" and vigorously attract international translation talents

At present, the market has the most prominent demand for language technology service talents, and the demand for senior translators is the greatest. Most employers need technical document translation services. The demand for interpreters and translators with language background is greater than that of talents with other professional backgrounds [2]. Lack of international translation and management talents is an important factor restricting the development of translation companies in Hunan Province. The reason is that the cost of hiring international translators and management talents is too high, and the second is that the source of customers is unstable and small translation projects are received for a long time, which is easy to cause a waste of talents. As the saying goes, "building a nest to attract the phoenix", the translation company in our province wants to attract the "phoenix", the first thing to do is to build the "nest", and this needs to actively integrate into the development strategy of the "Belt and Road". The construction of the “Belt and Road” is an economic-led long-term development strategy that realizes mutual benefits for all countries. While serving the language translation services of overseas industrial parks, translation companies in our province should also use the industrial park cooperation platform to develop with foreign universities. Cooperation, the two parties jointly funded the establishment of a translation company branch in the partner country of the industrial park, which not only improved the translation efficiency, but also expanded the international talent team of the translation company in our province. The flow of translation talents at home and abroad will also bring new management models and business concepts. Relying on the economic and cultural construction of the "Belt and

Road", realizing the new international development of translation companies in our province has laid a solid foundation for attracting international talents.

2.2 Ways to improve the quality of education services for international students in Hunan Province

2.2.1 Create characteristic majors and accelerate the construction of first-class disciplines

Disciplinary construction plays a fundamental and core role in the development of education for international students in China, and giving full play to the advantages of disciplines is conducive to building branded majors. "Following brand strategy, developing brands with characteristics, creating competitive advantages, and gaining development space with brand effects" can "continuously form a high-level subject group with distinctive characteristics for foreign students in China, and improve the quality of talent training." Therefore, colleges and universities in our province should Create characteristic disciplines, improve the core competitiveness of the education of foreign students in our province, and gradually realize the sustainable development of the education of foreign students in Hunan. First, the discipline construction of colleges and universities in our province is known for literature and medicine. In terms of literature, it has 3 key universities including Hunan University, Hunan Normal University, and Central South University. In terms of medicine, our province has 3 medical colleges and universities including Hunan University of Traditional Chinese Medicine, Nanhua University, and Hunan Medical College. Therefore, we should give full play to the advantages of the cluster effect of literature and medical colleges, and enhance the advantages of characteristic disciplines.

2.2.2 Broaden the channels of student sources and promote the diversification of student sources

In order to ensure the steady expansion of the scale of development of foreign students in our province and the diversification of the student source market, our province should gradually expand the source of students. The first is to clarify the key source countries, and actively expand the markets of neighboring countries on the basis of stabilizing the original source of students. South Korea, Japan and other countries are the key source countries of our province. On the basis of ensuring the number of international students from these three countries, we should gradually expand the source of students to attract more national students. The second is based on the "Belt and Road" language and talent needs, based on the development of the "Belt and Road" overseas industry in Hunan Province. Through the cooperation of universities in our province with universities in Zambia, Indonesia, India and other universities, we will add relevant majors related to industry, such as economics and trade, chemical materials, logistics, machinery manufacturing, electrical engineering, etc., for the long-term development of the "Belt and Road" strategy. "Language + professional" compound international talents. The third is that universities in our province should strengthen cooperation with international companies to provide them with diversified language services such as language translation and localization services to attract more students from other countries. At the same time, they should also provide internships and jobs for students from the College of Foreign Languages in our province. Opportunities to achieve mutual benefit and win-win results.

2.3 Ways to improve the quality of foreign language teaching services

2.3.1 Accelerate the cultivation of interdisciplinary language talents

One is to improve the language structure. There is an oversupply of English majors in colleges and universities in Hunan Province, and non-universal language majors are scarce. At present, there are only 12 non-universal languages offered by Hunan Vocational College of Foreign Languages in Hunan Province, and only 2 non-universal languages are offered by other colleges and universities, which is far from meeting the needs of the “Belt and Road” construction. Therefore, the Hunan Provincial Government should plan for foreign language education based on the needs of the "Belt and Road" construction. While gradually reducing the English majors, it should add non-universal language majors that serve the construction of the "Belt and Road".

The second is to attach importance to the cultivation of compound talents. The “Belt and Road” construction will bring a large number of technical workers from all walks of life. They not only need to have strong professional knowledge and business capabilities, but also need to master the language of the country and region where they are located. It can be seen that the combination of “foreign language + professional” Talent is an inevitable demand. Therefore, foreign language colleges should urgently optimize the curriculum, integrate the language foundation and skill courses required by compound foreign language talents, use foreign language knowledge to improve professional skills, and at the same time, continue to strengthen the foreign language in the learning process of professional knowledge. Application Ability. In particular, the relevant professional talents involved in the province's overseas investment and construction areas will be intensively trained in English, such as economic and trade, chemical materials, logistics, machinery manufacturing, and electrical engineering talents. The provincial government should offer practical foreign language courses in colleges and universities. Only in this way can it enrich the language knowledge structure of professional talents and accelerate the cultivation of compound language talents.

2.3.2 Universities and enterprises jointly cultivate foreign language talents

In order to better serve the construction of the "Belt and Road", a large number of non-universal languages are urgently added. However, due to the long period of this training method, it is difficult to meet the current needs of the development of the "Belt and Road" strategy. Therefore, relevant companies can take the form of joint training with universities and entrust universities to train compound talents proficient in foreign languages. Taking Hunan Province as an example, Sunward Intelligent Group has frequent trade exchanges with countries along the “Belt and Road” . Due to the long training cycle of foreign language colleges, talents cannot be trained immediately. Enterprises such as Sunward Intelligent can be entrusted to train. Send the employees of the company to relevant foreign language colleges for training. It not only saves the cost of talent training, but also shortens the talent training cycle. The employees trained in this way are both proficient in the field of expertise and can quickly be qualified for overseas work.

3. Conclusion

The "Belt and Road" is in urgent need of language paving. Hunan, as a province actively participating in the construction of the "Belt and Road", in the current good situation, language services should take advantage of the trend to help our province integrate into the development of the "Belt and Road". In terms of language translation services: we should leverage the "One Belt and One Road" strategy to broaden the types of translation projects; meet the needs of the "One Belt and One Road" and provide precise language services; integrate into the development of the "Belt and Road" and vigorously attract international talents. In terms of education services for foreign students: broaden the channels of student sources, promote the diversification of student sources; build characteristic majors, accelerate the construction of first-class disciplines; improve the quality

of teachers of Chinese as a foreign language in Hunan Province. In terms of foreign language services: formulate key language policies; accelerate the cultivation of interdisciplinary language talents; universities and enterprises jointly cultivate foreign language talents.

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