

# *Study on the Performance and Influence of Verbal Errors in Passenger Service of Civil Aviation Cabin Crew*

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**Abstract:** The civil aviation cabin crew is engaged in the civil aircraft cabin safety management and cabin service work of personnel to undertake civil aviation cabin safety and cabin service work responsibilities. Firstly, the theory of the civil aviation cabin crew's passenger service speech is systematically explained from the perspective of linguistics, i.e., the definition, importance, and core principles of the civil aviation cabin crew's passenger service speech. It has an important practical significance and guidance for the actual civil aviation cabin crew's passenger service speech work and an important theoretical significance and reference for future civil aviation cabin crew's passenger service speech research.

## **1. Introduction**

The civil aviation cabin crew is an essential part of civil aviation airlines, represents the service and brand image of civil aviation airlines, and has a constructive role in developing civil aviation airlines. The passenger service speech of the civil aviation cabin crew is the critical center point of civil aviation cabin safety management and cabin service work, embodying civil aviation cabin safety performance and service quality [1]. It is vital in guaranteeing civil aviation cabin safety management and cabin service work. There are few domestic and foreign literature and writings on analyzing the civil aviation cabin crew's passenger service speech errors and improvement measures. Their research materials are mainly academic papers and journal articles, and their conclusions are primarily reflected in the following aspects according to the research results of previous people: First, the study of the passenger service speech theory of the civil aviation cabin crew [2]. Second, the survey of the analysis of the passenger service speech errors of the civil aviation cabin crew. Based on the theory of the civil aviation cabin crew's passenger service speech, this paper systematically expounds the definition, importance, and core principles of the civil aviation cabin crew's passenger service speech, takes the analysis of the civil aviation cabin crew's passenger service speech errors as the entry point, profoundly reveals the performance, reasons, and impacts of the civil aviation cabin crew's the passenger service speech errors.

## **2. Overview of the Passenger Service Speech of the Civil Aviation Cabin Crew**

Language is a unique landmark and practical product of human society, the essential communication tool and means of communication in human society, and a necessary carrier of history, culture, and civilization in human society [3]. Language is an integral part of culture and a page of culture, and the transmission and dissemination of culture are necessarily through language. Language is influenced by culture and, in turn, exerts influence on culture. Language can be divided into two major components [4]. The first principal component is the inherent structural nature of the language, i.e., grammar, which is a system of structural laws and rules for speech, phrases, sentences, and other linguistic units in a language, is a collection of rules for the construction of linguistic units, rules of composition, and laws of change, which are repeatedly tested and established in the process of its formation, development and use for people to understand, accept, use and comply with the intrinsic structure of language[5]. The second major component is the extrinsic morphology of the language, i.e., speech, which is an act and process of interpersonal communication carried out by people using language content, grammatical laws, and speech forms, is the external form and material shell of language, with the function of communication tool, symbolic tool, and generalization tool, which has a vital role in promoting the development of human social history, culture, and civilization [6]. Language is the objective content of speech, and speech is the subjective form of language. Language and speech interact and relate to each other, which is a dialectical unity relationship. The civil aviation cabin crew's passenger service speech is formed and developed based on language, which has an important significance and role for the civil aviation cabin crew, the passengers, and civil aviation cabin safety management and cabin service work, as well as the development and progress of civil aviation airlines [7].

### **2.1 Definition of the Passenger Service Speech**

The passenger service speech is defined as an act and process in which the civil aviation cabin crews use theoretical knowledge and business skills of civil aviation as the theoretical and practical basis to apply the unity of language content, grammatical laws, and speech forms to interpersonal communication with service nature to the passengers, with the purpose of better meeting the material and spiritual needs of the passengers [8].

### **2.2 Importance of the Passenger Service Speech**

The civil aviation cabin crew is the most critical and essential component of civil aviation airlines [9]. It is the iconic feature and distinctive characteristic of civil aviation airlines' service image and brand image, which has a vital, inspiring, and constructive role in the development and progress of civil aviation airlines. The passenger service speech of the civil aviation cabin crew is the most crucial center point of civil aviation airlines' cabin safety management and cabin service work and the most critical essential fact of civil aviation airlines' cabin safety performance and cabin service work quality, which has a crucially important role and vital role for the guarantee of civil aviation airlines cabin safety management and cabin service work. The civil aviation cabin crew is the window directly facing the passengers, which is the direct image of a civil aviation airlines enterprise image [10]. The passenger service speech of the civil aviation cabin crew is a critical sign and essential feature to show the professionalism of the civil aviation cabin crew business ability and satisfaction with civil aviation airlines' service quality. Only by profoundly mastering and reasonably using the passenger service speech can the civil aviation cabin crew show their passionate service attitude, uncompromising service etiquette, and dedicated service

spirit, which is conducive to enhancing passenger satisfaction and loyalty, creating a harmonious atmosphere and cordial environment in the cabin, and building civil aviation airlines service image and brand image.

### **2.2.1 Enhancing Passenger Satisfaction and Loyalty**

The passenger service speech of the civil aviation cabin crew is essential in enhancing passenger satisfaction and loyalty. Passenger satisfaction is the degree of satisfaction with the civil aviation cabin crew and the civil aviation airlines generated by the experience and feeling state of the passengers during the interpersonal interaction between the civil aviation cabin crew and the passengers in civil aviation cabin safety management and cabin service work. Passenger loyalty is the degree of loyalty to the civil aviation cabin crew and the civil aviation airlines after the passenger is satisfied with the interpersonal interaction between the civil aviation cabin crew and the civil aviation cabin crew in cabin safety management and cabin service work. Passenger satisfaction and passenger loyalty are interconnected; as passenger satisfaction increases, passenger loyalty will grow to a certain extent [11]. The passenger service speech of the civil aviation cabin crew in civil aviation cabin safety management and cabin service work is vital in enhancing passenger satisfaction and loyalty. In the process of communication between the civil aviation cabin crew and the passengers, the correct and reasonable use of the passenger service speech is helpful to bring the relationship between the passengers and the civil aviation cabin crew closer so that the passengers can feel the thoughtfulness and care, attitude, and service of the civil aviation cabin crew, and thus help to improve the passenger satisfaction and loyalty.

### **2.2.2 Creating a Harmonious Atmosphere and Cordial Environment in the Cabin**

The passenger service speech of the civil aviation cabin crew is essential in creating a harmonious atmosphere and cordial environment. The creation of a harmonious atmosphere and a cordial environment in the cabin is reflected in the improvement and enhancement of the overall cabin atmosphere and environment, as well as in each passenger's physical and mental comfort and ease. In a good and harmonious cabin atmosphere and cordial and comfortable cabin environment, the civil aviation cabin crew and passengers are more likely to establish an excellent interpersonal relationship so that each passenger can feel the unique charm of harmony and warmth and then establish a self-respecting, confident, rational, peaceful, and positive mindset, to create a united, friendly, and harmonious cabin atmosphere and a cabin environment with a sense of happiness, security, and belonging [12]. The passenger service speech of the civil aviation cabin crew in the civil aviation cabin safety management and cabin service work plays a vital role in creating a harmonious atmosphere and cordial environment. In the process of communication between the civil aviation cabin crew and the passengers, the correct and reasonable use of the passenger service speech is conducive to putting the passengers in a state of physical and mental comfort and ease, thus enhancing harmony, warmth, and smoothness of the civil aviation cabin crew in the process of serving the passengers, enhancing the happiness, peace of mind and return rate of the passengers when receiving services from the civil aviation cabin crew, and thus creating a harmonious cabin atmosphere and a cordial cabin environment.

### **2.2.3 Building Civil Aviation Airlines Service Image and Brand Image**

The passenger service speech of the civil aviation cabin crew plays a vital role in building the civil aviation airlines' service image and brand image. Civil aviation airlines' service image is the service attitude, service style, and service quality of the civil aviation cabin crews in their interpersonal interaction with the passengers in civil aviation cabin safety management and cabin

service work, as well as the objective evaluation of the civil aviation airlines by the passengers and the public [13]. Airline brand image is the personality characteristics of the civil aviation airlines in the passengers and the public and is the collection of all the associations of the passengers and the people with the civil aviation airlines brand, which reflects the picture of the civil aviation airlines brand in the memory of the passengers and the public, and reflects the passengers' and the public's perception of the civil aviation airlines brand. The passenger service speech of the civil aviation cabin crew in civil aviation cabin safety management and cabin service work plays a vital role in building the civil aviation airlines' service and brand image [14]. In the process of communication between the civil aviation cabin crew and the passengers, the correct and reasonable use of the passenger service language is conducive to improving the evaluation and recognition of civil aviation airlines by the passengers and the public, thus enhancing the attractiveness and cohesiveness of civil aviation airlines, which in turn is conducive to building the service image and brand image of civil aviation airlines.

### **3. Analysis of the Errors in the Passenger Service Speech of the Civil Aviation Cabin Crew**

The errors in the passenger service speech of the civil aviation cabin crew are the speech errors and phenomena that occur when the civil aviation cabin crew conducts interpersonal communication with the passengers in civil aviation cabin safety management and cabin service work due to the lack of civil aviation theoretical knowledge and business skills, poor personal psychological quality and stress resistance, and poor ability to solve conflicts and difficulties. Language is the product of communication between people and is the product of human understanding of the world. Whatever human beings learn, they have to communicate with the help of language. Speech errors are a common linguistic phenomenon in interpersonal communication caused by some intrinsic or extrinsic factors of the speech emitter. Speech communication is a complex process, so speech errors are a linguistic phenomenon that cannot be avoided entirely. Speech communication is a mental activity and a physiological expression of human activity. In the service process, the errors in the passenger service speech of the civil aviation cabin crew can be regarded as service communication barriers due to cultural differences, improper pronunciation or grammar, unclear semantics, etc. The accuracy of the passenger service speech of the civil aviation cabin crew helps improve communication and service levels in the civil aviation industry. The errors in the passenger service speech of the civil aviation cabin crew will not only put the civil aviation cabin crew in an awkward situation and lousy situation but also affect the passengers' attitude, mood, and emotions towards the civil aviation cabin crew, which may lead to the relationship between the passengers and the civil aviation cabin crew to become distant, and then may lead to the dysfunction of civil aviation cabin safety management and cabin service work of the civil aviation cabin crew, the decrease of the passenger satisfaction and loyalty, the tension of cabin atmosphere and heavy cabin environment, and the damage of civil aviation airlines service image and brand image. Analyzing the errors in the passenger service speech of the civil aviation cabin crew is essential for the civil aviation cabin crew's civil aviation cabin safety management and cabin service work [15].

#### **3.1 Performance of the Passenger Service Speech Errors**

The performance of the civil aviation cabin crew's passenger service speech errors includes dysfunctionalization of phrasing, dogmatization of communication, and distortion of emotion and sentiment. The reasons for the civil aviation cabin crew's passenger service speech errors include verbal factors, psychological factors, and situational factors, among which verbal factors are the central aspect, psychological factors are the essential aspect, and situational factors are the critical

aspect. The performance of the civil aviation cabin crew's passenger service speech errors and the reasons for the civil aviation cabin crew's passenger service speech errors are interrelated and interconnected from surface to surface and from shallow to deep. The three significant civil aviation cabin crew, the passenger service speech error performances, and the three crucial civil aviation cabin crew's passenger service speech error reasons are interrelated and interconnected in a unified, organic whole.

### **3.1.1 Dysfunctionalization of Phrasing**

Dysfunctionalization of Phrasing is the loss of standardized and standardized use of speech and sentences by the civil aviation cabin crew due to inadequate mastery and use of verbal factors in civil aviation cabin safety management and cabin service work works. The primary manifestation of dysfunctionalization of phrasing is the confusion about the organizational and logical nature of the passenger service speech of the civil aviation cabin crew, i.e., the civil aviation cabin crew cannot use the passenger service speech correctly and reasonably and use vocabulary to organize sentences to make straightforward concepts and judgments, reasoning, generalization, and summary of people and things, which is due to the theoretical knowledge and business skills of the civil aviation cabin crew. The main reason is the need for a more theoretical and practical basis of speech, which leads to the disorganization and logical confusion of the passenger service speech of the civil aviation cabin crew. Then it causes dysfunctionalization of phrasing in the passenger service speech of the civil aviation cabin crew.

### **3.1.2 Dogmatization of Communication**

Dogmatization of communication is the behavior and process of taking books and theories as the guide for all practical interpersonal interactions due to insufficient mastery and application of psychological factors in civil aviation cabin safety management and cabin service work by the civil aviation cabin crew. The manifestation of dogmatization of communication is mainly the rigid thinking ability and exaggerated rational understanding of the civil aviation cabin crew, i.e., the civil aviation cabin crew starts everything from definitions and formulas, separate theory and practice, detaches subjective from the objective, opposes specific analysis of specific situations and deny the behavior and process that practice is the only standard for testing truth, which is because of the poor psychological factor aspect of the civil aviation cabin crew. In a difficult and challenging situation, the civil aviation cabin crew are not able to think independently and study in depth in a systematic and orderly manner and are not able to relate to the actual situation and analyze it sensitively and rapidly, so they do not analyze the changes and development of things, do not study the unique characteristics of contradictions in things, and thus take individual words and phrases in books as rigid dogmas and doctrines and apply them rigidly to deal with and solve the practical problems of interpersonal communication in civil aviation cabin safety management and cabin service work, thus causing the contact and communication of the passenger services of the civil aviation cabin crews to be dogmatized.

### **3.1.3 Distortion of Emotion and Sentiment**

Distortion of emotion and sentiment is a distortion of the sum, focus, and aggregation point of the direct correlations between the civil aviation cabin crew and the passengers in the context of various correlations due to insufficient mastery and application of situational factors in civil aviation cabin safety management and cabin service work. Because the civil aviation cabin crew and passengers in different historical, economic, political, cultural, and social contextual factors have to interact with each other in the interpersonal behavior and process, and the civil aviation

cabin crew do not have sufficient mastery and application of situational factors in civil aviation cabin safety management and cabin service work, it will lead to the civil aviation cabin crew and the passengers in the behavior and process of interpersonal interaction producing the sum, focus, and rally point of misaligned and distorted behaviors and process of interpersonal interaction with each other, and lead to the inability to establish good interpersonal relationships, which in turn causes distortion in the emotion and sentiment of the civil aviation cabin crew's the passenger service speech.

### **3.2 Reasons for the Passenger Service Speech Errors**

The reasons for the civil aviation cabin crew's passenger service speech errors include verbal, psychological, and situational factors. The verbal factors are the leading reason for the civil aviation cabin crew's passenger service speech errors, the psychological aspect is the actual reason for the civil aviation cabin crew's passenger service speech errors, and the situational factor is the critical reason for the civil aviation cabin crew's the passenger service speech errors. The verbal factors of the civil aviation cabin crew are the external form and an essential reflection of the psychological factors, which is the expression and connection of the contextual element. The psychological factors of the civil aviation cabin crew are the core motivation and necessary guarantee of the verbal factors, and the situational factor's inner motivation and organizational basis. The situational factors of the civil aviation cabin crew are the phenomenal background and linkage background of the verbal factors and the motivational background and foundation background of the psychological factors. The reasons for the civil aviation cabin crew's passenger service speech errors are interlinked and interrelated dialectical unity relationships, forming a unified, organic whole.

#### **3.2.1 Verbal Factors**

The verbal factors are the central aspect that causes errors in the passenger service speech of the civil aviation cabin crew. The verbal factors include three primary verbal communication behaviors and processes, namely listening, speaking, and mind reading, among which, listening means that the civil aviation cabin crew should learn to listen attentively and be good at listening attentively, speaking means that the civil aviation cabin crew should learn to communicate and be good at communication, and mind reading means that the civil aviation cabin crew should learn to understand and be good at understanding. The civil aviation cabin crew's subjective consciousness of cabin service work speech determines the high quality of their service behavior. It influences the service behavior and attitude of the civil aviation cabin crew to a certain extent. The civil aviation cabin crew should provide the passengers with active, optimistic, and positive passenger service speech to enjoy super passenger service speech quality while spending money. The civil aviation cabin crew should care for the passengers and provide comprehensive, careful, and considerate cabin service work speech that can make the passengers feel the care of the aircrew during the journey and have more humanistic feelings. Because the act and process of verbal communication are everywhere and always, verbal factors are a common phenomenon of the passenger service speech errors of the civil aviation cabin crew. The dysfunctionalization of phrasing belongs to the verbal factors, which is the internal reason for the dysfunctionalization of phrasing, and is the external manifestation of the verbal factors. The verbal factors determine the civil aviation cabin crew's civil aviation cabin service work and, to some extent, affect the civil aviation cabin crew's civil aviation cabin safety management. The verbal factors of the civil aviation cabin crew are the distinctive feature that shows the civil aviation cabin crew's personal quality and professional ability. The fluency, accuracy, and thoroughness of the civil aviation cabin crew's verbal factors are

crucial to the management of civil aviation cabin safety and cabin service work. The civil aviation cabin crew should provide passengers with active, optimistic, and positive passenger service speech so that the passengers can feel the humanistic spirit of the civil aviation cabin crew's passenger service speech.

### **3.2.2 Psychological Factors**

Psychological factors are the essential aspect that causes errors in the passenger service speech of the civil aviation cabin crew. The psychological factor is a continuous movement, change, and development of the mental process and is the unity, collection, and organization of cognition, emotion, will, and personality; it can be divided into psychological factors internal factors and psychological factors external factors. The internal factors of psychological factors, i.e., cognition, emotion, and will, are the internal factors that play a decisive role in psychological factors. The external aspects of psychological factors, namely personality, are the inherent psychological characteristics and psychological features formed by people in society through their interpersonal interactions in practice. They are the external factors that play an essential role in psychological factors. Good psychological quality allows us to recognize the power of pain and pleasure correctly, the power of belief, the power of the mind, wisdom, capital, platform, action, and love. We need to clarify the role of values: clarify the value system held by flight attendants, determine their own life goals, live wholeheartedly according to their own values, timely adjust the wrong values, work hard, improve them, and achieve personal happiness. Doing excellent work with grace and ease in the midst of the hustle and bustle. Dogmatization of communication belongs to psychological factors. The psychological factors are the internal cause of the dogmatization of communication, and the dogmatization of communication is the external manifestation of the verbal factors. In civil aviation cabin safety management and cabin service work, psychological factors are the essential aspect that causes errors in the civil aviation cabin crew's passenger service speech. The civil aviation cabin crew should study hard, exercise the psychological factors seriously, and realize the progress of the psychological factors in theoretical study and practical exercise.

### **3.2.3 Situational Factors**

Situational Factors are an essential aspect that causes errors in the passenger service speech of the civil aviation cabin crew. Situational Factors are the sum, focus, and rallying point of various factors associated with everything in the world, factors about nature, society, and human thinking, which involves nature, human society, and human thought in various fields, concerning various aspects of history, economy, politics, culture, and community. Cabin service work with the process of transport production in a particular space, certain natural conditions, and certain aviation security conditions, such as weather conditions, air traffic management, airport security capacity, and other factors that will affect the cabin service work of the civil aviation cabin crew. The work that the civil aviation cabin crew is engaged in could be more relaxed and relaxed. Moreover, when the cabin service work environment is negatively affected, such as delays caused by various reasons, communication between the civil aviation cabin crew and the passengers often becomes more complex, and the chances of verbal errors rise. Distortion of Emotion and Sentiment belongs to the situational factors, which are the internal cause of distortion of emotion and sentiment, and the distortion of emotion and sentiment is the external manifestation of the situational factors. The civil aviation cabin crew should learn and master the situational factors profoundly and skillfully and analyze and solve the problems, difficulties, and challenges in the cabin safety management and cabin service work from the perspective of the situational factors at all times in the cabin

safety management and cabin service work.

### **3.3 Impact of the Passenger Service Speech Errors**

The impact of the civil aviation cabin crew's passenger service speech errors includes the impact on personal career prospects, cabin passenger service, and civil aviation airlines. The result of the civil aviation cabin crew's passenger service speech errors is severe, especially in the use of the passenger service speech of the civil aviation cabin crew in civil aviation cabin safety management and cabin service work, if the civil aviation cabin crew cannot correctly and reasonably use passenger service speech to communicate with the passengers, then it will lead to the passenger service speech errors, thus causing severe impact on personal career prospects, cabin passenger service, and civil aviation airlines.

#### **3.3.1 Impact on Personal Career Prospects**

The passenger service speech errors of the civil aviation cabin crew can seriously impact personal career prospects. Using the passenger service speech by the civil aviation cabin crew in civil aviation cabin safety management and cabin service work is a significant sign of their professional competence and professionalism. Suppose a civil aviation cabin crew makes regular and frequent passenger service errors in communication with the passengers. In that case, the civil aviation cabin crew will be subject to complaints from the passengers and penalties for civil aviation airlines, which will lead to a decrease in the value of the civil aviation cabin crew's interests and ability to work for the civil aviation airlines and thus affect the career prospects of the civil aviation cabin crew.

#### **3.3.2 Impact on Cabin Passenger Service**

The passenger service speech errors of the civil aviation cabin crew can seriously impact cabin passenger service. As the civil aviation cabin crew, they must maintain a good service attitude at all times and form good communication with the passengers through a calm attitude to obtain their satisfaction with their service work. If civil aviation cabin crew make regular and frequent passenger service speech errors in the process of communication with passengers, then civil aviation cabin crew will be questioned by passengers, thus making passengers form a psychological state of anxiety, worry, and tension, which in turn will have a severe impact on cabin passenger service.

#### **3.3.3 Impact on Civil Aviation Airlines**

The passenger service speech errors of the civil aviation cabin crew can severely impact civil aviation airlines. The passenger service speech of the civil aviation cabin crew is directly related to the service image and brand image of the civil aviation airlines, and it is a critical factor and necessary guarantee for the development and progress of the civil aviation airlines. As a vital component of civil aviation airlines' air service card and reputation, the correct and reasonable use of the civil aviation cabin crew's passenger service speech plays a vital role in civil aviation airlines' service image and brand image. If the civil aviation cabin crew makes regular and frequent passenger service speech errors in the process of communication with passengers, then the civil aviation cabin crew will reduce the satisfaction and repeat rate of passengers and reduce the passenger flow of civil aviation airlines, and also affect the service image and brand image of civil aviation airlines, which will lead to the reduction of the influence of civil aviation airlines at home and abroad, and then hinder the development and progress of civil aviation airlines.



## 4. Conclusion

This paper based on the theory of the passenger service speech of the civil aviation cabin crew, with the study of the passenger service speech errors of the civil aviation cabin crew as the research entry point, studying the performance and influence of verbal errors in passenger service of civil aviation cabin crew. From the perspective of linguistics, the theory of the passenger service speech of the civil aviation cabin crew is systematically elaborated, and the definition, importance, and core principles of the passenger service speech of the civil aviation cabin crew are creatively proposed. Based on the theory of the civil aviation cabin crew's passenger service speech, the errors of the civil aviation cabin crew's passenger service speech are analyzed in depth, revealing the performance, causes, and effects of the mistakes of the civil aviation cabin crew's passenger service speech.

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