

A Study on Translation Majors' Cultivation Mode of "Internet + Language Service"

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Fund Project: The Teaching Reform Research Project of Pingdingshan University: A Study on Translation Majors' Cultivation Mode of "Internet +Language Service".

Abstract : In recent years, with the continuous development and progress of information technology, international exchanges and cooperation have become more and more frequent. This has also promoted the establishment and development of China's language service industry, making the translation industry's production and service methods change a lot. Translation companies are gradually transforming into translation service companies or language service companies, which also puts forward new requirements for language service talents. Nowadays China's undergraduate education for translation majors falls behind in a certain extent. The cultivation of talents is fairly out of touch with the society, which cannot meet the requirements of social development and construction. Therefore, how to make good use of the "Internet + " environment to build a training model for translation professionals has become urgent for colleges and universities, because it can match the requirements of the market and solve the problem of translation talents' low quality. The professionalization and specialization of evaluation methods cultivate a group of professional translators who meet the needs of the society in the new era.

Keywords : "Internet + Language Service"; Translation Professionals' Cultivation; Higher Education; Reform Countermeasures

As a new type of industry, language service industry has gradually gained initial establishment and rapid development in China. With the continuous changes in the language service, the society's requirements for translation professionals are gradually updated, forming a gap with traditional translation activities. With the rapid development of Internet technology, the Internet has gradually penetrated into all aspects of people's production and life, which has also pointed out a new direction for China's education. The development of education informatization in China has been initially promoted and popularized. It has become a hot is topic how to apply Internet technology to the education of translation major, and the cultivation of professional translators.

1. Major changes in the translation industry under the background of "Internet + language service"

1.1 Changes in translation work methods

Under the traditional translation model, a certain translation staff often completes a specific translation activity. Except for occasional consultations and discussions with experts and scholars in related fields, they rarely cooperate with others. When sending translation tasks, it is often habitually sent to a specific worker, and the deadline for the completion of the work is stipulated. This traditional work method can no longer meet the massive translation tasks in the new information age. At this stage, with the development of information technology and the continuous updating of translation technology, the dependence of enterprises on

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translation talents and technology has gradually become prominent, and the translation production method has also changed from the traditional mode of translation to cooperation. Due to the huge amount of translation tasks in the new era, companies have begun to evenly distribute translation tasks to several translators, and achieve mutual cooperation between translators through a network platform, thereby improving translation efficiency and maximizing the benefits of enterprises.

At the same time, with the continuous update of digital technology, more and more translation aids have come out, which also brings new opportunities for the development of the translation industry. More and more companies apply trades and other auxiliary tools to the translation production process. In China, even the “Initial computer translation + post editing adjustment” model is adopted to translation work, which greatly improves the efficiency of translation work and realizes the technicalization of translation work.

1.2 Changes in translation targets and standards

Under the traditional work model, the objects of translation are mainly literary works, especially paper-based literary works. With the continuous advancement of informatization, the demand for talents in the translation market has surpassed paper-based media. The demand for translating a large number of articles on economics and technology on the Internet has far exceeded the needs of traditional paper-based translation. With the continuous development of electronic media, such as web pages, software, games, App applications, etc., web page and multimedia translation services have gradually become the dominant trend of language service market.

Under the background of language service industry centering on information technology, the requirement of “faith” in traditional translation is facing severe tests. The so-called “faith” is a concept that is constantly changing with the changes of the times. In different times, the labeling of “letter” is also different. If the translated Chinese content does not meet people’s reading or expression habits, it needs to be compiled or abstracted, and its content and meaning should be adjusted, so as to achieve the effect of cultural dissemination. At this stage, many companies are purchasing translation services in order to improve the efficiency of translation or seize the market, thus the service provider is required to complete the work as quickly as possible and complete the translation work within the specified time.

2. Problems in undergraduate education of translation major

2.1 Ineffective construction of the teaching staff

The history of undergraduate translation education in China is relatively short, with only a dozen years of history, and it is still in the stage of exploration. Whether it is undergraduate education, postgraduate education or other stages of education, less qualified teaching staff has restricted the development of translation education. Although college teachers have high-level translation capabilities or language service capabilities, they have not undergone systematic practical training, and appear to be somewhat powerless in carrying out teaching activities. In addition, there are some teachers who have a background in language education, and have been engaged in language education after graduation. Although they have high-level educational capabilities, their language service experience is weak, and it is difficult to provide targeted services to students when conducting practical teaching. As a result, the development of teaching activities is hindered.

2.2 Unreasonable course schedule

Nowadays, most undergraduate courses contained unreasonable courses in translation education, and are seriously out of touch with market needs. It is difficult to adjust the teaching content according to the needs of the market. Most colleges and universities still carried out training in accordance with the traditional paper-based translation environment, and seldom resorts to modern computer-assisted translation or machine translation. At the same time, most colleges and universities offer courses related to translation project management, professional norms and ethics of language service. Literary translation still occupies the leading position in education, making it difficult for students to adapt to the modern “Internet + language service” model after graduation, and it is difficult to gain a foothold in market competition.

2.3 Outdated teaching mode

Many colleges and universities still rely on traditional theory teaching as the main translation education. Most teachers still take the traditional teaching model: methods and techniques-practical cases-classroom exercises-homework. This teaching mode is

difficult to motivate students, resulting in the low efficiency of teaching.

3. Promotion of the talents' cultivation mode

3.1 Work out the training scheme under the “Internet + language service” mode

Some colleges and universities have carried out translation education reforms based on “Internet + ” mode, but these reforms are fragmented, one-sided, and lack systematic theoretical guidance. They only replace a few traditional courses with technical translation courses, so the effect of reforms is not satisfactory. In order to further deepen the reform, colleges and universities should actively seek help from language service companies, establish school-enterprise partnerships, invite professionals in language service companies to jointly carry out teaching activities, and work out the training scheme that conforms to the “Internet + language service” training mode.

3.2 Strengthen the construction of teaching staff

In order to strengthen the construction of the teaching staff, undergraduate universities can organize teachers to enter enterprises, learn about the current development of language service industry and the trend of the need for talents, so that they can cultivate student' relevant qualities or abilities in the teaching process. At the same time, the professionals in related industries can be hired as part-time teachers to guide students in the translation practice training and cultivate students' operational ability.

3.3 Carry out the online teaching based on “Internet + language service”

Teachers can take advantage of the Internet platform to carry out online education, upload teaching resources and related information to the network platform for students to learn and read independently, and provide an effective platform for students' autonomous learning. Many undergraduate translation graduates are weak in practical ability. Teachers may take measures to guide students to participate in the exercises, and make assignments to students through the Internet, so as to improve students' learning efficiency.

4. Conclusion

In order to meet the challenges of the “Internet+ ” era, universities must take measures to reform the teaching of translation major, and develop the cultivation mode of “Internet + language service” so as to meet the needs of the society.

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