

# A Qualitative Exploration for the Language Industry in Chongqing City<sup>1</sup>

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**Abstract:** The language industry in China has developed steadily, and the research on the language industry is still in the preliminary stage. There are abundant language resources in Chongqing city. At present, there is no research on the form of language industry in Chongqing (LIC). Through the collation of LIC, this study uses the method of content analysis to sort out language proficiency industry, language content industry and language processing industry in Chongqing city, and uses the method of case analysis to interpret relevant enterprises. The study emphasizes that the development of LIC has the characteristics of pluralism, richness and imbalance. The research is helpful to help the government formulate the development policy of LIC, and can also provide some references for the market research of language industry.

**Keywords:** Language content; Language processing; Language; Language proficiency; Language industry in Chongqing

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## 1. Introduction

Language is an important tool for people to communicate, in the exchange with countries around the world plays an important role. The language industry is a new form of industry with language as the core, it is a market-oriented way of operation for the production of language products, or to provide a variety of language services, so as to meet the various needs of countries or individuals for language products or language services (Giustini, 2022). It is an important industrial pillar of the national economy, giving birth to many language products or providing various language services, such as language service industry, language training industry, language publishing industry and language translation industry (Jiang & Ke, 2020).

In the stage of rapid progress in the development of the language industry, it is very necessary and feasible to analyze the characteristics and future of the development of the regional language industry and provide suggestions for the subsequent development of the language industry in the region (Jiang & Ke, 2020). There is a research gap in the domestic regional language industry for Chongqing, and this paper conduct a preliminary exploration of the form of the LIC.

## 2. Literature review

The language industry is an industrial form that uses language as the content and material, or language as the processing and processing object, to produce various language products or provide various language services (Holborow, 2018).

Presently, researches divide the language industry into nine categories: language training, language publishing, language translation, language and text information processing, language art, language creativity, language rehabilitation, language exhibition, language proficiency assessment, etc (Jiang & Ke, 2020). Language is a valuable economic resource, and the language industry is the pillar of the national language economy, and is an important force for promoting the progress of language life and promoting social progress (Kelly & Ó Ceallaigh, 2020). Language is the bridge between social relations and the epitome

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of cultural life. From the perspective of the history of human activity, it has long been possible to use language as a service and economic exchange resource, but it is a recent thing to discuss and explore it in the context of industrial development and national rejuvenation. Especially in China during the transition period, the emergence of the language industry as part of the cultural industry has its own unique socio-political background<sup>[1]</sup>.

### **3. Method**

Through the method of literature review, this study sorted out the research status and definition of habitual language industry, and explained the reasons why this study discussed the development of LIC. On the other hand, the research classifies and arranges more than 50 enterprises and products related to language industry through network survey and content analysis.

### **4. Results**

#### **4.1 The Form of language industry**

##### **4.1.1 Language proficiency industry**

The language proficiency industry refers to the acquisition, maintenance and assessment of language proficiency. This study finds the more famous institutions of language training in Chongqing, such as Learning, Milbank English, Chongqing Edo Japanese Language Training School, Chongqing New Oriental, etc. Chongqing's language rehabilitation industry is mainly for 2-7 years old children's language development delay, autism spectrum and other children with extensive developmental disorders rehabilitation training services.

Language tests can be divided into different categories according to different classification criteria: proficiency tests, performance tests, learning ability tests, placement tests, diagnostic tests, written tests, oral tests, computer-aided tests, etc. Chongqing language tests are more used in the municipal level test, performance test, diagnostic test, the most used in teaching score test.

The final product form of the language proficiency industry is integrated services, which are comprehensive service activities around language. Chinese is one of the oldest languages in the world, but also the world's most used language, from the perspective of the domestic situation, a long history, a vast territory, many ethnic groups, population mobility, language contact and many other factors have caused China's multilingual, multi-dialect, multi-language complex language national conditions. Language is not only a linguistic resource, a cultural resource, but also an economic resource that can be used, benefited and exceptionally rich. From the perspective of the relationship between language and the state, language is not only "soft power", but also "hard power", which has an increasing economic contribution to society.

##### **4.1.2 Language content industry**

Language content industry refers to the collation, transformation and creation of language content. Language demand provides impetus for the formation of the language industry, through the web page search found that there are a variety of translation companies in the language translation industry in Chongqing, multilingual translation, as well as translations including Chongqing dialect, such as Shangcai Translation, Xinyitong Translation, Chongqing Xixun Translation and Chongqing Beitel Translation, among which Shangcai Translation also pioneered online human translation suitable for stamped documents. Modern people live in a world surrounded by language creativity, anytime and anywhere can see the naming of goods and commodities, advertisements, slogans, etc. , such as the slogan on Chongqing Yihuali Park Road "not on the deck, tell a ha to know, row wheels are very important, do not estimate to squeeze the oil residue. Jiang Xiaobai, a leading copywriter in Chongqing's liquor industry, also has creative advertising slogans. Under the guidance of the Ministry of Education and the State Language Commission, relevant universities, experts, scholars and enterprises have formed a "language service group to fight the COVID-19 Pandemic", developed and released a series of language service products, providing multi-dimensional language services for medical staff and related groups fighting the epidemic<sup>[2]</sup>.

##### **4.1.3 Language processing industry**

Language processing industry, the language processing industry is an industry that uses various software and hardware technologies and equipment to store, write, transmit, display, convert, identify, and understand language, including word library, input method, word processing software, glyph recognition, speech recognition, machine translation and other formats.

According to this classification standard, the language content industry is the core layer of the language industry, the language ability industry is the peripheral layer, and the language processing industry is the related layer. There is some truth to this division, but it is necessary to prevent unconsciously weakening the industrial status of the peripheral layer and the related

layer. In the future development of the language industry, the language processing industry will occupy an extremely important position, because it is a frontier and revolutionary factor that drives the entire language industry.

## **4.2 The morphological characteristics of language industry in Chongqing**

### **4.2.1 Pluralism**

Chongqing should grasp the reality of the development of the "One Belt and one Road" and build a language service system by combining the language life of different cities. Rapidly enhance the international image through the design, implementation and promotion of the overall image of each city in terms of the language environment. Chongqing dialect has also increasingly become a dialect spoken by men, women and children who have a relationship with Chongqing throughout China, Asian countries, and even the rest of the world. The Yu language in the narrow sense refers to the dialects spoken in the nine districts of Chongqing's main city, and is different from the dialects of other districts and counties in Chongqing in terms of administrative divisions. The Chongqing dialect in a broad sense includes all southwestern dialects under the jurisdiction of Chongqing Municipality. Create a multi-language service environment with the "Multi-Language Service System" as the core task in Chongqing city.

### **4.2.2 Richness**

Chongqing is a city of immigrants, and the original inhabitants of Chongqing have historically been known as the Ba people. With the migration of the population, the differentiation and reorganization of the population in the Bayu area, from ancient times to the present, several migrations have brought foreign languages from different provinces and cities, constantly impacting and changing the original Bayu language in the Bayu land. The original Ba language was very different from the Chinese language of the Central Plains at that time, which was very different from the land of Bashu, located in the isolated western mountains, and the central plains had the danger of lofty mountains and mountains, which was a big gap<sup>[3]</sup>.

### **4.2.3 Imbalance**

Through the analysis of LIC and the degree of attention, it is found that the characteristics of its spontaneous and scattered development are more prominent, while the systematic, large-scale and intelligent are less, the influence in the country is not large, and the social awareness of the language industry is not enough. Chongqing dialect and other publications are mainly concentrated in universities, scientific research institutions or local history compilation.

## **5. Discussion and conclusion**

In summary, this paper explores and studies the definition of the form of the language industry to makes the overview of the form of the LIC, and the classification of the form of the LIC. LIC has the characteristics of pluralism, richness and imbalance, and it is necessary to further strengthen the local characteristics of Chongqing in the future development, enhance the scientific status of linguistics, and maximize the economic and social value of LIC. The development of LIC has very unique advantages and potential.

The first is to devote itself to the research of formulating the development strategy, planning, and policy of the language industry. Secondly, there is no use of econometric or statistical methods to carry out empirical research in China, such as conducting empirical statistical and quantitative analysis of a certain language industry, making predictive models, verifying and summarizing effective methods, and providing opinions and suggestions for industrial development through quantitative measurement. After that, this study concludes the language foundation includes the language system, the standardized construction of public language, basic language education and other public language products, which are the basic conditions and environmental conditions for the development of the language industry.

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