Analysis of Chongzuo Border Trade Language Service from the Perspective of Teachers and Students in Local Universities[1]

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Abstract: Border trade requires people with different languages to communicate, and language acts as the "intermediary" of trade, resulting in language service, which becomes a great demand point in border trade. However, the demand for language service can't be fully satisfied. Taking the demand for language service in Chongzuo border trade as the breakthrough point, this paper analyzes the research results by interview and questionnaire survey. From the perspective of teachers and students, it discusses the problems of language service and the demand for language service, so as to provide references to meet the demand of language service in the context of trade.

Keywords: Border trade; Language service; Demand analysis

1. Introduction

With the continuous development of China's economy, especially in the southwest region adjacent to Southeast Asia, border trade is particularly prominent, and people of different cultural backgrounds carry out trade activities, language service are essential. However, the demand for language service can't be fully satisfied. By analyzing the demand of language, this paper discusses language service in Chongzuo district, together with the characteristics of language service demand in the process of trade, which is helpful to establish a clear goal of language personnel training in Chongzuo border trade and solve the problems of language service under the situation of rapid trade development. It finally provides some suggestions for local universities on how to cultivate talents of various languages to meet the needs of language service in border trade.

2. Basic analysis and demand analysis of language service in Chongzuo border trade

2.1 Basic analysis of language service

The concept of language service: the realization of information exchange through language is the main form and important means of human social communication [1]. To a large extent, the development of language service needs to be attached to other industries, and the language service industry forms a "language +industry" mode through the combination with other industries. Therefore, the development of language service needs a certain social and material basis. First of all, Chongzuo has unique location advantages. Chongzuo is the prefecture-level city with the longest land border in Guangxi. Its unique geographical advantages have become a powerful factor for Chongzuo to develop language service industry. Secondly, the developed border

trade is a powerful pillar for the development of language service industry. Continuous trade and communication have also led to the development of language service industry in Chongzuo, including translation service, localization service, language technology and auxiliary tool research and development, especially language translation service in small languages. Thirdly, the growing population provides a broad consumption space for the development of language service. By 2020, the resident population of Chongzuo city will exceed 2 million. The resident population in the region has a deep understanding of the environment and culture of the region, which can effectively broaden the depth and breadth of language service and improve the quality of language service. Finally, colleges and universities can provide intellectual support for the development of language service in Chongzuo. The colleges and universities in Chongzuo city include Guangxi Minzu Normal University, Guangxi City Vocational University, Guangxi Polytechnic Vocational and Technical College, etc. Different colleges and universities can provide high-quality professionals for the development of language service in Chongzuo city, provide reliable intellectual support for language service activities, and promote the benign development of language service industry.

2.2 Demand analysis of language service

The economic nature of language is reflected in two aspects: On the one hand, language can participate in economic activities as a factor of production, on the other hand, language needs to depend on other industries, forming a "language +industry" mode to promote the development of industries[2]. Thanks to its special geographical location, Chongzuo's border trade has developed very rapidly. Under this background, "border trade plus language service" has emerged as the times require, and Chongzuo's border trade needs for language service mainly include translation service, localization service, language technology and auxiliary tool research and development. Translation service refers to the conversion of language information on behalf of the service object in response to the needs of the service object. The smooth development of border trade requires both sides to communicate and negotiate on trade matters. Sometimes, in order to obtain more detailed information about trade, they will also carry out research. At this time, if the researcher does not master the language of another country, he needs a translator to convert the language of his own country on behalf of the researcher, so as to achieve the purpose of communication. In border trade, the information of a trade product is converted from a "foreign language" to a "local language" of the place where the product is used and the product is appropriately adjusted.

3. Research Method

3.1 Research Objects and Sampling, Measurement Methods and Tools

One part of the research objects and sample is the students of different majors in the School of Foreign Languages, the other part is the teachers of Guangxi Minzu Normal University.

The survey tool is a questionnaire survey, which includes two aspects: students and teachers, so that information on language service needs can be collected from two different angles. The purpose of the survey is to understand the view of students and teachers on language service and language service needs, and to seek advice on how to meet the needs.

3.2 Research Result and Data Analysis

This paper conducts an online questionnaire survey among students in the School of Foreign Languages in Guangxi Minzu Normal University, which distributed 65 questionnaires to teachers and 120 questionnaires to students. Then, 60 and 105 questionnaires were collected with 57 and 104 valid separately. The recovery rate of teachers 'questionnaires and students' questionnaires was 92.3% and 87.5% respectively, and the effective rate was 95% and 99% respectively.

This paper uses Excel spreadsheet and Questionnaire Star Website to collect and sort out the questionnaire results. At the students' level, the proportion of Business English majors is 44.2%, English education is 18.3%, translation is 17.3%, Thai Language is 10.6%, and Vietnamese is 9.6%. The focus is Business English major because they engage in more in the border trade. On the other hand, English teachers occupied 80.7%, Thai teachers 10.5%, Vietnamese teachers 5.3% and Japanese teachers 3.5%. Finally, in terms of the understanding of the concept of language service, the maximum value of the student level is 49 and the minimum is 21, while teachers' level is 42 and 3.

The above data shows that both students and teachers are not very thorough in their understanding of the concept of language service. According to the survey, there are some problems and reasons why the demand of language service cannot be met. First, there are less willingness for students to engage in language service because of limited and low-level language service skills. Second, it is difficult for students to do the service well as there are not so much practice opportunities to get more experience. Third, it is difficult to apply theoretical research to practice so that it is not so easy to obtain the cutting-edge information to improve the quality of language service. Thus, if there is no good understanding of the concept of language service, it

is impossible to be an eligible language service personnel. Therefore, the demand of language service on the border trade can't be met.

4. Countermeasures to meet the needs of language service

4.1 Countermeasures to meet the needs of language service from the Perspective of students

4.1.1 Increasing students' willingness to engage in language service

College students are the backbone to promote the development of language service industry, especially who have a certain foundation of language service and a sense of language service. With the continuous expansion of Chongzuo border trade, the demand for language service talents in local colleges and universities is constantly expanding, so it is imperative to improve students' willingness to engage in language service industry. Students should have a deep understanding of the concept of language service, break away from the narrow view that language service is translation service, actively explore various fields of language service, cultivate their interest in language service, and lay a foundation for engaging in language service industry and meeting the needs of language service for talents after graduation. In addition, colleges and universities should provide a platform to practice, so that students can accumulate experience and to cultivate their interest in language service.

4.1.2 Mastering language service skills and improving service level

In terms of translation service, with the "socialized and market-oriented translation service" having higher requirements for the professionalization and specialization of practitioners, students should not only make new progress in the study and research of translation theory, but also use machine translation correctly and moderately. In terms of localization service, software localization, website localization and multimedia localization are the products of the society entering the information and digital era. Localization service not only break down language barriers in information content, but also localize rich forms and powerful functions to break more barriers. Therefore, in the use of software, websites and multimedia, students should earnestly consider the characteristics of local culture, customs and other aspects to meet the demand of local language service.

4.1.3 Participating in language service practice activities and accumulating experience

On the one hand, students should not only participate in various language skills competitions, but also expand the scope of language practice, striving for more practical opportunities related to language services, such as foreign trade, translation, business negotiation and communication, so that to provide language services for economic development, and understand the cutting-edge information of language services. On the other hand, students should participate more in the internship activities and language service activities provided by school-enterprise cooperation. From the perspective of multilingual information consultation, students should develop innovation awareness and enhance the directionality of language services.

4.2 Countermeasures to meet the needs of language service from the perspective of teachers

4.2.1 Cooperation and Communication between researchers and language service personnel

When conducting language service research, researchers should communicate with the most cutting-edge language service personnel and suppliers to obtain the latest development of the language service industry, understand the needs of language services with its problems and reasons. The authenticity and effectiveness of research can be ensured under the cooperation and communication between researchers and language service personnel. On the other hand, the research conclusions can be put into practice by front-line language service staff to test whether they are correct and can provide theoretical guidance for the development of language service industry. Therefore, only by forming the "researcher plus practitioners" model can we obtain the latest information of language services, test the research results, provide correct theoretical guidance for the development of language services, and meet the needs of language services.

4.2.2 Increasing the research level of language service

The language service industry is in a rapid development stage, and there is an urgent need to study theories as a compass so that it can move forward along the right path, improve the quality and meet the demand of language service. University teachers can make full use of the rich resources of colleges and universities in the academic research of language service, and contact the in-service language service personnel to understand the latest development of the language service industry, expand the field of language service research, improve the quality of language service research, and provide theoretical support for language service practice.

4.2.3 Seeking policy support for industry development

Through communication and cooperation with the government, language service researchers promote the government to

form language service awareness, formulate various policies to promote it, formulate realistic and forward-looking language service plans, build a national language service system, and form a comprehensive language service "researcher plus government" research model. With the support of government policies, government provides more support to meet the demand and guarantee the development of language service industry.

5. Conclusion

Zapf Elke & Vogt Karin (2021) points out that there is a close relationship between trade and language demand, and the two are linear relationship. With the continuous expansion of trade, the demand for language is also increasing. Trade links people in different languages, which not only promotes the development of language service industry, but also drives the development of other related industries.[3] This paper analyses the current research situation of language service in Chongzuo, and analyses the problems and reasons of language service from the perspective of teachers and students in colleges and universities in the border areas based on the questionnaire survey. It puts forward suggestions, such as improving students' willingness of engaging in language service, mastering language service skills, actively participating in language service practice, and the cooperation and mutual promotion between university teachers and language service practitioners, improving the research level of language service, seeking support from government, etc., so that to improve the quality of language service.

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