Research on the Importance of Small Language Localization Platform Based on the Internet

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Abstract: The small language localization platform is a highly professional and targeted modern platform. The platform is committed to meeting the needs of foreign entertainment lovers, providing free employment opportunities for small language majors, helping to alleviate the employment difficulties of small language majors, and also providing an integrated platform for language exchange and part-time translation for college students, combining entertainment hobbies with professional knowledge. This paper mainly studies the basic operation and marketing of the small language localization platform, and focuses on the analysis of the future development path of the small language localization platform in the context of the Internet, trying to promote the development of the localization platform.

Keywords: Small Language Localization Platform; Internet; Development; Measures

1. Introduction to the service and marketing mode of the Chinese-language platform in small languages

The small language localization platform is a highly professional and targeted modern platform. The platform is committed to meeting the needs of foreign entertainment lovers, providing free employment opportunities for small language majors, helping to alleviate the employment difficulties of small language majors, and also providing an integrated platform for language exchange and part-time translation for college students, combining entertainment hobbies with professional knowledge. The products of this project are progressiveness and contemporary in combination with entertainment and learning needs, international development trend and characteristics of various industries.

The project has been committed to improving the market chaos such as rampant piracy and sinicization, adopting advanced business and sales models to provide customers with cost-effective products, and always adhering to the goal of creating maximum benefits for consumers and adhering to the credibility of the first.

1.1 Products and services

1.1.1 Core business

The core business of the platform is the sinicization of Japanese, and the main products are foreign cartoons, cartoons, novels, and film and television works. The main core technology is the online Chinese text. It mainly provides consumers with the services of purchasing Chinese-made products and selling Chinese-made products.

1.1.2 Operation mode

On the platform strategy: we adhere to the principle of service first, and launch high-quality Chinese-style works and formal Chinese-style works. The marketing strategy of high-quality products and services is adopted.

In terms of platform structure: we recruit professional subtitle groups, and plan to be two major management departments, online and offline, after formal training, to ensure the effective operation of the platform with sufficient backup resources. The platform is

mainly divided into five parts. The resource group is mainly responsible for discussing copyright issues. Recruit professional technicians to solve the technical problems of the platform.

1.1.3 Profit model

Advertisement: We can make profits by receiving employment to sinicize specific scripts, comic books, cultural works, film and television works, etc., or by receiving advertising inserts. At the same time, we should also pay attention to social benefits in due time. It is always our original intention to use love to generate electricity and should not become extinct.

Translation and copyright: The translated version made by the Chinese-language platform itself is an independent work with copyright. Anyone who wants to copy or use it needs to be licensed and authorized by the Chinese platform, which is reasonable.

Sponsor: The Chinese platform can operate its own official account to attract new users, and release wonderful content to attract new users. Actively introduce sponsors to better realize the turnover of the capital chain. It can also achieve business docking with relevant websites and carry out genuine cooperation for a long time. With the cost of the platform, we can also reprint other excellent works with permission to better enrich our work categories.

2.2 Platform strategy and marketing strategy

2.2.1 Platform strategy

(1) Platform strategic objectives

Customer service satisfaction first, improve technology, innovate constantly, and strive to create a new Chinese-speaking platform in small languages that "can interact, communicate widely, and promote development" to provide more convenient service conditions for the public. The platform practices the principle of "service first", and adopts high-quality service marketing strategy in the promotion of high-quality products. At the same time of pursuing development, strive to create benefits, provide security for the basic life of platform staff, and improve the employment rate.

(2) Platform strategy selection

In terms of marketing methods in the 21st century, the platform should follow the development of marketization and focus on high-quality services based on the introduction of high-quality Chinese-made products. In addition to publishing Chinese-style works, we should also consider user experience, user feedback, etc., to give users a good use experience. According to the needs of users, the software platform is continuously optimized to provide better services for users.

2.2.2 Marketing strategy

In the 21st century, marketing should focus on quality services on the basis of high-quality products. This project focuses on selecting high-quality Japanese literary and artistic works, carrying out high-quality and high-yield Chinese-language processing after obtaining authorization, focusing on specific users, creating a professional, high-quality and diversified Chinese-language platform for Japanese, and providing specific high-quality services for users. After-sales services are continuously optimized and upgraded after taking users' opinions to carry out a virtuous cycle. The project strives to achieve social value while pursuing economic value, and aims to spread culture, create an original atmosphere and maintain the legitimate market.

3. The situation and development measures of small language localization platform under the background of the Internet

3.1 Development status

The development and changes of the small language market are closely following the development of society and economy: before 2009, the second foreign language is the choice between non-rigid and non-rigid. Since 2009, office workers working in foreign enterprises have a strong utilitarian "certificate class". Nowadays, with the improvement of people's requirements for their own comprehensive quality and their preference for foreign culture; The demand of users is diversified, and the market of small languages is likely to expand further.

3.2 Development measures

3.2.1 Build a new media course sharing platform based on "Internet plus"

Making full use of "Internet plus" and new media to break the isolation and isolation between courses, focus on high-quality teachers, and take the lead in building a sharing platform for ASEAN minority language majors and Huisheng courses that reflect the characteristics of the school. Realize the integration and sharing of the courses of "Thai Audio-visual Speaking", "Vietnamese", "Chinese Classic Culture" and "Business Etiquette". For example, students majoring in Thai, Vietnamese and international economy and trade (ASEAN business and investment) must take the course of "Chinese classical culture" in their freshman year.

3.2.2 Improve teachers' professional ability to apply new technologies

In the "Internet plus" era, teachers are faced with many requirements and challenges, and profound changes have taken place in educational philosophy, teaching philosophy, teaching methods and teaching content. If teachers do not improve themselves and adapt to the changes of the times, they will eventually be abandoned by the times. At present, the information technology ability of minority language teachers in Guangxi Foreign Language College is generally low. Only professional teachers can't realize the information integration of curriculum. There is an urgent need for a team composed of information technology teachers and professional teachers to solve the problem of curriculum information integration. The high-quality curriculum platform urgently needs to help teachers achieve fragmented learning and fingertip flipping classroom experience, so that teachers can understand and grow in a good "teaching interaction". Let traditional teaching concepts and methods be subverted.

3.2.3 Establishment of multivariate chemical quality evaluation system

At present, with the goal of cultivating application-oriented talents, each course attaches great importance to the evaluation of ordinary achievements, and requires accurate evaluation of students' knowledge and ability from multiple perspectives. In traditional teaching, teachers can easily obtain the evaluation results of knowledge, while the application of knowledge evaluation is affected by teachers' qualifications, level, style, experience and other factors, and it is difficult to give a unified standard evaluation. Therefore, it is imperative to establish a diversified teaching quality evaluation system, and the diversified evaluation will bring more uncertainty and complexity, and the operability will also be reduced, which also increases the burden of teachers. Therefore, there is an urgent need to establish a diversified teaching quality evaluation system with the help of the course sharing platform, so as to realize the multiple evaluation subjects, simple operation and concrete implementation.

4. Summary

With the development of information network and global economy, the number of people learning small languages has gradually increased. Now it is not only English for college entrance examination, but also the number of small language candidates in some provinces has increased rapidly. The small language training market continues to heat up, and the future market growth is expected. Small languages cover a wide range of subjects, and their employment situation and development trend are not the same. However, the overall development prospects of small languages are very good. The future online world will not lack the development of small language localization platform.

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