

Project of University-enterprise Cooperation Language Services in the Greater Bay Area

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Abstract

The language service industry booms in the Greater Bay Area. Guangdong University of Science and Technology (GUST) creates conditions to improve the quality of translation talents, which enhances language services. This paper introduces the practical way to implement university-enterprise cooperation to build a helpful language services system.

Keywords

Language services; University-enterprise cooperation; Platform; Professional competence.

1. Introduction

The language service industry integrates the cultural industry, modern service outsourcing industry, and information technology industry. Modern information technology and globalization have given birth to the language service industry. Its service content covers language teaching and training, localization and translation services, language-related business consulting, language technology tool development, and the scope of services has surpassed the traditional translation industry and has become globalized. Language services meet the needs of enterprises in the Greater Bay Area.

It is a localization service and tool development, terminology, language technology and other language asset management, globalization and localization consulting services, and related education. The structure of the language service industry has undergone tremendous changes. It consists of the following three levels: The core layer includes translation companies, translation research and consulting agencies, translation software development companies, and localization companies; Relevant layers include language training, study abroad consulting, hotel reception, convention and exhibition companies, and tourism companies; Support layers include government-related decision-making and industry associations, colleges and universities, and examination centers.

2. Project basis

Companies compile business management experience into courses, by which company managers serve as lecturers, students go to companies for internships and practice, and then improve students' practical skills. Relying on university-enterprise alliance cooperation, GUST established university-enterprise cooperation. Among them, Business English and International Trade Practice Base was proved by the Provincial Department of Education as an off-campus practice teaching base for students. University-enterprise cooperation helps build a language service practice platform.

Teachers with strong scientific research capabilities apply for scientific research projects, cooperate with enterprise alliances to jointly apply for projects, strive for horizontal service projects, and improve the level of teachers' language service to society. By improving the construction of practical teaching conditions, GUST created conditions for deepening education and teaching reform and the quality of talent training. There is one simultaneous interpretation laboratory and eight laboratories with translation software such as Trados and Transient, which can provide corporate translation corpus, provide teachers and students with a better platform for scientific research and translation practice.

Good English communication skills have an increasingly important impact in the future workplace competition in the Greater Bay Area. The Greater Bay Area is at the forefront of China's reform and opening up, with superior geographical location and strong economic strength. All kinds of large-

scale international events, such as competitions, exhibitions, conferences, celebrations, performances, etc., require a large number of participants, diverse countries, so the existing language barriers promote the need to mobilize resources from various parties, and coordination at multiple levels.

3. Construction content

At present, the language service market is showing a trend of continuous growth. Large-scale, instant, diversified, and personalized language service projects and demands are increasing rapidly, which requires further rapid improvement of regional comprehensive language service capabilities. Most of the current translation practice models in China are carried out by university-enterprise integration and industry practices. Some colleges and universities have also developed online education platforms, but most platforms have problems such as complicated platform management functions, low student participation, and weak platform instant interactivity. This practical language service system adopts the translation method combined with the Internet, has translation memory technology, machine translation engine, term management and other translation aids, implements open translation, highly technical and visualized translation process, feedback system, evaluation system and deadline, etc. The advantages of translation majors in GUST master the use of a large number of technical tools and obtain real translation practice experience in the specific operation process.

Building an "Internet+language service" platform promotes the transformation from improving the ability of teachers and students to use information technology to comprehensively improve their information literacy, from integrated applications to innovative development, and strives to build a new "Internet+" model of language services based on the Internet under the conditions.

The language service business types are refined and layered, and new service items such as language consulting services, localization services, translation tools, and software development have emerged to meet the needs of instant, dynamic, and fragmented micro-language services, and the business scope of its services continues to expand. Work efficiency is continuously improved, service process is continuously optimized, and business level is continuously improved. Language services require personnel engaged in this industry with high-level, comprehensive, and diversified capabilities. Professional and application-oriented personnel who are skilled in translation, technical communication, and understand management become urgently needed talents in the language service industry.

Working with enterprises promotes the steady and healthy development of the language service industry and service trade. Strengthening the training of professionals in the language industry is of great significance to the development of China's language industry and the promotion and dissemination of the Chinese language, and it is a booster for Chinese culture to "go out".

For the research and development of language services and technology, universities and enterprises cooperate closely so that universities can combine technology to better serve local economic development. The actual projects of language service companies are analyzed and explained in the course, and the teaching transformation of language technology achievements is strengthened, so that students can get in touch with the latest knowledge and skills. The university lectures addressed by the staff of language service companies convey the skills and professional quality of the talents required by the language service industry. Cooperating with language service companies have established an internship base and led students to visit the company. So the students understand the working environment of the language service industry and the real application of various technologies. It's helpful to improve the level and quality of language services such as translation, language information consulting, language teaching and training, localization services, translation project management, etc., and promote the balanced allocation of information resources, and realize the effective connection of language demanders, service providers, and technology suppliers, and then effectively promote the development of the language industry and provide a variety of language services.

4. Implementation

The rapid advancement of artificial intelligence has begun to change the form of interpretation and translation services. In the future, translation activities will be more and more machine-assisted. The evaluation of the quality of future translation services will not be limited to the language itself, but will increasingly tend to the achievement of business goals or entertainment goals close to the fundamental requirements of language services. At present, China has not yet established language services as an independent subject. This project promotes the development of language services through translation practical education.

The “Belt and Road” construction brings a large number of engineering and technical personnel, economic and trade personnel, legal politicians, historical and geographical researchers and other transnational work or international business in their own countries. Therefore, these requirements need not only strong professional knowledge and business capabilities, but also the mastering of the language of the target country and region. "Foreign language+professional" compound talents are an inevitable demand.

High-speed processing of massive amounts of information is a sign of the rapid development of the language service industry. The docking of translation assistance software, the Internet, and machine-assisted translation software with the Internet has become an indispensable technical approach for the language service industry in the era of big data. Information technology and other related technologies are the main supports to ensure the operation of the above-mentioned technical means. Due to the development of Internet technology and the effective use of parallel corpora, the efficient collaboration of professional translation teams highlights the characteristics of modern language services, while also ensuring that large-scale translation tasks that could not be completed in the past can be completed in a short time. In the process of regional economic development in the Greater Bay Area, the language service industry has to face individual, group, and social language service needs at multiple levels. At the same time, it must consider that it is not a single enterprise or individual subject that meets the regional language service needs, but also related supporting parties, and at different stages of the development of the language service industry, the stakeholder groups are constantly developing and expanding.

5. Expected project results

The Foreign Research Institute of GUST provides online support to promote the development and implementation of offline practice bases. The structure and development of the language service industry prompts classrooms to re-examine the teaching content and teaching methods, and integrates traditional language classrooms into modern language operation techniques and management knowledge. Language operation technology not only improves the quality and speed of language services, but also completes many tasks that cannot be done in traditional ways. The intervention of management capabilities has enabled the language service industry to operate healthily and effectively. Foreign language professional language classrooms have a dynamic awareness, and adjust classroom teaching content and methods in a timely manner according to the continuous progress of information technology, so that students' knowledge reserves can keep up with the development of technology, so as to establish a dynamic balance and sustainable development in the teaching process. University classrooms implement of traditional language courses, modern language operation technology courses and management courses can balance the cultivation of language ability, technical operation ability and management ability, and improve the interaction between teachers and students in practical teaching offline with the support of foreign research.

Language services require personnel engaged in this industry to have high-level, comprehensive, and diversified capabilities. Professional and application-oriented personnel who are skilled in translation, technical communication, and understand management will become urgently needed talents in the language service industry in the future. Through the construction of this project, language service

talents provide language services for local enterprises and government agencies in a more efficient and timely manner in terms of interpretation, translation and on-site translation.

6. Conclusion

Efforts need be made to build a talent service model under the conditions of "Internet +", and develop a new model of language services based on the Internet. The language demand in the industrial sector of the Greater Bay Area has fully emerged. However, from the perspective of future development, with the increasingly close integration of artificial intelligence and language services, the language service providers of local language technology companies in the Greater Bay Area are actively promoting the construction of the language environment and the upgrading of language services. With the help of relevant technical resources, the language service industry in the Greater Bay Area has outstanding advantages. The construction of bases of language services as a practical platform is becoming more and more mature.

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