



A Survey of Language Service Research in the Recent Decade Based on CNKI Database and the Path to Promote Language Service in International Sunshine and Health Industry

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ABSTRACT: Based on the literature about language service research in the CNKI database in the past decade, this paper makes a quantitative analysis of the literature publication status, main source journals, and constructs visual knowledge graphs to excavate the current situation and application trend of language service research. The aim is to take language service research as a starting point to promote the development and perfection of language services in Panzhihua City's International Sunshine Health Care Industry.

KEYWORDS: language service; bibliometrics; visualization

I. RESEARCH BACKGROUND

1.1 Realistic Needs for Development and Cultural Dissemination in the Era of Service Economy

After the mid-1980s, economic globalization began. At the end of 1978, China implemented the policy of reform and opening up. In 2013, General Secretary Xi Jinping proposed the "Belt and Road" national development strategy. In 2015, the National Development and Reform Commission, the Ministry of Foreign Affairs, and the Ministry of Commerce jointly issued the "Vision and Actions for Promoting the Joint Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road" on the 28th, which describes the two development concepts of the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road". China is an ancient civilization with a long history and culture of 5,000 years. In order to enhance the understanding of Chinese culture among the people of the world, conduct in-depth cultural exchanges, enhance cultural self-confidence, and promote the development of multiculturalism in the world, China today has an increasing demand for language

services. Although China's foreign language services have made phased progress and achievements, rapid economic development and deep cross-cultural communication have put forward higher requirements for China's language services. Based on the above policy background and development requirements, the improvement of language services has not only become a focus of promoting development, but also an urgent problem to be solved, which is a practical need.

1.2 Current Situation of Language Service in Panzhihua City

The "Government Work Report" of Panzhihua City in 2019 pointed out that it is necessary to further improve the city's functions and accelerate the construction of an international health tourism destination. According to the "Analysis Report on the Overseas Influence of Chinese Cities (2021)", Panzhihua City was selected as the communication case of the first "China City International Forum," which effectively enhanced the image of Panzhihua City abroad.

The research on tourism language service at home and abroad has been relatively mature and standardized, but as a new industry, there is relatively little research on the English language service of Sunshine Health Care. Health tourism has become one of the mainstream trends in the development of China's tourism industry and a new engine for the development of the service industry. However, there are still bad tourism signs or blurred handwriting, insufficient English-language service personnel, irregular language, weak international communication capabilities, and language localization. Therefore, it is urgent to improve the language service level of the Sunshine and Health Tourism area.



II. RESEARCH OVERVIEW

2.1 Document Sources and Retrieval Strategies

The data source of this article is CNKI, and the retrieval mode is advanced retrieval. The retrieval time is from January 1, 2011, to December 31, 2021. A total of 2,175 documents were retrieved, including 1,599 papers in academic journals, 118 papers in academic journals, 157 papers on academic degrees, and 141 papers in characteristic journals.

2.2 Annual Distribution of the Literature

The number of publications related to language services is rising year by year (see Figure 1). The number of publications published in 2018 is comparable to 2019, and the highest number of publications in 2021 reached 356, 330 more than in 2011. This shows that research on language services is receiving more and more attention from researchers.

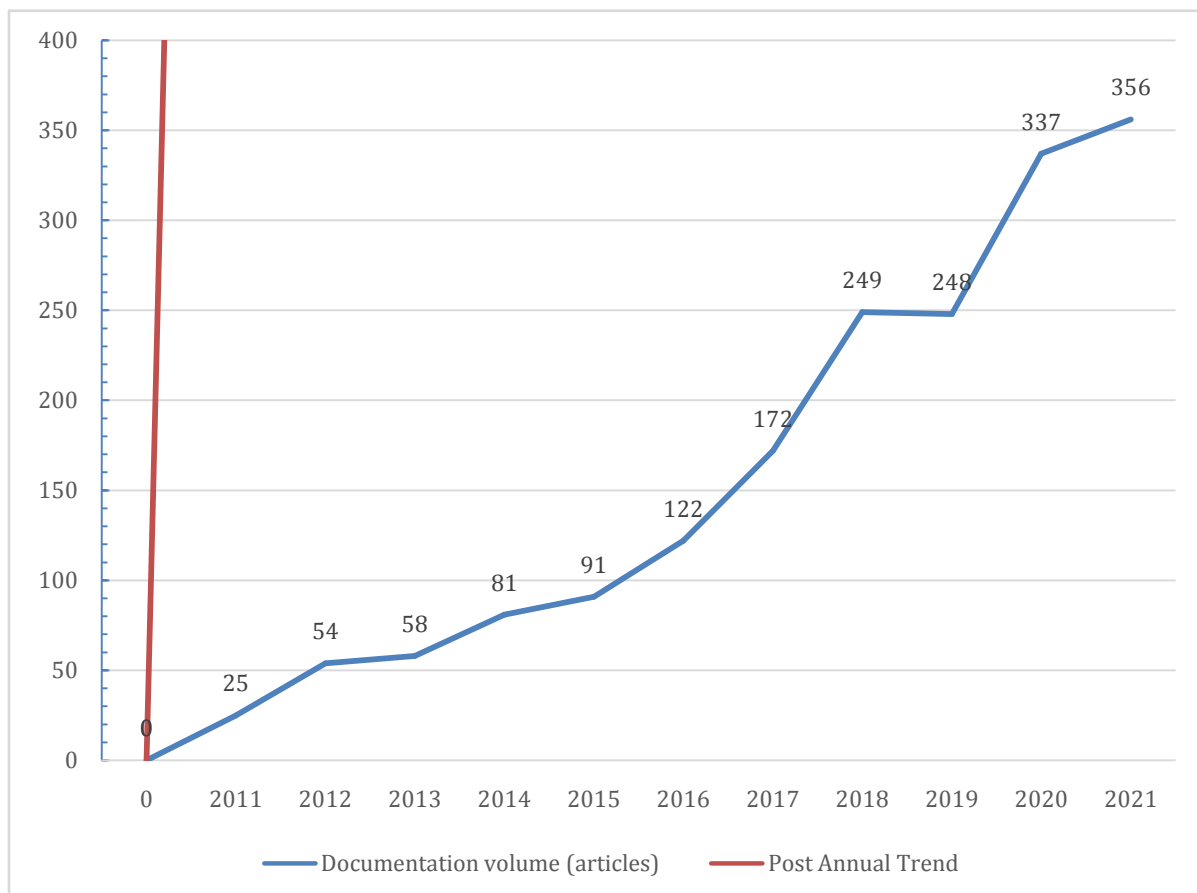


Figure 1. Annual Distribution of the Literature

2.3 Major Publishing Journals

The statistical analysis of the literature issuing journals can show the main sources of academic research. As shown in Figure 2, there are seven major academic journals that have published more than 20 articles in the field of language

services, of which “Chinese Translation” ranks first with 65 articles. Other major research institutions include Oriental Translation (54 articles), Shanghai Translation (40 articles), Language Strategy Research (31 articles), Language Use (31 articles), Overseas English (30 articles), and Campus English (27 articles).

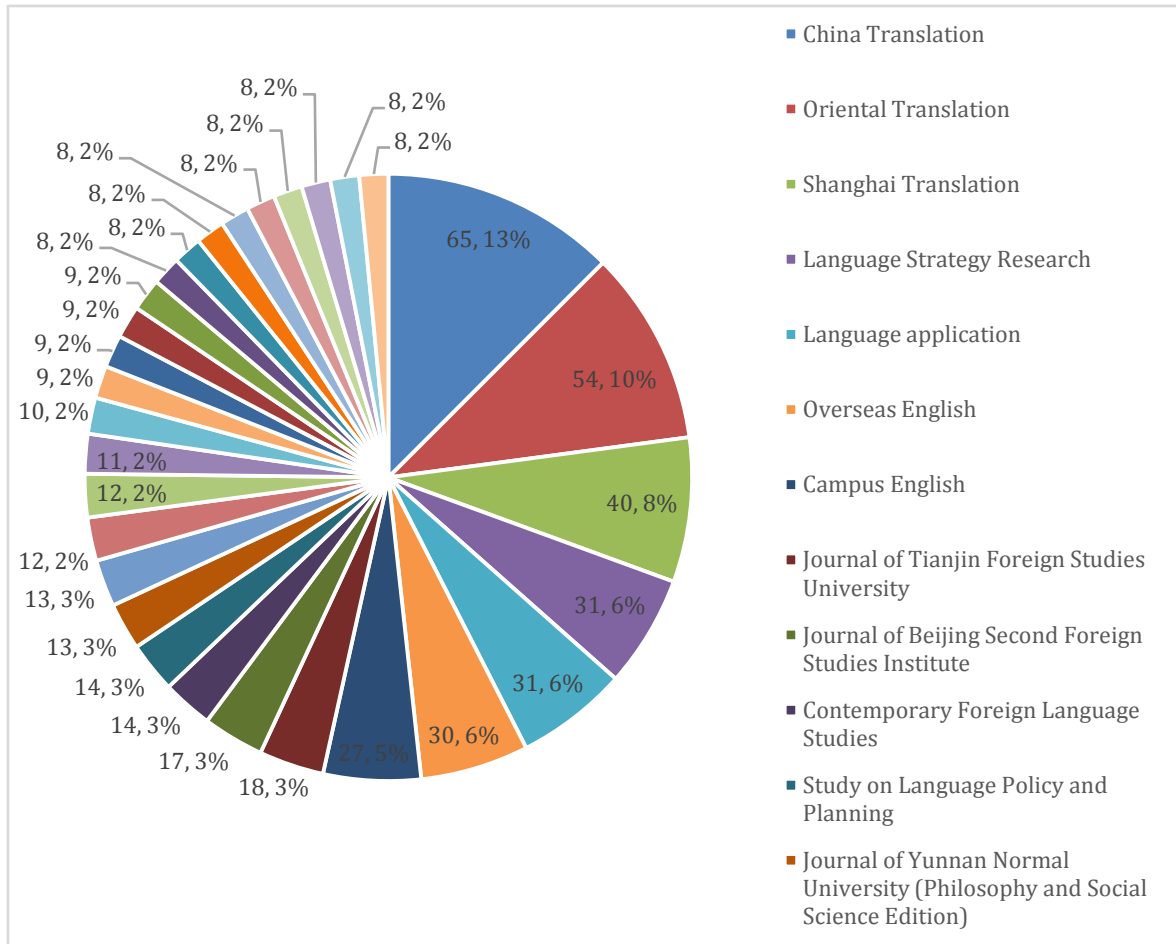


Figure 2. Major publishing journals

III. DEFINITION OF LANGUAGE SERVICE

Yuan Jun (2012) believes that language service is a behavioral activity in which actors use language as content or means to provide help to others or society. If viewed from the service content, it can be divided into six types: language knowledge service, language technology service, language tool service, language use service, language rehabilitation service, and language education service. This definition explains the following layers of meaning: (1) a language service is essentially a helping activity that serves a specific object to meet language needs; (2) the content or means of implementing the service is language, words, and its knowledge and tools; (3) the subject of the service can be a person or other object of society.

Li Xianle (2011) argues that “language services have both micro and macro meanings. All

types of micro-level language services are developing and utilizing language resources. Language resources in different languages and with different language elements are resources that can be used by language services. Language services can be both the process of solving language problems and the process of generating language problems. Macro language services are the rational allocation of language resources and the proper solution of language problems.”

From the perspective of language service providers, the services provided mainly include language service awareness, language service behavior, and language service benefits. From the perspective of language service recipients, it mainly involves consumer awareness and willingness of language services. From real life and industry, it is found that the service personnel or units in the related fields lack a comprehensive understanding and sufficient attention to language



services, lack sufficient service consciousness, and the concept of service within the industry has not been widely disseminated. The service requirements of consumers for service personnel are relatively higher than the self-requirements and evaluations of service workers, so the language service ability of service workers should be assessed and evaluated in language service work, with emphasis on language training for language service personnel (Li Xianle, 2011).

Guo Xiaoyong (2010) pointed out from the industry perspective that the scope of language services includes translation and localization services, language technology tool development, language teaching and training, and language-related consulting services.

Generally speaking, language service is a huge system. It is not only necessary to develop and use language resources reasonably and build Panzhihua International Health Tourism Destination with language means or language tools, but also to follow up and solve the language service problems in the construction.

IV. CONSTRUCTION PATH

4.1 Optimize traditional translation: Adjust traditional translation methods to integrate them with international and economic development with local characteristics.

The traditional translation uses few or no translation tools. Translators rely on their own level of knowledge to translate the text with the help of reference books or dictionary materials. In addition, the clients of traditional translation mainly face domestic clients, such as in business negotiations; translators play an essential role in solving the problem of language inaccessibility or some professional problems in negotiations. With the development of the economy, the traditional translation should gradually become one of the more practical and convenient translation methods. In order to develop the international health tourism industry, in addition to relevant personnel mastering professional knowledge in health tourism and relevant international cultural knowledge and having a high level of translation, it is also necessary to master some translation tools to serve domestic and foreign tourists better.

4.2 Localization: Gradually establish professional translation related to International Sunshine and Health Tourism to adapt product translation to local culture and integrate with characteristic translation.

Hu Zhaojie (2018) emphasized that the localization process requires the help of computer-assisted translation tools, machine translation engines, translation management systems, etc. Compared with traditional translation, it is more efficient. The purpose of localization is to make the product meet the needs of the target language country, so cultural differences between countries must be addressed first. For example, the name format in English-speaking countries is first and last names, while in China, it is just the opposite. There are also measurement units, and these seemingly small things are also part of the localization process that cannot be ignored. Introduce local characteristics-International Health Tourism-to target language countries in a more understandable language.

4.3 Language talent training: Attach importance to the construction of translation disciplines and translation teaching in colleges and universities, and cultivate the training of language services for relevant personnel.

Translation training can be carried out in many ways. 1. For students in the school, the school should strengthen the construction of translation disciplines and translation teaching and strengthen students' ability to connect theory with practice. In 2007, the School of Software and Microelectronics of Peking University opened the first professional master's course in computer-assisted translation in the Chinese mainland to train language service talents in the new century. In various activities, for example, in cross-border e-commerce competitions, students are encouraged to participate actively with the help of teachers. For off-campus practitioners, they can participate in relevant training courses or listen to relevant lectures.

In addition, the language of service includes spoken language and silent language. In terms of health tourism, language services occupy an important position. In terms of spoken language, the ability of service personnel to express should be cultivated. The tour guide's language should be combined with a specific environment and with a specific geographical and cultural background. For example, in the face of tourists of different nationalities, pay attention to the appellations and greetings in their language and culture, and pay attention to the clarity, pleasure, and fulfillment of the words to ensure that the language is used correctly. Secondly, strengthen the language training intensity of service personnel,



communicate in real time, and enhance the fluency of language expression.

V. CONCLUSION

This paper presents a quantitative analysis and visualization of the literature on language service research in the CNKI database as of Nov.31, 2021. The results show that the number of documents related to language service research is increasing. From the perspective of research institutions, "China Translation" ranked first in terms of the number of documents published. From the perspective of research content, the improvement and construction of language services need to be realized through various methods and approaches. Paying attention to the construction of language services plays a pivotal role in Panzhihua City's entry into the international market. Therefore, gradually establishing a specific and clear construction plan plays a vital role in constructing language services for Panzhihua City's International Sunshine Health Care Industry.

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