Research on Emergency Language Service in Major Public Emergencies in Hainan Province

Yuan Yang

School of Humanities and Communication, University of Sanya, Sanya, China

Abstract: *In the rescue and response of major public emergencies, the public will encounter different language problems due to the different environment, so it is necessary to improve the emergency language service system on all kinds of major public emergencies. This paper makes a detailed analysis of the optimization on the emergency language service system in major public events in Hainan Province, thus laying a solid foundation for further improving the level of social governance.*

Keywords: Hainan; Public Events; Emergency Language; Language Services

1. Introduction

This paper collects the methods and corpus of emergency language service in major public emergencies in Hainan Province, conducts linguistic and effectiveness analysis, so as to clearly understand the existing problems and causes. On this regard, it takes diversified measures to solve the problems, so that effectively achieving the goal of comprehensively improving social governance ability.

1.1 Improving Information Release Channels and Multi-Language Service System

(1) Information dissemination channels

Under the development of social modernization level, information release has presented a diversified state from the traditional magazines, radio, television and newspapers to today's flyer, outdoor publicity slogans, new media and network media, from the traditional word of mouth to the written notification, the three-dimensional degree of information release governance system is becoming more obvious, so as to ensure that a lot of information and related content can be understood and mastered by people for the first time. In this process, attention should be paid to the different channels, regions and situations of obtaining information, since the functions of relevant information also vary to some extent.

(2) News and information discourse

With the advent of the new media era, every citizen can act as a Social Journalist, since relevant information can be released and shared in a timely manner through the effective use of Internet platforms, which not only speeds up the dissemination of information to a certain extent, but also improves the self-expression of the masses. In major public emergency management process, the roles played by mainstream government media and social we-media, emerging media and traditional media have undergone great changes in Hainan, since there are even fundamental differences in their language systems. Under the competition of various media, they guide the development direction of public opinion, so as to comprehensively achieve the final communication effect and the reporting effect of traditional single media. Therefore, how to give full play to the role and value of diversified media in the new media era has become one of the urgent problems for Hainan government in social governance. No matter all kinds of media, information publishing platforms or information publishers, they should strictly abide by their due responsibilities when publishing and sharing relevant information.

1.2 Improving Rescue Communication and Translation Services

For the language communication problem in the management of major public emergencies, it exists not only within the same country, but also among different countries. In the absence of reasonable language preparedness plans and culture under the plan, especially in the stage of communication

before and post-disaster treatment, the effect of weak language communication will make it difficult for planners and responders to carry out their work smoothly. This paper carries out a large number of practical investigations and studies on the handling and solving of major public emergencies in the past in Hainan Province, which found that it has seriously neglected their basic "language" in the discussion of relevant information content or communication content. They ignore the use of multiple languages to present the information content and communication content and fail to pay due attention to translation work and the needs of people with limited languages. For example, in the fight against 2020 COVID-19, in order to solve the language communication difficulties between local patients and medical rescue teams across the country, relevant personnel in Hainan province worked out a specific communication handbook within 48 hours, which achieved good results with wide application. At the same time, relevant departments of Hainan Provincial Government not only strengthened the training of translators in specific medical institutions, but also gave strong support to language translation volunteers of major public emergencies, which integrating the strength of the people and realizing the role and value of volunteers.

1.3 Strengthening the Efforts to Prevent and Control Rumours and Guide Public Opinion

(1) Preventing rumors

With the continuous popularization and development of network information technology, network rumors have a serious impact on the smooth development of government public opinion governance in the management of major public emergencies. As a parasite in major public emergencies, network rumors can only spread adverse effects and hinder the effective implementation of active protest in prevention and control measures. In order to effectively prevent the spread of rumors, Hainan province has started from the following aspects. Firstly, it identified major public emergencies in time and established an effective rumor early warning mechanism based on the actual situation. Secondly, it has effectively grasped the law of information transmission to ensure that information was timely broadcast with accurate transmission. Thirdly, it has actively established cooperative relations with other media, so as to spread rumor refuting information quickly and improve the influence. Fourthly, it has strengthened the improvement of relevant laws and regulations to ensure that the measures can be based on evidence. Fifth, it has improved the people's reserve of relevant knowledge with the awareness and ability to clearly identify rumors.

2. Guiding Public Opinion

As China has officially entered the information, in the process of social governance, strengthening the active guidance of network public opinion has become one of the important ways to improve social governance. On this regard, problems existing in the guidance of public opinion in Hainan province can be solved quickly and effectively from the following aspects, firstly, taking the big platform as the core basis, giving full play to the public opinion guidance function of new government media, and establishing a sound all-media information transmission system. Secondly, strengthening the establishment and improvement of public opinion release mechanism and guidance mechanism. Thirdly, enhancing the optimization and reform of the supervision system, then truly implementing the media functions and responsibilities. Fourthly, improving the comprehensive governance system of new media and cyberspace. Fifthly, promoting the frequency of daily training and practice, cultivating the consciousness ability of flexible communication with the media. Sixthly, according to the actual situation, the traditional way of discourse should be adjusted reasonably, the detailed measures of strictly following the news operation norms and improving humanistic care should be optimized, and the new direction of public opinion guidance should be explored by combining modern ideas and diversified technologies.

2.1 Establishing and Improving the Language Emergency Mechanism

After the COVID-19 outbreak, it is urgent to establish and improve the language emergency mechanism. Therefore, Hainan province should help the national emergency language service from the following aspects, firstly, formulating language emergency mechanism, plan, prevention, preparation, monitoring, early warning, disposal, rescue, recovery and reconstruction. Second, setting up research bases, training relevant professionals, speeding up the development and application of "Emergency Concise Chinese". Thirdly, allowing the Internet, new media, artificial intelligence, big data and blockchain technology play their due role. Fourthly, Hainan provincial government or social

organizations should organize relevant implementation. Fifthly, enhancing communication with relevant international organizations or countries.

3. Conclusion

The in-depth analysis and comprehensive study on the effective ways of the emergency language service system in major public emergencies make it clear that it involves the prevention, preparation, monitoring, early warning, disposal, rescue, recovery and reconstruction, which needs to be constantly improved under the perfect language emergency content and the joint efforts of professional linguists. As one of the vital ways of social governance work, emergency response mechanism and emergency contingency plans need to constantly perfect, making emergency language volunteer service team in normalized presentation, which can not only meet the diverse needs of major public emergency disposal, also consummate social governance capability and governance system to a certain extent.

Acknowledgement

References

[1] Zhang Yanqiong, Chen Zuqin, Su Xinning. Crisis Management, Public Opinion Response and Empathic Communication in Public Emergencies: Review and Reflection based on COVID-19 [J]. Journal of Southwest Minzu University (Humanities and Social Sciences Edition), 2020(19):174-178.

[2] Chen Ken, Miao Fang, Yang Wenhui, Wang Fang, Cheng Fuchao. Path Selection of Government News Release of Public Emergencies in the Era of Digital New Media: From the Perspective of Network Governance [J]. Journal of Southwest University of Science and Technology (Philosophy and Social Science Edition), 2020(07):256-258.

[3] Zeng Guoping, Zhang Jiaqing, Fang Shengju. Local Government Response to Natural Disasters from the Perspective of Multi-subject Participation: Experience, Problems and Countermeasures: Case Study of Yunnan Province [J]. Journal of Fujian Normal University (Philosophy and Social Sciences Edition), 2019(16):107-109.

[4] Zhang C. The Path Choice of the Government Press Release of the Public Emergency in the New Digital Media Era——With the Perspective of the Network Governance Theory[J]. Public Administration & Law, 2015.

[5] Chen W Y, Chen H. On the Network Public Opinion Guidance of Emergencies from the Perspective of New Media [J]. Public Administration & Law, 2017.