

Research on the Path of Improving Language Services for Southern Border Inspectors under the Background of the “the Belt and Road” Initiative

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Abstract: Communication between people cannot be separated from language. In the process of achieving economic and trade exchanges and cultural integration between countries and regions, language services are needed to provide support and guarantee for the exchange of ideas, economic and cultural dissemination. This paper first introduces the role and significance of improving language services in the context of the “the Belt and Road”, then analyzes the feasibility of improving language services by border inspectors in southern Xinjiang in the context of the “the Belt and Road”, and finally discusses the methods and strategies of improving language services by border inspectors in southern Xinjiang in the context of the “the Belt and Road.”

Keywords: “the Belt and Road” Initiative; Border Inspector of Southern Xinjiang; Improving language services; Path research

1. Introduction

In the context of the development of the “Belt and Road” construction, language service capacity is an important tool to promote political mutual trust, economic integration and cultural tolerance between China and countries and regions along the “Belt and Road” and related regions. Effectively improving language service capabilities plays a significant role in reasonably grasping the application of business language and improving the efficiency of border inspection by border inspectors in southern Xinjiang.

2. Enhancing the Role and Significance of Language Services in the Context of the “Belt and Road”

2.1 Connotation of Language Services

The consciousness of “language service” first began to appear in China, which was germinated in the 80s of the 20th century with the reform and opening up, but the industrialization of language services officially appeared in China’s national development plan later. In 2005, the International Forum on Language Environment Construction at the World Expo was held, and language services were discussed as a separate topic. Since then, experts and scholars have published relevant research results in many research fields such as service subjects, service content, communication cores, and language goals, and the concept, connotation and extension of language services have become clearer and clearer. From the perspective of applied language, language service is a kind of binding social practice activities led by service and market. Language services can be divided into various categories according to the object of the service and the purpose of the service, such as language translation services, language education services, language technology services, language use services, and other language services in specific industries. Language services are divided into political language services, economic language services, and cultural language services according to the main service areas.

2.2 Language Services are an Important Tool of the “Belt and Road”

The “Belt and Road” is a policy initiative proposed by China based on the actual national conditions, which aims to promote the economic development of China and countries along the “Belt and Road” and related regions, and realize the common development and prosperity of many countries

and regions. From policy coordination, infrastructure construction, trade exchanges, capital exchanges, people-to-people exchanges and other aspects, we will actively develop friendly exchanges and cooperative partnerships with countries along the “Belt and Road” and relevant regions in the economic field^[1].

Communication is inseparable from language, and in the process of realizing economic and trade exchanges and mutual learning among civilizations, language services are needed to support the exchange of ideas, eliminate prejudice, and spread economy and culture between countries and regions. Public opinion monitoring is a typical example of language services as an important tool for the construction of the “Belt and Road”, in the context of the rapid development of the Internet, the world is in a century of unprecedented changes, network public opinion monitoring is not only related to network security, but also closely related to the stable development of society. By applying big data technology to the field of language services, the network public opinion monitoring system has built an invisible “firewall” of language security. Through this invisible firewall, we can grasp the trend and direction of public opinion development in a timely manner, and strengthen the understanding of public opinion in the first time, so as to ensure that in emergencies and emergencies, positive responses can be made, emergency measures can be arranged, and timely and accurate reference basis for top-level policy planning is provided, and it plays an important role in maintaining social stability and protecting national security^[2].

2.3 Language Services have the Inheritance and Protection of National Culture

The formulation of language policies related to the construction of the “Belt and Road” is conducive to the protection and inheritance of national culture by language services. Minority languages and native dialects of southern Xinjiang reflect the diversity of Chinese national languages and cultures, and are the cornerstone of the continuous development of the colorful national civilization of the Chinese nation. Minority languages and dialect language enterprise civilization are the most splendid branches of the Chinese nation, and the dissemination and preservation of national languages and enterprise civilizations are inseparable from the guarantee of language services. Promoting and preserving national languages and native dialects is essentially inheriting and carrying forward the fine traditions of the history and civilization of the Chinese nation and other countries. Cultural development is an effective way to maintain China’s development security, and is of great strategic significance in the establishment and development of the “Belt and Road”. As a major ethnic minority gathering area in China, the basic language of southern Xinjiang is relatively complex and diverse, but the attempts and explorations of the language service industry in the fields of ethnic language protection and development have not stopped. The collaboration between academia and business has further enhanced the team of the language service industry, and jointly promoted the exploration and development of the language service industry from the perspective of industry, education and research through concentrated efforts and joint promotion, so as to promote the greater role of language services in the “Belt and Road”, which is conducive to the development of trade partnerships between countries along the “Belt and Road” and relevant regions. In the future construction of the “Belt and Road”, the cooperation between multiple parties will become closer and closer, so as to put forward more demand for language services, form a virtuous circle, and effectively improve the ability and service level of language services^[3].

3. The Feasibility of Improving Language Services for Southern Border Inspectors in the Context of the “Belt and Road”

3.1 Southern Xinjiang Has Rich Linguistic Resources

China’s southern Xinjiang region has many borders with many neighboring countries, and its border length is more than 2,600 kilometers, exceeding 40% of the total length of the entire Xinjiang border. Most of the countries and regions along the “Belt and Road” facing southern Xinjiang are multilingual and multi-ethnic. Several countries bordering southern Xinjiang are rich in ethnic language resources and ethnic cultures show broad diversity.

Due to the geographical advantages of southern Xinjiang, the rich multi-ethnic language resources to provide impetus for the economic development of southern Xinjiang, coupled with the advantages of the “Belt and Road” policy, effectively grasp the construction opportunity, cultivate business and trade talents led by English and take into account the practical languages of neighboring countries, so as to

meet the needs of different groups in southern Xinjiang to develop economic and cultural exchanges at the same time. In this way, we can expand trade with neighboring countries, promote the overall modernization of poverty-stricken areas in southern Xinjiang, narrow the economic development gap between the eastern and western regions of China, and accelerate the pace of political mutual trust and economic integration with countries and regions along the “Belt and Road”. From the perspective of the geographical location of southern Xinjiang, the current situation of language services in neighboring countries, the construction of land trade ports, and the conditions of language service facilities, southern Xinjiang has rich language resources and language service foundation, which is beneficial to the innovative development of language services in southern Xinjiang, the expansion of the scale of language professional schools, the deepening reform of public foreign language teaching, and the development of multilingual compound talent training models^[4].

3.2 Tilt and Support of National Policies

The strong support of national policies has made the development of language services in southern Xinjiang an important measure for the transformation and development of the “Belt and Road” in the new era. Counterpart aid to Xinjiang can promote cooperation between Xinjiang aid resources and local university resources, and provide manpower guarantee for many aspects of trade exchanges in southern Xinjiang. The tilt and support of national policies provide the correct direction and guidance for the optimization of language services in southern Xinjiang. Provide high-quality talents for local development, so as to accelerate the construction of language service infrastructure in southern Xinjiang and ensure the sustainable development of the local economy. According to the objective situation in southern Xinjiang, there are mainly the characteristics of complex ethnic composition, bilingual and multilingual use of various ethnic minorities, and at the same time facing the problems of poor general expression ability and inconvenient communication with the outside world, so language services have become a key factor that cannot be ignored in the construction of southern Xinjiang’s basic project^[5].

People living and working in southern Xinjiang also have diverse language needs, and need society and government to provide diversified language services, so it is necessary to fundamentally enhance the enthusiasm and initiative of the common language and multilingual learning in southern Xinjiang, and improve the overall language knowledge construction ability and practical language application ability of the people. For southern Xinjiang, it is necessary to give full play to the integration function of the standardization of the national standard language in the development of international language services in the economic development of the service region, and promote the exchanges, exchanges and integration of ethnic minorities in the region by creating a good international standard language standardization work environment. At the same time, the improvement of language service level has effectively improved the local business environment and absorbed more resources from countries and regions along the “Belt and Road”.

4. The Strategy of Southern Border Inspectors to Improve Language Services in the Context of the “Belt and Road”

4.1 Strategies for Improving the English Language Skills of Border Inspectors

4.1.1 Enhance the Concept and Understanding of Language Services

Under the background of the “Belt and Road” construction, it is a systematic project for border inspectors in southern Xinjiang to improve language services. It requires not only the great attention and active participation of governments, universities and enterprises, but also the overall awareness of cultural tolerance, economic integration and concerted efforts in countries and regions along the “Belt and Road”. The modern language service concept believes that language service capacity should meet the needs of social and economic development on the one hand, and the development needs at the national level on the other hand. In the process of the construction of the “Belt and Road”, the improvement of language services by border inspectors in southern Xinjiang is no longer limited to simple activities such as language exchange, but involves the demand for language services in political, economic, cultural and other aspects. Therefore, more language service participants need to be guided by the concept of modernization, strengthen the awareness of language services, strengthen the research on language habits and language policies of neighboring countries and regions in southern Xinjiang, and deepen their understanding of the characteristics of surrounding Chinese dialects. On this

basis, follow the principle of systematic and scientific, based on the actual situation of border inspection language services in southern Xinjiang, and do a good job in formulating and implementing border inspection language service planning and policies for customs clearance at various ports^[6].

4.1.2 Integrate High-quality Language Service Resources

Integrating high-quality resources and building a high-quality language service team is the basis for improving language service capabilities. In the construction of the “Belt and Road”, the construction of the language service talent team in southern Xinjiang can, on the one hand, give full play to the advantages of colleges and universities and strengthen the training of high-level and composite language talents. The border inspection language services for customs clearance at various ports cover many fields, involving many fields of foreign trade and operation, and high requirements are put forward for border inspectors and language service talents at the same time. Hence, it is necessary for all language faculties to strengthen exchanges and cooperation with other universities and departments, be guided by the talent needs of language services, give full play to the advantages of professional resources, and integrate knowledge in related professional fields. On the other hand, we can make full use of the aid resources provided by the state to Xinjiang. The resources of counterpart aid to Xinjiang have not only effectively promoted the economic prosperity, social progress and improvement of the people in Xinjiang, but also provided opportunities for the development of the language service industry in Xinjiang. By giving full play to the advantages of human resources provided by counterpart aid to Xinjiang, we can actively promote the education alliance between the language service industry and local universities, and further enrich the innovative development of the language service industry in the network platform area under the background of economic computer technology development, such as language services in special fields, the development of peripheral trade support, tourism development support, and special industry support.

4.1.3 Strengthen the Training and Reserve of "Belt and Road" Language Service Talents

(1) Increase the Training of English Language Service Talents

As an international lingua franca, English plays an important role in international business activities. In the case of a shortage of non-lingua franca language service talents in the “Belt and Road”, English can be selected as the main communication language to reduce the cost of language communication and prevent language risks. Especially in some "Belt and Road" countries that use English as their official language, it will be more convenient and efficient to use English for business activities, and improve the convenience of language services between China and countries along the “Belt and Road”.

(2) Increase the Training of Compound Language Service Talents

China's cooperation with countries along the “Belt and Road” involves many fields and industries, and the requirements of the “Belt and Road” initiative for language service talents have far exceeded the traditional simple interpretation and translation skills, so high-quality language service talents with cross-border capabilities and cross-border vision are needed. This study suggests that, on the one hand, colleges and universities should not only pay attention to solid professional skills, but also cultivate students' emerging language service skills such as multilingual application ability, localized writing ability, translation project management ability, corpus resource integration and management ability. On the other hand, when conditions permit, students are encouraged to take courses in the fields of economics, management, law, politics or pursue a second degree to broaden their interdisciplinary horizons to meet the needs of enterprises and markets for language services along the Belt and Road.

4.2 Cooperate with Colleges and Universities to Carry out Language Service Capacity Improvement Training in Cooperation with Foreign Chinese Colleges

4.2.1 Create an “Internet+” Language Service Platform

“Internet +” deeply integrates traditional industries and information technology, contains unlimited development possibilities and explores a new model of "Belt and Road" language services, and the concept of “Internet +” has become particularly important. Using the “Internet +” language resource service platform, various language talents, language service markets, language data and other elements can be integrated, and through the data platform, language demanders, language service providers, language technology providers, language institutions, etc. can be used to provide collaboration around the world, break the time and space geographical limitations of language services, reduce service costs, and improve service efficiency. The creation of an “Internet+” language service platform can effectively solve the problem of weakening of language business functions caused by language

dysfunction or insufficient language human resources of border inspectors in southern Xinjiang.

4.2.2 Various Training Models Centered on “Workshops”

The “Workshop” has the advantages of teachers using group work, translation appreciation and discussion, workplace work, on-site work and other methods to strengthen the cultivation of translation skills, improve students’ reading level, and give full play to their basic ability. The workshop talent training model can adapt to the social needs of talent training, promote the close integration of theory and practice, can also adapt to the needs of translators’ self-growth, can improve the quality of professional talent training of southern Xinjiang border inspectors, and can also give full play to the advantages of cultural resources of colleges and universities and southern Xinjiang, which is a model for realizing the training of language service talents of southern border inspectors. At the same time, southern Xinjiang should develop some effective teaching models according to its own conditions and put them into practice. It will add a new path and reference for southern border inspectors to improve language services under the background of the “Belt and Road”.

5. Conclusion

On the one hand, it can quickly improve the national language ability in southern Xinjiang, and on the other hand, it can effectively protect the language rights of members of countries and regional societies along the “Belt and Road”, and play an irreplaceable role in creating a high-quality business environment with political mutual trust and cultural integration, reflecting the important social value of language services.

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