

## On Localization Translation Teaching Mode in Local Colleges from the Perspective of New Liberal Arts

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### ABSTRACT

The construction of new liberal arts emphasizes the humanism of technology, that is, humanities + information technology. With the development of economic globalization and information technology, localization industry came into being. Localization is a new service integrating language technology, information technology and project management technology. The localization industry has an increasing demand for professional talents with professional translation skills and proficient use of translation tools. In the next five years, the localization industry will provide lots of employment opportunities for English majors. For teaching translation to English majors in local colleges, combining the specific situation of local colleges, and based on the characteristics of localization translation, innovating the teaching mode is the key to ensure the cultivation of localized applied translators. Taking Zhejiang University of Finance and Economics Dongfang College as an example, this paper puts forward a new translation teaching model of "Minor Course", "Learning by Doing" and "Classroom + Practice" to ensure the teaching effect of localization translation.

### INTRODUCTION

In November 2020, director Wu Yan of the Higher Education Department of the Ministry of Education of the People's Republic of China mentioned at the New Liberal Arts Conference that "The future has changed and we should take the initiative to seek change. The world is changing, and education must also change. New forms of education are needed to cultivate the abilities required by today and future society and economy". Based on the global new technology development and the strategic arrangement for the development of socialism with Chinese characteristics in the new era, the new liberal arts breaks through the thinking mode of traditional liberal arts and focuses on the cross integration of arts and science. The new liberal arts integrates modern information technology into philosophy, literature, language, and other similar courses to provide students with comprehensive

interdisciplinary learning and to achieve knowledge expansion and cultivation of innovative thinking. The construction of "new liberal arts" in the new era is integrative. The invention and application of new technologies provide a lot of tools for discipline research, which requires interdisciplinary intersection, integration, penetration or expansion between liberal arts, science and engineering. The New Liberal Arts Working Group of the Ministry of Education issued the Declaration on the Construction of New Liberal Arts, which puts forward three basic starting points for the construction of new liberal arts: specialty optimization, curriculum quality improvement, and model innovation. The construction of new liberal arts emphasizes the humanism of technology, that is, humanities + information technology.

In contemporary society, with the development of economic globalization and information technology, localization industry

came into being. The localization industry has a growing demand for talents with professional translation skills and proficient use of translation tools. Localization translation refers to the complex and professional translation activities carried out by professional translators in the context of localization, making full use of the advantages of information technology and combining with project management technology. Compared with traditional translation, which focuses on language choice, text content conversion and industry knowledge, localization translation pays more attention to the integration of scientific project management, translation technology and language. Therefore, the combination of localization translation and traditional translation course is a favorable guarantee for cultivating professional and compound translation talents.

Local colleges are usually located in prefecture level cities and directly serve local economic construction and social development. According to the Self-evaluation Report on Teaching Quality in Zhejiang Province in 2020, local colleges have deficiencies in teaching conditions, teachers' level and the quality of students.

However, because they are located in small and medium-sized cities, they play a great role in radiating and promoting local development. Therefore, they have attracted the attention of local governments and people. This special background determines that the higher education of local colleges should serve the local economic development and cultivate students' practical ability. For the translation teaching of English major students in local colleges, it is necessary to cultivate students' translation from the reality of contemporary society and combine with the specific conditions of the local colleges in order to put forward a practical new translation teaching model.

## RESEARCH ON THE TEACHING MODEL OF TRANSLATION COURSE

Teaching mode is a relatively stable framework and procedure of teaching activities established under the guidance of certain teaching ideas or teaching theories. Teaching model is very important to improve teaching quality. Reviewing the relevant researches at home and abroad in recent 15 years, it is mainly carried out from the following aspects:

### Teaching Model of Translation Course Guided by A Certain Theory

Xuehong (2009) explores a new model of translation course that adapts to modern practice from the perspective of functionalist translation: Skopos Theory. Qi Yan (2010) believes that the application of cognitive schema theory to the construction of process teaching model in translation course can enrich translation teaching methods and improve the quality of translation teaching.

### Teaching Model of Translation Course Centered on Learners

Shi Rui (2017), concerned about the problems existing in traditional translation teaching, established a new "student-centered" translation course teaching model through a

new classroom relationship between teachers and students. Shujie's (2019) "student-centered" teaching model based on constructivism theory, which fully considers students' factors when selecting teaching contents, changing teaching methods and changing translation evaluation methods, so as to lay a foundation for cultivating compound English talents.

### Teaching Model of Translation Course of Online Teaching

Zili (2015) established a translation network counseling course to carry out research on interpersonal interaction and human-computer interaction of translation teaching activities in combination with classroom teaching. Bruce Joyce (2014) believes that teaching online will cause pressure on students and teachers in practice and psychology, and will produce communication anxiety. Duoxiu (2019) summarized the experience and reflection of Beijing Institute of Aeronautics in offering computer-aided translation courses in the past five years. This course includes computer-aided translation theory, translation tools, terms and term database, etc.

### Teaching Model of Translation Course Guided by a Specific Way

Pengzhi (2018) believes that translation teaching should aim at cultivating students' translation ability and take philosophical evaluation theory as the theoretical basis, and put forward a translation teaching model that focuses on cultivating students' translation evaluation ability. Jingjing (2017) proposed a translation teaching model based on corpus error analysis by analyzing students' errors in translation in TEM 8 test.

To sum up, the above researches on the teaching model of translation course are based on specific perspectives, and useful attempts have been made, which have a certain reference significance and inspiration for the teaching of translation course. However, the existing research results also have some shortcomings:

1. There are still deficiencies in the pertinence and operability of the existing research results on how to improve the integrating degree between curriculum construction and training objectives, theoretical knowledge and application ability, talent training and economic and social needs through the reform of translation curriculum.
2. The construction of new liberal arts emphasizes the humanism of technology, that is, humanities + information technology. In the era of Internet artificial intelligence, the research on the cultivation of computer-aided translation and post-translational editing ability of local college students is also very important, which will become the trend of future research, but there are few researches in this field at present.

## FEATURES OF LOCALIZATION TRANSLATION

Localization is a new service integrating language technology, information technology and project management technology. One of the main objectives of the localization industry is to make its products adapt to the language habits,

cultural background and historical traditions of the local market, and be widely recognized and accepted by users in the local market, so as to bring rich benefits to the client companies it serves.

At present, there are more than 10,000 translation companies in China, with more than 500,000 full-time translators and hundreds of thousands of part-time workers. The localization industry is rising rapidly. More than 80% of the world's top 25 localization service companies have opened branches in China, and some international localization companies have also been established in China. China has become a global emerging language service center. In 2021, the global outsourcing language services will reach more than \$50 billion, and localization services will account for 42.96% (Qiliang 2020, p. 30). The position of localization services has been significantly improved, and the market demand for localization services has also increased. In the next five years, the localization industry will provide lots of employment opportunities for English majors. However, the content of localized translation is complex, more standardized and professional, which is also a great challenge for translators. It is urgent to actively promote the development of localization translation, so as to meet the requirements of society and market and cultivate more high-quality translators.

When recruiting employees, localization enterprises not only focus on the bilingual competence of candidates, but also focus on whether they are proficient in various computer-aided translation software, and whether they have working experience in localization projects, professional knowledge in a certain field and good professional quality. For example, in the process of pre-processing, technical tools such as file format conversion, batch search and replacement, word count and timing, quotation and so on are used. In the process of translation, project management tools, computer-aided translation and machine translation tools, term extraction and electronic dictionary, parallel corpus, search engine and so on are widely used. In the later stage of the project, complex tools such as compilation, typesetting and publishing should be used (Zhaohui, 2018, p. 135). Translators who are familiar with localization, as well as localization project managers who are familiar with localization process, good communication and coordination skills are needed.

Due to the high technical standardization, localization translation has high requirements in text specification and terms consistency. Before localization translation, customers usually provide localized versions of software. Once the software user interface is translated, other translation activities can be continued, and the terms of the software user interface will be extracted to form a term database. Translators can link terms to the database for translation documents and online help. These preliminary preparations help to ensure the accuracy and efficiency of translation in later stages. Localization translation uses a large number of translation technologies such as bilingual corpus and various translation software. Translators can share translation resources and terms database when translating, which can ensure the consistency and accuracy of translation to a higher degree, and effectively reduce the cost of translation.

The features of localization translation are: firstly, it is difficult for a single translator to complete and manage the whole translation project alone, and the translation project depends more on the joint efforts of the translation team. Secondly, because the number of localization translations is huge and there is a lot of repetition, therefore, the translation process must be automated as much as possible.

### RESEARCH ON THE INNOVATION OF LOCALIZATION TRANSLATION TEACHING MODEL IN LOCAL COLLEGES FROM THE PERSPECTIVE OF NEW LIBERAL ARTS

In 2020, the New Liberal Arts Working Group of the Ministry of Education issued the *Declaration on the Construction of New Liberal Arts*, which puts forward three basic starting points for the construction of new liberal arts: specialty optimization, curriculum quality improvement and model innovation. In traditional translation courses, teachers lack practical training in the language service industry, while modern translation technology teaching requires industry-oriented teaching to meet the social demand. Therefore, it is particularly important to explore how to change the concept of talent training in the context of the new liberal arts, strengthen the cooperation and coordination between schools and industries, and cultivate localized translation talents suitable for economic and social development (Wenyuan, 2016, p. 73).

The construction of new liberal arts takes humanities as the body, science and technology as the use, and emphasizes the advantages of "technology+". In the era of internet artificial intelligence, the research on the cultivation of computer-aided translation and post-translational editing ability of local college students is very important, so students should continue to learn new translation technologies. Language translation is not only a part of localization, but also its premise and foundation. It is directly related to the sales and use of products in the target region, affects the global strategy of the enterprise, and also determines the market share and economic benefits of the enterprise. At the same time, high-quality language translation can increase customer satisfaction and enhance the competitiveness of the enterprise. Therefore, language translation is a key factor in localization and plays an important role in promoting the development of globalization.

The basic principle of localization translation is concise and plain. The vast majority of localization projects belong to the localization projects of EST. In the localization translation of EST projects, the following language rules and characteristics should be mastered: rigorous sentence structure and lively manual language. Localization translation technology is an integral part of translatology. Scholars at home and abroad and professionals of localization companies are studying the translation technology used in localization services, focusing on the professional research of computer-aided translation (CAT) technology, as well as on the translation technology from the perspective of teaching.

Based on the features of localization translation, innovative teaching mode is the key to ensure the cultivation of localized application talents. Taking the English majors of

Zhejiang University of Finance and Economics Dongfang College as an example, this paper reforms the translation curriculum system, integrates the localization courses, and introduces the teaching methods of localization translation. As an ordinary local college, our reform adheres to two basic principles: 1) Combining the actual situation of the college to serve the development of local industries; 2) The course, in order to achieve the curriculum goal of learning for application, is characterized by practicality and professionalism, strengthening technical basis, software operation and taking translation theory into account. However, English Majors students in Zhejiang University of Finance and Economics Dongfang College have relatively weak basic knowledge of information technology and poor practical application ability. Therefore, according to the actual situation of students, the teaching modes of “Minor Course”, “Learning by Doing” and “Classroom + Practice” are proposed to ensure the teaching effect of localization translation course.

### **Students Minor in General Elective Courses in Computer Science**

With the promotion of information technology, localization technology has been extended to today’s translation industry from different angles. It is a collection of language services and translation technology services. We should train students to be proficient in the use of computer-aided translation technology and improve their ability to translate and edit localized objects. Localization translation requires translators to be able to use various computer-aided translation (CAT) tools proficiently, such as translation memory (TM) tool—Trados, term management tool and other translation software or platforms. Only in this way can translation efficiency be guaranteed, translation quality be improved, and translation cost be reduced. For example, for the user interface content of software, games and other products, because the screen size limits the text length, and the text is short and fragmented, software localization tools that support visual localization translation technology can be selected, such as Alchemy Catalyst, SDL Passolo, etc. (Xiao, 2015, p. 27) In the process of localization translation, the translator can visually preview the location and display of the localization translation in the product runtime, and the problems such as localization user interface and mistranslation can be avoided or reduced in the localization translation stage. By guiding students to master the features and requirements of localization translation, combined with the computer application courses they minor in, students’ software operation skills are strengthened. Teachers teach how to select and use translation software, how to carry out grammar retrieval rules to improve post-translation editing ability, and how to use the translation platform provided by Yiguo Yimin Company for translation practice. The specific software use and the operation details of the platform are practiced, studied and reflected by the students themselves, until they are proficient in the use of common localization translation tools.

### **Based on Localization Translation Projects, Localized Classroom Teaching Practices the Teaching Method of “Learning by Doing”**

Project-based translation teaching model focuses on student-centered and aims at the training of translation practice and management service ability (Linhai, 2010, p. 26). Localization translation projects are characterized by high quality, diversity and mutual assistance. A project will cover many complex processes such as translation, typesetting and publishing. It is required that the team dominated by the project manager should complete the translation task, produce the translation end products, and write the translation project report for classroom report.

Taking the online help files of software and game products as an example, they are information-based texts, written in a controlled language, with simple sentence pattern, and users only inquire about relevant contents when they need them. The quality requirements of the text translation can be easily satisfied. It is advisable to choose the strategy of “translation memory” + “machine translation” + “post-editing” to achieve the balance of efficiency and quality. Therefore, students can be familiar with the operation process of translation project, understand the specific work of localization project management, and make better use of computer-aided translation. Only by understanding the knowledge of translation, technology and management can the localization translation project manager better carry out project and communicate with team members more effectively, which is conducive to cultivating localization translation project management talents.

### **“Classroom + Practice” Adopts the Teaching Method of Mobile Classroom + Flip Classroom + Experience-Based Classroom, and Strengthens the Translation Practice Teaching Mode Characterized by Local Translation**

The latest knowledge, technologies and cases of translation and localization courses come from enterprises. If we want to cultivate talents needed by enterprises, we should transfer the classroom to enterprises and lead students into enterprises. By contacting the localization company, using local resources, carrying out mobile classroom, and communicating with the employees of the localization company, practical work experience can be enhanced. Through the face-to-face communication, students learned that most of the projects undertaken by general localization translation companies are mainly technical guiding projects, which require the use of short, concise and objective vocabulary. According to the company’s localization ability (number of team personnel, skills and experience), combined with the features and requirements of localized translation objects, technologies and tools suitable for the company’s localization ability are selected. For the company, if the customer has specific requirements, the localization translation technologies and tools required by the customer are preferred. If the customer has no requirements, preference is given to technologies and tools that are already available. Teachers assign tasks to students, and students learn from task experience, and show their achievements in the form of flipped classroom in the



class, so as to effectively realize the interactive teaching in the class.

The local college strengthens the experiential teaching of translation characterized by local translation. The translation course is oriented to the local economy and society, and actively undertakes the translation tasks of local foreign affairs, publicity, and product promotion. Organize students to participate in a large number of English translation volunteer activities, such as Haining International Fur Festival, World Internet Conference, World Garden Show, FIBA 3 \* 3 International Basketball Challenge, so as to provide students with the best translation practice place and environment, which is conducive to cultivating students' translation practice ability and improving the effectiveness of translation teaching.

## CONCLUSION

With the rapid development of information technology, translation technology is more and more widely used in localization service. Local colleges carry out localization translation curriculum design in combination with the school's purpose and characteristics, and apply technological revolution and teaching method innovation to translation teaching. Our translation course proposes a professional practical teaching model of localization translation, which is dominated by the cultivation of professional knowledge, professional quality and application ability. On the basis of students' solid translation theoretical knowledge, and focusing on cultivating students' bilingual conversion ability, translation practice ability, computer-aided translation technology and software operation ability, our translation course carries out comprehensive training for students. The formation of a set of systematic teaching mode with application ability training as the core and the demand of society and enterprises for talents as the goal will help to improve students' professional skills, provide more "marketable" application-oriented translation talents for the society and reduce the cost of "inefficient" training.

Based on the features of localization translation course, innovative teaching mode is the key to ensure the training of localized application talents. At present, Zhejiang University of Finance and Economics Dongfang College combines the reality of local colleges to serve the development of local industries. It not only strengthens translation practice but also applies the innovation of technology and teaching methods to translation teaching. The implementation effect of localization translation can meet the requirements of the

construction of new liberal arts, serve the goal of talent training in local colleges, and cultivate professional translation talents needed by society and economy in the future.

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