

Research and Reform of Business English Translation Teaching under “The Belt and Road” Strategy

Liuyan Huang

School of Foreign Languages, Guangdong Polytechnic College, Zhaoqing, Guangdong, China

anylineok@163.com

Keywords: “The Belt and Road”, Business English translation, Teaching research, Opportunity

Abstract: The “The Belt and Road” summit meeting in Beijing means that the “The Belt and Road” strategy will be fully implemented. China will deepen economic and trade links with many countries or regions and enhance its international status and influence. The development of social economy and international trade is inseparable from the reform and innovation of business English translation talent teaching. However, while the diversified national culture puts high demands on the teaching effect of business English translation talents, Chinese business English translation talents have been in a state of shortage for a long time. This situation has forced the reform of the business English translation education mechanism. In view of this, based on the analysis of the current situation of business English teaching, this paper studies and explores a new mode of training talents, with a view to promoting the reform mechanism of talent teaching and further promoting the sound development of China's economy, trade and society.

1. Research Background

1.1 Literature review

The “The Belt and Road” strategy is based on the economy as an important platform. The core guidance is to communicate with each other and follow the principle of mutual benefit and win-win. Peng Jing analyzed the requirements of business English professionals under the “The Belt and Road” strategy, and proposed the business English teaching innovation strategy and the development direction of translation (Peng, 2016). Henan Province is the indispensable place for the Silk Road. It is an important hub connecting the east-west direction in the “The Belt and Road” . Under this background, Chen Ning analyzed the requirements of the “The Belt and Road” strategy for the ability of business English talents, and the existing problems in the business English teaching of colleges and universities in Henan Province, and puts forward the importance and path of business English innovation in the new environment (Chen, 2017). The implementation of the “The Belt and Road” strategy provides a new working environment and challenges for business English translators along the “The Belt and Road”. Bao Wenxin elaborated on the new opportunities facing business English translation teaching and proposed the innovative direction of business English teaching (Bao, 2016). With the development of social and economic globalization, the English translation industry has increasingly become an important driving force for promoting national economic progress. Yin Shan and Hu Mengshi proposed that the English translation industry must follow the formalization, specialization and timely updating mode. This will enable the translation industry to complete the transformation of the industry and shoulder the burden of upgrading (Yin and Hu, 2016). Gu Yiran studied the important role played by English translators in the culture of inter-state communication, and analyzes how to quickly improve the awareness of business English translators and rationalize them (Gu, 2016). Guo Zhuanyun proposed to cultivate a comprehensive English translation talents in line with the current environment, and should increase the national cultural knowledge involved in the “The Belt and Road” in the content of English teaching, and increase the opportunities for students to practice in the actual society in teaching methods (Guo , 2018). Chen Yixi focused on how to effectively handle the correct dissemination of language culture between countries, how to make full use of the business English translation tool,

and made decisions based on the principles of English translation principles (Chen, 2017). In the process of implementing the “The Belt and Road” strategy, legal translators are facing a shortage. Zhang Falian pointed out that the teaching mode of legal English translation is the core issue of training legal translators rapidly. It is necessary to properly solve the problems of teaching curriculum, teacher arrangement and training system (Zhang, 2018).

1.2 Purpose of research

With the implementation of the “The Belt and Road” strategy in China, high-quality business English translation talents have become a scarce resource for China's economic and trade development. In such an environment, the teaching of business English translation talents has ushered in a huge opportunity and challenge. The teaching of Chinese business English translation talents will face more aspects that need to be changed and innovated, and put forward higher standards for business English translation teaching in colleges and universities. Colleges and universities need to study new methods of reforming and innovating business English translation education in a timely manner, and strive to explore new models for cultivating talents. Colleges and universities carry out appropriate school-enterprise cooperation, and modify the teaching content in a targeted manner. They can cultivate business English translation talents and higher-quality compound talents that are more in line with the needs of the new era, and further promote the sound development of China's economy and trade.

2. The Status Quo of Business English Translation Teaching under the “THE Belt and Road” Strategy

2.1 Business English translation talent shortage

China's advocacy of the “The Belt and Road” strategy is an important measure for economic development and one of the channels for promoting in-depth cooperation between China and the international economy. This strategy will enable most Chinese companies to go global and introduce a certain amount of international funds to promote China's access to more development opportunities in international economic trade. When the economy and trade are deeply integrated, it will lead to cultural exchanges between countries and the flow of talents. In this context, the number of business English translators cannot meet the market demand for business English translation services. Business English translators are about to face a broader development market, and it is also a good opportunity for cultivating business English translators.

2.2 Business English translation talent education mechanism is outdated

The countries involved in the “The Belt and Road” strategy for Chinese companies need a large number of high-quality talents who are proficient in business English translation. The existing educational mechanism for cultivating business English translation talents cannot meet the needs of economic and trade exchanges in the new era. This situation forces business English teaching to be upgraded and optimized, and optimizes the teaching mode and approach for cultivating business English translation talents. The training of Chinese business English translation talents should adjust the talent training objectives with the development of foreign trade economy, and cultivate English translation talents that truly meet the needs of the market. The frequent exchanges between the economy and trade between countries and the changing market situation require professional business English translators from all walks of life. This has new requirements and new standards for the business English translation education model and curriculum content, and further promotes the self-upgrading and reform and innovation of business English translation talent teaching.

2.3 The overall competence level of the teaching staff team needs to be improved

The “The Belt and Road” strategy is aimed at the combination of talents and internationalization. From a certain perspective, it is a higher teaching quality requirement for the teaching staff team. Improving the overall strength of the teacher team is a key factor in promoting the quality of English translation education. At present, colleges and universities for the formation of business

English professional teachers tend to focus on hiring special teachers, lack of experts and mentors with business experience, the latter rarely teach in the actual teaching of colleges and universities. The business English translation teacher team needs to further improve the level of teaching academic professional teachers and practical experience instructors. The leading and versatile team of teachers is expected to further expand the staff and enhance the overall ability of each teacher.

3. Analysis of the Requirements of Business English Translation Talents under the “THE Belt and Road” Strategy

With the continuous expansion of trade between China and the world, China's talents in international trade are no longer people with only business or English individual ability. Trade exchanges require a combination of talents who can handle both business and English translations, as well as other countries' cultural practices, laws, regulations and economic policies. The implementation of the “The Belt and Road” strategy will lead to the exchange of many infrastructure construction, business economy, legal system and other industries. This requires a comprehensive knowledge of English knowledge and a multi-disciplinary knowledge based on English translation knowledge. To cultivate a composite business English translation talent, it is necessary to combine the background of China's foreign trade development, carefully analyze the changes in the development of international trade, and then refer to the implementation of the “The Belt and Road” strategy, timely adjust and cultivate the business English translation talent strategy, and ensure business English translation. The people trained in the teaching model can match the economic and trade development environment and always keep in line with the national strategic direction. Business English translators need to improve their English language skills and broaden their horizons in the international arena to understand the latest developments in the regional economy.

The “The Belt and Road” strategy has been implemented from implementation to implementation, to reform and upgrading, and has maintained its implementation for a long time. China will carry out international trade and economy for a long period of time, especially infrastructure construction, international corporate investment and bilateral trade culture will continue to grow. However, China's previous training of business English translation talents focused on traditional trade, which will inevitably lead to a shortage of business English translation talents during trade exchanges along the “The Belt and Road” strategy. In order to carry out the training of special talents for the “The Belt and Road” strategy, the professional people cultivated in this way can have a good employment environment. However, China's existing business English translation teaching system, curriculum and assessment talent mechanism are insufficient to meet the needs of business English translation talents training, but also need to deepen reform and innovation to adapt to the contemporary social trade development situation. This requires business English translation talents to have independent learning ability and enhance their cultural literacy. Business English translators should fully understand the customs and cultures of different countries and ethnic groups and the differences between them, avoid cross-cultural conflicts in business, promote the smooth development of cross-cultural exchanges, and promote friendly cooperation and in-depth communication between the two sides.

4. The Reform Approach of Business English Translation Teaching under the “THE Belt and Road” Strategy

4.1 Develop a business English translation talent training policy

Business English translators are important mobile resources in international economic and trade. They provide talent supply according to the needs of the times, realize scientific training of talents and optimize the layout of human resources. Since China implemented the strategy of rejuvenating the country through science and education, it has achieved that most people can receive higher education. The average quality level of all talents has been basically balanced and overall improved,

and there is also a situation that is greater than market demand. According to such an environmental background, colleges and universities should constantly adjust the teaching content for the development of business English translation talents, and develop a teaching plan that is more in line with the international economic and trade market. The national cultural customs, religious culture, economic system, business etiquette, laws and regulations, and market environment involved in the “The Belt and Road” strategy will be added to the ability system for cultivating business English translators to create talents suitable for the economy and trade of the countries along the route. The education system enables people to adapt to the actual needs of economic and trade between countries under the guidance of the “The Belt and Road” strategy.

4.2 Optimize Business English Translation Teaching Mode

In the context of the “The Belt and Road” initiative, trade between China and more countries requires more practical talents who understand the needs of enterprises. These talents not only have the ability and knowledge of English translation, but also need to have rich trade knowledge and practical experience. They can assume certain responsibilities and complete tasks in specific trade work, and promote the rapid development of enterprises in international trade. In business English translation, teachers should focus on the practical experience of business English translation, as well as arrange students to participate in the practice, so that students can form a business capability in line with the “The Belt and Road” strategy. Colleges and universities can cooperate with enterprises involved in the “The Belt and Road” strategic commercial trade, provide students with opportunities for business English translation practice, and form a practice-centered teaching model to enable students to acquire new knowledge and improve themselves in business English translation practice.

4.3 Strengthen the cooperation between schools and enterprises

Business English translators need to improve their overall quality and achieve a higher level of professionalism. School-enterprise cooperation is a powerful strategy to enhance the teaching effect, and it is a teaching model that meets the educational needs of business English translation professionals in the new era. Focusing on China's key requirements for international trade, and jointly teaching with many enterprises, it can not only improve the quality of teaching in universities, but also reserve business English translation talents that meet the actual needs for enterprises, and provide high-quality practical talents for the international economic and trade market. Students in the front line of the enterprise can familiarize themselves with the future working environment, contact real business trade projects, find the direction they need to strengthen and the areas they are good at, and create innovative talents that meet the needs of enterprises. Colleges and universities can form a team of teachers connecting enterprises and campuses. Teachers can work in the enterprise to gain work experience and better provide business English translation guidance for students. Teachers can also bring the advanced academic achievements of campus research into the enterprise to promote the progress of the enterprise and cultivate the talents that can meet the needs of the future trade environment.

4. Conclusion

For a period of time, the “The Belt and Road” is a development strategy that China will continue to adhere to for a long time. This strategy has far-reaching impact on China's economic development and international trade. The premise of China's development of the economy and diplomacy with international powers in the new era is to be more open to other countries and deepen economic cooperation with other countries. Business English translators need to improve their English translation skills and increase their understanding of other countries' cultures if they want to develop in an environment where China and other countries are close to each other. Business English translation talents' requirements for their own ability will inevitably promote the reform and upgrade of the Chinese business English translation teaching model, and create a higher standard business English translation talent training program.

Acknowledgements

This research has been financed by Quality Engineering Project in 2019 of Guangdong Polytechnic College for “Research on Business English Translation Teaching under the Strategic Background of Belt and Road Initiative” (JXGG2019021)

References

- [1] Peng J. (2016) Research on Teaching Reform of Business English Major under the Demand of “The Belt and Road “. Journal of Huanggang Polytechnic College, 18(3), 40-42.
- [2] Chen N. (2017). Research on Teaching Reform of Business English Major in Henan Province. Under the demand of “The Belt and Road “ talents, Modern Business Industry, 27(36), 154-155.
- [3] Bao W.X. (2016). Opportunities and Development Paths of Business English Teaching in the Context of “The Belt and Road “ Strategy. Chinese Language Journal, 8(3), 114-115.
- [4] Yin S., Hu M.S. (2016) Development Dilemma and Transformation of Translation Industry under the National Strategy of “The Belt and Road “. Journal of Jiujiang University (SOCIAL SCIENCE EDITION), 36(3), 126-128.
- [5] Gu G.R. (2016) The New Pattern and Enlightenment of English Translators under the Strategy of “The Belt and Road “. Higher education research in Southwest University of Science and Technology, 16(2), 55-57.
- [6] Guo Z.Y. (2018) Research on the Reform and Innovation of English Teaching under the Background of “The Belt and Road “. Journal of The Open University of Fujian, 5(13), 27-30.
- [7] Chen Y.X. (2017) Strategy Research of Chinese and Foreign Translation under the Background of “The Belt and Road “ Strategy. Journal of Jilin engineering and Technology Teachers College, 15(4), 56-58.
- [8] Zhang F.L. (2018). The Study of Legal Translation Teaching and Personnel Training under the Background of “The Belt and Road “. Chinese Translation, 39(02), 32-36.