

Under the strategy of "Marine power", a preliminary study on the investigation of the current situation of the application of Marine characteristics translation talents in Zhoushan Islands New Area

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Abstract. Under the strategy of "Marine power", the translator of Marine characteristics is the main human resource to promote the opening process of Zhoushan Marine resources and promote the development of Marine economy. This study takes relevant foreign enterprises, universities and maritime governments as the objects to investigate the current situation of the training of Marine applied translation talents, in order to provide feasible suggestions for Zhoushan to train Marine applied translation talents and promote the construction of Marine power.

1. Introduction

Zhoushan is rich in Marine resources, and the development of its Marine industry is related to the long-term economic and social development and the overall security of the country, and it plays a leading role in the construction of "maritime power". The 14th Five-Year Plan of Zhoushan Government puts forward the instructions to build a "Marine power". However, according to the relevant research report, the training market of "translation talents in Zhoushan Islands New Area" is very empty, and there are some problems in the training of Marine characteristics translation, such as the disconnection between talent training objectives and social needs, the outdated training model, which is difficult to meet the strategic needs of "Marine power", and the lack of practical ability of graduates. (Zhang Xianwei, 2021) Based on this, this project takes relevant foreign companies and universities as the research objects, assisted by interviews, questionnaires, interviews, and review of the conference summary of relevant conferences, and collects data in the form of electronic questionnaires and interviews to conduct an empirical investigation on the current situation of the training of translation talents with Marine characteristics in Zhoushan, and based on the theoretical guidance of "National translation practice". Put forward feasible opinions on the training of translation talents, with a view to cultivating high-level translation talents with "broad vision", "high quality" and "strong strength" for Zhoushan, in order to promote the

development of Zhoushan's Marine economy, promote the construction of an international cultural communication system, and promote the construction [1] of a maritime power.

2. Current research status

2.1. Domestic research status

First, in terms of the training of translation talents for application of Marine characteristics, Guo Zhengxia (2020) points out that the current teaching objectives of market-oriented translation talents are not clear, and the training of translation talents lacks in-depth understanding of the market, resulting in a low compatibility between teaching objectives and the actual development of talents.

Secondly, the teaching model and teaching method lag behind [2]. Based on this, Qin Rui (2021) points out that the master's degree field of translation is translation (sea-related English/Japanese translation), with translation being the main subject and sea-related being the feature. The field of Marine translation can rely on the characteristics of colleges and universities in the field of Marine and aquatic products, and with the core concept of "training mode and system of professional translation talents in Marine universities", two research directions of Marine economic and trade translation and Marine science and technology are set up, which are integrated with and mutually supported by the studies of Marine culture and other maritime fields in colleges and universities. At the

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same time, it can also play the role of social service and achieve the goal of talent training[3]. Second, in terms of the teaching mode of training translation and foreign language majors in universities, Cui Jun (2009) pointed out that the main problems faced by universities in the process of internationalization of talent training are unreasonable specialty structure, disconnection between specialty Settings and the market, and difficulty in meeting the demand Song Yaqin (2017) pointed out that the overall teaching level and comprehensive quality of translation teachers are low, "they lack translation knowledge and practical experience, their teaching methods are roughly the same as those of literature majors, and they lack innovation in translation classes and market and social awareness[4]. Moreover, it is easy to confuse the boundary between foreign language teaching and translation teaching[5]. Based on this, Huang Yingqiu (2010) proposed two approaches to cultivate domestic applied English translation talents, namely ESP teaching for non-English majors and applied translation teaching for English majors. It also points out some key aspects in the training of application-oriented translation talents, such as establishing the training goal of application-oriented talents, taking local economic development as the orientation, and highlighting the talents training characteristics of school disciplines[6].

Third, in terms of the current situation of the "school-enterprise cooperation" talent training mode, the nature of the employment units for translation graduates (Yu Miaomiao, Ma Yonghong, Bao Yanhua, 2017) shows that the proportion of translation graduates engaged in pure translation work is not high. They are mainly entrusted to state-owned enterprises, foreign-funded enterprises, private enterprises and public institutions[7][8]. Hu Biying (2015) proposed the establishment of a Marine legal English library to actively train localized practical translation talents who can meet the market demand and conform to Zhoushan's strategy of great development and prosperity[9]. At the same time, Zeng Liren (2012) proposed a cloud-based platform for school-enterprise cooperation that organically combines school translation teaching with enterprise translation production, and Li Zhiping (2017) discussed the mode of school-enterprise cooperation from the aspects of teaching objectives, curriculum setting, teacher team construction, textbook construction and evaluation methods[10] [11]. Fourthly, regarding the concept of "**national translation practice**", Ren Dongsheng (2022) proposes that the study of national translation practice is a multi-dimensional, complex and holistic subject[12]Based on this, Jiao Dan (2022) puts forward the concept of "**localization of national translation practice**", pointing out that the relationship between local translation practice and national translation practice is partial and holistic[13].

2.2. Status quo of foreign research

First, in terms of promoting talent training in universities, Dag Olav Hessen suggested that universities launch a series of education courses related to sustainable development, set up specialized positions on campus to

help the implementation of sustainable development research projects, and mobilize the enthusiasm of students in the classroom. To let them know more about the meaning and role of sustainable development; Wendy Purcell emphasized that higher education institutions can take advantage of their trust to connect with different sectors of society, understand their educational needs, and constantly reform themselves to adapt to social development. For this reason, universities should establish partnerships with more institutions, including the government, the private sector, social organizations and the community, so as to bring the training model of foreign language translation talents in local universities closer to the requirements of the local market, and jointly promote the realization of the Sustainable Development Goals.

Second, in terms of the research on talent training model, the German "dual system" emphasizes the dual subject education, the dual identity of the educated and the dual learning scenario. With enterprises as the main body, they cooperate with schools to undertake the task of educating people at the same time, constituting the dual subject of educating people. Five years after the publication of the sustainable development goals, students feel that sustainability is starting to be integrated in education. However, the impact on their behaviors and attitudes remains moderate[14].Australia's "TAFE" colleges have built a "trinity" security system composed of government, industry and schools. The American "combination of study and learning" model helps students to combine the study of theoretical knowledge with the practical operation of cooperative projects, realize the learning mode of theory-operations-theory, and realize the solid mastery of knowledge and skills.

To sum up, the above research provides sufficient theoretical reference for further improving and solving the current situation of Zhoushan Marine characteristic translation talents. However, from the existing results, the current research mainly focuses on some guiding suggestions and principles, and lacks regional pertinence. .

3. Current situation

3.1. The mismatch between college English practice and demand under the diversified Marine development strategy

Zhoushan, as the first national new district with the theme of Marine economy, has witnessed an increase in Marine trade volume year by year. As a sea-related university, Zhoushan's unique Marine advantages can nourish many distinctive courses. As the most common language, English is the best choice for foreign trade and tourism. However, in recent years, Zhoushan New District has frequently encountered a shortage in the supply of ocean-related English translation talents. The English courses offered by sea-related colleges and universities cannot be connected with the social demand, and the training plan of English translation talents in colleges and universities cannot be combined with the local practice in Zhoushan (Yuan Diandian, 2022)[15]. Wave after wave of English translation students learn English according to the

traditional target of completing English teaching tasks, and then face the situation that the employment position and the major content are very different after graduation. Not only the students, but also with the development of Zhoushan New District under the strategic guidance of the national "14th Five-Year Plan", the demand for Marine English translation talents in major enterprises has increased greatly. However, the talents sent by colleges and universities to enterprises without excellent Marine English translation ability can not meet the needs of foreign trade enterprises. Which exposed the lack of college English training plan of The Times. How to enhance the practical ability of English translation talents under Zhoushan's diversified Marine development strategy and how to match the training plan of English translation talents with the development of Zhoushan's Marine economy have become the problems we need to solve.

3.2. The shortage of English translation teachers in colleges and universities under the diversified Marine development strategy

The development of sub-competences is part of a complex process where students are faced with different concepts and translation strategies and techniques which are not necessarily easy to grasp for trainee translators [16]. English teachers are fluent in basic skills such as grammar, vocabulary, and reading, and are able to reproduce real translation practice scenarios for students to a large extent, but even so, English teachers are still limited in the field of Marine English translation. The training of Marine English translation talents requires not only solid theoretical knowledge, but also practical application of English translation knowledge. Most of the college teachers graduated from language colleges and universities, which have sufficient theoretical knowledge of translation and cover a wide range of subjects, but lack talents with practical experience in Marine English translation.

Moreover, due to the excessive emphasis on fractional translation by colleges and universities, the English translation skills taught by Zhoushan colleges and universities are required for exams rather than targeted at the market. They cannot fundamentally promote students' translation skills in practical application.

4. Suggestions

4.1 Introduce the concept of "maritime power", promote "localization of national translation practice", and actively improve national language ability.

Enrich the "school-enterprise combination" model, so that schools and enterprises can carry out contacts in the aspects of cooperative education, collaborative education, innovative employment, cooperative development, etc., and form the "integration of production and education" model. To guide teachers and students to develop in the direction of "professionalism", in order to meet the urgent demand of the translation market for highly

professionalized translation talents, and to provide Zhoushan with a talent training model tailored to local conditions. (Ma Yu, 2021) To promote the localization of national translation practice, so that the content of national translation practice can be enriched, extended and expanded, so that its meaning can be recognized, deepened and expanded. (Jiao Dan, 2022) At the same time, it pays attention to the construction of students' ideological and political courses, emphasizes the concept of being a maritime power, and strengthens students' cultural self-confidence. Promote students' "noble motives", let translation students have noble feelings, understand their own sense of mission and responsibility, input more fresh blood for the reserve army of sea-related translation, and better tell the island story of Zhoushan in foreign languages.

4.2. Focus on practical problems to meet the needs of Zhoushan enterprises and universities for application-oriented translation talents. It is conducive to promoting the training of applied translation talents in enterprises.

For the employed translation talents according to the current situation of their translation work, there is a purposeful training, so as to better fit the enterprise concept. It is conducive to promoting the interdisciplinary training of English majors in local universities. To communicate company internship, while learning English but also exposure to other majors, the university proposed to reform the talent training mode to meet the needs of Zhoushan Islands New Area for practical translation talents, taking Zhejiang Ocean University, the only provincial and municipal key university in Zhoushan as an example. The solution of this problem involves a series of issues such as the change of traditional foreign language teaching concepts, the cooperation between universities and local enterprises, and the training of translation teachers. Zhoushan is backed by large and medium-sized cities such as Shanghai, Hangzhou, Ningbo and a vast hinterland such as the Yangtze River Delta. Facing the Pacific Ocean, Zhoushan has strong geographical advantages. It is located at the junction of China's North-South coastal routes and the Yangtze River Waterway. With the establishment of Dazong Commodity Trading Management and Supervision Center approved by The State Council, Zhoushan is a national-level new district under the diversified Marine development strategy. Zhoushan has an excellent harbor due to its unique geographical advantages. It is a place where Sino-foreign joint ventures and ocean-going trading enterprises are concentrated.

School-enterprise cooperation is the most important task to cultivate English translation talents under the Marine strategy (Liu Xiadan, 2014). In the school, students absorb teachers' theories and lessons from daily translation practice in the classroom, such as grammar structure, cultural background, scene simulation, etc., in order to enrich their own skills and cultural foundations in English translation. In enterprises, students have a better understanding of the current situation of transoceanic

foreign trade translation by communicating with professional translators engaged in foreign maritime trade cooperation.

At the same time, school-enterprise cooperation is a way of win-win cooperation between schools and enterprises, and can more comprehensively cultivate English translation talents under the Marine strategy. From the perspective of colleges and universities, school-enterprise cooperation provides a place for college students to practice English translation. Practice is the only way to test the truth. Learning with a professional team in an enterprise can help students understand the professional qualities required by English translation more clearly and stimulate their enthusiasm for English translation study. From the enterprise level, school-enterprise cooperation more directly opens the door for colleges and universities to train and transport English translation talents to enterprises. School-enterprise cooperation not only promotes the improvement of students' English translation ability, but also tests the ability of professional English translation talents of enterprises. At the same time, enterprises can discover more English translation talents in school-enterprise cooperation. For the future development of enterprises to inject a steady stream of power. Therefore, school-enterprise cooperation can be regarded as a way to change the mismatch between students' practice and market demand.

5. Conclusion

In the post-epidemic context, while China's Marine security has been challenged, it has also provided an opportunity for China's Marine translation market and background support for colleges and universities involved in the sea to train foreign Marine translation talents. As a new card of China's Belt and Road opening-up, Zhoushan should bear the brunt of the development of the sea-related translation market. Although Zhoushan has not yet set up a local translation major, Zhejiang Ocean University, as the only comprehensive university with sea-related characteristics, has set up the "Institute of Marine Applied Language and Culture" and the simultaneous interpretation laboratory, and organized Professor Zhang Falian from China University of Political Science and Law to organize several maritime law lectures and set up a featured course on maritime law business English. Although the reform of maritime English construction cannot be achieved overnight, Zhoushan maritime colleges and universities have been making continuous progress on the way of efforts.

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