Status Quo and Cultivation of Translation Talents in the Localization Industry

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ABSTRACT. *In the era of globalization, the localization industry has grown stronger. Through the literature review research toward this market at home and the personnel training status in domestic universities and colleges, it is found that there are few companies with real localization services, and there are only a handful of universities that really offer localized translation majors or related courses. The lack of localized professional education has put the domestic localized ecological chain in a tricky position. The high cost for a company to foster an employee in this regard from scratch after he graduates calls for universities to shoulder the responsibility and train students on campus. Therefore, school-enterprise cooperation is the sole way to cultivate localized translation talents.*

KEYWORDS: *Localization industry; Traditional translation; Localized translation; Cultural consciousness; School-enterprise cooperation*

1. Introduction

Nowadays,"globalization","Internationalization","localization",and "translation" are becoming hot words that cannot be ignored. They are commonly known as GILT industry, of which the localization industry is an emerging interdisciplinary industry that integrates language and culture, information technology, engineering technology and management knowledge. Localized translation services have become the mainstream of language services in today's world.

According to *2018 China Language Service Industry Development Report* released at Beijing International Convention Center by Wang Gangyi, the former deputy director of the China foreign languages administration, as of June 2018, the translation and interpretation business was the main part in terms of language service demand, accounting for 65.8% and 62.8% respectively. In terms of translation technology, translation management tools, search engine and desktop search, and computer-assisted translation (CAT) used up to 40%. Localization tools, machine translation (MT), translation quality assurance tools (QA), and translation crowdsourcing platforms accounted for 28.6%,27.1%,26.9%,and24.4%, respectively.

According to the *China Language Service Industry Development Plan*, language service capabilities are becoming one of the core competitiveness of China's

economic, cultural and technological development. The language service industry is the basic supporting industry for China's social and economic development in the era of globalization. Not only does the industry itself generate great value, but also drives the development of upstream and downstream industries.

2. Methodology

2.1 The literature review research

Based on this research subject, localized translation, I obtain most data through survey literature. I searched many materials at home and abroad online, and sort out a main thread, thus to fully understand the topic to be studied. Through the literature research, I can get the information of the history and current status of the localization industry, which can help me better determine the research topic. I found localized translation, which is a small part of localization market but with huge potential, especially for china under the background of the "one belt, one road" initiative. Also during the process I can form a general impression of the whole industry, which is helpful for observation and access. Besides, I can get real comparative data of different countries and various school. For example, I searched all the official websites of universities and colleges who open translation major for undergraduates or postgraduates, and found very small schools have opened localization-related majors or courses.

2.2 Descriptive research

On account of my knowledge toward localization, I still use the descriptive research method. I narrate and interpret existing phenomena, laws, and theories through my own understanding and verification about localized translation. I will give a general narrative of various theories about the term, and more is to explain the results I found during the research. This method can help me propose problems in a targeted way, reveal the drawbacks, describe the phenomenon, introduce the experience. And during the descriptive process, I can rethink the logic and make adjustments. Through analyzing the quantitative relationship between the scale, speed, scope and degree of the research object, the localized translation industry, the status quo and existing problems, I made some predictions of the future market and raised several suggestions.

3. Results and Discussion

3.1 What Is Localization Industry

The Localization Industry Standards Association (LISA) defines localization as "the complete process by which a multinational company translates a particular

product into a product that meets the needs of different target markets, both linguistically and culturally". As a production activity, localization must meet the special requirements of language, culture, and law for users of specific market products and government regulatory agencies (Cui Qiliang 2007: 3). In the 1980s, the international strategy of multinational corporations in developed countries experienced important adjustments. The purpose of overseas investment was to realize the transition from early access to scarce natural resources to occupation of local markets, and to combine international scale production with localization services, thus to increase product differentiation and market competitiveness (Wang Chuanying 2006:52). The transformation of foreign direct investment of multinational corporations from resource seeking to market seeking has greatly promoted the development of localization industry.

Localization focuses on four aspects, namely language issues, physical issues, business and cultural issues, and technical issues, of which cultural issues refer to the appropriate modification of the information and functions contained in the product in order to comply with the habits of local users. For example, when you translate the word "COUNTRY" from English to Chinese, you need to consider the basic national conditions of China, not just simply put it into "国家", but"国家和地区", because China follows the policy of "one country, two systems". Technical issues refer to the necessary design and engineering reorganization of local language and content support. This usually involves changing the software's writing system (input method), keyboard usage, fonts, date, time, and currency format. In short, localization services are knowledge-intensive industries that combine language translation technology, information processing technology, global marketing techniques, and so on.

3.2 What is Localized Translation

As mentioned above, localization is the process of processing a product or software for a specific international language and culture to conform to a particular regional market. It contains mainly three aspects, namely software localization, website localization and media document localization. In these areas, some translated content will be involved, such as the most complex application manuals. "Localized translation" refers to the transformation of the things introduced to the outside world to meet specific customer groups and match the cultural background of specific regions. The purpose is to overcome the cultural barriers of the products themselves and attract more local users.

3.3 Difference between Localized Translation and Traditional Translation

In fact, localized translation and traditional translation are fundamentally different in terms of work content and workflow. Traditional translation projects have relatively simple work content, including terminology research, text translation, manuscript editing, translation review and typesetting. Localized translation services

cover multilingual translation project management, software, company homepage and online help translation and testing, multilingual Document layout and printing, technical document writing, multilingual product support, translation strategy consulting and other aspects (Cui Qiliang 2013).

Moreover, localized translation often relies on machine translation software. Compared with traditional translation, localized translation will be more prominent in terms of technology, operability, project monitoring and so on. Besides, localized translations are more extensive, including software and links, machine help, website, product manual, e-learning materials, and many other products localization. But poor translation will directly affect the progress of the next process in localization, which will affect the whole project, and therefore the control of the cost should be more detailed and strict, while the traditional translation is a relatively independent translation system.

Again, from a procedural perspective, in addition to multilingual translation, the typical version of the geochemical project also covers multilingual document layout and printing, localization testing, multilingual product support, translation strategy consulting, technical documentation writing and many other aspects. It can be seen that the texts involved in localized translation are mostly application or scientific texts. We can say that localization is like translation but with a cultural twist and a rewrite attribute.

3.4 Status quo of Localization Market

China didn't have its own localization service company until 1990s, but till now, China's localization has not yet formed an industry. There are no mature domestic customers, no localized industry associations, no localization majors, and a shortage of localized talents. Due to the high cost of localization services and the complexity of the process, many companies often do not take the initiative to undertake such projects, preferring to directly invest in other companies. According to CTA, there are more than 3,000 registered translation and localization companies in China. There are about 100 localized services companies, and about 10 are mainly software outsourcing testing and development. 90% of the company employs less than 10 employees, of which about 2% have real ability to provide localized services. According to the China Foreign Languages Bureau, the number of localization practitioners in China is about 3,500, and the number of employees in the translation industry is about 500,000.

Currently in China, localization companies provide services to foreign-invested companies, and translation companies provide services to domestic companies. Many traditional translation companies and companies that rely on software outsourcing have begun to provide localized translation services, but progress has been slow. Early localization companies have implemented or are implementing corporate internationalization development strategies, and have the ability to develop international markets. Bilingual talents who are familiar with localized businesses have become the most talented people (Cui Qiliang 2013). As the

localization industry enters lower barriers, more local translation companies will enter the industry, and talent and management will become core competition, not technical and industry knowledge (Wang Chuanying 2010). Incompatible with the booming localization industry, there is an urgent need for qualified localized translation talents in the country. So far, there are hardly any colleges and universities in China that offer courses to train localized translation talents.

3.5 Prospects for the Development of China's Localization Industry

In today's Internet era and global environment, without the aid of information technology, paper-and-pencil translation can't satisfy the huge translation needs of these enterprises in the globalization process. Therefore, talents with advanced information technology have become important resources in line with the development trend of the times. Language service companies will become global business partners for multinational companies. The localization demand in China domestic market has great growth potential. If we say Ireland is the localization center of Europe, then China is most likely to become a localization center in Asia (Wang Chuanying, 2010).

3.6 Majors Opened in Colleges and Universities

(1)Translation Major

In 2006, the Ministry of Education, People's Republic of China, approved three universities to offer undergraduate translation majors. In 2007, 15 universities opened a Master of Translation (MTI). Till the beginning of the year 2019, the number of schools open Translation major has more than doubled with 381 schools opening BTIs and 215 MTIs. Moreover, more and more colleges and universities are actively organizing and preparing for the translation of translation majors. There are huge markets for top translation major in universities.

(2) Localized Translation Major

In 2007, the Department of Language Information Engineering of the School of Software and Microelectronics of Peking University opened a master's degree in computer-assisted translation (CAT), which made it the first university in China to train CAT graduate students. In 2015, the School of Advanced Translation of Beijing Language and Culture University opened a translation major (localization direction), which is the first localized undergraduate major in China. Subsequently, Peking University, Nankai University and Beijing Second Foreign Languages Institute opened three localization courses for MTI graduate students.

Different from the domestic situation, the localization profession is a compulsory course offered by almost all European and American universities. Limerick University of Ireland is the first (1997) university in the world to establish a localization major. Other well-known universities in the world that offer localization majors include: Kent State University, Washington University, University of

Washington, and Concadia University, Canada. They have established such majors or directions in undergraduate and postgraduate sections, providing terminology management, computer programming, localization tools, computer-assisted translation, software localization, website localization, desktop publishing, terminology management and other related localization courses.

3.7 Path of Localized Translation Talents Cultivation

According to the official website of CTA, 51.4% of the professionals engaged in translation in China are graduated from undergraduate colleges, and 42.6% graduated from postgraduate qualifications. This figure fully recognizes the key role of higher education in the talent resource market. Therefore, in the face of the severe lackage of the excellent localized translation talents, colleges and universities should continue to play their own role in cultivating talents. Currently, the lack of localized professional education has put China's localized market in a difficult situation. The internal training of related talents in enterprises is on high cost. Foreign language teachers in colleges and universities may know the translation theory quite well, but most of them do not understand the localization industry and localized translation. The universities and colleges are responsible for delivering scarce talents to the society.

Esslink pointed out that the language (translation) talents required by localization companies need to have (2000:9): (1) the native language ability of the target language; (2) the application of computers Advanced knowledge; (3) experience in using machine-assisted translation tools; (4) knowledge in professional fields (such as finance, medicine, etc.); (5) scheduling, budget, quality control for commissioned projects Vocational skills; (6) basic knowledge of terminology management.

(1) Establishing and Implementing "Application-oriented" Thought

Up to now, "high-skilled talents" are required to be cultivated. We all know that workplaces and posts are the first line of grassroots (Yao Yazhi, 2011), so we should not only focus on book theory any more. Therefore, colleges and universities can learn some post practice requirements from certain companies and make adjustments to their syllabus accordingly. Put more students into real action and practice learning by doing. Students need to taste the real differences between simple translation and localized translation, and then they will know the importance of cultural stuff in translating. Give students exact work, for example, to translate one product manual in Chinese into European and American market: there must be information like dates and time formats, and contact information like telephone numbers; students need to know the distinctions between the two markets in these regards and make adjustments accordingly to satisfy the end-users.

(2) Setting up Professional Courses in a Reasonable Way

In order to improve students' practical localized translation ability, the teaching process should be linked to the qualification examinations, such as translation professional qualification examination and localization talent ability assessment. In

September 2008, the Academic Degrees Committee of the State Council, the Ministry of Education, and the Ministry of Human Resources and Social Security jointly issued a document requesting MTI graduate students to take the CATTI-II examination during their studies. In addition, the relevant state departments have recently planned to launch "software localization" and "software outsourcing testing" training and examination projects, including localized translation and project management. Universities should use this as an opportunity to fully integrate localized content into the curriculum.

(3) Enhancing School-enterprise Cooperation

The teaching of localization courses requires teachers to have a wide range of knowledge and abilities. Even in Europe and the United States, where the localization industry is more mature, it is difficult for a translation department or translation center to find a teacher with both knowledge and professional ability. Moreover, the current professional teachers who are truly proficient in localization are simply rare. Therefore, we propose to cooperate with localized enterprises, and invite industry professionals to serve as instructors. Cultivating localized translation talents with enterprises is the only way for future development for us. Since localization is still a new profession in China, professional teaching and practice are inseparable from the guidance and teaching of enterprise personnel. It is a must for business personnel to enter the classroom.

(4) Improving Training Platform and Hardware Technology

Institutions, especially foreign language colleges, should invest heavily in the development of language-related service talents in order to promote the characteristics of colleges and universities, and generally invest heavily in hardware and equipment related to professional development. For institutions that focus on cultivating translation, the translation room (with professional Trados, SDLX, Xbench and other auxiliary software), interpreting classrooms, and even large-scale simulation conferences and interpretation rooms are indispensable. The required computer training room, voice classroom, listening and speaking training room, cultural experience room, translation workshop, etc. are all conditions for ensuring the smooth implementation of teaching, and can fully meet the learning and practical requirements of students.

(5) Fostering International Consciousness

According to Dr. Nitish Singh, associate Professor of International Business at Saint Louis University, to successfully compete in today's global economy, organizations must adapt-or localize-website and digital media content to clearly resonate with their international audiences. "From a broad marketing perspective," says Singh, "localization basically means adapting market offerings to best meet end-user expectations." (Singh, 2015, pg.7). In this sense, students need to be equipped with broad international consciousness, to learn more about the cultural differences in practical fields. For example, products and designs in different countries and regions differ in colors, shapes, sizes, styles, images, icons, graphics.

4. Conclusion

With the continuous development of the localization industry, the demand for localized translators is also increasing. China's GILT industry research has get started. More and more multinational companies are attracting investment in China. In the face of the current market demand for language services and localization, it is time that colleges and universities set up a localization direction for translation majors, and cooperate with localized translation companies.

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