

# The Study on the Educational Characteristics of Sports Translation Major

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## Abstract

The adjustment of national industrial structure has promoted the economic and social development and the improvement of people's material and cultural life, and the social demand for talents has gradually diversified. The extensive development of international sports events and the promotion of China's position in international sports events have profoundly changed the demand and post structure of sports foreign affairs talents in China. As one of the main forms of education, higher education is oriented to meet the needs of the industry, emphasizing the combination of theory and practice, based on applied research and development, and serving the regional economy. It should be an important type of education. Sports translation major under the discipline of sports is a new discipline which combines sports, foreign affairs and English. It belongs to a type of applied education and is a new discipline established by the state to solve the shortage of sports foreign affairs talents. Sports translation major is aimed at sports clubs, large-scale international sports events and national sports institutions, etc. Its training objectives are relatively diverse, and it can be used as a translator for foreign sports personnel, as well as an international sports manager, an international sports event operation planner and other related industry practitioners, with distinct practical and practical characteristics.

## Keywords

Educational characteristics; International sports events; Sports translation major.

## 1. Introduction

### 1.1. Present Situation of Sports Translation Major

Sports translation is a new frontier subject combining sports, foreign affairs and English, which mainly studies the relationship between sports and foreign languages. Majors have the interdisciplinary advantages of physical education, translation studies and English language and literature. They use "English" in a broad sense to solve practical sports foreign affairs problems, and they are also responsible for inheriting and promoting China's excellent traditional sports culture and sports events. Sports event translation major is a new major formed under the current situation of international development of sports events and the shortage of sports translation talents. With the development of international sports events, there is a huge demand for sports translators. The demand for language services provided by sports translators will further increase in World University Game Chengdu Summer in 2021, Beijing Winter Olympics in 2022 and Hangzhou Asian Games in 2022. Therefore, the training of sports translation talents meets the diversified needs of international sports events, and also highlights the importance and urgency of constructing the training mode of sports translation talents [1]. In 2002, the Ministry of Education approved the establishment of English major in Chengdu Sports University (the foreign affairs direction of sports foreign languages), and then the construction of English major in domestic sports colleges officially started. At present, there

are 10 sports colleges offering English majors. In 2013, Chengdu Sports University began to recruit postgraduates in sports humanities and sociology (sports event translation direction), which really took the first step in training sports translation talents. In 2018, Chengdu Sports University opened and recruited postgraduates majoring in sports translation (sports event translation and sports literature translation direction), which made the training of sports translation talents more systematic. However, as far as the whole domestic universities are concerned, there are still very few schools and majors dedicated to training sports translation talents. Although Chengdu Sports University has gained some experience in the construction and practice of sports translation talents training, it still takes time to verify its effectiveness and scientificity, and it will take time to construct a prominent and reproducible model [2].

## **1.2. Training Objectives of Sports Translation Major**

Sports translation majors require students to master the basic theories and basic knowledge of sports and English, systematically master the complex skills of modern "sports+English", and be applied talents with certain teaching and research abilities. The "application"-oriented talent training goal is a kind of "people-oriented" educational philosophy, which is the concrete embodiment of pragmatic values in the process of modern education. Its training system is no longer limited to the traditional disciplines and academic fields, but shows the integration and development of multi-disciplinary and multi-theoretical systems. Its standard thought is to prepare for the future career of individuals. The purpose of training is clear, in order to meet the social needs and meet the realistic posts.

## **2. Characteristics of the Curriculum and Teaching Setting of Sports Translation Major**

Under the historical background of the new era, sports has become an important business card for China's foreign exchanges. Therefore, the curriculum of sports translation major is related to the needs of current international sports events, and the curriculum system should be constructed, selected and integrated around the professional ability of "integration of sports and English". That is, "sports+English" is taken as the intermediary to construct the major and curriculum, and the training goal is "compound talents who are based on English, integrate sports, be good at English and understand sports". In order to realize the integration of basic courses of general education, basic courses of English-related majors and courses of physical education, promote the integration of theoretical teaching system and practical teaching system, and integrate the theory and practical application of sports, English language and literature, translation, etiquette and other disciplines, strengthen the study of theoretical knowledge, and highlight the practicality of knowledge and skills while pursuing the systematicness and completeness of knowledge. Only by forming a complete system can we perfectly combine the basic, professional and expansive knowledge and ability structures.

### **2.1. Cooperative Education in Sports Translation Major**

Cooperative education is set as a necessary element in the teaching process of sports translation major. According to the interests of universities, sports institutions and other social parties, we should seek the combination of value orientation, adopt various ways, make full use of social resources, continuously improve the level of practical training, form a stable off-campus practice base, and construct a practical teaching system with reasonable structure, clear objectives, standardized management and ability-oriented. Make universities and sports institutions, high-level sports teams, various international competitions and other resources, use each other, complement each other's advantages and develop together, and build a platform for cooperation and sharing.

## 2.2. Cultivation of Practical Ability in Sports Translation Major

Students majoring in sports translation must master their specific core abilities and skills, including basic English, sports, cross-cultural communication and sports English listening and speaking skills. They should also have the ability to analyze and solve problems, emergency management, self-protection and self-improvement. The teaching of practical links has been strengthened. Therefore, majors should strengthen practical teaching in education, highlight the cultivation of ability and pay attention to the basic role of practical teaching in the cultivation of applied talents. For example, the establishment of sports translation research team and sports translation research center, digital sports translation talent training base, and cooperation with relevant state organs, enterprises and institutions to establish a multi-level language service practice platform for international sports events. In the whole course group setting process, the proportion of theoretical and practical teaching hours has been increased, and the mastery of translation skills of sports events and application skills in various scenarios have been strengthened. In practice teaching, comprehensive practice links such as practical training design should be added to improve students' comprehensive application ability of knowledge. Social practice translation volunteer activities, students' English, sports skills competitions, etc., which are compatible with the goal of talent training, pay attention to improving students' ability to find, analyze and solve problems, and at the same time cultivate students' thinking mode of independent thinking and innovative practice [3].

## 3. Evaluation System of Sports Translation Major

On the basis of the internal evaluation system, the evaluation system for sports translation major forms a supplementary mechanism for social evaluation. Teachers, experts, training institutions and competition organizing committees participate in the evaluation. The evaluation of students focuses on three indicators: students' sports-related knowledge, students' translation skills and students' awareness of international communication. According to the diversity and practicality of knowledge and skills, we should adopt flexible evaluation methods and pay attention to the evaluation of oral test, written test and practical process. As far as possible, it is difficult to implement the process evaluation which is difficult to quantify, and formulate specific quantitative evaluation tables in the evaluation to ensure the authenticity of the evaluation.

## 4. Conclusion

To sum up, sports translation major, as one of the important foundations for the successful holding of international sports events, are also an emerging and important part of English teaching system in higher education. There are two main professional features: First, he is engaged in sports translation, international sports liaison, organization and management of international sports events, foreign-related tour guides, teaching, English editing and auditing in sports management departments and organizations at all levels, foreign-related enterprises and institutions, translation institutions, schools and research institutes, tourism departments and foreign language training institutions; Second, in international sports organizations, international competitions, clubs and sports teams, sports management departments, sports culture companies, universities, translation companies, etc., they are engaged in interpretation and translation, management or other cross-cultural communication [4]. Therefore, the sports translation major should be constructed from the following aspects: (1) the regional characteristics of the major (each university can highlight its traditional or regional advantages and highlight its own school-running characteristics according to the actual situation of its own teaching resources, such as English for ice and snow sports in Northeast China and English for national traditional sports in Sichuan, etc.); (2) Characteristics of applied education

(strengthening adaptability, cultivating comprehensive quality, enhancing professional skills, focusing on individual development and improving innovative spirit). (3) Combining students' specialty, potential and creativity with personal earning, so that students "have knowledge and skills", and strengthening students' awareness of serving the society and employment-oriented ability through professional teaching.

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