



## RESEARCH ARTICLE

# RESEARCH ON THE PRESENT SITUATION AND COUNTERMEASURES OF ENGLISH TRANSLATION TALENTS FOR INTERNATIONAL SPORTS EVENTS FROM THE PERSPECTIVE OF ESP

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### ABSTRACT

Nowadays, with the rapid development of international events, major sports events held in China are also increasing day by day. With the booming growth of sports industry in China, the current sports translations is far from meeting the need of the accelerated development of the sports industry, nor can it satisfy the need of the sports industry market. This thesis investigated the present situation of translation talents for sports events, analyzed the reasons for the shortage of translation talents, and put forward the countermeasures to expand the relevant talents, in hope of providing a new perspective for the cultivation of translation talents for international sports events.

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## INTRODUCTION

In the first part, the concrete content will be illuminated from two different perspectives, namely the definition of ESP theory and the concept of Sports English.

**ESP Theory:** ESP theory is “English for Specific Purpose”. It is an interdisciplinary subject based on applied linguistics. It refers to English related to a specific profession or subject. It has a clear purpose and is an English based on the need of learners. Courses such as English for e-commerce, English for journalism, English for science and technology, English for tourism, etc. Learning language is actually not the real purpose of ESP. Realizing a clear and

specific goal via language is what ESP really wants to achieve. Its purpose is to cultivate the communicative ability of students to use English to carry out work flexibly in a certain working environment.

**Sports English:** There are narrow and broad definitions regarding sports English. In a narrow aspect, sports English refers to a language that uses English as an interaction tool in sports events or activities, which considers that sports English is just a language variant used by athletes or sports experts in

sports activities. Broadly speaking sports English is a language variant with special expressions used in all sports-related activities. Sports English belongs to English for specific purposes. In addition to the characteristics of general English, sports English also

has many notable features, such as the extensive use of professional terms and professional abbreviations. At the same time, the translation of sports English has its unique characteristics. On the one hand, it is an academic language under ESP applied linguistics, and on the other hand, it is a popular entertainment language. The biggest feature of sports English is the use of a large number of professional vocabulary and the mapping of terms in different fields to the sports field, which is a metaphor that we are familiar with.

### **Present Situation of Sports English Translation**

**Talents:** Nowadays, with the booming development of international sports events, large-scale international events held in China have also made considerable headway. At the same time, the lack of sports English translation talents has increasingly become prominent. The "Survey on the Status of Chinese Translators" released in 2007 shows that sports foreign language translators only account for 1.29% of the total number of translators. The number of translators graduating from foreign language majors occupied 62% totally, and merely 2% are possessed of translation education background. In brief, sports professional translators are in extremely short supply.

### **Reasons for Lacking of Sports English Translation**

**Talents:** In this part, there are mainly four factors contributing to the shortage of sports English translation talents including the conflict between training requirements and social needs, void of specialized courses, devoid of professional faculty as well as lack of certified teaching materials. A combination of these factors lead to the fact that sports English translators today fail to satisfy the need of the era.

### **The Mismatch of Training Requirements with Social Needs:**

International sports events choose language service personnel based on their comprehensive ability in that their work is mainly for language translation. Therefore, special attention should be paid to the oral communication skills as well as writing skills of the relevant foreign languages service personnel. In addition, language service personnel are required to have a certain theoretical knowledge of sports. The "Syllabus for English Majors" revised and published by the Ministry of Education in 2000 clearly put forward the training goals of interdisciplinary English talents, but they have not been well implemented. The educational idea of mastering a single English knowledge and skills still occupies a central position. Ignoring the application of English skills in a certain field has caused students to generally lack the practical application ability of knowledge and skills. For many years, the orientation

of the training target and the education and teaching mode of English majors in sports colleges has always been an urgent problem to be resolved. Even if educators come to realize that taking the path of "English + physical education" is the development strategy for training sports English translators, teaching concepts, classroom teaching models as well as teaching methods still cannot get rid of the influence of traditional English education and teaching ideas. The curriculum is still constructed based on a single English subject theory, which to a certain extent leads to the scarcity of sports English translators who cannot meet the need of international competitions.

### **Lack of Professional Teams for English Translation on Sports:**

Teachers are a vital factor to ensure the realization of talent training goals and guarantee the quality of teaching. At present, the professional teachers of physical English in various colleges are mainly English teachers, and only some colleges have very few teachers who understand both English and physical education. A qualified sports English teacher must not only have a deep professional knowledge of English, but also have certain knowledge and skills in sports, be able to express sports professional knowledge in English, and have the ability to teach and teach sports English at the same time. It is required that the training of PE English teachers must be strengthened. Teacher training has become an urgent task in the training of foreign language translators in sports colleges.

### **Lack of Certified Sports English Teaching Materials:**

Nowadays, teaching materials have become a bottleneck in training talents for sports English translation. The situation of teaching materials in sports English translation is not optimistic. Although some scholars have published articles discussing the translation of sports English, they mainly focus on sports terminology, sports news headlines, etc., which lack pertinence and are not suitable for popularization of teaching. The research on teaching materials such as simultaneous interpretation of sports English, sight translation of English-Chinese sports, and shorthand of sports English is basically still blank. Without research on teaching materials, it is difficult to cultivate talents that meet the needs of society. Therefore, the country and relevant institutions should pay sufficient attention to this issue.

### **Developmental Countermeasures for Cultivating**

**Translation Talents on Sports English:** In this part, to deal with the above-mentioned problems, corresponding countermeasures are enumerated. We may cultivate high-quality translators in view of the

following aspects so as to bolster the comprehensive ability of translation talents and promote the prosperous growth of sports industry in China.

**Establishing the Concept of ESP Theory for Sports English Talents:** ESP theory requires learners to have a clear learning purpose. ESP learners do not just learn a specific language, but learn related professional courses through language. ESP teaching attaches great importance to cultivating professionals who meet social needs. Constructing a professional curriculum system of “English + Physical Education” is the key to cultivating sports English translators. Following the principle of practical application of English knowledge and skills in the field of sports, the sports English professional curriculum system should build an ideology around “English + sports”, so that students will not only become compound talents who master knowledge and skills through four years of systematic study but also an applied sports English translator with strong practical ability.

**Establishing English Teachers Teams with “Dual-Qualification” and Organizing Sports English Lectures:** The faculty is the fundamental guarantee for professional construction and an important force for professional construction. At present, most of the teachers of sports English courses graduated from a single English subject, no practical experience and lack of understanding of the development status of domestic and foreign sports events, competition rules, judging methods, and competition organization procedures.

This has caused the lack of practicality of teaching content and affected the quality of English teaching. Hence, the establishment of a team of “dual-qualified” teachers who have both English knowledge and practical experience in sports is a pressing problem for sports English majors. This teaching skills are a special requirement for teachers of physical English major. It is essential to break the conventional teacher training model, adopt a method of combining theoretical study and practice, understand the process of sports competitions, master sports knowledge for sports, and accumulate certain practical experience on English teaching. Higher vocational colleges should integrate English majors and sports majors, strengthen interaction and cooperation with foreign language majors in sports colleges as well as sports majors in higher vocational academies, and reinforce school-enterprise cooperation with off-campus sports clubs to introduce professional sports English talents.

**Compilation of “Practical” Sports English Teaching Materials:** The proposal of the sports

English major is realistic and contemporary. Sports English teaching materials has become an important factor restricting and affecting the development of sports English. On account of the poor English foundation of physical education students, the former textbooks can choose teaching materials that are lower than that of English major, focusing on elevating basic exercises such as vocabulary, grammar, reading, and translation, such as “New Beginning College English Course”. The later ESP textbooks should highlight the principle of practicality, and select some simple and practical textbooks, such as “Practical Sports English” and “Sports English”.

Over the years, educators have tried to compile a sea of sports English textbooks, such as “Sports English Vocabulary”, “Martial Arts English”, “Football English” and so on, but they have not been popularized. For this reason, teachers of various colleges and universities should be allowed to undertake certain writing tasks, and attention should be paid to the combination of theory and practice when writing. This will play a positive role in the reform of sports English teaching and the promotion of the development of sports English.

## CONCLUSION

In view of the theory of ESP, this thesis analyzed the reasons for the lack of talents for English translation of sports events and proposes development strategies to expand the relevant talent team to improve the comprehensive ability of sports English translation talents and promote the vigorous growth of sports industry in China.

Based on the above-mentioned, as an emerging interdisciplinary major, Sports English must constantly adhere to innovative development in an attempt to satisfy the needs of the development of the era for sports English compound talents, and go on studying the theory of sports English teaching integrating the two disciplines of “English + Sports”, so as to cultivate more high-quality sports English talents for the country and society.

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