

## **On the Approaches of the Cultivation of the Talents in Translating Public Signs**

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**Abstract.** This article, with an aim of training the high-quality public signs professional translators, puts forward three specific approaches in the process of the cultivation of public signs translation talents, which are to strengthen the construction of the teaching staff, to select and compile textbooks appropriately and scientifically, as well as to make full use of modern techniques to enrich teaching approaches and resources. And it is hoped that these approaches can provide some meaningful enlightenment for training the talents in translating public signs.

### **1. Introduction**

What public signs refer to are the open bulletins, instructions, reminders, warning marks, sign boards as well as words and pictures relevant to human life, production, profession, and even our ecosystem. Serving as a national cultural soft power, public signs play a significant function in the international metropolis image propaganda of a city. Therefore, the translation quality of public signs can embody the level of a city's civilization and internationalization, which will immediately influence the impression and evaluation of the international community on this city.

However, it is beyond all doubt that public signs translation in China at present still faces enormous challenge, and there exist various translation errors emerging here and there. When it comes to the root of these errors, it should mainly lie in lack of the high-quality public signs professional translators. In view of this, this paper is committed to exploring the effective approaches to cultivate the translation talents in public signs, which will definitely contribute to the training of the high-quality professional translators to translate public signs and thus advance the construction of China's international image.

### **2. Specific Approaches of the Cultivation of Public Signs Translation Talents**

#### **2.1 To Endeavor to Strengthen the Construction of the Teaching Staff**

Undoubtedly, being the indispensable soft power of talents training, the excellent teaching staff is the powerful guarantee of cultivating the high-quality public signs translators. To satisfy the needs of training such translation talents, teachers are required to be equipped with both the solid English basic skills and comprehensive application skills. What's more, they also need to comprehend the professional knowledge about the relevant fields of public signs translation. Besides, they are meanwhile expected to be able to express professional knowledge in English and analyze professional vocabularies as well as literatures.

Actually, in comparison with the general education which focuses on the common knowledge of language, public signs translation teaching will make an individual demand on teachers from various perspectives such as their teaching standards, teaching forms, course contents, etc. But, from wide view of China's translation teaching staff, it can be found out that teachers who work on translation tend to have a foreign language educational background and they seldom possess the specialized translation knowledge and practical experiences. In consequence, their teaching contents seriously lag behind the urgent requirement of the high-quality public signs professional translators.

On account of this, to promote the professional level and quality of China's translation teachers so as to guarantee the education quality of public signs translation talents, the following

recommendations will be proposed here. To begin with, colleges and universities should guide teachers to change their teaching ideas to help them adapt to the fast development of the contemporary higher education. Only in this way, can they make the best of the existing teaching resources to meet the needs of students' individualized learning. Second, colleges and universities should actively offer teachers opportunities either to serve as the visiting scholars or to take part in all kinds of academic conferences associated with public signs translation. This is beneficial for the retraining of teachers, which can make them be familiar with the development of public signs translation both at home and abroad. As a result, they can work out the targeted reform scheme of the curriculum to optimize the course contents and hence cultivate the first-class public signs translators. Last but not the least, in order to improve translation teachers' teaching abilities, colleges and universities can carry out the extensive school-enterprise cooperation. On the one hand, teachers should be encouraged to enter the enterprises relevant to public signs or scientific research institutions to carry out the teaching and research work. On the other hand, schools can also bring in part-time teaching staff from the outstanding enterprises to expand the teaching horizon of public signs translation curriculum.

## **2.2 To Select and Compile Textbooks Appropriately and Scientifically**

It goes without saying that, being one of the essential hard powers for talents training, the quality of the selection and compilation of textbooks will directly influence teachers' teaching ideas, methods and results, and thus is always considered as the crucial guarantee for teaching quality. Thereby, in the process of developing teaching materials for public signs translation course, it is a necessity to timely update the concepts of the use of textbooks. In other words, it is necessary to try hard to make the selection of the textbooks reflect both the spirit of the time and the consciousness of innovation. Only by doing so, can the classroom be made full of vigor and vitality, and hence students' learning enthusiasm can well be motivated.

Besides, it is also essential to ensure the close relation between the contents of the teaching materials and the professional knowledge of the public signs translation. For that matter, the textbooks' contents must contain vocabularies, sentence structures, genres as well as discourse which will frequently appear in public signs translation. Also, the themes selected and the learning tasks planned in the textbooks must be aimed at promoting students' language abilities required by translating public signs.

At last, the compilation of the teaching materials must first borrow from the experiences of the previous relevant research results. And then, on this basis, it is crucial, in this process, to carry out an elaborate investigation into the individual career development of students. Only in this way, can the selection and compilation of the textbooks satisfy the real demands of the future market for public signs translators. As a result, the talents cultivation in China can be closely linked with the market needs of public signs translation and keep pace with the times.

## **2.3 To Make Full Use of Modern Techniques to Enrich Teaching Approaches and Resources**

In the 21<sup>st</sup> century, information technology is playing a revolutionary effect on educational development, which must be highly valued. Therefore, in the construction of the approaches of training the public signs translation talents, colleges and universities are supposed to strongly advocate the sufficient use of high-quality educational resources and advanced technology. They should reasonably integrate their existing resources and then innovate their administration mode so as to construct the digital basic educational facilities, which are, in comparison with the traditional education, more advanced, efficient and practical.

For instance, it is suggested that colleges and universities can well turn to some APP to share on the internet some resources of high-level micro classes or MOOCS of public signs translation course. This can not only relieve the dilemma of China's short of translation teaching staff but also turn the sharing of the high-quality educational resources into reality.

In addition, it is also recommended that corpus can be applied to the public signs translation teaching, which can on the one hand provide abundant teaching resources and meanwhile open up a brand-new learning pattern, say, a kind of exploratory learning pattern based on human-computer

interaction. Actually, at present, China has already possessed its public signs translation research teams with Beijing International Studies University as their representative. These teams have established public signs translation corpus of a certain scale, which supplies significant teaching resources and platforms for training public signs translators.

In general, to make best of modern technology is out of question a breakthrough for the exploration of the approaches of the public signs translation talents. It can help students get rid of the traditional single teaching mode, and also meet the needs of different groups of students at different stages to carry out various learning styles such as autonomous learning, web-based learning, distance learning, etc., to work on their public signs translation study.

### 3. Conclusion

To sum up, the international metropolis image propaganda of a city needs standard and simple public signs translation, whose realization must be ensured by the high-quality public signs translators. For this reason, colleges and universities, as the essential base of talents cultivation, must try their best to strengthen their teaching staff's construction. In the meantime, they should select and compile their teaching materials in an appropriate and scientific way, and also take full advantage of modern techniques to make their teaching approaches and resources as abundant as possible. By doing these, the ambitious goal of the training of the first-class public signs translation talents can be finally turned into reality.

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