

# The International Language Environment Construction Strategy for Dalian City under "the Belt and Road" Initiative

Fuhua Liu

School of Foreign Languages, Dalian Jiaotong University, Dalian, Liaoning 116028, China

## Abstract

The present paper elaborates on the strategies for improving Dalian city's international language environment construction under "the Belt and Road" initiative. After the general introduction of the feats and major problems in Dalian city's international language environment construction, the paper continues to put forward concrete measures, procedures and methods for the city's international language environment construction strategy.

## Keywords

international language environment construction, strategy, Dalian city, "the Belt and Road" initiative.

## 1. Introduction

Serving as super platforms for exhibiting city image in an all-round manner, international languages play an important role in improving the "soft power" of a city and increasing its competitiveness. As an important window opening up to the North under "the Belt and Road" initiative, Dalian highlights its leading position as the shipping center of Northeast Asia, international logistics center and regional financial center. In an increasingly open international stage, Dalian needs strong international communicative abilities. To achieve zero barriers when communicating with the outside world, the local government should never underestimate the international language environment construction for Dalian. Although great progress has been made, international language environment construction in Dalian tends to lag behind the overall development of the city, which deserves our utmost attention. The present paper intends to elaborate on the current situations of the international language environment construction for Dalian city under "the Belt and Road" initiative and come up with feasible strategies in a bid to exert positive influences on the city's economic development and enhance a favorable international image of the city.

## 2. Body

### 2.1. The Feats Achieved in Dalian's International Language Environment Construction and Remaining Problems

Dalian's international language denoting system in public places has been established, and the construction of audio and video transmission system has been steadily forging ahead. Some well-known enterprises and government departments have built their bilingual or even multilingual websites. The foreign language talents for various international conferences and activities on different scales and of different categories are relatively sufficient. The introduction of the city and its investment environment through multi languages has achieved initial success.

While the above are the feats achieved for Dalian, there remain some major problems concerning the international language environment construction for the city. First, the

international languages used in guiding signs are below standard and far from unified. And the audio and video transmission has been targeted merely at a narrow audience. Also, the languages used to introduce the city and the city's investment environment to attract international cooperation show their relative singularity, and there is a lack of transmission overseas. Second, the construction of bilingual or multilingual websites is at a slow pace, and some of the websites with slow updates fail to keep up with the times. Third, talents of non-English foreign languages and high-level specialized interpreters and translators do not suffice. The construction of foreign language talent pool is yet to be mechanized and systematized. Fourth, the language and cross-cultural communication abilities of professionals from the service sector are on the whole far from satisfying.

## **2.2. Strategies Targeted at Dalian's International Language Environment Construction**

### **2.2.1. Concrete Measures to be Taken**

First of all, the international denoting system should be further standardized.[1] That is, foreign languages in guiding signs, audio and video transmission materials in public places should be correctly written or delivered. An international language denoting commission should be founded through which experts can conduct discussions and come up with detailed denoting standards. In practice, government departments such as the Bureau of Culture and the Municipal Tourism Administration under the guidance of the municipal government should conduct surveys, makes guidelines and implement corresponding strategies. In some important public places and scenic spots of the city, the government should popularize the audio and video transmissions and try to realize the goal of presenting the denoting system in dimensional modes through both written words and audio and video materials. Also, more efforts should be made to attract foreign tourists and investors through various means overseas.

Second, effective measures should be taken to actively propel the construction of bilingual or multilingual websites for Dalian municipal government and enterprises. To insure that a certain piece of information is directed at a certain group of people, the websites might as well offer hyperlinks to those relevant countries along "the Road and Belt" countries.

Third, a foreign language talent reserve should be built[2] with Dalian University of Foreign Languages as its base. After doing a lot of research such as taking into account each university's advantages and distinctive features, the government should help some universities of the city to apply for rare specialties of non-English foreign languages, and make analysis about their future career prospects. University student exchange programs should be launched with countries of less commonly taught languages, especially such countries along the road belt so that non-general foreign language talents can gain a better understanding of the culture, history and religion of the targeted countries. In this way, a super international language environment will be created for "the Belt and Road" development.

Fourth, to get rid of the language barrier in attracting investments, traveling and international communication, a batch of volunteers with high-level language abilities should be organized and various voluntary activities should be conducted.

### **2.2.2. Procedures and Methods**

To fully evaluate the width, depth and frequency of international language usage in Dalian city, thorough investigations should be conducted so that objective and down-to-earth analysis of Dalian city's current international language environment construction can be made. At the same time, achievements in international language environment construction as well as the existing major problems should be pointed out. Most importantly, having taken "the Belt and Road" initiative into consideration, the municipal government should be advised to come up with coping strategies of an improved version.

Two methods, on-site investigation and analogy, should be adopted. Dalian's current international language environment construction in many aspects such as international language denoting system, audio and video transmission, bilingual and multilingual website construction, foreign language talent reserve construction, language and cross-cultural communication abilities should be investigated on site. Besides, comparisons should be made concerning the international language environment construction between first-tier cities like Beijing and Shanghai and Dalian city so that the latter can get the needed experience.

We should try to establish and perfect the multi-level and multi-dimensional international language environment in the construction process. Judging from the geographical width of international language environment construction and the great variety of international language transmission media available, Dalian's multi-level and multi-dimensional international language environment has been established and is constantly being perfected. The further development of such an environment requires the joint efforts from multi-dimensional human network made up of citizens from all social groups and all walks of life.

We should take "productivity" factors into consideration, trying to integrate Dalian's international language environment construction into "the Belt and Road" national developing strategy. In this way, Dalian's international language environment construction will be purposefully targeted at assisting "the Belt and Road" initiative. A city's international language environment construction is a complex systematic project. Influenced by a city's economic development, a city's international language environment construction will in turn greatly facilitate the economy. In the construction process, we must care about economic and social efficiency, avoiding wasting our human, financial and material resources. Targeted at our national strategy of "the Belt and Road", we should purposefully develop and make use of some international languages so that international language environment construction can match the city's economic development and serve for developing economy and enhancing international competition.

### 3. Conclusion

To exert positive influences on Dalian city's economic development and to enhance a favorable international image of the city, the paper analyzes the current situations of the international language environment construction for Dalian city under "the Belt and Road" initiative and come up with feasible strategies. The feats achieved in Dalian's international language environment construction and remaining major problems as well are introduced. Four concrete measures can be taken to resolve Dalian's international language environment construction problems. First, the international denoting system should be further standardized. Second, effective measures should be taken to actively propel the construction of bilingual or multilingual websites for Dalian municipal government and enterprises. Third, a foreign language talent reserve should be built with Dalian University of Foreign Languages as its base. Fourth, a batch of volunteers with high-level language abilities should be organized and various voluntary activities should be conducted. As for the procedures, they may include conducting investigations, making analysis and putting forward strategies. As for the methods, on-site investigation and analogy should be adopted. Besides, an economic and social efficiency-centered developing philosophy should be given top priority. By adopting the introduced coping strategies composed of concrete measures, procedures and methods, the international language environment construction for Dalian city under "the Belt and Road" initiative is sure to flourish.

## References

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