OPEN ACCESS

Saudi Journal of Humanities and Social Sciences
Abbreviated Key Title: Saudi J Humanities Soc Sci
ISSN 2415-6256 (Print) | ISSN 2415-6248 (Online)
Scholars Middle East Publishers, Dubai, United Arab Emirates
Journal homepage: https://saudijournals.com

Original Research Article

A Questionnaire-based Research and Analysis Report on the Demand and Status of Language Services in the Energy and Power Industry in Hebei Province

Zihan Zhang[1], Ye Jin[1*], Zige Cui[1], Keyu Dong[1]

[1]Department of Foreign Studies, North China Electric Power University, Baoding, China

DOI: https://doi.org/10.36348/sjhss.2024.v09i11.002 | **Received:** 03.10.2024 | **Accepted:** 08.11.2024 | **Published:** 11.11.2024

***Corresponding author:** Ye Jin
Department of Foreign Studies, North China Electric Power University, Baoding, China

Abstract

This report analyzes the demand for language service professionals in Hebei's energy and power industry from three key perspectives: enterprise requirements, translation education, and student employment planning. The 45 valid questionnaires cover four key aspects related to enterprises including the business scope, international business activity, language service team building and employment requirements. Despite the energy and power industry in Hebei Province have made significant strides in international collaboration, there is a gap between professional training and industry requirements. Enterprises demand language service personnel to maintain proficiency in terminology, have industry knowledge, master technical competence, and own international communication skills that most translation students lack. It can be seen that there are issues with the alignment between educational content and the actual need of enterprises. In addition, the results from teachers' survey identified challenges in terms of aspects of teaching methods, curriculum setting, and the cooperation with enterprises. The report thus recommends to enhance the professional skills and industry knowledge of energy and power language services of translation students through various measures, including establishing professional knowledge bases and terminology bases of energy and power, designing relevant courses and practical projects, and strengthening school-enterprise cooperation. By performing these practices, it could better adapt to the future energy and power industry market demand. Furthermore, this report emphasizes that the education system needs to better adapt to the development of the industry, especially in the cultivation of interdisciplinary language service capabilities, and strengthen cooperation with energy and power companies to jointly develop language service talent training programs that meet the specific needs of the industry.

Keywords: Energy and power industry, Hebei Province; Language service talents; Demand research; Talent cultivation; Technical capabilities.

1. INTRODUCTION

Driven by globalization and the Belt and Road Initiative, Hebei's energy and power industry is rapidly integrating into the international market and participating in wider global cooperation on production capacity. As an important bridge of international communication, language service plays a vital role in promoting industry development and international cooperation. The survey has been designed to provide a analysis of the current demand for language service professionals in Hebei's energy and power industry, with a view to identifying potential discrepancies between the existing talent training model and the requirements of the market.

Language services encompass not only traditional services such as translation and interpretation, but also cross-cultural communication, terminology management, technical writing and numerous other fields. In the energy and power sector, language service professionals are expected to have specialized terminology knowledge, industry understanding, and technical capabilities to support activities such as international project collaboration, technical exchange, and market expansion.

In recent years, although the energy and power industry in Hebei Province has achieved remarkable fruits in international cooperation, there is a gap between the training of language service talents and the needs of

the industry. The project employs a questionnaire survey to collate specific data regarding the demand for language service professionals. This is with a view to elucidating the current situation pertaining to the supply of such professionals, including any shortages and potential issues. The findings of the survey will contribute to the development of professional knowledge bases and terminology bases, as well as the design and improvement of related courses and practical projects, with the objective of establishing a close alignment between educational content and industry requirements.

It is our intention that the results of the survey will provide suggestions for the cultivation of language service professionals whose skills and expertise align more closely with the requirements of the energy and power industry and market in Hebei Province. This initiative may have a beneficial effect on the teaching mode of language services in Hebei Province and potentially throughout the country, thereby providing a model for other related industries to follow in the cultivation of language service talents.

2. Basic situation of research

In order to gain a comprehensive understanding of the demand for language service professionals in the energy and power industry of Hebei Province and to provide guidance for the education and career development of students in related majors, project members engaged in repeated studies, striving to ensure the relevance and comprehensiveness of the questions posed in the questionnaire. The objective was to collect information that would enable the formulation of a scientifically robust questionnaire and to expand the scope of investigation as much as possible.

This survey employs the survey method of online questionnaire, and The survey population can be broadly categorised into three groups: enterprises in the energy and power industry of Hebei Province, junior and senior translation students of North China Electric Power University, and teachers in the English department or translation department of the aforementioned educational institution. This research design aims to comprehensively grasp the present situation and challenges of language service talent training from three dimensions: industry demand, students' ability and teaching content.

As of April 12, 2024, we have collected a total of 45 valid questionnaires from energy and power enterprises of different sizes and natures, as well as students and teachers of different learning stages and professional backgrounds. We used an online questionnaire and e-mail for data collection, and conducted a preliminary analysis of the data by means of statistical software.

3. Survey results

3.1 Investigate the distribution and nature of enterprises

This survey covered a number of enterprises in the energy and power industry of Hebei Province, and gained in-depth information of the needs and current situation of these enterprises in language services through questionnaires.

From the perspective of corporate business, the companies participating in the survey cover core business areas such as power generation, transmission, distribution, electricity sales, and energy technology research and development. Among them, the power distribution business accounts for the highest proportion, reaching 44.44%, followed by energy technology research and development. Accounting for 33.33%, while the power generation business accounts for 11.11%. 22.22% of the enterprises have carried out international business, and their business scope mainly involves Pakistan and other countries. This reflects that energy and power enterprises in Hebei Province are actively expanding the international market and reflects the international development trend of the industry. From the perspective of enterprise sizes, with extensive and complex international business, large energy enterprises require highly systematic and comprehensive language services. Their international projects involve many countries and regions, and from the beginning of project bidding, they need to accurately translate all kinds of documents, including technical specifications, business contracts and so on. In the process of project implementation, the international team communicates and collaborates frequently, which has high requirements for interpretation services, and requires language service personnel to have cross-cultural communication skills and be able to deal with various complex cultural differences; with relatively limited resources, Small and medium-sized enterprises (SMEs) focus on specific business areas and markets. For example, some SMEs focusing on the research and development of new energy technologies need language service personnel to understand the relevant professional knowledge, accurately translate technical documents and assist in technical communication. For enterprises involved in local distributed energy project co-operation, they focus more on effective communication with local partners, and the need for understanding of local language and cultural background is more prominent.

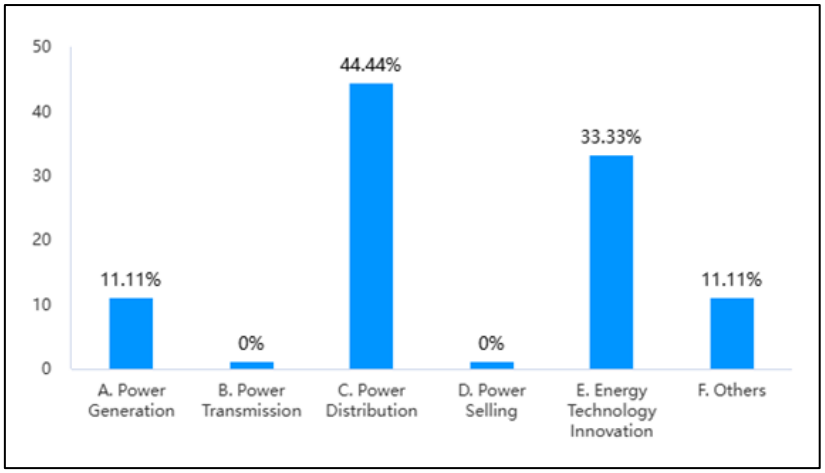

Figure 1: Operational elements of the researched enterprises

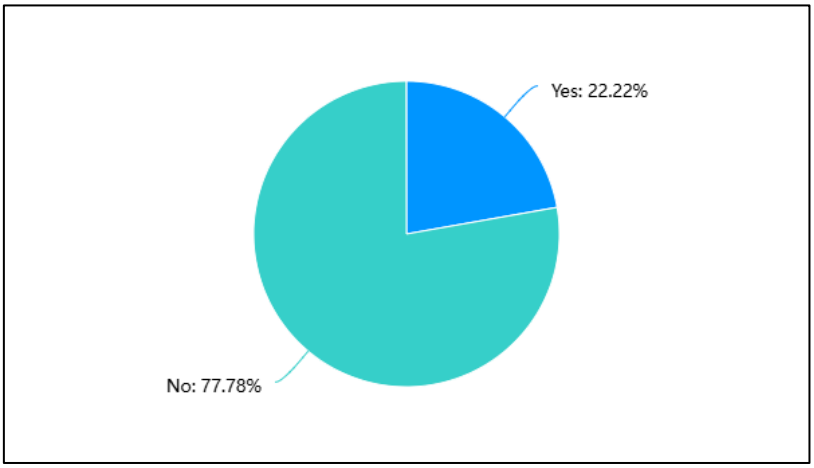

Figure 2: The international business of the researched enterprises

Regarding the construction of language service teams, the survey shows that 22.22% of enterprises have set up full-time language service teams. These teams vary in size, with 50% of them having fewer than five people, while the other half have between 10 and 20 people. These teams are fully responsible for tasks such as document translation, interpretation services, and cross-cultural communication consultation, which shows the urgent need for multilingual and comprehensive language services of energy and power enterprises in Hebei Province.

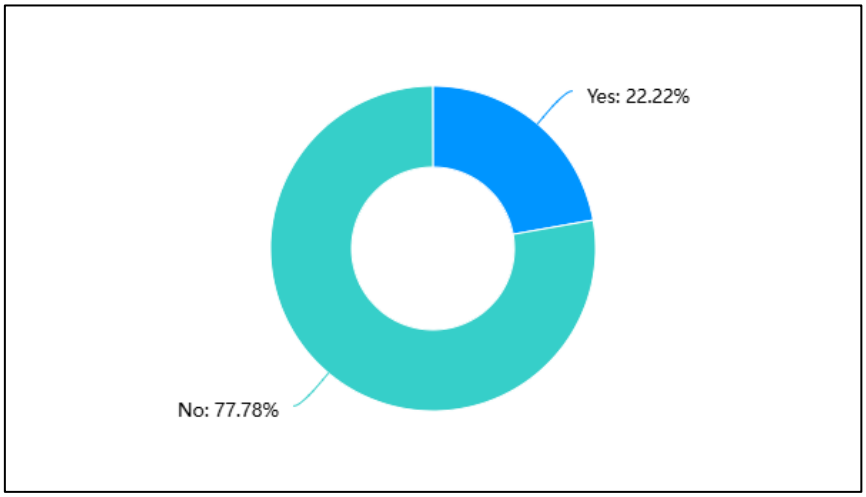

Figure 3: Language service teams of the researched enterprises

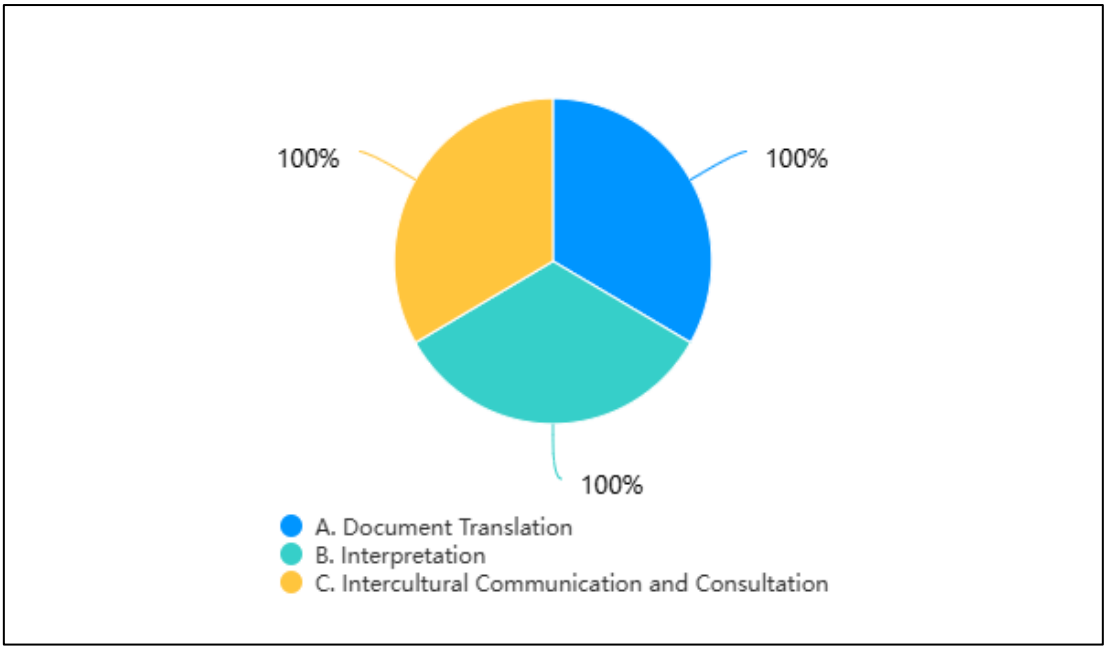

Figure 4: Language service contents of the researched enterprises

As for the language expertise of team members, English is generally valued by enterprises (100%), and 50% of enterprise team members meet the requirement of French, which is highly consistent with the international business needs of enterprises.

It is worth noting that enterprises that have established full-time language service teams have generally implemented a regular evaluation mechanism for the work quality of language service teams, which has a positive effect on improving the professional level of language services and the overall service quality of the team.

In the past year, some enterprises have been unable to participate in international business opportunities due to a lack of language services, which demonstrates the significance of professional language services for the international development of enterprises. Concurrently, the survey revealed that some enterprises intend to expand their existing language service teams, indicating a growing demand for language service professionals.

In selecting external language service providers, enterprises typically prioritize factors such as service quality, cost, and responsiveness. These considerations are crucial for enterprises seeking to partner with suitable providers. Additionally, some enterprises have engaged in or intend to participate in language service talent training programs, reflecting their emphasis on talent development and forward-thinking planning for the future growth of language service professionals.

3.2 Status Quo and Perception of the Language Service Industry of Translation Students

The research employed a questionnaire to gain a comprehensive understanding of the perception, skill level, and career planning of language services in the energy and power industry among the target translation students.

From their understanding of language services in the energy and power industry, students generally believe that their knowledge in the field of energy and power needs to be improved. 73.08% of the students said that they have not systematically studied energy and power knowledge; Regarding the degree of understanding of energy and power industry policies, 38.46% of students said they knew partially, while 50% of students said they knew little or no understanding at all.

From the perspective of skill level, students point out that there is still a lack of language service knowledge, and 76.92% of them think that there are many places to be improved. They perceive a lack of proficiency in a number of areas, particularly in language communication skills (88.46%) and translation service skills (69.23%), which shows that students have a clear need to improve their professional skills. There is considerable variation in students' understanding and proficiency with regard to new technologies. For instance, 42.31% of students lack familiarity with machine translation, natural language processing, and other relevant technologies. This may be indicative of shortcomings in the educational curriculum with respect to technology-related content.

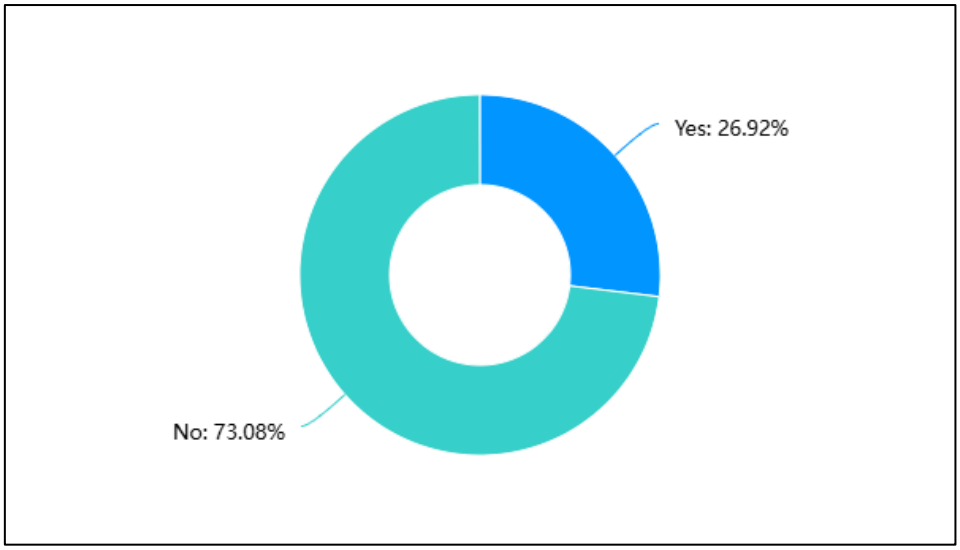

Figure 5: The proportion of students surveyed who received instruction of energy and electricity systematically

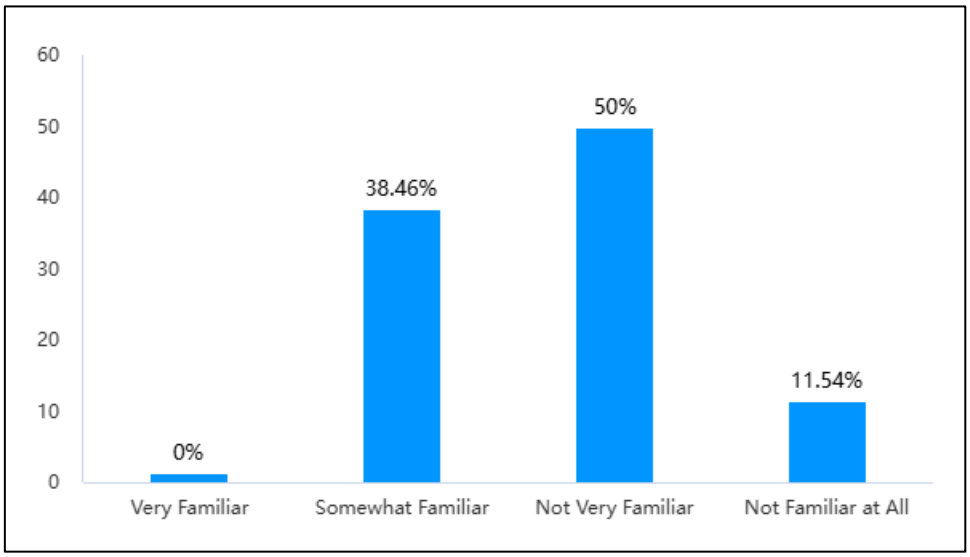

Figure 6: Students' energy and electricity policy knowledge

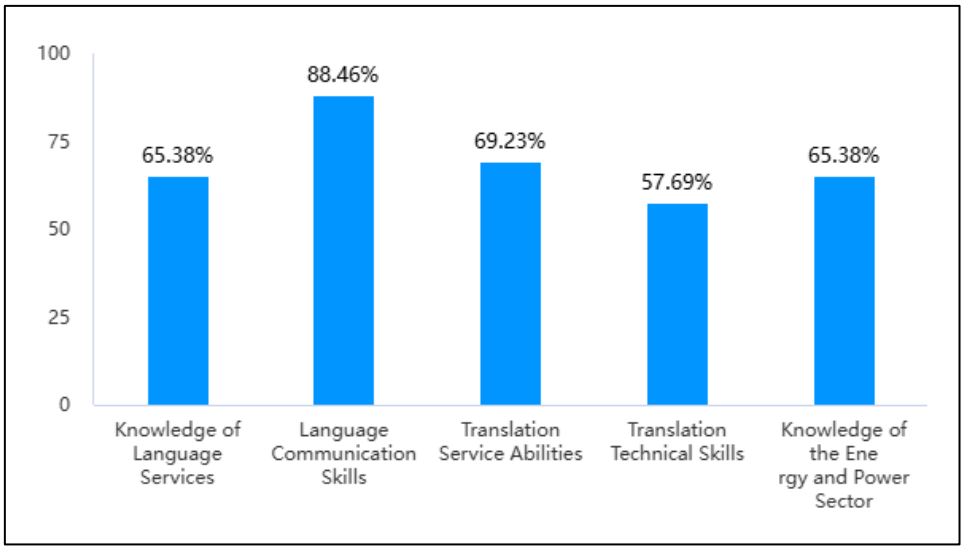

Figure 7: Deficiencies in relevant skills and knowledge of the students researched

From the perspective of the compatibility between education and practice, students generally believe that the knowledge acquired in an academic setting is aligned with the content required for the delivery of language services (46.15%), with an additional 23.08% of students indicating a relatively compatible match. This suggests that there is a discrepancy between the educational content and the actual needs.

From the perspective of career planning, students evince a cautious and positive attitude towards career development in the energy and power industry. A total of 11.54% of students indicated a strong desire or relative interest in pursuing related work, while 34.62% of students described themselves as average in this regard. With regard to the question of whether they aspire to pursue a career in energy and electricity language services, 42.31% of the students indicated that they do not intend to do so, which may be indicative of a certain degree of uncertainty on the part of the students with regard to the industry, or a perceived lack of sufficient allure on the part of the industry.

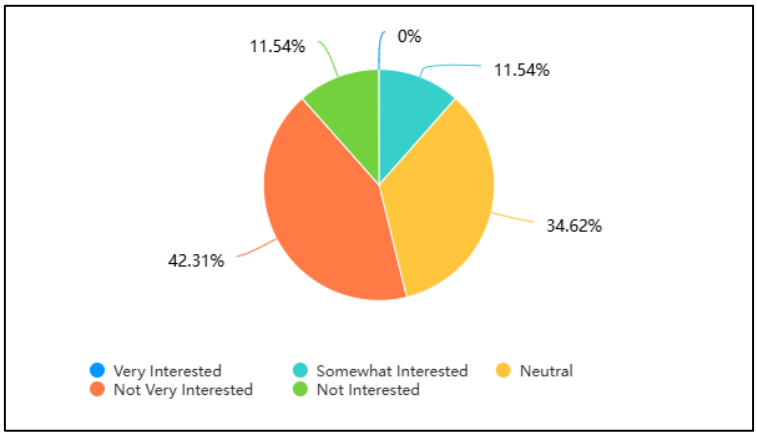

Figure 8: Percentage of students surveyed who wish to work in the language services industry

3.3 Current Situation and Challenges of Teachers Majoring in College English or Translation

This survey includes college English or translation teachers, and plans to collect their views on language service teaching in the field of energy and power, including curriculum setting, teaching methods and student ability cultivation.

Among the 45 valid questionnaires, 10 were filled out by college English or translation teachers, accounting for 22.22%. Among the teachers interviewed, 55.56% have more than 5 years of teaching experience, which shows that they have profound teaching background and rich teaching experience. The main courses taught by teachers include translation (66.67%), listening and presenting (11.11%), visual translation (11.11%) and news translation (11.11%).

In terms of curriculum setting, 50% of teachers believe that teaching materials and curriculum content are not closely integrated with the energy and power fields, which to some extent reflects that the current curriculum setting does not match the needs of the energy and power fields; Teachers generally perceive that the currently offered courses as beneficial for developing students' language proficiency in the field of energy and electricity (70%).

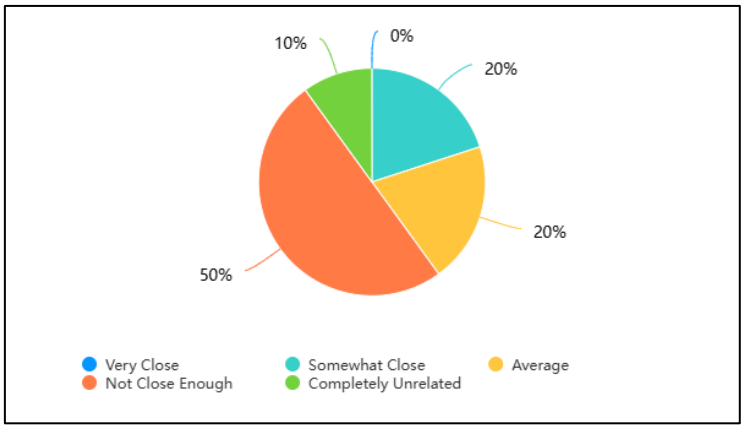

Figure 9: The extent to which the curriculum surveyed is integrated with the energy and power industry

In terms of teaching methods, 70% of teachers occasionally utilise case studies or projects pertaining to the energy and electricity sector. Additionally, 80% of teachers endeavour to integrate new technologies into their teaching, such as translation practice platforms and machine translation. This illustrates the pedagogical approaches employed by the interviewed teachers and their perspectives on the utilisation of novel technologies in teaching and learning.

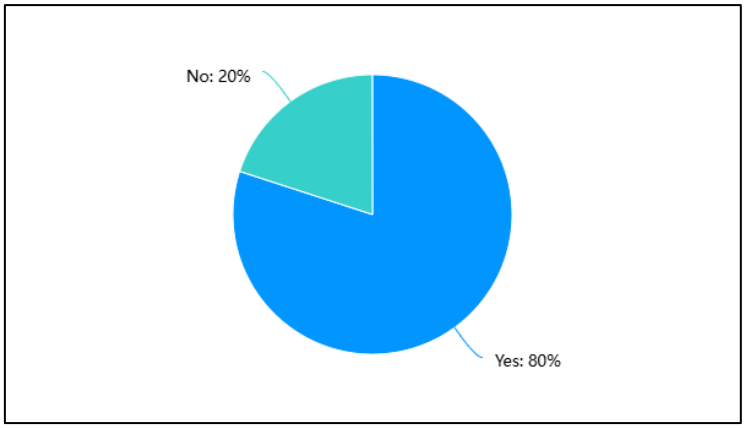

Figure 10: Percentage of teachers surveyed who apply new technology to their teaching

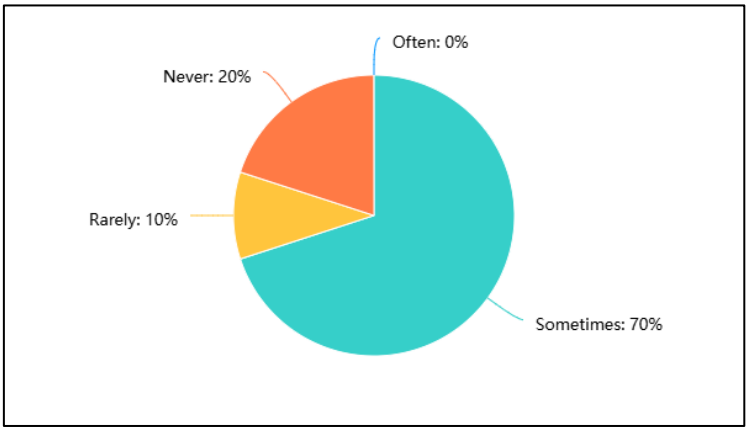

Figure 11: Percentage of application of language service cases in energy and power industry

From the perspective of students' ability cultivation, teachers think that the core skills that students should possess include solid language foundation (100%), profound professional knowledge (80%), cross-cultural communication ability (50%) and information technology application ability (80%); Teachers pay attention to cultivating students' practical ability in the teaching process, of which 40% pay great attention and 40% pay more attention.

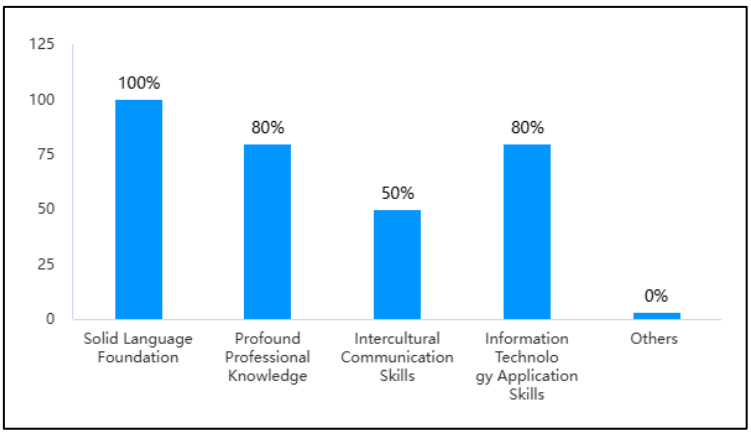

Figure 12: Professional competence of translation students focused on by the teachers

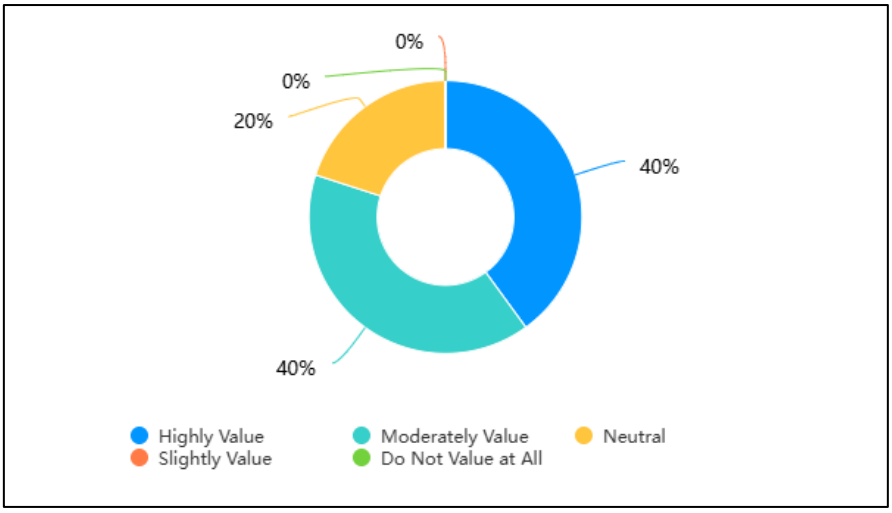

Figure 13: Teachers' perceptions of practical skills

From the perspective of school-enterprise cooperation, 80% of teachers believe that school-enterprise cooperation is crucial or relatively important to improve the quality of language service teaching in the field of energy and power; 80% of teachers reported their intention to establish but have not yet realized practical teaching bases or cooperation projects with energy and power companies.

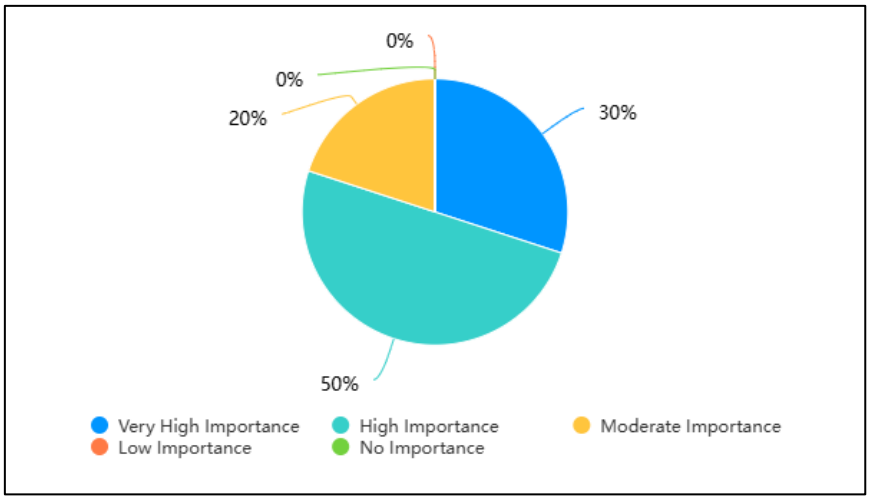

Figure 14: Teachers' views on school-enterprise cooperation

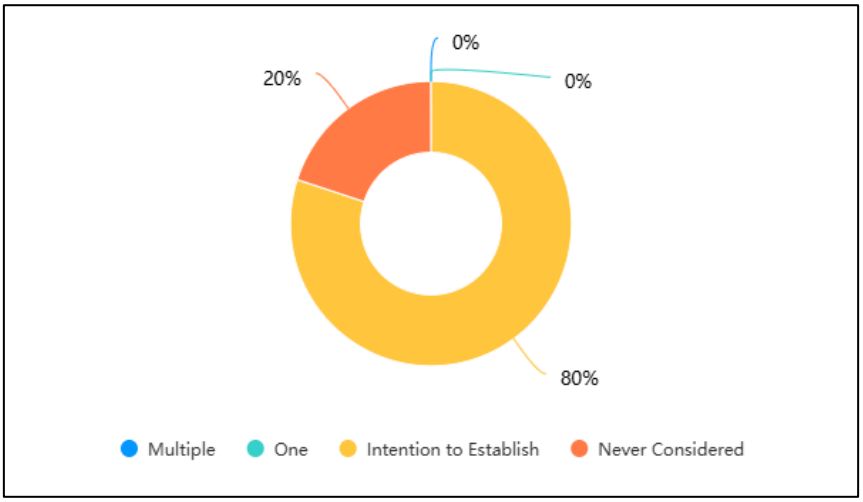

Figure 15: Teachers' intention of school-enterprise cooperation

From the perspective of teaching challenges, the challenges faced by teachers include insufficient teaching materials and curriculum contents (70%), lack of practical opportunities for students (90%), ineffective teaching methods (20%), and insufficient cooperation with enterprises (90%).

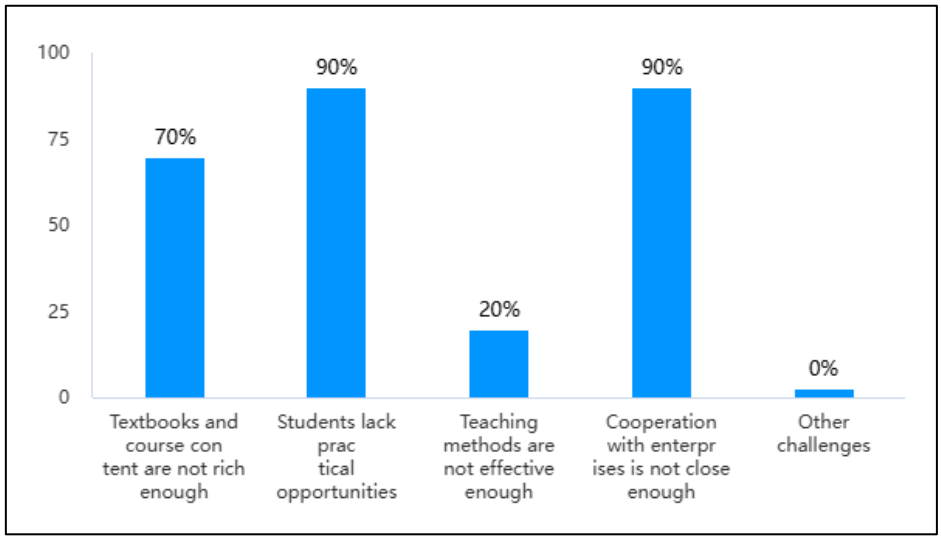

Figure 16: Challenges in English teaching encountered by teachers surveyed

4. ANALYSIS OF SURVEY RESULTS

4.1 Language service talent demand

With the rapid development of energy and power industry in Hebei Province and the deepening of international cooperation, the demand for language service talents is diversified and specialized. In addition to a robust linguistic foundation, enterprises require language service personnel to master certain knowledge of the energy and power industry, translation technology, and international communication skills pertinent to the energy and power industry. From the results of the research, the future market of energy and power industry in Hebei Province has a greater demand for professional language service personnel, and translation students need to develop in many aspects.

a. Terminology and industry expertise

Specifically, 75% of enterprises expect language service personnel to be proficient in the technical terms of the energy and power industry and be able to accurately use these terms for translation and communication. In addition, understanding of industry knowledge is also an important factor for companies to consider when recruiting. 85% of companies said that they are more inclined to recruit candidates who have a certain understanding of the energy and power industry. With the rapid development of artificial intelligence and new energy technologies, a large number of new terms have emerged in the industry. Language service talents need to learn and master them in a timely manner. For example, the application of artificial intelligence in the energy field involves the accurate translation of concepts such as ‘smart grid’ and ‘energy internet’, and the professional expression of terms such as ‘photovoltaic’, ‘wind power’, ‘energy storage technology’ and so on in new energy power generation. For example, the application of AI in the energy field involves the accurate translation of concepts such as ‘smart grid’ and ‘energy internet’, as well as the professional expression of terms such as ‘photovoltaic’, ‘wind power’ and ‘energy storage’ in new energy generation.

b. Technical capabilities and knowledge updating

In the current language services industry, the importance of technical skills is increasingly prominent. "Technical skills become increasingly important in job hunting in the language service industry" (Wan Ziheng, 2022). Especially for the energy and power industry in Hebei Province, it is particularly important to cultivate language service talents who can skilfully use translation aids and project management software critical. This can not only improve work efficiency, but also ensure the accuracy and professionalism of translation.

Specifically, with the rapid development of artificial intelligence technology, machine translation technology has made remarkable achievements in improving translation quality and efficiency, which is particularly evident in the language service industry. Technical ability has become a key skill for language service talents, and enterprises expect language service talents to master and understand new technologies related to language services, such as machine translation and natural language processing.; The survey results indicate that enterprises have increasing expectations for language service talents in terms of technical capabilities.

To meet these expectations, language service talents need to constantly learn and adapt to new technologies, including machine translation and natural language processing. In addition, regularly updating

personal professional knowledge base and terminology base is also an important measure to maintain the quality of language services and adapt to the speed of terminology updates in the energy and power industry. This is essential to maintaining high standards of translation service quality and meeting the changing needs of the market. Therefore, the energy and power industry in Hebei Province should focus on the cultivation of technical skills in terms of talent training to ensure that language service talents can keep up with the pace of industry development and meet future market demand.

c. Interdisciplinary Knowledge Integration:

Emerging fields such as smart grid and energy internet require language service professionals to integrate language services with knowledge of energy engineering, information technology and other disciplines. For example, they should understand the data transmission principle of smart meters in order to accurately translate relevant technical information; and understand the architecture of energy management systems in order to provide accurate language support for technical exchanges in international cooperation.

d. Career planning and industry adaptability

To fulfil the requirements of the energy and power industry in Hebei Province, career planning plays a pivotal role in the cultivation of language service talents. The mismatch between the existing education system and market demand, which is pointed out in the research of Deng Yuan *et al*., (2024) not only affects learners' planning of career paths, but also weakens their understanding of industry needs. In-depth understanding of needs.

e. Market demand trend for language service talents

Judging from the survey results, the energy and power industry market in Hebei Province will have a greater demand for professional language service talents in the future. Translation students need to develop in many aspects, including improving language skills, deepening their understanding of industry knowledge, enhancing their teamwork ability, and defining their career direction. In addition, the mastery of new technologies is also a key factor to enhance personal competitiveness.

4.2 Evaluation of docking between education and industry

a. Optimization of matching degree between curriculum and demand

There is a gap in the current educational curriculum in meeting the demand for language service talents in the energy and power industry of Hebei Province. Based on the results of the survey questionnaire, the following are a few key areas for improvement:

Course content update: The vast majority of respondents (88.89%) pointed out that the existing curriculum failed to timely integrate new technologies and trends in the energy and power industry. This requires that educational institutions update curriculum content to ensure that students have access to the latest industry knowledge.

Practice link enhancement: The same proportion of respondents believed that there was a lack of adequate practical links in the curriculum, which affected students' ability to apply theoretical knowledge to practical problem solving. Therefore, the educational curriculum needs to increase case studies, simulation projects, and internship opportunities to upgrade students' hands-on skills.

Interdisciplinary knowledge integration: More than 87.78% of respondents said that the existing curriculum is insufficient in terms of interdisciplinary knowledge integration, which limits students' ability to adapt to the volatile energy market. Curriculum design should pay more attention to the integration of interdisciplinary knowledge, so as to cultivate talents with extensive knowledge base and comprehensive application ability.

b. Evaluation and Improvement of Teaching Methods

The results also reveal the limitations of teaching methods in cultivating students' practical ability and problem-solving ability. The following is an analysis of the effectiveness of teaching methods and the potential and challenges of the application of new technologies:

Effectiveness of teaching methods: More than one in five respondents (22.22%) believe that the existing teaching methods are not effective enough, which may stem from the traditional and lack of interactivity of the teaching methods. In order to improve the effectiveness of teaching, educational institutions should consider adopting more interactive and participatory teaching strategies.

Application potential of new technologies: The vast majority of respondents (77.78%) have tried or are willing to try to use new technologies in teaching, such as translation practice teaching platforms and machine translation tools. This indicates that new technologies have significant potential in improving teaching efficiency and quality.

Challenges in the application of new technologies: Although the application prospects of new technologies are broad, there are still challenges in the implementation process, including teachers' insufficient familiarity with new technologies and imperfect allocation of teaching resources. To overcome these

challenges, educational institutions need to provide professional training for teachers and invest in necessary teaching resources and technologies.

c. Students' Ability and Career Development of Translation Majors

Ability cultivation: The survey results reveal the core skills and abilities required by language service talents in the energy and power field. First of all, students must have a solid language foundation, including fluent bilingual communication skills and accurate mastery of technical terminology. Secondly, due to the technical and professional nature of the energy and power industry, students also need to master relevant technical knowledge and be able to understand and translate professional documents in the industry. In addition, with the advancement of globalization and the Belt and Road Initiative, intercultural communication ability has become particularly important. Students should be able to adapt to communication and work needs in different cultural contexts. In order to cultivate these abilities, the educational curriculum should involve language skills training, industry knowledge lectures, cross-cultural communication seminars and simulated international projects to improve students' practical ability and problem-solving ability. At the same time, the application of information technology, such as the use of computer-aided translation tools and the training of project management skills, should also be strengthened.

Career planning: Students' cognition, interest and career planning of energy power language service jobs are key factors in their career development. According to the survey, the proportion of foreign language graduates who choose employment in the language service industry is not high, which may be related to students' insufficient awareness of the industry, insufficient attractiveness of the industry or inconsistent salary expectations (Deng Yuan *et al*., 2024). Therefore, schools and industry should work together to enhance students 'awareness and interest in the Energy Power Language Services industry by providing industry lectures, internship opportunities, and professional development counselling. At the same time, educators and industry experts should cooperate to provide students with career planning guidance and help them understand the development trends and career paths of the industry. In addition, schools can establish closer ties with energy and power enterprises, provide internships and employment opportunities for students, and enable students to better understand industry needs and make more informed career choices.

d. Suggestions for improving teaching content and methods

In order to more effectively respond to the evolving demands of the language service industry in the context of artificial intelligence, it is imperative that our educational system undergoes a period of significant innovation and enhancement.

Firstly, the educational curriculum should keep pace with the development of the industry and incorporate the latest industry trends and technological advancements in a timely manner. This requires curriculum designers to constantly update instructional content to ensure students have access to the most cutting-edge industry knowledge. Secondly, by simulating real work scenarios, the educational curriculum should increase case studies, simulation projects and internship opportunities to enhance students' practical skills and application ability of theoretical knowledge. For industry case integration, incorporating practical cases from the energy and power industry into teaching helps students to deeply understand industry-specific problems and enhance their ability to analyse and solve problems. For diversification of teaching methods, interactive teaching methods such as scenario simulation and case analysis can improve students' participation and cultivate their critical thinking and decision-making ability. Furthermore, educational curriculum should fully integrate cutting-edge technologies such as machine translation and natural language processing, and take them as the core component of teaching. By incorporating these technologies into the curriculum, students can not only improve their awareness of the latest technologies, but also strengthen their application ability in practical language service work.

According to the research of Deng Yuan *et al*., (2024), the education system should strengthen the cultivation of professional innovation ability, especially in terms of interdisciplinary language service ability, to meet the industry's demand for compound talents. According to the research of Wan Ziheng (2022), educational curriculum should be in line with the needs of the global language service market, especially in capacity cultivation in project management, quality control and technology application, so as to narrow the gap between the educational system and actual needs.

Through the above suggestions, the education system can better adapt to the development needs of the language service industry in the era of artificial intelligence, provide students with education and training that is more in line with the actual needs of the industry, and thus cultivate more high-quality language service talents.

5. DISCUSSION

5.1 Industry Trends and Educational Adaptability

The adaptability of the education system is not just an update of existing curriculum content, but requires a systemic change to adapt to the needs of the artificial intelligence era. For instance, we can explore how to integrate artificial intelligence technology into

language service teaching in the energy and power industry, and improve the efficiency and personalization of language learning through intelligent auxiliary tools. In addition, the education system should encourage interdisciplinary cooperation, such as combining computer science with linguistics, to develop new courses and research projects, so as to cultivate innovative talents who can provide language services driven by technology.

5.2 Deepening and practice of school-enterprise cooperation

School-enterprise cooperation should not be limited to providing internship opportunities, but should be extended to jointly developing curriculum, conducting joint research and establishing long-term partnerships. Energy and power companies can participate in curriculum design to ensure that what students learn is closely linked to what the company needs. At the same time, colleges and universities can provide energy and power companies with outsourcing opportunities for language service projects, allowing students to exercise and improve in a real working environment. And school-enterprise cooperation should not only focus on student practice, but also provide teachers with opportunities for industry practice. For example, teachers should be arranged to work in enterprises and participate in language service work in actual projects to understand the latest industry dynamics and needs. At the same time, enterprises and schools should work together to establish a teacher training resource base and provide professional training courses such as new energy technology and the application of artificial intelligence in language services, so as to enhance teachers' own industry knowledge and teaching ability.

5.3 Multi-channel talent training path

We suggest analysing the potential models and successful cases of school-enterprise cooperation, and discussing the advantages and challenges of cooperation. At the same time, drawing on the research of Deng Yuan *et al*., (2024), it is recommended to establish a multi-channel talent training path, including online open courses in energy and power language services (MOOCs), industry certification programs, and cooperation with industry associations. These pathways can provide more diverse learning and development opportunities for translation students, and at the same time provide a platform for enterprises to discover and cultivate potential talents.

5.4 Specific training strategies for technical skills

Aiming at the cultivation of technical skills, it is suggested to apply specific strategies, such as setting up an on-campus language technology laboratory, so that students can practice technologies such as machine translation, corpus construction and natural language processing. At the same time, it is possible to cooperate with translation technology companies to introduce the latest translation tools and platforms, so that students can familiarize themselves with the advanced technologies in the market.

5.5 Career planning and market docking

Explore how to help students better understand the career path and market demand of language service industry through career planning education. Career development centers can be set up to provide coaching services such as career counselling, mock interviews and resume making to help students develop personalized career development plans.

5.6 Policy support and industry development

In this part, we discuss the potential role of the government and trade associations in the field of language service talents training. It is suggested to establish a scholarship program to stimulate students' enthusiasm and potential for learning in the field of language services. At the same time, funding can be provided to support research projects, which can not only promote academic research, but also bring practical experience to students. In addition, the formulation of industry standards can also provide a clear development direction for talent training; We also suggest introducing some policy ideas on encouraging enterprises to participate in talent training. Tax incentives can be regarded as a strategy to encourage enterprises to increase investment in talent development. At the same time, the setting of incentives such as subsidies can also promote the partnership between enterprises and the education field, and jointly cultivate professionals who meet the needs of the industry. It is hoped that through the guidance of policies and the cooperation of the industry, we will jointly provide support for the cultivation and development of language service talents, and then contribute to the prosperity of the whole industry.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 CONCLUSION

Through an in-depth analysis of the energy and power industry in Hebei Province, this research report clearly points out the urgent need for language service talents in this industry, and reveals the disconnect between the existing talent training model and market demand. The survey results show that although the energy and power industry in Hebei Province has made certain achievements in international cooperation, there is a significant gap between the training of language service talents and the needs of the industry. Especially in the employment choice of foreign language graduates, the number of people who choose to enter the language service industry is low, which reflects the lack of connection between the education system and the needs of the industry.

a. The demand for language service talents in Hebei's energy and power industry is increasing

day by day, especially for comprehensive talents with professional terminology mastery, industry knowledge, technical ability and international communication ability.

b. The current education system has shortcomings in cultivating students' in-depth understanding, professional skills and technology applications of the energy and power industry, and needs to be further connected with industry needs.
c. Teachers face challenges in teaching methods and curriculum settings, and lack close cooperation with energy and power companies, which limits the practicality and forward-looking of teaching content.
d. Students majoring in translation have limited knowledge of the energy and power industry and have concerns about the attractiveness and career development of the industry, which affects their willingness to choose the energy and power language service industry as their career path.

6.2 SUGGESTIONS

In view of the problems found in the survey and the needs of corpus and terminology database construction, we put forward the following ideas and suggestions:

a. Corpus and terminology database construction: Based on the survey results, it is suggested to start the construction of professional corpus and terminology database for energy and power industry. This will provide language service talents with rich energy and power learning resources, helping them better master industry-specific language skills and knowledge. The corpus should contain technical terms, expressions and practical cases commonly used within the energy and power industry to support translation practice and teaching activities.
b. Docking of teaching content and corpus: Translation courses should be closely integrated with newly constructed corpora and terminology bases, ensuring that students have access to the most cutting-edge industry knowledge and language skills. Course content should be updated regularly to reflect recent developments in the energy power industry and new data additions to the corpus.
c. Technical skills and corpus applications: In the reform of translation education, the importance of translation technical skills should be emphasized, especially in the application of corpus and terminology bases. Students should be encouraged to learn how to effectively use these tools for translation practice, so as to improve work efficiency and translation quality.
d. School-enterprise cooperation and practice opportunities: Through school-enterprise cooperation, students can be provided with internship and practical opportunities, allowing them to use corpus and terminology bases in real energy and power working environments to enhance their practical experience. Corporate feedback can provide valuable input for the continuous improvement of corpora and terminology base.
e. Policy support and financial investment: It is recommended that relevant government departments and energy and power industry associations recognize the importance of corpus and terminology database construction and provide necessary policy and financial support. This not only helps to cultivate language service talents, but is also a key factor in enhancing the competitiveness of the entire energy and power industry.
f. Continuous research and evaluation: Continuous research and evaluation are recommended to monitor the progress and effect of corpus and terminology base construction, to ensure that they meet the needs of translation teaching and energy power industries, and to make the necessary adjustments in a timely manner.

In conclusion, in this survey, we collected a total of 45 valid questionnaires, which covered key groups in the energy and power industry in Hebei Province, including 9 from language service teams of enterprises, 26 from translation students, and 10 from college English or translation teachers. This sample composition provides us with valuable data to comprehensively grasp the current situation of language service talent training from three dimensions: industry demand, students' ability and teaching content. However, we also recognize that the size and composition of the sample may limit the universality and depth of the survey results. In particular, the number of firm samples is relatively small and may not fully reflect the diversity and complexity of the industry as a whole. In addition, for students and teachers, our sample may also need to further reflect diversity to ensure that a wide range of opinions from different learning stages, professional backgrounds and teaching experiences can be covered. In the later period, it may be necessary to further obtain more in-depth research data through research report data reference analysis, field research, in-depth interviews and exchanges, etc.

ACKNOWLEDGEMENT

This project is supported by —the Fundamental Research Funds for the Central Universities (2024MS120); Hebei Province Higher Education Institutions Humanities and Social Science Research Project (SZ2024074); Hebei Province Graduate Education Teaching Reform Research Project (YJG2024126) and College Students' Innovation and

Entrepreneurship Training Program Project (S202410079152).

REFERENCES

- Deng, Y., Yang, Y. H., & Yuan, Q. (2024). Research on Demand Analysis and Talents Cultivation for Language Service Industry in the AI Era. *Journal of Hunan University (Social Sciences), 38*(2), 95-102.
- Wan, Z. H. (2022). Research Report on Market Demand for English-Related Translation Talents from Top 100 LSPS and Enterprise Members of Translators Association of China [D]. Shanghai: East China University of Political Science and Law, 2022.
- Liu, H. P., & Han, L. T. (2022). On the training mode of interdisciplinary language service talent under the background of New Liberal Arts Reform. *Foreign Language Education in China, 5*(4), 27-33.
- Chen, N. A. (2020). A Survey Report on the Use of Machine Translation and Post-Editing in Chinese Language Service Providers [D]. Guangzhou: Guangdong University of Foreign Studies, 2022.