

Exploration of Language Landscape Construction Strategies for Emergency Language Services

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Abstract: Faced with the trend of globalization and various emergencies, the demand for emergency language services is increasing. However, issues such as service efficiency and cross-cultural communication barriers still exist. The theory of language landscape, as an emerging language research model, provides a new perspective for understanding and solving these problems. Especially in the application of emergency language services, it helps to improve language communication efficiency and enhance language and cultural sensitivity. This article explores how to use language landscape theory to construct effective emergency language service strategies, and proposes the establishment of a diversified emergency language service system to meet different language needs. Finally, research was conducted on how to improve the language communication efficiency of emergency language services, including improving service models and training professionals. At the same time, this article emphasizes the importance of cultivating language and cultural sensitivity in emergency language services to ensure effective cross-cultural communication. These measures not only help improve the quality of emergency language services, but also contribute to building a more inclusive and diverse language environment.

Keywords: Emergency Language Services; Language Landscape; Building Countermeasures

In today's globalized world, language services have become an indispensable part of various cross-border exchanges and emergencies. Especially in emergencies, the importance of emergency language services is more prominent. It not only relates to the accurate

transmission of information, but also directly affects people's life safety. However, emergency language services still face many challenges in practical operation, such as low service efficiency and barriers to cross-cultural communication. The existence of these issues greatly limits the effectiveness of emergency language services. Therefore, how to improve the quality and efficiency of emergency language services has become an urgent problem to be solved.

1. Overview of Emergency Language Services

1.1 Definition and Classification of Emergency Language Services

Emergency language service, as the name suggests, is a language service provided in the event of an unexpected event or emergency. The main objective of this service is to ensure the accurate, timely, and effective dissemination of critical information in order to take necessary response measures. Emergency language services cover a wide range of fields, including emergency rescue, public health emergencies, and other public safety incidents[1]. According to the characteristics and requirements of the service, emergency language services can be divided into various types. Firstly, according to the mode of service provision, emergency language services can be divided into instant services and non instant services. Instant services are usually conducted in real-time in emergency situations, such as interpretation, sign language translation, etc; Non instant services include text translation, pre recorded audio and video translation, etc. Secondly, according to the content of the service, emergency language services can be divided into professional services and non professional services. Professional services typically require specific professional knowledge, such

as medical translation, legal translation, etc. Non professional services involve more language communication in daily life, such as tourism information translation, public transportation information translation, etc. Finally, according to the target users of the service, emergency language services can be divided into services for native speakers and services for non-native speakers. Services for native speakers are mainly aimed at solving the problem of understanding dialects or dialect groups, while services for non-native speakers are mainly aimed at solving the problem of cross language communication. It can be seen that the definition and classification of emergency language services reflect their diversity and complexity in practical operations, which also poses challenges for providers and users of emergency language services.

1.2 The problems and Challenges Faced by Emergency Language Services

Due to the suddenness and urgency of emergency events, emergency language services need to be completed in an extremely short time, which places extremely high demands on the response speed and processing ability of service providers. However, the current emergency language service system often fails to meet this high efficiency requirement, leading to delays in information transmission and affecting the handling of emergency events. Meanwhile, the accuracy of language communication is also an important challenge. In emergency situations, any misunderstanding of information can lead to serious consequences. However, due to language differences and complexity, as well as various possible problems in the translation process, such as misleading literal translation and cultural misunderstandings, the accuracy of language communication can be affected. In addition, obstacles to cross-cultural communication are also one of the challenges faced by emergency language services. Different cultural backgrounds can affect people's language understanding and use, which also brings complexity to emergency language services. How to overcome cultural barriers while ensuring the accuracy and efficiency of information transmission is an important issue that emergency language services need to address[2].

2. Interpretation of Language Landscape Theory

2.1 The Definition and Theoretical Framework of Language Landscape

Language landscape is a theoretical model derived from sociolinguistics, which mainly studies how language presents and constructs its social significance in specific social and spatial environments. It emphasizes the interactivity between language and space, viewing language as a social phenomenon that can be shaped and shaped. The core concept of language landscape theory is that language is not only a tool for communication, but also the main way to construct and understand social phenomena.

The framework of language landscape theory mainly includes three dimensions: the materiality of language, the sociality of language, and the spatiality of language. Materiality mainly focuses on the expression of language in material space, such as signs, advertisements, etc. Sociology mainly focuses on how language reflects and influences social relationships, such as power and identity. Spatiality mainly focuses on how language is shaped and shaped in specific spatial environments, such as geography, history, etc. The current application scope of language landscape theory is very extensive, including urban planning, education, tourism, advertising and other fields. In these fields, the theory of linguistic landscape provides a new perspective to understand and solve language problems, such as the management of linguistic diversity and conflicts in cross-cultural communication. In addition, the theory of language landscape also provides new theoretical support and research methods for language services, especially emergency language services[3].

2.2 The Constituent Elements and Characteristics of Language Landscape

The constituent elements of language landscape include language symbols, social space, and cultural background. Language symbols are the foundation of language landscapes, including text, images, and sound. These symbols are used and understood in specific social spaces, forming the materiality of language landscapes. Social space is the

carrier of language landscape, including public space, private space, and virtual space. In these spaces, language symbols interact with people's activities and experiences, forming the sociality of language landscapes. Cultural background is the background of language landscape, including history, geography, and socio-cultural factors. These backgrounds influence the selection and use of language symbols, as well as people's understanding and evaluation of language landscapes, forming the spatiality of language landscapes.

The characteristics of language landscape mainly include diversity, dynamism, and interactivity. Diversity refers to the linguistic landscape containing multiple linguistic symbols and social spaces, reflecting the linguistic and cultural diversity of society. Dynamicity refers to the language landscape changing over time and space, reflecting the changes and developments of society. Interactivity refers to the language landscape, which is the result of people's communication and interaction through language symbols and social space, reflecting people's activities and experiences. These characteristics make language landscape an important tool for understanding and solving language problems, and also provide new theoretical frameworks and methods for the research and practice of emergency language services.

2.3 The Application of Language Landscape in Emergency Language Services

The theory of language landscape provides a novel application perspective and method for emergency language services. In emergency situations, the materiality of language landscapes provides an intuitive language service carrier. For example, using public information systems (such as electronic display screens, broadcasting systems, etc.) for emergency announcements in multiple languages, or setting up emergency signs in multiple languages in public spaces, can effectively improve the efficiency and accuracy of information dissemination. Social considerations can help emergency language services better meet the diverse needs of society. In different social groups, there may be differences in language usage habits and understanding abilities. Therefore, emergency language services need to segment target users, choose corresponding language and expression

methods, to ensure accurate communication of information. For example, for the elderly or those with low educational levels, simple and direct language and images should be used as much as possible to improve their understanding ability. Spatial considerations help emergency language services better adapt to specific environmental conditions. Different spatial environments may require different language service methods. For example, in noisy environments, visual language (such as images, symbols, etc.) can be used. In environments with limited vision, auditory language (such as broadcasting, voice prompts, etc.) can be used. In addition, specific language service methods can also be designed based on the characteristics of the spatial environment. For example, in tourist attractions, multilingual tour guide interpretation services can be set up. The consideration of cultural background in language landscape helps to enhance the cultural adaptability of emergency language services. In a cross-cultural environment, it is important to consider the cultural background of the target user as much as possible to avoid cultural misunderstandings. For example, for people from different cultural backgrounds, language and expressions that they are accustomed to and can understand should be used. Therefore, by considering the materiality, sociality, spatiality, and cultural background of language landscapes, emergency language services can better meet the information transmission needs in emergency situations, improve service efficiency and accuracy, and also enhance the social inclusiveness and cultural adaptability of services[4].

3. Strategies for Constructing Language Landscape in Emergency Language Services

3.1 Establish a Diversified Emergency Language Service System

Building a diversified emergency language service system is an effective means of responding to emergency situations. To achieve this, the following strategies can be adopted. Firstly, innovate service methods. According to the materiality and spatiality principles of language landscape, information transmission can be achieved through various forms, such as text, speech, images, symbols,

etc. Moreover, these forms should be selected and designed based on specific environments and conditions to ensure effective transmission of information. Secondly, optimize service content. According to the social principle of language landscape, targeted services need to be provided for different social groups. For example, designing specialized language service content and forms for special groups such as the elderly, children, disabled individuals, and foreigners to meet their special needs. Thirdly, improve service quality. The quality of service directly determines the effectiveness of information transmission. Therefore, it is necessary to enhance the professional quality of service personnel, including language ability, cross-cultural communication ability, emergency response ability, etc; At the same time, it is also necessary to improve the quality of service facilities, including information dissemination equipment, guidance facilities, etc. Fourthly, strengthen service collaboration. Emergency language services involve multiple departments and links, requiring effective collaboration. For example, the information publishing department, translation department, venue management department, etc. need to collaborate closely to ensure the coherence and efficiency of services. Fifth, deepen service research. Through in-depth research, understand the language usage habits, cultural background, information needs, etc. of the target users to guide the design and implementation of services. At the same time, it is also necessary to evaluate and provide feedback on the effectiveness of services in order to continuously improve and optimize them. Therefore, building a diversified emergency language service system requires efforts in service methods, content, quality, collaboration, and research to achieve effective information transmission, meet the diverse needs of society, and improve the quality and efficiency of services. Through this approach, emergency language services can better play their important role in emergency situations, providing strong guarantees for social stability and public safety[5].

3.2 Improve the Language Communication Efficiency of Emergency Language Services

Improving the language communication efficiency of emergency language services is a

task that needs to be carried out from multiple aspects. Firstly, it is necessary to comprehensively strengthen the language training for emergency language service personnel, ensuring that they are proficient in professional terminology, context recognition, and cross-cultural communication skills, so that they can communicate accurately and efficiently in emergency situations. Meanwhile, establish an efficient information transmission system. This includes creating easy to understand logos and symbols, developing real-time multilingual broadcasting systems, and adopting advanced translation tools and equipment to achieve rapid communication of information. In addition, the establishment of a feedback mechanism is also a powerful means to improve language communication efficiency. By collecting and analyzing user feedback, weaknesses in language services can be identified and improved. In addition, collaboration between departments can significantly improve the efficiency of language communication, which requires the sharing of information, resources, and strategies among departments in order to better coordinate the work of emergency language services. Finally, with the help of advanced technological means such as artificial intelligence and big data, it is possible to better understand user needs, predict possible problems, and prepare in advance, thereby improving the efficiency of language communication. Therefore, only by putting effort into language training, information transmission systems, feedback mechanisms, departmental collaboration, and technological applications can we achieve fast and accurate communication in emergency situations, further improve the language communication efficiency of emergency language services, and provide strong guarantees for social stability and public safety.

3.3 Language and Cultural Sensitivity in Cultivating Emergency Language Services

The language and cultural sensitivity of emergency language services is a key link in improving service effectiveness. Therefore, it is necessary to incorporate cultural diversity and subtle language differences into the service to ensure accurate transmission and reception of information. Firstly, designing and providing customized language services

for different cultural backgrounds involves in-depth research on the language characteristics and cultural customs of various regions and ethnic groups, in order to develop language service content and forms that are close to the target users. Secondly, for emergency language service personnel, comprehensive cultural sensitivity training should be provided to help them understand and respect various cultural differences, and enhance their cross-cultural communication skills. Meanwhile, create a culturally inclusive service atmosphere. This content mainly involves the design of service venues, such as using multicultural symbols and symbols to demonstrate respect and welcome for various cultures. In addition, utilizing modern technological means such as artificial intelligence and big data can help practitioners better understand and predict the language and cultural needs of users, thereby optimizing services. Finally, establish a cultural advisory mechanism, such as introducing consultants with a profound cultural background and professional knowledge, who can provide valuable advice and guidance for the service. Therefore, efforts need to be made in service design, personnel training, service atmosphere, technology application, and cultural consulting to enhance the language and cultural sensitivity of emergency language services. Only in this way can we provide truly user-friendly, comprehensive, and efficient language services in emergency situations.

4. Conclusion

In summary, whether it is building a diversified emergency language service system, improving language communication efficiency, or cultivating language and cultural sensitivity, all are key factors to ensure the quality and efficiency of emergency language services. These measures require comprehensive attention to various aspects such as service methods, content, quality, synergy, research, personnel training, service atmosphere, technology application, and cultural consulting. Only in this way can emergency language

services better play their role in emergency situations, meet the diverse needs of society, and further provide strong guarantees for social stability and public safety.

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