



UDK:511.521

Yuan XIAOWEI,

O'zbekiston Milliy universiteti, PhD student Jining Oddiy universiteti, Ichki Mo'g'uliston, Xitoy

E-mail: melinda1128@126.com

Based on the review of Associate Professor I. Osarov

RESEARCH ON LANGUAGE TRANSLATION SERVICES FOR MAJOR SPORTING EVENTS

Annotation

With the in-depth development of globalization and the increasing frequency of international exchanges, major sporting events have become important bridges connecting different countries and regions. In these events, language translation services play a crucial role, as they not only relate to the smooth progress of the events but also directly impact participants', audiences' and media's understanding and experience of the events. Therefore, research on language translation services for major sporting events holds significant practical and theoretical value.

Key words: sporting events, translation, measures.

ИССЛЕДОВАНИЕ УСЛУГ ЯЗЫКОВОГО ПЕРЕВОДА ДЛЯ КРУПНЫХ СПОРТИВНЫХ МЕРОПРИЯТИЙ

Аннотация

С углубленным развитием глобализации и увеличением частоты международных обменов крупные спортивные мероприятия стали важными мостами, соединяющими различные страны и регионы. На этих мероприятиях услуги языкового перевода играют решающую роль, поскольку они не только обеспечивают плавное проведение мероприятий, но и непосредственно влияют на понимание и восприятие событий участниками, аудиторией и средствами массовой информации. Таким образом, исследование услуг языкового перевода для крупных спортивных мероприятий имеет значительную практическую и теоретическую ценность.

Ключевые слова: спортивные мероприятия, трансляция, мероприятия.

YIRIK SPORT TADBIRLARI UCHUN TILLARNI TARJIMA QILISH XIZMATLARI BO'YICHA TADQIQOTLAR

Annotatsiya

Globallashuvning chuqur rivojlanishi va xalqaro almashinuvlarning tobora ko'payib borishi bilan yirik sport tadbirlari turli mamlakatlar va mintaqalarni bog'laydigan muhim ko'priklarga aylandi. Ushbu tadbirlarda tilni tarjima qilish xizmatlari hal qiluvchi rol o'ynaydi, chunki ular nafaqat voqealarning silliq rivojlanishi bilan bog'liq, balki ishtirokchilar, tomoshabinlar va ommaviy axborot vositalarining voqealarni tushunishi va tajribasiga bevosita ta'sir qiladi. Shu sababli, yirik sport tadbirlari uchun tillarni tarjima qilish xizmatlari bo'yicha tadqiqotlar muhim amaliy va nazariy ahamiyatga ega.

Kalit so'zlari: sport tadbirlari, tarjima, chora-tadbirlar.

Introduction. Language translation services for major sporting events refer to professional language support services specifically provided for large-scale sporting events with high international participation. They aim to offer accurate, timely and professional multilingual translation services to event participants, spectators and media outlets. These services are a crucial component in ensuring the internationalization of events and facilitating cross-cultural communication.

Literature review. A review of domestic and international research reveals that literature on language translation services primarily focuses on language studies and research methods for language services. Chen Lifei started with the definition of language translation services, summarizes domestic and international research and proposes development strategies. Cui Xuejian analyzed the current status of language translation services at the Shanghai World Expo, identifies existing problems and offers suggestions for improvement. Wang Feng pointed out issues in domestic language translation services, such as inconsistent standards and norms, low quality of practitioners and a lack of professional talent.

Research methodology. This research work adopts descriptive approach.

Analysis and results.

1. Demand for Language Translation Services in Major Sporting Events

1.1 Accelerated Internationalization of Sporting Events

In recent years, the internationalization of sporting events has significantly accelerated, becoming an important bridge for global cultural exchanges. With the rapid development of technology and the widespread adoption of the internet, the viewing and dissemination of sporting events are no longer constrained by geography, enabling audiences worldwide to follow exciting match moments in real-time.

International sports organizations and major event organizers actively promote the global layout of events, enhancing their international influence and competitive level through cross-border cooperation, the introduction of foreign athletes and coaching teams and other means. Additionally, the rise of social media and online live streaming platforms has provided new channels for the international dissemination of sporting events.

In this context, an increasing number of sporting events have begun to focus on incorporating international elements, such as introducing internationally recognized competition rules and enhancing the professionalism and standardization of event organization, in order to better cater to the aesthetic demands of a global audience. Furthermore, event brands are continuously strengthening international cooperation, expanding their popularity and influence in the

international market through sponsorships, advertising and other means.

It is noteworthy that the internationalization of sporting events has also facilitated cultural exchanges and understanding among countries. By sharing a focus on sporting events, people from different countries and regions can deepen their mutual understanding and friendship.

1.2 Diversified Demand for Event Information from Global Audiences

With the rapid development of information technology, the demand for event information from global audiences has become increasingly diversified, which is not only reflected in their interest in match results but also in their deep-seated needs for various aspects such as event backgrounds, athlete stories, live broadcasts and data analysis.

Global audiences have extremely high demands for the immediacy of event information. With the widespread adoption of mobile internet, people hope to obtain the latest developments of matches in real-time. Whether it's score updates, event highlights or retrospectives of crucial moments, they all need to be presented to the audience quickly and accurately. This immediacy not only satisfies the audience's right to know but also enhances their emotional investment in the events.

Audiences have a growing interest in background information about events. They are eager to learn about athletes' personal stories, growth experiences and the differences and characteristics of various countries' sports cultures. This information not only enriches the connotation of events but also allows audiences to feel the charm of sportsmanship and the sweat and dedication behind athletes while enjoying the matches.

To meet these audiences' information needs, event organizers need to provide multilingual event information. Athletes, coaches and audiences from various countries need to engage in frequent cross-cultural communication during the events and language translation services are an important bridge for achieving this communication.

2. Problems and Challenges Currently Faced by Language Translation Services for Major Sporting Events

2.1 Complexity of Professional Terminology

Sporting events, as widely followed competitive activities worldwide, not only showcase athletes' exceptional skills and teamwork but also encompass a wealth of professional terminology. The complexity of this terminology is not only reflected in its diversity but also pervades every aspect of the competition, from rules and tactics to player status and scoring methods, as well as venue equipment, project characteristics and commentary language, all highlighting the professionalism and depth of sporting events.

2.2 Difficulty of Real-time Translation

The core of real-time translation lies in "immediacy," which means that translation personnel need to quickly and accurately convert information into another language simultaneously as it is issued by athletes, coaches or commentators. This immediacy requires translation personnel to not only possess high levels of concentration and rapid response capabilities but also have a reserve of sports-related professional knowledge and solid foreign language translation skills to ensure the continuity and fluency of information. In the tense environment of a competition, any delay or error may affect the effectiveness of information transmission.

2.3 Lack of Cultural Background Knowledge

Major sporting events typically bring together participants and audiences from different countries and regions, who possess diverse cultural backgrounds and values. The lack of cultural background knowledge can also lead to a

lack of fluency and naturalness in real-time translation during information transmission. Due to insufficient understanding of different cultures' expressive habits and language styles, translation personnel may not be able to accurately convey the information and emotions of the original text to the target audience, resulting in a significant reduction in the effectiveness of information transmission. Real-time translation personnel need to fully consider cultural differences in the translation process to avoid conflicts or misunderstandings arising from cultural misunderstandings. This requires translation personnel to possess cross-cultural communication skills, enabling them to accurately understand and convey information within different cultural contexts.

3. Measures to Improve the Status of Translation Services for Major Sporting Events

Universities and training institutions should intensify their efforts in cultivating translation talent, particularly in the specialized field of sporting event translation. This can be achieved by establishing specialized courses, conducting practical teaching and internships and other methods to enhance the professional competence and practical abilities of translation personnel. Meanwhile, strengthening the study of relevant cultural background knowledge, including history, geography, religion, customs and other aspects, which will help them better understand and convey relevant information in sporting events. A translation talent pool for sporting events should be established to include professional translation personnel in the database so that they can be quickly deployed and utilized when needed. This can be achieved through collaboration with universities, translation associations, translation companies and other institutions. Strengthening cooperation and exchanges with international sports organizations and translation institutions can introduce outstanding foreign sporting event translation talent.

With the rapid development of artificial intelligence technology, machine translation technology has been widely applied in major sporting events. By utilizing artificial intelligence technologies such as machine translation, speech recognition and natural language processing to assist in sporting event translations, we can improve translation efficiency and quality. Meanwhile, through continuous learning and optimization of artificial intelligence technologies, the level of intelligence in translation services can be gradually enhanced.

Improving the current state of translation services for major sporting events requires concerted efforts and collaboration among universities, translation training institutions, event organizers and translation service providers. By strengthening the construction of translation talent teams, enhancing translation service quality and efficiency, refining translation service management mechanisms and promoting sustainable development of translation services for sporting events, we can comprehensively elevate the level of translation services for major sporting events, providing robust talent support and technical backing for the internationalization of sporting events.

Conclusion. Looking ahead, the internationalization of sporting events will continue to accelerate. With continuous technological advancements, the enjoyment and interactivity of events will further increase, attracting the attention of more global audiences. Meanwhile, sporting events will play an even more prominent role in promoting the global sports industry, facilitating cultural exchanges and enhancing international friendships, serving as an important bridge connecting people around the world and jointly writing a new chapter in human sports endeavors.

REFERENCES

1. Liang Xiaojuan. Problems and Countermeasures of Language Services in Large-scale International Sporting Events. 13th National Congress on Sport Science, 2023.11.
2. Ren Wen, Zhao Tianyuan, Chen Jingyi. Research on the Cooperation Mode of Language Services in Major International Sporting Events from the Perspective of Systematic Management Theory [J]. Language Policy and Planning Research, 2024. 6.
3. Zhao Hongxia. Demands for Language Service Work in Large-scale Sporting Events and Suggestions for Quality Improvement. 13th National Congress on Sport Science, 2023. 11.
4. Zhang Lan. A Review of the Current Research Status of Sports News Translation in China [J]. Overseas English (Part B), 2020. 6.
5. Lv Qi, Guo Zheng. Translator Behavior in Information Services for Large-scale International Sporting Events [J]. Foreign Languages and Translation, 2022. 9.