

Improving Translation Skills with WeChat Official Accounts Platform

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Abstract: WeChat platform integrating translation research and translation teaching under the guidance of the translation research institute of our college can cultivate students' interest in learning translation and help students master translation skills better and improve their translation abilities by making rational use of the advantages of WeChat.

Keywords: WeChat; mobile phone; translation skill

1. INTRODUCTION

With the rapid development of Internet technology and the widespread use of smart phones, the mobile communication platform represented by WeChat has developed rapidly. By the end of 2015, the combined monthly active accounts of WeChat and WeChat had reached 697 million, an increase of 39% over the same period last year. Research Report on Social and Economic Impact of WeChat shows that nearly 20% of users are students, and 60% of respondents open and use WeChat every day. WeChat not only has an important influence on people's lives in social activities, entertainment, life services, and information, but nearly 80% of the respondents pay attention to WeChat official account to get information. As one of the most popular communication platforms, WeChat has been accepted and respected by more and more young people. College students not only play WeChat at ordinary times, but also many students play in class. Reasonable use of WeChat can promote college students' English learning. In September 2016, the newly added translation major in our school began to enroll students, and translation teaching is becoming more and more important. Based on this new development situation, this project proposes to build a WeChat platform and build a learning platform integrating translation research and translation teaching by relying on the translation research institute of our college and the faculty of our department, and cultivate students' interest in learning translation by pushing translation related learning information to help students master translation skills better and improve their translation level.

2. CHARACTERISTICS OF LEARNING WITH WECHAT

WeChat Subscription accounts can publish once a day and can only publish 1-6 articles each time. All updates are sent to the users' subscription folder and users do not receive push notifications. Subscription accounts are the only official account type open to individuals such as bloggers, writers or celebrities, which are the best choice for individuals, media and brands that are content based or information-orientated. Based on the high frequency and long-term online use of WeChat by college

students, pushing learning information through WeChat public platform can promote English learning. This learning method of WeChat has the following characteristics:

It breaks the traditional teaching mode, breaks through the limitation of teaching and learning in time and place, and can well support learners to learn anytime and anywhere.

You can make full use of trivial time to study. WeChat can make full use of and reasonably guide learners to use fragmented time, master relatively small learning units, promote learning and develop good study habits.

The interactive platform of WeChat can provide students with rich and varied learning materials such as words, pictures and videos, which can effectively stimulate students' interest in learning. Moreover, WeChat has the function of online communication, which can effectively answer questions for students, help students to strengthen their understanding of classroom teaching content and give full play to the main role of students in learning.

By pushing information to students, students can overcome their learning inertia, remind them to review in time and enhance their vocabulary memory. WeChat, as a mobile learning, has its unique advantages, which expands the time and space for college students to study, is conducive to mobilizing students' enthusiasm, initiative and creativity, and can bring a strong supplement to college English learning. Therefore, the application of WeChat in college English learning is feasible and effective.

3. STEPS TO BUILD WECHAT LEARNING PLATFORM

WeChat service accounts provide stronger support for customer service. After verification, service accounts are also allowed access to APIs that enable them to build additional apps and functions such as an Instant Customer Service app or GPS apps that help customers find their offline locations. When posts are published, service account articles appear in followers' chat lists as push notifications and are more visible.

Collect and study the related literature and materials of translation studies, and thoroughly study the related problem-solving skills which are closely related to the students.

Learn about the operation knowledge of WeChat platform, especially the operation knowledge of WeChat official account and the production methods of pictures, videos and so on.

Understand the doubts and needs of students through questionnaire survey, and sort out the key translation skills and patterns in the classroom under the guidance of teachers; Collect, collate and produce materials such as pictures, texts and videos.

Push information such as key translation skills and effective patterns discussed in class and introduce related translation studies.

4. ADVANTAGES OF TRANSLATION LEARNING WITH WECHAT

The WeChat platform of this project mainly pushes the summary of in-class knowledge to subscribers, including key patterns and translation skills, and strives to combine the in-class content with related theory.

Under the guidance of the instructor, the WeChat platform will build several columns, including "Translation Trends", "Translation Appreciation", "Classroom Selection", "Translation Practice" and

"Graduation Thesis Translation". "Translation Trends" will introduce the latest research trends and achievements in the translation field and the research progress of Guangke Translation Research Institute; "Translation appreciation" will introduce classic translations in literature, advertising, film and television, cultivate translation interest, learn translation skills, improve the appreciation ability of translation and promote the improvement of translation ability; "Classroom Selection" will summarize the key classroom contents of translation courses offered by our department, which is convenient for students to further review and digest; "Translation Practice" not only pushes the selected exercises recommended by the instructor, but also displays the articles translated by the teachers of the institute and the department for various social institutions or translation companies, so that students have the opportunity to understand the current translation market and truly carry out translation simulation practice; "Translating graduation thesis" will push the relevant regulations of the college on graduation thesis, issue relevant notices and precautions closely following the progress of thesis work in the department, provide detailed thesis templates with the help of instructors, push accurate and detailed literature examples, etc., and help students successfully complete the graduation thesis writing.

Keeping pace with the times, based on students' habit of using WeChat frequently, making full use of the advantages of WeChat platform, overcoming students' learning inertia, consolidating classroom knowledge in a "fragment learning" way, can cultivate translation learning interest and promoting translation learning. With the help of WeChat, we can introduce some new studies of translation such as post-translation editing development. Computer-aided translation technology has brought great convenience to manual translation and provided help and reference for translators, but translators still occupy a dominant position in the translation process. The construction of translation memory bank requires translators' efforts. The process of translation also requires the translator to make a choice of the reference translation and to exert his initiative and creative translation work when the reference translation cannot meet the translation requirements. However, in the post-translation editing stage, translators are still required to sort out and revise the translated text.

Post-editing competence refers to the knowledge system and cognitive accomplishment required to process and It is a useful attempt to implant the core content of post-translation editing as an important module into relevant courses such as computer-aided translation, translation and localization. First, at the cognitive level, optimize students' cognition of translation technology, especially machine translation, and allocate cognitive resources rationally in practical operation. Many liberal arts students are afraid of technology in the process of learning post-translation editing or computer-assisted translation, and do not realize the attribute of technology serving human beings. Post-translation editing teaching should guide students to seriously think about how to make full use of machine translation and other translation technologies, integrate various advantages to maximize translation efficiency, and encourage students to embrace and learn new translation technologies with strong curiosity. Secondly, at the level of knowledge, the relevant knowledge of post-translation editing is systematically taught so as to combine knowledge explanation with practical operation, thus preparing for the conversion of declarative knowledge into procedural knowledge. modify the original output of machine translation according to certain purposes and requirements.

5. CONCLUSION

With the rapid development of Internet technology and the widespread use of smart phones, the mobile communication platform represented by WeChat has developed rapidly. By making rational use of the advantages of WeChat platform and keeping pace with the times, based on students' habit of using WeChat frequently, making full use of the advantages of WeChat platform, overcoming students' learning inertia, consolidating classroom knowledge in a "fragment learning" way, can cultivate translation learning interest and promoting translation learning.

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