

Innovative Training Model for English Education Programs: A Study in the Context of Digital Transformation

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Abstract: The digital age presents both significant challenges and historical opportunities for educational reform and development. This paper is grounded in an outcome-oriented approach, examining the issues present in the training of English (Education) professionals. By referencing future standards for English teachers in basic education and aligning with the requirements outlined in the “Teaching Guidelines for Foreign Language Programs in Higher Education”, this research reconstructs the

training objectives for English (Education) majors. Furthermore, it designs a new training model that integrates comprehensive digitalization throughout the educational process. The paper also provides an in-depth discussion of this new training model and its implementation pathways.

Key words: Digital Transformation; English Major; Training Model; Innovation

The Enlivening Role of Imagination in Foreign Language Education in the Era of Artificial Intelligence: Insights from the Field of Education Studies

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Abstract: The cultivation of thinking abilities holds a pivotal position in foreign language education, with its significance becoming even more pronounced in today's era of iterative artificial intelligence development. Previous studies in foreign language education focused primarily on critical, logical and creative thinking, but paid limited attention to imaginative thinking. The field of education studies has achieved fruitful results in research on imagination, including the development of imagination measurement tools, the exploration of relationships between imagination and other variables, and the design

and evaluation of educational programs related to imagination, etc. These findings have significant implications for foreign language education. Based on an examination of various notions of imagination, this paper reviews and synthesizes the main research findings regarding imagination, with the aim of gaining insights for foreign language education in the era of artificial intelligence, and, moreover, enlivening foreign language education in this age.

Key words: Imagination; The Field of Education Studies; Foreign Language Education; Insights

Tradition and Innovation: The Development of Foreign Language Disciplines in the New Era

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Abstract: Based on an analysis of the characteristics of social development in China's new era and its requirements for foreign language disciplines, this study explores the connotations and pathways of upholding traditions in the development of foreign language disciplines from a historical developmental perspective, and envisions the paths for innovative development. The study argues that the evolving social landscape presents both challenges and opportunities for foreign language studies. Foreign language disciplines should adhere to core disciplinary tenets by consolidating foundations in

studies of foreign linguistics, foreign literature and foreign cultures, translation studies, and comparative studies of Chinese and foreign languages and cultures. At the same time, they must keep pace with the times and promote innovation in the development of foreign language disciplines through advancements in language sciences, international communication, country and area studies, global governance research, and the cultivation of interdisciplinary talents.

Key words: The New Era; Development of Foreign Language Disciplines; Tradition; Innovation

Research on Corpus Data Ethics in the Digital Era: Concepts, Issues, Principles and Paths

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Abstract: Digital technology is ushering in an era of unprecedented growth, characterized by the fast rise of dataism and the intensive roll-out of national digital strategies that considerably promote the inventive growth of language and translation research and practice. With the rapid development and application of large language models, the application scenarios of corpus data have further expanded, and related activities have become more frequent. This expansion has also given rise to a series of urgent ethical issues concerning corpus data. Given that research on corpus data ethics remains underdeveloped, this study addresses typical ethical problems that arise during the construction of corpus

projects, elucidates the conceptual connotations of corpus data ethics, and explores the key principles for establishing such ethics. In line with the demands of the language service industry in the big data era and the current trend of interdisciplinary research integration, the study proposes fundamental pathways for constructing corpus data ethics. The aim is to promote the establishment and application of a corpus data ethics framework in the digital age and foster the healthy development of the corpus data ecosystem.

Key words: Digital Era; Data Ethics; Corpus Data Ethics; Corpus

A Study on Automatic Term Extraction Using Generative Large Language Models

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Abstract: The advancement of generative artificial intelligence has created new opportunities for research on automatic term extraction. However, thus far, there has been no systematic empirical examination of the feasibility and advantages of using generative large language models (LLMs) for this purpose. Through a series of automatic term extraction experiments, this study empirically and systematically evaluates the potential and advantages of LLM-based approaches compared with traditional rule- and frequency-based corpus methods in terms of accuracy and efficiency, and investigates performance differences across various LLMs and the factors contributing to them. The results show that: (1) LLM-based approaches significantly outperform traditional methods; (2)

compared to model architecture, parameter scale and prompt design are key factors affecting extraction efficiency. Specifically, the findings indicate that optimal performance is achieved when the parameter scale reaches around 200 billion and that incorporating specialized domain information in prompt design can substantially enhance the efficiency of LLM-based term extraction. These findings have important implications for both the theoretical development and practical application of AI-driven automatic term extraction.

Key words: Automatic Term Extraction; Large Language Model; Natural Language Processing; Prompt Design

Discursive Construction of Ecological Images in Corporate Promotional Videos from the Perspective of Foregrounding: A Case Study of *Greening China Everywhere*

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Abstract: Ecolinguistics focuses on how the ways meaning is constructed through language influences human impact on the environment. The ecological images constructed by corporate discourses not only reflect the cognition, attitudes, and values of corporations towards the natural world but also influence ecological behaviors within society. Taking the online promotional video *Greening China Everywhere* of Postal Savings Bank of China as the research object, the study employed an ecological discourse analysis framework from the perspective of foregrounding to investigate the corporate ecological images. The findings revealed that through

highlighting ecological relationships, stance, and behaviors, the foregrounding discursive strategies constructed ecological images including ecological protectors, green advocates, transformation developers, and belief upholders. These corporate images reflect the ecological values with Chinese characteristics and the foregrounding discursive strategies have significant implications for narrative practices in telling China's ecological stories.

Key words: Foregrounding; Ecological Image; Discursive Construction; Corporate Promotion; Discursive Strategies

A Discursive Study of “Global Britain” Coverage in UK Mainstream Media in the Post-Brexit Era

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Abstract: “Global Britain” is a strategic vision for redefining the national identity and shaping the UK’s global role following the Brexit referendum. Based on a self-built corpus and employing critical discourse analysis (CDA), this study conducted an empirical investigation into UK media coverage on the theme of “Global Britain” in the post-Brexit era. The findings revealed that the British media generally acknowledged the potential positive role of the “Global Britain” strategy in shaping the UK’s image as a major global power after Brexit. The coverage focused on themes such as the new UK-EU bilateral relationship post-Brexit, the “Indo-Pacific Strategy”, and UK-China relations, offering in-depth analysis of new development opportunities in areas such as

foreign trade, the economy, national defense, security, and export tariffs under the “Global Britain” framework. However, there is a certain paradox between the discursive construction of “Global Britain” and the actual policy actions of the British government. Practical measures such as cuts in foreign aid, reductions in education funding, and contradictory stances toward China have led to a crisis of credibility in domestic public opinion regarding this strategy. Consequently, “Global Britain” risks being perceived as a self-contradictory and hollow political slogan in the process of shaping the image of a “global player”.

Key words: Post-Brexit Era; Global Britain; UK Media Coverage; Discourse Analysis

A Study on the Compilation of Textbooks for Disseminating Discourse with Chinese Characteristics: Taking *China and the World Progressive College English* as an Example

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Abstract: This study explores the compilation strategies and practical effects of textbooks for disseminating discourse with Chinese characteristics. Based on the strategic need to construct a Chinese-characteristic discourse system, the study emphasizes the important role of foreign language textbooks in conveying China's voice and telling China's stories well. It aims to explore how to achieve efficient cross-cultural translation of Chinese-characteristic discourse and to strike a dynamic balance between ideological dissemination and educational teaching through textbook compilation practice and research. The study focuses on the compilation philosophy, content design, technical application, and teaching effects of textbooks, with particular attention to how textbooks enhance students' cross-cultural commun-

cation abilities and Chinese-characteristic discourse dissemination abilities through innovative practices. The findings show that *China and the World Progressive College English* effectively improve students' comprehensive English application abilities, digital literacy and cross-cultural communication abilities through innovative means such as thematic orientation, print-digital integration, multi-medium dissemination and empathetic communication. This provides a model for foreign language education reform in the new era, and have important demonstrative value for future foreign language textbook compilation.

Key words: Discourse with Chinese Characteristics; College Foreign Language Textbooks; Intercultural Communication; Textbook Innovation

An Empirical Study on the “Yixuejia” Platform: Empowering English Translation Instruction of Chinese Classics

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Abstract: This study focuses on the teaching of English translation of Chinese classics and examines the empowering effects of the “Yixuejia” Platform in translation pedagogy. It reviews how technological innovations have propelled foreign language education forward and highlights the platform’s advantages, such as its multi-domain corpora, full-process teaching coverage, and data visualization capabilities. A mixed-method approach combining longitudinal and cross-sectional analysis was employed, involving 60 English majors from two universities in a 16-week translation teaching experiment centered on *The Analects*. Based on platform-collected behavioral data, interviews, and SPSS analysis, the findings indicate that the platform significantly enhances teaching efficiency by reducing lesson preparation and grading time while expanding evaluation

dimensions. Students exhibited marked improvement in translation skills, cultural conveyance, and learning strategies, with the experimental group actively comparing translations and using corpora far more frequently than the control group. Additionally, the platform alleviates typical shortcomings of traditional instruction, including insufficient teaching resources, outdated materials, and rigid methodologies. This research validates the empowering mechanism of intelligent technology in translation teaching, offers a practical case for educational digitalization, and emphasizes the importance of maintaining humanistic education as the core in technological applications.

Key words: Technology Empowerment; Translation Teaching; “Yixuejia” Platform; Teaching Empowerment; Empirical Research

Acceptance of ChatGPT-Assisted Grammar Learning: A Study Based on the Technology Acceptance Model

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Abstract: This study utilized the generative and interactive capabilities of ChatGPT and designed a series of extracurricular AI-assisted grammar learning activities. Grounded in the Technology Acceptance Model (TAM), the study explored English major students' perception of ChatGPT-assisted grammar learning across seven dimensions: perceived usefulness, perceived ease of use, teacher support, attitude, subjective norms, learning activities, and behavior intention. The findings reveal that: (1) Students have an overall positive perception of ChatGPT as a grammar-empowering tool, with particularly high ratings for teacher support and subjective norms; (2) Perceived ease of use scored the lowest, likely due to the complexity of grammar learning tasks,

ChatGPT's occasional inaccuracies in grammar analysis, and students' limited Human-AI interaction competence; (3) Significant positive correlations exist among the seven variables, with regression analysis showing that teacher support, perceived ease of use, and perceived usefulness significantly predict the behavior intention. The results underscore the potential of AI-assisted grammar instruction while highlighting the critical role of pedagogical scaffolding in technological integration and provide insights into the digital transformation of grammar teaching.

Key words: AI-Assisted Grammar Learning; ChatGPT; Technology Acceptance Model; Human-AI Interaction Competence; Teacher Support

An Exploration on a Post-Editing Competence Cultivation Model Based on Human-AI Collaboration: Examples from Teaching Practices on the “Yixuejia” and “Customs Large Language Model” Platforms

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Abstract: Large language models (LLMs) have profoundly influenced translation practice and teaching due to their powerful language comprehension and generation capabilities. However, the quality of translations generated by LLMs, especially in specialized domains, still faces significant challenges and falls short of professional standards. Therefore, cultivating students' post-editing competence is crucial. In the context of LLMs, it has become a critical issue in translation education to leverage the strengths of these models to

effectively develop students' post-editing skills while addressing their limitations. The paper explored how to fully utilize modern technology to construct a cultivation model for enhancing students' post-editing competence, based on translation teaching practices using the “Yixuejia” platform and a self-built “Customs Large Language Model” platform. The aim was to help students substantially improve their translation capabilities.

Key words: Large Language Model; Post-Editing Competence; Cultivation Model; Specialized Domain

Profiling Translation Talent Based on Recruitment Data Mining in the Context of New Quality Productivity

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Abstract: This study investigates the diverse demands for translation professionals in the job market, by mining 9146 translation-related recruitment posts from Zhaopin. com. Using TF-IDF keyword analysis, NMF topic modeling, bigram analysis, and collocation analysis, the research reveals that translation professionals are expected not only to possess strong language proficiency and translation skills but also software skills, industry-specific expertise, project management capabilities, as well as comprehensive qualities such as teamwork, resilience, and a strong sense of responsibility. Employers in the translation industry prioritize skills over experience and domain expertise. Among the various sub-skills,

professional competencies are valued most highly, followed by translation skills and bilingual competences. Sectors such as gaming, localization, overseas education, and internet services demonstrate particularly high demand for translation talents. Based on the data mining results, this study introduces the concept of “new-quality translation talent” and examines its core attributes. The findings suggest that China’s translator training frameworks should be aligned with the evolving dynamics of new quality productivity and the specific needs of the translation industry.

Key words: New Quality Productivity; Recruitment Data Mining; Translation Talent Profile

Theoretical Logic and Practical Application of the Dichotomy between Complete Translation and Variational Translation

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Abstract: The dichotomy between complete translation and variational translation originated from the practical demands of human translation practice. It has evolved through the identification and systematization of translational facts within translation studies, thereby demonstrating profound rationality, ample feasibility and broad applicability. This dichotomy was not only supported by extensive translation practices, but also aligned with dialectical perspectives in both Chinese and Western translation theories. It was further driven by the inherent contradictions and reconciliations within

translation activities. In terms of practice, it offered operational feasibility and contextual adaptability; in terms of theory, it ensured conceptual rigor and systematic coherence; and academically, it fosters domain-specific depth while expanding disciplinary boundaries. This framework holds extensive applicability in guiding translation practice, facilitating translation criticism and cultivating translation talents, thereby advancing theoretical formulation and disciplinary construction.

Key words: Complete Translation; Variational Translation; Rationality; Feasibility; Applicability

Knowledge Ethics Dilemmas and Collaborative Governance of AI Translation

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Abstract: Artificial intelligence (AI) translation triggered a series of knowledge ethics dilemmas across the dimensions of knowledge activity, outcome, and application. Technological intervention leads to increasingly prominent issues such as the erosion of translator agency, algorithmic opacity, knowledge bias and hallucination, data privacy breaches, and academic misconduct. To address these challenges, it is essential to establish a human-oriented ethical governance framework and

promote tripartite collaboration among technology users, developers, and regulators, and achieve value alignment to ensure that translation technology development serves human well-being. This exploration offers theoretical reference and practical pathways for ethical awareness and sustainable development of translation studies in the context of technological transformation.

Key words: Translation; Artificial Intelligence; Knowledge Ethics