

The Application and Promotion of Emergency Language Services in Southwest China's Ethnic Minority Areas

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Abstract: Based on the practice of the university student innovation and entrepreneurship training program “Emergency Voice, Translation Together - Forging the Sense of Community of the Chinese Nation under the Perspective of Han-Tibetan-Yi Trilingual Emergency Language Propaganda,” and combined with the practical investigation of “emergency language” in Yuexi County, this paper explores the application and promotion of emergency language in multi-ethnic areas. Through methods such as literature review, questionnaire survey, and field research, this paper analyzes the current status and issues of emergency language services in the southwestern multi-ethnic regions of China, proposes a multi-language, multi-modal emergency language propaganda model, and verifies its effectiveness. The results of the practical investigation show that the emergency language propaganda materials and short videos combining Han, Tibetan, and Yi languages can effectively break through language barriers, enhance the emergency awareness and coping abilities of local villagers, and are of great significance for disaster prevention and mitigation in multi-ethnic areas. Meanwhile, it also contributes to forging the sense of community of the Chinese nation.

Keywords: Emergency Language Services; Chinese-Tibetan-Yi Trilingual; Multimodal Publicity; Forging a Strong Sense of Community among the Chinese Nation.

DOI: 10.69979/3041-0843.26.01.022

1 Literature Review

1.1 Definition and Importance of Emergency Language Services

Emergency language services refer to specialized efforts that provide linguistic products, technologies, and rescue operations during major natural disasters or public crises. These services support disaster prevention, monitoring, rapid response, and recovery. As a key component of the national emergency management system, emergency language services are not only technical support for disaster response but also a critical safeguard for national security and social stability. In multi-ethnic regions, such services are especially vital for breaking down language barriers and promoting ethnic unity and social harmony.

In recent years, China has actively promoted the modernization of its emergency language service system and capabilities. On November 29, 2019, during the 19th Central Political Bureau's 19th collective study session, General Secretary Xi Jinping emphasized: "Emergency management is an important part of the national governance system and capacity. It bears the mission of preventing and resolving major safety risks, protecting people's lives and property, and maintaining social stability. We must leverage the strengths of China's emergency management system and actively promote its modernization." Since the COVID-19 outbreak, "strengthening emergency language services" has been included in documents such as the Opinions on Comprehensively Strengthening Language and Script Work in the New Era and the 14th Five-Year National Emergency System Plan, reflecting the country's commitment to enhancing emergency language development.

1.2 Research Status of Emergency Language Services

With the acceleration of globalization and the increasing frequency of natural disasters, the importance of emergency language services in cross-regional cooperation and efficient information transmission has become more prominent. Scholars at home and abroad have conducted research on the theoretical framework, technological applications, and case studies of emergency language services. However, most of these studies remain theoretical and lack practical validation, especially in the context of multi-ethnic regions where application and promotion face numerous challenges.

Emergency language services in minority languages are particularly important in public emergencies in ethnic minority areas. The 13th Five-Year Plan for Ethnic Language and Script Work by the State Ethnic Affairs Commission listed "providing emergency language services for ethnic minorities under emergency conditions" as a key project under the "capacity building of ethnic language services." During the COVID-19 pandemic, to ensure that all ethnic groups, including ethnic minorities, had full access to epidemic prevention information, central and local governments translated relevant materials into dozens of minority languages. These were disseminated through radio, television, WeChat, the internet, and door-to-door outreach. China Media Group launched COVID-19 programming in Mongolian, Tibetan, Uyghur, Kazakh, and Korean. The China Ethnic Languages Translation Bureau re-translated and reviewed laws such as the Wildlife Protection Law and the Infectious Disease Prevention and Control Law into seven minority languages, including Yi and Zhuang, for distribution via central and regional ethnic media. These efforts demonstrate the country's emphasis on emergency language services in minority areas.

2 Research Methods

2.1 Research Design

This study combines literature review, field research, questionnaire surveys, and comparative analysis. First, we reviewed domestic and international literature on emergency language services, emergency management in multi-ethnic regions, and the use of short videos in emergency knowledge dissemination. Second, we conducted field research in Yuexi County to understand the current state and challenges of

emergency knowledge dissemination. Third, we distributed questionnaires to local villagers to gather their views and needs. Finally, we compared our multilingual, multimodal emergency language materials with government-produced ones to evaluate effectiveness.

2.2 Data Collection

(1) Literature Collection: We gathered academic papers, policy documents, and case studies from libraries, databases, and online resources.

(2) Field Research: We selected Yuexi County as our research site and conducted interviews and surveys with local government departments, health clinics, and villagers. Topics included current emergency knowledge dissemination methods, existing problems, and suggestions for improvement.

(3) Questionnaire Design: The questionnaire was tailored to the multi-ethnic context of Yuexi County. It assessed villagers' knowledge levels, sources of information, and preferred communication methods. The design was informed by prior research to ensure scientific validity.

2.3 Data Analysis

(1) Literature Analysis: We synthesized key themes and challenges from the literature.

Interview and Survey Analysis: We used descriptive statistics and cross-tabulation to analyze villagers' needs and preferences.

(2) Comparative Analysis: We compared our multilingual brochures and short videos with government materials to assess the effectiveness of our multimodal approach.

3 Results and Analysis

3.1 Current Status of Publicity

Yuexi County has carried out certain work in promoting emergency knowledge, mainly through government-produced publicity booklets, TV and radio broadcasts, verbal communication, and other methods. However, these publicity methods have obvious limitations and cannot meet the diverse needs of local villagers.

3.2 Existing Problems

(1) Language Barriers: Publicity booklets produced by the government are mainly written in Chinese characters, failing to meet the needs of villagers who cannot read Chinese characters or have low literacy levels. In Yuexi County, some Yi villagers have limited literacy due to historical, geographical, and other factors, preventing them from effectively accessing and understanding emergency knowledge.

(2) Excessively Professional Content: Some emergency knowledge content is overly professional with obscure language, leading to difficulties in villagers' understanding. In emergency situations, what villagers need is simple, easy-to-understand, and practical emergency knowledge rather than complex and profound theoretical knowledge.

3.3 Demand Levels and Preference Characteristics

Survey results show that villagers in Yuexi County have different levels of demand for emergency knowledge. On the one hand, they hope to obtain simple, easy-to-understand, and practical emergency knowledge to take quick action in emergencies; on the other hand, they also want to learn more about emergency management, disaster prevention, and mitigation to improve their own emergency awareness and response capabilities. Regarding publicity method preferences, villagers in Yuexi County exhibit the following characteristics:

(1) Preference for Plain and Understandable Language: Due to the limited literacy and language comprehension abilities of some villagers, they prefer publicity conducted in simple and accessible language.

(2) Preference for Illustrated Publicity Forms: Illustrated publicity forms can intuitively present the key points of emergency knowledge, improving villagers' understanding and acceptance.

(3) High Acceptance of Short Videos: With the popularization of mobile Internet and the rise of short video platforms, villagers in Yuexi County have shown increasing acceptance of short videos. They believe that short videos are vivid, interesting, and easy to disseminate, making them an important channel for acquiring emergency knowledge.

3.4 Publicity Model Design

To address the problems existing in emergency knowledge publicity in Yuexi County, we have designed a multilingual and multimodal emergency language publicity model. This model mainly includes the following aspects:

(1) Multilingual Coverage: Develop "emergency knowledge publicity booklets" in Chinese, Tibetan, and Yi languages to ensure that villagers of different ethnic groups can access emergency knowledge without barriers.

(2) Multimodal Presentation: In addition to traditional textual materials, supporting short videos in three language versions have been produced. Through scenario simulations, animation demonstrations, and other methods, the short videos present emergency knowledge to villagers in an intuitive and vivid manner.

(3) Strong Interactivity: Interactive links are set up in the short videos to encourage villagers to participate in discussions and sharing, thereby improving the dissemination effect of emergency knowledge.

3.5 Effectiveness Evaluation

(1) Breaking Language Barriers: Publicity materials and short videos in Chinese, Tibetan, and Yi languages have effectively eliminated language barriers, enabling villagers of different ethnic groups to access and understand emergency knowledge without hindrance.

(2) Improving Acceptance: The combination of illustrated booklets and scenario-simulated short videos makes emergency knowledge

more intuitive and vivid, facilitating acceptance and understanding among villagers. Questionnaire results show that more than 80% of villagers believe this publicity method is more interesting and easier to understand than traditional textual materials.

(3) Enhancing Memory Effect: Short videos deepen villagers' memory of emergency knowledge through dual visual and auditory stimulation. Interview results show that many villagers can clearly recall the key information after watching the short videos.

(4) Strengthening Villagers' Emergency Awareness: Through vivid and intuitive publicity methods, villagers' emergency awareness can be enhanced, and their response capabilities in emergencies can be improved.

Promoting Ethnic Unity and Social Harmony: Multilingual publicity materials and short videos can promote communication and interaction among different ethnic groups, strengthening ethnic unity and social harmony.

4 Advantages and Challenges of the Multilingual, Multimodal Model

4.1 Advantages

(1) Breaking Language Barriers: Publicity materials and short videos in Chinese, Tibetan, and Yi languages can effectively reduce language barriers to a certain extent, enabling villagers of different ethnic groups to access and understand emergency knowledge without hindrance.

(2) Improving Acceptance: The combination of illustrated booklets and scenario-simulated short videos makes emergency knowledge more intuitive and vivid, facilitating acceptance and understanding among villagers.

(3) Enhancing Memory Effect: Short videos deepen villagers' memory of emergency knowledge through dual visual and auditory stimulation. Interview results show that many villagers can clearly recall the key information after watching the short videos.

4.2 Challenges

(1) Limited Dissemination Effect: Although short video platforms can provide extensive dissemination channels, in some remote areas, villagers may not be able to obtain relevant information in a timely manner due to unstable network signals or limited equipment conditions. This restricts the full play of publicity effects.

(2) Difficulties in Continuous Updates: Emergency knowledge needs to be continuously updated and improved according to practical situations to maintain timeliness and accuracy. However, the high production costs and limitations of dissemination channels significantly increase the difficulty of continuously updating publicity materials and short videos.

5 Coping Strategies and Suggestions

5.1 Reducing Production Costs

(1) Leveraging Open-Source Resources

Proactively seek and adopt open-source tools such as translation software and video production software to lower software procurement costs. Meanwhile, use online collaboration platforms to realize remote collaboration and resource sharing among team members, reducing unnecessary travel expenses.

(2) Establishing a Talent Sharing Mechanism

Build cooperative relationships with universities, research institutions, and other organizations to establish an emergency language service talent sharing mechanism. Through cooperation, the talent resources and technical advantages of all parties can be fully utilized to reduce labor costs.

5.2 Enhancing Dissemination Effectiveness

(1) Strengthening Infrastructure Construction

The government should increase investment in the construction of network infrastructure in remote areas to improve network signal coverage and stability. At the same time, encourage enterprises and social organizations to participate in infrastructure construction, forming a diversified investment mechanism.

(2) Innovation in Dissemination Methods

In addition to short video platforms, multiple channels such as social media, radio, and television can be used for dissemination. For example, emergency knowledge content can be released through WeChat official accounts, Douyin short videos, and other platforms; in rural areas, loudspeaker broadcasts can be utilized for dissemination.

5.3 Achieving Continuous Updates

(1) Establishing a Dynamic Update Mechanism

Jointly establish a knowledge update committee consisting of emergency management experts, linguists, and local villager representatives. Regularly evaluate the practicality and accuracy of existing publicity content, and revise the knowledge base based on the latest disaster cases, policies and regulations, and technological advancements.

(2) Using Technical Means to Improve Efficiency

Utilize technical means such as big data and artificial intelligence to improve update efficiency. For instance, use big data analysis to understand villagers' needs and preferences for emergency knowledge; employ artificial intelligence technology for automatic translation and video editing.

6 The Role of Emergency Language Services in Forging a Strong Sense of Community for the

Chinese Nation

6.1 Promoting Ethnic Unity and Social Harmony

Multilingual emergency language services can effectively facilitate communication and interaction among different ethnic groups. By providing multilingual publicity materials and short videos, villagers of all ethnic groups can access and understand emergency knowledge, enhancing mutual understanding and trust. This helps break down language barriers and promotes ethnic unity and social harmony.

6.2 Strengthening the Cohesion of the Chinese Nation

Emergency language services play a crucial role in responding to emergencies such as natural disasters. Through joint efforts to address disasters, villagers of different ethnic groups can deeply perceive that the Chinese nation is a community with a shared future, thereby strengthening the cohesion of the Chinese nation.

7 Conclusions and Prospects

7.1 Conclusions

Through field research and project practice, this study explores the application and promotion of emergency language services in multi-ethnic areas. The research finds that the multilingual and multimodal emergency language publicity model can effectively break language barriers, improve the popularization rate and acceptance of emergency knowledge, and enhance villagers' emergency awareness and response capabilities. However, this model also faces challenges such as high production costs, limited dissemination channels, and difficulties in continuous updates. In the future, it is necessary to further strengthen government support, expand dissemination channels, and establish update mechanisms to promote the wide application and promotion of emergency language services in multi-ethnic areas.

7.2 Prospects

In the future, we will continue to deepen the research and practice of emergency language services. On one hand, we will further improve the multilingual and multimodal emergency language publicity model, reducing production costs, enhancing dissemination effectiveness, and achieving continuous updates. On the other hand, we will actively explore more application scenarios and paths for emergency language services in forging a strong sense of community for the Chinese nation. We believe that with the joint efforts of all parties, emergency language services will play a more important role in multi-ethnic areas and contribute to forging a strong sense of community for the Chinese nation.

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