

Research on the Construction of Language Service System in Medical Industry in Guangdong Province under the Background of "One Core, One Belt and One District"

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ABSTRACT

Based on the historical opportunity of Guangdong-Hong Kong-Macao Greater Bay Area construction and the new pattern of "One Core, One Belt and One District", and taking the quality and skill needs of language talents in the medical industry in Guangdong as the breakthrough point, this research investigates the medical enterprises, medical institutions and language services centers in Guangdong, and explores the current situation and industrial needs of the medical industry in Guangdong. At the same time, this research helps higher education institutions to explore the differences between the talent training path and the actual needs of language services in the medical industry and obtain corresponding suggestions, so as to improve the emphasis of colleges and universities on various quality indicators in the process of talent training, adjust the orientation of talent training programs, and finally achieve the goal to combine language service skills with scientific and technological knowledge so as to be highly compatible with the needs of the medical industry.

KEYWORDS

One Core, One Belt and One District; medical industry in Guangdong; construction of language service system

1 Introduction

The language service industry has enjoyed a rapid development with the progress of economic globalization and information technology revolution. In China, with the development and application of the Internet, big data, artificial intelligence and cloud computing, the language service industry has ushered in unprecedented opportunities for innovation and development. The number of language service enterprises, the total output value as well as the annual growth of language services have kept rising. Since 2019, the Guangdong Provincial Party Committee and Provincial Government have proposed to join hands with the Hong Kong-Macao Greater Bay Area to speed up the construction of a new regional development pattern of "One core, One belt and One District" composed of the Pearl River Delta region, the coastal economic belt and the northern ecological development zone. By complementing each other, they hope to promote the coordinated development of all regions in the province, and fully connect with the international high-standard market rule system to build an important supporting area for the construction of "the Belt and Road Initiative". As a basic guarantee and pilot project, language service system is an indispensable link.

Translators Association of China and Institute of China Translation Development define language service as a modern service industry with language ability as the core and cross-language and cross-

cultural communication as the goal, providing interlingual information transformation services and products, as well as professional services including related research consulting, technology research and development, tool application, asset management, education and training^[1]. In this era, language service as a new industry has penetrated into various fields in China. Benefited from the historical opportunity of the construction of the Greater Bay Area and the new pattern of "One Core, One Belt and One District", as well as being in line with the continuous development of Chinese medical industry and its medical exchanges and trade, the market demand in Guangdong for language service talents with medical professional background has shown a strong momentum. For Guangdong, the frontier of China's "the Belt and Road Initiative" strategy, it has become an urgent and practical problem to combine the cultivation of language service talents with the local medical science and technology industry, so as to provide for medical enterprises talents with certain language service skills and rich knowledge of medical science and technology as well as practical abilities.

2 Research Process

The Guangdong-Hong Kong-Macao Greater Bay Area covers nine cities in Guangdong, namely Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan and Zhaoqing. In this area, languages including Chinese (Putonghua and Cantonese), English, Portuguese, Hindi, Thai, Malaysian and others coexist, resulting in a language characteristic of being multilingual and multi-character. The features of one country, two systems, three customs and three currencies have brought for the Greater Bay Area both unique competitive advantages and challenges to its development^[2]. In the development of the area, communications between different subjects are inseparable from languages and characters, and naturally language services are also indispensable. The main languages used in prefecture-level cities in Guangdong are Putonghua, Cantonese and English. As the official language of China, Putonghua is the main language for people's communication, which is widely used in government agencies, the education system, media and daily life. Cantonese is the local language of Guangdong, especially in the Pearl River Delta region, which has a deep cultural foundation and a wide range of users. In cities including Guangzhou and Shenzhen, Cantonese is not only an important language for daily communication, but also occupies an important position in the local media. With the construction of the Greater Bay Area and the increase of international communication, English has become an increasingly important communication tool and applied in the fields of business, education, tourism and medical care in Guangdong. Reports on Language Service Competitiveness of the Beijing-Tianjin-Hebei, the Yangtze River Delta and the Guangdong-Hong Kong-Macao Greater Bay Area released in 2023 conducted a relatively comprehensive evaluation of the development of the language service industry in the Greater Bay Area from 6 major indicators and 39 observation points. Results show that the comprehensive competitiveness of language services in Guangdong is stronger than that in Hong Kong and Macao. In terms of competitiveness of the language service industry, the total output value of language services in the Greater Bay Area in 2022 was 12.45983 billion yuan, accounting for 0.09% of the total GDP of the area^[3].

In terms of the competitiveness of language service infrastructure, all of the 9 cities in Guangdong have relevant functional departments to manage language affairs. In terms of the competitiveness of language service technology, the machine translation technology of Guangdong is ahead of that of Hong Kong and Macao. Concerning the research and development as well as innovation of language service technology, Shenzhen is the frontrunner in the area, which has a relatively complete translation management system. In terms of the competitiveness of

language service enterprises, there is an aggregation effect of language service enterprises in Shenzhen and Guangzhou.

The output value of language services is high, but the internationalization degree and overseas market competitiveness of the enterprises still need to be strengthened. In terms of the competitiveness of language service talents, the number of foreign language institutions as well as the number of majors and languages offered by universities in Guangdong are among the best in the area. Among the entire Greater Bay Area, Shenzhen and Guangzhou have the largest demand for language service talents. At the same time, Hong Kong and Macao have stepped up efforts to run schools in the mainland, and a number of branch campuses have landed in the 9 cities in Guangdong, in turn effectively strengthening the training of language service talents.

Based on the above situations and the language technical service needs of the medical industry in Guangdong, and taking the social policies and the requirements for language talents in the medical industry in Guangdong as the breakthrough point, this research investigates the medical industry associations, well-known medical enterprises and institutions, and existing language services centers for cultural trade in Guangdong. Through questionnaires, interviews and case analyses, this research probes into the current situations and needs of the language services in the medical industry in Guangdong, so as to sort out the structure of the language service system and discuss the new pattern of the system in the development of "One Core, One Belt and One District". Meanwhile, it also helps to reveal the status of the quality of language service practitioners in the medical industry and the actual needs of the industry.

The results can also help colleges and universities in Guangdong and the whole country that offer related majors to further explore the gap between their paths of cultivating talents and the actual needs of language services in the medical industry, thus put more emphasis on various indicators in the process of talent training, adjust timely the orientation of their training programs, and finally achieve the goal of combining language service skills with scientific and technological knowledge in their training of talents.

2.1 Research Object

According to Briefing on Medical and Health Resources and Medical Services in Guangdong 2023, as of the end of 2023, there were 62,862 medical and health institutions in Guangdong, including 1,874 hospitals, 59,875 primary medical institutions, 733 professional public health institutions, and 380 other medical institutions (including medical testing laboratories, hemodialysis institutions and clinical testing institutions). According to the query data released by Guangdong Medical Products Administration, as of 2023, there were 671 medical manufacturers and 5,100 medical device companies in the province^[4].

To get a better understanding of the social policies and the requirements for language talents in the medical industry in Guangdong, this research conducted an investigation among the medical industry associations, well-known medical enterprises and institutions, language services centers for cultural trade, and medical colleges and universities in Guangdong. The investigation involved 1 medical institution, 5 well-known medical enterprises, 5 tertiary A hospitals, 2 comprehensive high-end private medical institutions, 2 language services centers for cultural trade, and 2 medical colleges and universities in Guangdong.

A 12-month industry survey was conducted, in which questionnaires, interviews and case analyses were made in order to find out the current situations and needs of the language services in the medical industry in Guangdong, sort out the structure of the language service system and provide information on the status of the quality of language service practitioners in the medical industry and the actual needs of the industry.

2.2 Research Design and Data Collection

This research applied a combination of quantitative and qualitative analysis to explore the construction system of language services in the medical industry in Guangdong from three dimensions. Emphases had been laid to, firstly, the institutions and well-known medical enterprises in Guangdong, examining their main business types and post demands; secondly, the number, work contents, service types and categories of markets covered by language services centers for cultural trade in Guangdong; and thirdly, the training modes of language service talents in medical colleges and universities in Guangdong and its matching degree with the talent supply in the language service industry. The process of the research is as follows:

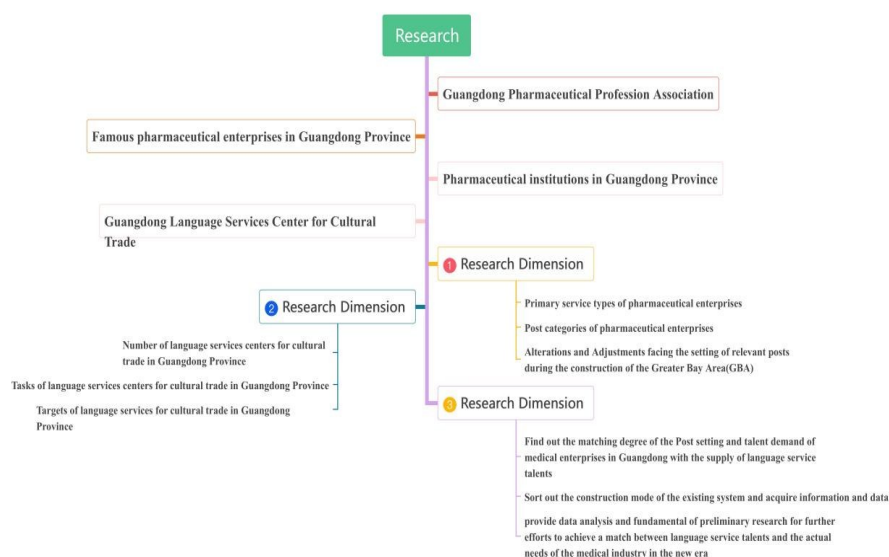


Figure 1 Basic Process of Research

The research lasted for two years from December 2021 to December 2023. Questionnaires, in-depth interviews, field investigations, and focus groups were used to collect data in order to obtain richer details and to draw conclusions closer to the facts. Network data were also used in a targeted manner as a supplement. The analysis data include verbatim transcripts of interview recordings, field investigation notes, researchers' practices, network materials, etc.

3 Results and Discussion

3.1 Current Situations of Language Services in Medical Institutions and Enterprises in Guangdong

From December 2021 to September 2023, we grabbed the recruitment information of posts involving medical work together with a working location in Guangdong from three professional recruitment websites, namely zhaopin.com, ciiczhaopin.com and 51job.com. A total of 30,613 pieces of recruitment information was obtained, from which 4,047 samples of effective recruitment advertisements for non-repetitive and full-time positions were extracted. With the keywords being set to "medical translation", "medical foreign trade" and "medical technical writing", 386 pieces of recruitment information were obtained. The specific recruitment information data statistics are as follows:

Category of Posts	Corresponding Number	Number of Posts	Proportion (%)	Language Requirement	Corresponding Number	Number of Posts	Proportion (%)	Education Requirement	Corresponding Number	Number of Posts	Proportion (%)
Medical Translation (including medical investment promotion, medical sales representative, international drug registration, medical sample management)	106	386	27.5	English	336	386	87.0	PhD	17	386	4.4
				Japanese	19	386	4.9	Master	63	386	16.3
				Spanish	9	386	2.3	Bachelor	275	386	71.2
Medical Foreign Trade (including medical translation of foreign materials, administrator of a medical enterprise)	142	386	36.8	French	8	386	2.1	Associate degree and below	31	386	8.0
				Russian	5	386	1.3				
Medical Technical Writing (including medical editing, research assistant of medicine, medical analysis researcher)	136	386	35.2	German	5	386	1.3				
				Arabic	4	386	1.0				
				Portuguese	0	386	0.0				
Language Proficiency Requirement	Corresponding Number	Number of Posts	Proportion (%)	Specialized Knowledge Requirement							
TEM-8	12	386	3.1		Corresponding Number	Number of Posts	Proportion (%)		Corresponding Number	Number of Posts	Proportion (%)
TEM-4	19	386	4.9	Computer	311	386	80.6	Cross-border E-commerce	142	386	36.8
CET-6	246	386	63.7	Medicine/Pharmacy	213	386	55.2	Low	76	386	19.7
CET-4	107	386	27.7	Clinical Medicine	97	386	25.1	Medical Literature	6	386	1.6
CATTI	2	386	0.5	Foreign Trade	97	386	25.1	Medical Editing	6	386	1.6

Figure 2 Sample Statistics of Medical Recruitment Information of Guangdong, 2021-2023

From the data collected above, it can be seen that in terms of job categories, medical foreign trade accounts for the highest proportion, followed by medical technical writing, and medical translation is the least. In terms of language requirements, English accounts for the highest proportion among all languages, while demands for Japanese, Spanish, French, Russian, German and Arabic are small, and no requirements for the use of Portuguese or Cantonese are found. In terms of academic qualifications, the main recruitment targets are those with undergraduate degrees, followed by master and doctoral degrees, and there are far fewer demands for those with associate degrees or below. In the recruitment information, there is no specific demand for the degree of Master of Translation and Interpreting (MTI), which reflects that the recognition of MTI is not high, the same as the research results of Yao Yazhi and Si Xianzhu^[5]. As far as the requirements of qualifications and language proficiency are concerned, CET-6 accounts for the highest proportion, followed by CET-4, while there are only two pieces of recruitment information that require a certificate of China Accreditation Test for Translators and Interpreters (CATTI). As to knowledge requirements, computer knowledge ranks first, accounting for 80.6%, followed by professional knowledge of medicine, accounting for 55.2%, and knowledge of cross-border e-commerce ranks third, accounting for 36.8%. It is worth noting that among the demands for computer knowledge, most medical institutions and enterprises require proficiency in the use of Office. Only 5 recruitment messages require the use of CAT software (Computer-Aided Translation software, such as Trados), indicating that AI-enabled medical translation has not been popularized. In addition, it can be seen from the statistics that the recruiting units have not shown a large demand for knowledge of medical literature and editing, both of which are fixed courses in the training programs of foreign language majors in most medical colleges and universities, reflecting a deviation between the training of talents in colleges and universities and demands of employers.

At the same time, the research team conducted in-depth interviews and data collection with 1 medical product administration institution and 5 well-known medical and pharmaceutical enterprises in Guangdong. The analysis data included verbatim transcripts of interview recordings, researchers' practice notes and online materials. Respondents include front-line employees of medical institutions, managers of medical enterprises, medical sales representatives, etc., totaling 18. According to the survey, the occasions where the medical product administration institution and medical enterprises are in need of medical language services can mainly be divided into translation and interpretation. Businesses involving translation include: medical literature, academic books, academic reports, conference records, profiles of medical companies, medical instructions, official letters between medical companies and public institutions, medical device manuals, contracts, etc. Businesses involving interpretation include: reception of international and academic conferences,

lectures given by overseas experts, new drug launches with foreign experts present, business negotiations of medical devices or drugs, product releases and cooperation negotiations, etc. For the above-mentioned occasions where medical language services are needed, the respondents said that part of the businesses would be completed by colleagues with good foreign language skills. Parts that were beyond them would be outsourced to a specialized language service company. All of the respondents indicated that there was no single translation position within the unit or enterprise to handle such businesses.

3.2 Current situations of language services in hospitals in Guangdong

From December 2022 to June 2023, the research team conducted interviews and surveys on 5 tertiary hospitals and 2 comprehensive high-end private medical institutions in Guangdong. Respondents included 5 specialist doctors and 2 office administrators in tertiary A hospitals, as well as 2 receptionist & administrative assistants and 3 specialist doctors in comprehensive high-end private medical institutions. According to the survey, the medical language services involved in medical institutions are also divided into two types: translation and interpretation. Businesses involving translation include: medical records of patients, informed consent forms for surgery, laboratory reports, drug administration methods, medical papers in international academic exchanges, clinical studies and reports. Businesses involving interpretation include: reception inquiries, appointment guidance, description of illnesses, examination process and explanation, explanations of the preparations before and reports after examinations. During the research, tertiary A hospitals reported that public tertiary hospitals are mainly open to Chinese residents, and they only need to complete the diagnosis in Putonghua. Since the recruitment for specialist doctors in tertiary A hospitals in Guangdong basically require a master's degree or above, it means that the specialist doctors in such hospitals have basically passed CET-6 and can use English proficiently. Therefore, if foreigners seek medical treatments, the language services needed during the process will be completed by the specialist doctors themselves. According to the feedback from the specialist doctors interviewed, for foreigners who seek medical treatments, doctors can only complete medical services in a broad sense, that is, to describe the condition in English in a general way, complete the examination and issue prescriptions. If the patient is not from an English-speaking country and needs a more accurate medical description, he/she can also bring his/her own bilingual interpreter.

However, as to the 2 comprehensive high-end private medical institutions interviewed, due to their nature of operation and sufficient budget, the employees generally have high academic qualifications and experiences of overseas study or employment. From reception to specialist treatment, they have achieved multilingual medical services, which include English, Japanese, French, Korean, Spanish and Russian. Both the above-mentioned public and private medical institutions indicated that they did not have a specific position of translator or interpreter to handle this kind of businesses.

3.3 Current Situation of Talent Supply in the Language Services Centers in Guangdong

The research team visited two language service centers in Guangdong, all of which have long undertaken many large-scale professional translation tasks for national, provincial and ministerial government agencies, providing interpretation, translation, writing, localization and language training services, involving English, German, French, Russian, Japanese, Korean, Spanish, Italian, Portuguese and Arabic. The research team interviewed the heads of Guangzhou offices of the above two language service centers, and they all said that their businesses involved fields including

medical care as well as academic research. The centers have long been focusing on absorbing, accumulating and rationally allocating human resources and language assets, and have carried out strict quality control with the help of reasonable process design and standardized project management. The centers have also been conducting school-enterprise cooperations with many higher education institutions in China, including the establishment of practical training bases, teacher training, etc. They have collaborated with medical colleges and universities which are located in cities including Chongqing, Wuhan, Nanjing, and Shanghai, but none in Guangdong.

3.4 Current Situation of the Training of Language Service Talents in Medical Universities in Guangdong

The research team visited 3 medical colleges and universities in Guangdong that have offered English majors. According to the feedback, the current talent training directions of such majors are basically divided into categories including English (specialized in pharmacy), English (specialized in medicine), English (specialized in medical trade) and English (specialized in medical translation). As China's medical industry as well as the international medical exchanges and medical trades keep growing, medical colleges and universities have been trying to combine English skills with scientific and technological knowledge, making it the general direction of the development of English majors in medical colleges and universities. The results of this research show that in medical colleges and universities that have offered English majors, English courses, as professional thematic courses, cover all basic courses and some professional courses.

Although the specializations of English majors in various medical colleges and universities are different, as a communication platform between English and medicine/pharmacy, the contents of medical English courses involve pharmacology, pathology, basic introduction to modern medicine, etc. in different depths. The goal is to enable students to use English as a tool in order to acquire and apply a medical and pharmaceutical English vocabulary, as well as master the skills including English-Chinese translation of medical terms, reading medical literature, and medical writing. However, in the actual practices, there is a lack of connection between the curriculum setting and the overall goal of talent training of English majors in medical colleges and universities. According to the feedback, first of all, most students who choose medical English major studied liberal arts in high school, lacking the basic knowledge of science and engineering, and they couldn't follow the curriculum of pharmacy and medicine-related majors in a short time after entering the university, and some couldn't even successfully pass the performance assessment of such courses, which makes the follow-up interdisciplinary talent training of such majors an empty talk.

Secondly, in daily document processing of medical companies, if they encounter tasks such as translation of medical texts, companies generally give priority to professionals majoring in medicine who have a master's degree or above and who have passed a certain level of English examination to engage in this work, rather than turn to English majors.

Furthermore, there is still a lack of depth in the cooperation between English majors in medical colleges and medical enterprises. According to the research results, all the interviewed medical colleges and universities have adopted the mode of school-enterprise cooperation, but it only stays at the shallow level such as students gaining internship in the enterprises. In-depth modes of cooperation, such as sending technical personnels from overseas enterprises to give lectures in colleges, enterprises cooperating with universities in technology research and development, enterprises participating in university courses and teaching material development, have not been fully practiced, which leads to a relatively simple mode of construction and talent training of the medical English majors.

3.5 Discussion

3.5.1 Suggestions on the construction of medical language services in medical institutions and medical enterprises in Guangdong

It is an important step for medical institutions and enterprises in Guangdong to speed up the construction of medical language service system in the construction of the Belt and Road Initiative in order to promote the internationalization strategy and enhance international competitiveness. In the future construction of medical language services, medical institutions and enterprises in Guangdong can cooperate with colleges and universities to set up training programs of multilingual talents in the field of medicine, focusing on cultivating compound talents who have obtained professional knowledge of medicine, been familiar with the rules of the international medical market, and also mastered the language and culture of the target country. At the same time, employees of medical institutions and enterprises should be encouraged to participate in multilingual trainings to improve their language skills and cross-cultural communication skills. Furthermore, we should make full use of the advanced technology of artificial intelligence, develop multilingual websites and mobile applications about medicine, provide accurate and timely medical information for users at home and abroad, participate in international medical exhibitions and forums, and display the advantages of Guangdong's medical products and services through multilingual services.

3.5.2 Suggestions on the construction of medical language services in hospitals in Guangdong

Guangdong being the forefront of China's reform and opening up, its medical and health services have always been at the forefront of the whole country. In order to further improve the quality of medical services of the tertiary A hospitals in Guangdong, we can consider improving the language service facilities. The tertiary A hospitals can set up medical language service centers to provide patients with professional language services, equipped with advanced language service equipment, such as speech recognition system and real-time translation system, and establish a medical language service database, which contains all kinds of medical terms and case templates, so as to facilitate the medical staff. At the same time, the language service processes can be optimized, and we should strengthen the language service training, improve the language service level of the medical staff, implement the standardization of language services, and ensure the quality and efficiency of language services.

3.5.3 Suggestions on the construction of medical language services of the language service centers in Guangdong

As an important bridge for economic and cultural exchanges among the Belt and Road countries, language service centers in Guangdong promote the economic and trade cooperations and cultural exchanges between Guangdong and those countries, and have been playing an important role in promoting the in-depth implementation of the Belt and Road Initiative. In the future, in the construction of medical language service systems in the construction of the Belt and Road Initiative, language service centers should cooperate with the Belt and Road countries. Language service centers in Guangdong should promote the standardization of Chinese medical terms, formulate unified medical language standards, and provide standardized language support for international exchanges. They should also assist medical enterprises in Guangdong to translate and localize instructions of their products, so as to improve the market competitiveness of products among the

Belt and Road countries, and thereby promote the export of medical products. At the same time, the language centers can further strengthen Industry-University-Research cooperation with medical research institutions as well as medical colleges and universities in Guangdong, jointly carry out research and development of medical language services, and promote the international dissemination of medical knowledge (especially the knowledge on TCM).

3.5.4 Language service talents in medical colleges and universities in Guangdong

From the survey and data analysis of this study, it can be seen that in the future, talents of medical language service must be compound talents, who must not only have solid basic knowledge of medicine, but also have a good and comprehensive ability to use a foreign language. Only in this way can we provide basic conditions for the integration and development of medical and foreign language talents. To achieve the above goals, we must first strengthen the hierarchical teaching of foreign languages (mainly English) for medical talents. The teaching content for medical undergraduates should be EGAP (English for General Academic Purpose), aiming at cultivating medical undergraduates' ability to use a foreign language comprehensively and mastering common expressions of foreign languages in the medical field. The teaching content for master's and doctoral students in medicine should be ESAP (English for Specific Academic Purpose), which aims to cultivate the students' ability of reading, writing and translation of a foreign language in the field of medicine^[6].

At the same time, medical colleges and universities should keep up with the development and further clarify the orientation of their training of English medical language service talents. For colleges and universities that offer Medical English majors in the province, the professional knowledge and skills learned by English majors can no longer meet the actual requirements of various medical institutions and enterprises. Zhu Hui and Han Rong^{[7][8]} pointed out that in addition to letting such students acquire professional knowledge on medicine through some series of "medicine + English" courses, it is also necessary for students to master the "modes and structures of discourse as well as syntactic means of a specific genre". Therefore, the training of medical language service talents for English majors needs to be repositioned according to social needs, adjust the training plan, improve the curriculum, and cultivate compound talents that meet social needs, rather than "general talents".

4 Conclusion

Through multi-dimensional investigation and data exploration, this research studies the construction mode of language service system in the medical industry in Guangdong, and the current demands and situations of language skills expected by employees in various branches of the medical industry in Guangdong. Different from other previous studies that simply focused on teaching reform and the theoretical guidance of educational theory on talent training programs, the results of this research take the job market as an important and direct guide, and have a more intuitive and in-depth understanding of the needs of the language skills of the practitioners. With this understanding, the higher education institutions can make forward-looking planning and adjustment of majors and course contents, making them more in line with the market demand of language services in the medical industry. At the same time, the research is conducive to deepening the cooperation and exchanges between colleges and universities and employers in the fields of medicine and language service, prompting enterprises to release to talent training institutions information concerning recruitment including their priorities of candidate's specific talent, thus helping the higher education system to find more effective models of training of talents.

Funding

This work was supported by Education and Science Programmed Research Projects of Guangdong Province, 2021 (Special Program for Higher Education)(No. 2021GXJK107)

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