
Research on the Contextualized Translation of English Discourse in Foreign-related Maritime Services at the Hainan Free Trade Port

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Abstract: This paper discusses different usage scenes for foreign service ports in Hainan Free Trade Port, and the translation strategy of the English speech under such a scene situation; It studies the language features of three main scenarios, sea law enforcement, ship agency, and marine search-and-rescue, and how context-based interpretation can play an important part in facilitating effective cross-language communication at sea: enhancing the professionalization of services, and guaranteeing safe operations. This paper finds some practical problems, such as the discrepancy between discussion and cases, lack of professional and common terms combination, lack of translation skills for translators. In line with international development requirements for free trade port shipping service, which suggests concrete actions in three areas: standardization, expression merging practice, and training professional skills. These findings can provide theoretical guidance and practical suggestions to improve the English language expression precision degree of foreign-oriented marine service, as well as to develop a special international marine service system.

Keywords: Hainan free trade port; Foreign-related maritime services; English discourse; Contextual adaptation

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1. Introduction

As an important maritime country with vast maritime area, the Hainan Free Trade Port is one of the main maritime hubs in China facing the South China Sea and linking Southeast Asia. The foreign-related maritime service industry has become part of the key content for the Hainan Free Trade Port to develop and open up its marine economy. covering a wide range of professional activities including maritime regulatory law enforcement, maritime ship agency service and maritime emergency rescue operation etc. As the common language for global maritime communications, the flexibility of the English language usage is closely related to the quality level, standardization and security of the shipping service. Each shipping environment sets strict and distinct demands for linguistic style: the accuracy, professionalism, and expression rhythm of English discourse. So, it is very practical to study the context-based translation of English discourse on foreign-related maritime services under the free trade port for breaking through the linguistic barrier between China and other countries' marine exchanges.

2. Contextual features of English communication in international maritime services at the Hainan free trade port

2.1. Characteristics of normative English discourse scenarios in maritime regulatory enforcement

The maritime regulatory and enforcement framework of the Hainan Free Trade Port targets international vessels, encompassing ship entry inspections, maritime law enforcement, and violation resolution. Its English discourse exhibits strong normative characteristics, with core requirements aligning with the standardized language of international maritime conventions and domestic maritime regulations. Such discourse demands precise terminology and rigorous sentence structures, strictly adhering to professional terminology outlined in the International Convention for the Safety of Life at Sea (ICLSMS) and other international rules, while avoiding ambiguous or colloquial expressions to ensure accurate communication of enforcement directives and regulatory requirements, thereby demonstrating the professionalism and authority of maritime law enforcement. The normative nature of this discourse is further reflected in its procedural rigor and logical coherence. English expressions for maritime regulation and enforcement follow standardized workflows, from identity verification and information inquiries to instruction issuance and outcome notification, all governed by established frameworks. Additionally, the discourse must balance legal basis with contextual appropriateness, accurately citing applicable international maritime rules and Hainan Free Trade Port regulatory guidelines across different enforcement scenarios. Each enforcement statement is thus grounded in standardized protocols that comply with international standards while meeting the practical requirements of maritime regulation in the Free Trade Port, ensuring orderly implementation of regulatory operations.

2.2. Characteristics of practical English discourse scenarios in ship agency services

Hainan Free Trade Port ship agency service is an important foundation for the construction of international marine service, covering various activities including port arrival/departure reporting, port management planning, crew logistics assistance etc. The English used for the above services has its own pragmatic features, with the central goal of effective information delivery, accurate service-task matching for sea services. These kinds of English sentences should be short, clear and concise without unnecessary flourish and emphasizing operations such as ship data, operational conditions, port schedules, and billing resolutions, in order for each agency quickly understand the essential information and improve the operation performance in ports. Also, the practicability of such messages implies that they need to be adaptive and contextualized: the served ships and crew members are coming from different nations which require a message expression tailored towards their expectations and ways of communication as well as the real situation at the ports (e.g., at the time of declaration of entering or exiting ports, information on requirements and status of approvals should be conveyed; at the time of coordination with the operations, work hours and changes need clear expression; and in terms of crew logistics assistance, it is necessary to respond to the demands of the crews in a tactful manner with details. The accurate translation of colloquial expressions into particular situations can smoothly pass through all stages of the whole ship agency service procedure.

2.3. Characteristics of directive English discourse scenarios in maritime emergency rescue

Marine emergency rescue services of the Hainan Free Trade Port mainly include marine vessel assistance, maritime incident response; and search and rescue of mariners, all important to saving lives and property. The English versions of these examples have strong imperative tendencies, with the essential demands for definiteness, explicitness, an order of direction, and effective transmission. The message needs to be clear in short sentences with a strong voice without convoluted phrases or vague adverbs so that instructions for saving lives, on-site information, and requests coordination quickly disseminated to all parties and the stricken vessel so as to save critical response time and promote effective management. The directive nature accuracy, as well as the use of appropriate language according to the situation at hand are also indicative for this type of communication. A shipwreck requires a series of complex operations in order to save people's lives (search-and-rescue, medical rescue, recovery and salvage, all of which require English language instructions for particular tasks; during the search and rescue phase core content including location, navigation for the route, and rescue actions need to be

described in detail; when providing first aid services, it is necessary to describe the degree of injury or medical care needs. Although the response to incidents requires specific instructions on in situ control and after-action treatment but they follow the international protocols of marine incident reporting. Each of these guidelines help to guarantee directive speech both meet the requirements of emergency scenarios and ensure effective communication between international rescuers ^[1].

3. The core value of contextualized translation of English discourse in foreign-related maritime services at free trade ports

3.1. Enhancing communication efficiency in cross-international exchanges for foreign-related maritime services

Specific context adjustment is an important part for optimizing the effect of international communication of foreign-oriented marine services under the background of Hainan Free Trade Port, accurate specific context adjustment can make the expression of international communication match with marine service scenario best: removing obstacles to communication due to differences in style and manner, jargon, or circumstance. In all of its many foreign-connected maritime contexts as a Free Trade Port, translators will quickly adapt the tone, formality level and logic structure of English sentences depending on a situation, allows both sides to speak in the same terms of discussion, minimizes distortions and misinterpretations of information, to ensure that key points are communicated accurately, and to make foreign maritime communications much more efficient. Proper localization can take our maritime diplomacy “from talk shop to real business”, common terms help with smoother implementation of maritime law enforcement actions, practical language speeds up the operation of a port in service to a shipping agency; and directive language gets a rescue team on its way quickly if there is an accident at sea.

3.2. Enhancing the professional standardization and international recognition of maritime services in the free trade port

The contextualized translation of English discourse can become an important basis to realize the professionalization and globality of maritime services in the Hainan Free Trade Port. Standardized ability to adapt language according to scenarios is a reflection of the level of professionalism in the maritime service provided by the port itself, because in foreign maritime communication, practitioners in the Free Trade Port will be able to automatically convert English words into certain situations, follow common sense of international sea practice and industry terms, which is also reflect their sol not only reflects id professional expertise but also shows standardization of the port’s service quality so that foreign ships and maritime authorities can see its professionalism and conformity, thus enhancing the port’s international image. Accurate contextualized translation also helps ensure complete congruence of the port’s marine facilities with global marine regulations, as it employs English terminology consistent with international standards relating to port state control, vessel management and distress response, the port’s services quickly become known by the in international maritime community, bolstering its position and influence in the South China Sea maritime space. And now that the Free Trade Port is on a path toward becoming an international maritime service hub, that is how it is viewed in other countries and this determines the inflow of external resources into its service provision. The contextualized rendition of English language discourse, as a basic ability of international communication, helps to project a professional standardized international image of the port’s maritime services, enhancing the involvement of foreign ships in maritime organizations.

3.3. Ensuring the safe and orderly conduct of foreign-related maritime operations and transactions

It is necessary to make the English speech fit into a particular situation in order to ensure the safe and smooth implementation of foreign shipping affairs and transactions under the Hainan Free Trade Port, since sea transportation service will directly affect the marine transportation security, port safety, and trading accuracy, in which clear English language usage is an important part of accident prevention and efficient trade transactions. With respect to seaport

inspection, standardized English ensures that foreign ships understand the regulations and do not break the law due to misunderstanding of rules. For ship agencies, practical English communication can ensure the accurate conveyance of port operation information and prevent accident caused by information deviation. In ship rescue at sea, directive English language helps in the effective management of rescues with minimum casualty loss and properties^[2]. In addition to that, contextualized linguistic accommodation ensures equitable, peaceful operation of foreign shipping commerce in the open trading zone, including vessel chartering, port operation coordination, marine insurance. Specific English expressions in various transaction situations help the two sides accurately express their needs and correctly deliver transaction information; avoiding arguments about unclear information exchange.

4. The practical challenges in contextualizing English discourse for foreign-related maritime services in the Hainan free trade port

4.1. The mismatch of the expression of discourse and applicability to particular marine situations

There is also a phenomenon that some English expressions do not match specific maritime situations among current foreign-related maritime service industries of the Hainan Free Trade Port, where there are few people who can grasp the situation during expression. not adjusting the vocabulary and logic for each particular sea situation; using too much slang while controlling seaborne trade, which destroys uniformity and seriousness; overuse of occupational terms for ship agency services lowers the information effectiveness; complicated wording of sentences in maritime emergency rescue service hinders fast command delivery, producing a separation of talk from key activities, often resulting in confusion, and an incongruent rhythm of speech, with on-the-water operations demanding continuous, measured delivery, although some speakers provide hasty, incoherent remarks; and seagoing brokerages require fluid, clear and concise delivery, but others are long-winded, vague messages; marine distress communications require clear, direct message content, but others are cautious and ambivalent in their statements.

4.2. Insufficient integration and application of specialized maritime terminology with general expressions

The lack of convergence between professional English and common English is one of the most serious problems faced by the translation practice of English text into foreign related marine service content used in Hainan Free Trade Port, some translators have two extremes tendency: first, overuse of technical sea terms, use of complex international sea terminology outside the maritime sector, for example within shipping agencies and with crews; which hampers clients comprehension and information efficacy; two, excessive use of the common English language terms in specific situations such as sea regulation implementation and at-sea distress saving operation, where the lack of a standardized nomenclature leads to poor and non-professional language which does not communicate key ideas effectively; and there is misalignment between practitioners' understanding of what levels of professionalism are needed at various points, not adaptively using the appropriate vocabulary as circumstances dictate, and in particular operations at sea, use the specific terminology found in the international treaties precisely, but others replace it with catch-phrase language: which could undermine the legal sufficiency of their communication. During ordinary ship agency transactions, generic language must prevail and technical terms be used only in support thereof—but some users employ excessive amounts of technical terms, increasing communication cost.

4.3. Practitioners lack strong practical skills in contextualizing English discourse usage

The general poor pragmatic competence of professional maritime personnel in the Hainan Free Trade Port for realizing contextualized English pragmatics is still the primary obstacle that prevents contextualizing. Although there are a few maritime personnel who have elementary English communicative abilities as well as certain knowledge of marine industry, they do not know systematically what to adapt, how to adapt or when to adapt; they have seldom been trained in the context of maritime English. which leads to the lack of knowledge about the features of speech, rules for its use, methods

of communication on different types of sea operations. In fact, they find it difficult to quickly adapt their language based on situations or customers, instead using a large number of set phrases without being able to truly flexibly respond to different situations; and are lacking in intercultural communication ability as well as situation response capabilities. The port's foreign related marine services face ships and crew members from around the world, whose service receivers have diverse conversation styles; some agents do not possess intercultural awareness and cannot adapt the language to suit different cultures of the receiver; when faced with abrupt scenarios (e.g., sudden changes in how ports operate for ship agency services), or new circumstances (e.g., more rescuers joining in sea rescue), most agents are unable to dynamically adjust contextually. to poor communication on the move.

5. Practical Approaches to contextualized translation of English discourse in foreign-related maritime services at the Hainan free trade port

5.1. Establishing a scenario-specific standard system for English discourse conversion in international maritime contexts

A context-based English conversation system of foreign maritime affairs based on Hainan Free Trade Port is proposed, which lays the foundation for effective contextual translation. It would make sense to build this discussion around three broad contexts or situations: regulation of the shipping industry and vessel operators, ship agents, and maritime emergency rescue operation, where it is obvious the definition of every situation's linguistic features, expression rules and translation rules. And for every sub-process in the above basic processes, matching English genres, domain-specific lexicons e systems, and logic expressions framework to be built. They need to combine international sea conventions and the Free Trade Port's marine rules regulation with industries-specific technology to produce a coherent and context-specific translation scheme which is useful for practitioners in their work. It needs to be both methodical and pragmatic. Literally, including an "operational manual" with examples of how conversions are done in practice, problems that arise frequently and how they can be solved for different situations). It must also be continuously updated to incorp the rate of new maritime services and the implementation of new policy as they relate to changing trends in maritime services; and, be designed as a combined on-line and off-line learning environment with scenario based audio and video demonstrations so that practitioners can learn and practice smoothly and the framework is effectively implemented which acts as an important guide of contextualized translation ^[3].

5.2. Strengthening the integrated training of maritime professional English and contextual expression

Integrating maritime professional English with situational language training is essential to improving students' competence in context-specific communication. It needs to develop stratified, differentiated joint operations training in line with primary operating environments for open ports of call marine services; within specific domains of open ports of call marine service such as law enforcement at sea hip agency services, and maritime emergency rescue, design scenario-based simulation courses that enable practitioners to practice the flexible application of specialized maritime terminology and general expressions used in the simulation. In this way, students will learn to communicate proficiently in specific situations, fluently balancing professional jargon with colloquial speech.

The void either too technical or too colloquial expression. The combined training needs to focus on practicality and relevance, including the application of actual examples in free trade port maritime tasks for developing authentic communicative tasks which improve the integrative skill of practitioners. For instance, ship agency service training to include actual tasks such as port entry/exit declarations and coordinating port operations, where one needs to employ "generic phrases as a principal tool with technical jargon". Similarly, practical regulatory exercises, including vessel boardings and infraction enforcement, require precision in nautical terminology to ensure effective policing communications.

5.3. Developing maritime service professionals' ability to contextually adapt English discourse

To improve the professional ability of ship service staff to adapt to English communication in Hainan Free Trade Port, we need to establish a long-term and regular training mechanism for them to do so; including a hierarchical and segmented skill training for various professions, e.g., for the main occupations of ship management and fire-fighting. intensive case study practice must be carried out in order to develop the ability of adjusting for professional conversations, especially for services such as ship agency and marine service consultancy, scenario-based training which is both expert-driven as well as service efficient in nature should be introduced for enhancing the communication skills of an employee and better customer services. In case of front-line maritime service jobs, provide basic scenario adaptation knowledge and skills training, which can meet the needs of daily operations; innovate in terms of training methods, adopting a "simulation experience + actual combat operation + apprenticeship guidance": set up scenario simulations at free trade port maritime agencies that simulate service scenarios. allowing professionals to get their experience with simulator training, arranging internships on foreign merchant ships for more practical adjustment: and instituting an apprentice system whereby veterans coach novices, quickly increasing collective expertise.

6. Conclusion

The context-based transformation and upgrading of English communication is the key capability to realize overseas expansion of foreign-related marine industries in Haikwan FTZ, directly affects the effectiveness, professionalization, and safety of maritime services, and is also the basic prerequisite to build up an international maritime service center. Along with the rapid development of the marine economy in the free trade port, foreign-connected marine services which are becoming more varied, and open up wider opportunities for the use of overseas resources. raising higher requirements for context-based English adaptation. This article points out the communicative features of three important situations in foreign-related marine service, summarizes the key principles of context-awareness, information density, appearance and security, and discusses some concrete issues like mismatching situations, lack of proper usage of technical and non-technical terms as well as lack of common understanding in translating between professionals. We suggest specific solutions at these three levels: standardization, integrating expression practice, developing vocational abilities.

Disclosure statement

The author declares no conflict of interest.

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