

## 摘要

近年来,随着语言资源观的转换,语言产业以及语言服务相关研究方兴未艾。语言服务多聚焦语言的翻译服务,或者语言与技术等领域的结合为研究对象,鲜有触及留学语言服务,因此本论文以青少年出国留学语言服务及其规划为研究对象可以为语言服务研究领域的拓展提供视角和内容。本研究提出三个问题:1)目前青少年出国留学语言服务规划存在哪些问题?2)青少年出国留学语言服务规划问题产生的因素是什么?3)如何有效规划青少年出国留学语言服务?

针对以上问题,本研究采用混合研究方法,具体做法是采用质性研究,量化研究和质性研究,也就是从文本,到群体再到个体的三角验证范式。针对研究问题1,本研究采用文本分析结合量化研究的方式,在对国家和地方相关政策进行文本分析的基础上提炼概念体系,然后设计问卷,从微观视角对政策制定,执行和评估进行现状研究,从技术层面使用 NVivo 质性分析软件对共 16 份政策文本,约 17.8 万字,主要包括国家层面(7 份)和省域层面(上海市 10 份)的官方政策文件进行处理;对 247 份家长问卷和 148 份机构教师问卷利用 SPSS 量化分析软件进行数据处理,整体提炼青少年出国留学语言服务规划的现状。针对研究问题2,本研究通过对政策制定者、机构管理者、家长和学生、机构教师以及专家学者进行了深度访谈,收集 17 份访谈文稿,约 7.1 万字,同样使用 NVivo 质性分析软件进行数据处理来挖掘青少年出国留学语言服务规划的影响因素。结合质性和量化研究的结果,最后讨论了上海地区青少年出国留学语言服务规划的路径,即回答了本研究的第 3 个问题。

本研究发现,青少年出国留学语言服务规划**现状**从宏观层面上,也就是国家层面上看,政策往往基于宏观的视角思考,从准入到过程再到结果的评价措施均有涉及。从中观层面来看,上海市制定的青少年校外培训机构的具体细则多是遵循国家“四个基本原则”的要求,较为全面地涵盖了治理所要求的目标,体现出明显的标准化和精细化特征,即上海市对少年校外培训机构的管理任务基本遵循了国家层面的政策要求,精细化表现在将校外培训机构开展各类培训教育纳入国家教育统一管理范畴、建立健全校外培训机构的监管机制等。另外,机构的管理者普遍认为语言服务规划以及语言服务的效果集中体现了一个机构的服务能

力和实力。在微观层面，发现语言服务机构的准入和资质规划不够规范，师资和课程，教材与教法的专业度需要提升，需求和评估需要更加有效率。

青少年出国留学语言服务规划的影响因素主要包括宏观、中观和微观三个维度。宏观的国家政策制定、执行和评估对青少年出国留学语言服务规划存在影响。从中观维度，也就是上海地区来看，上海地区虽未出台针对于青少年出国留学语言服务机构的对应政策规定，但是对属于教育培训属性的机构还是有监管政策和监管力度的。此外，青少年出国留学语言服务机构的服务能力，服务规范和服务效果都对其整体规划有重要影响作用。从微观角度看，家长对机构服务，师资和资质规划、学生对机构的需求和评价、教师自身的能动性和自我效能感，市场需求都有较强的影响作用；专家学者对于机构发展理念，发展评价和实践问题也能起到对政策制定的建言作用，因此对语言服务机构规划也能形成某种程度的影响。

青少年出国留学语言服务规划路径可以从国家宏观层面规划，地方和机构中观规划以及个体微观规划来具体实现。以国家校外培训机构管理的四个基本原则，也就是“依法规范、分类管理、综合施策、协同管理”，为指导思想，对青少年出国留学语言服务采取分类管理。上海市教育主管部门对于校外培训机构的评估主要聚焦许可和准入。从青少年出国留学语言服务机构规划角度，做好三个方面的规划：服务规范，服务能力和服务效果。经营正规的语言服务机构需要满足一定的规模，必要的人员组织架构、经营场地、师资团队、教材与教法等。青少年出国留学语言服务机构应该要有必要的服务能力，主要体现在清晰有效的服务管理、包括人员、架构和流程；有行之有效且符合市场规范的市场宣传能力；有系统科学的课程、教材、服务体系能够满足市场需求，而且可以形成很好的口碑积累。青少年出国留学语言服务机构最核心的竞争力就是服务效果。机构要通过优质的课程设置、科学的教材、服务体系来确保培训的质量。对于青少年出国留学语言服务机构教师，有必要亲自参加自己所执教的科目考试，并且取得教师资格证，并在工作中发挥能动性，利用充分的自我效能感在教师职业上不断提炼自己的教学技巧和技术，真正能够满足学生对于语言能力提升的需求。家长发挥机构辨别和选择角色，对于地区相关政策做到积极了解，必要时可以发挥监督作用，保障自己在语言服务过程中的权益。学生明确自己的培训需求，积极发挥对培训效果的评估和反馈作用，真正从语言服务中获得相应的利益。专家学者，尤其是

跟语言服务研究相关的专家学者，从学术和理论的高度给宏观中观层面的语言服务规划建言献策，促进语言服务产业的健康有序发展。

本研究在理论层面，以外语教育规划和语言服务规划为视角，从计划出国留学的青少年对语言考试服务需求出发，来呈现青少年出国留学语言服务规划的现状，探究目前在此领域存在的研究不足和问题，以期能够对青少年出国留学语言服务进行有效规划。但是，本研究在研究对象的选择上有待更丰富，研究理论还可以更加聚焦，研究方法和工具有待优化等方面的局限。在今后的研究中可以随着语言服务规划理论的研究拓展进一步丰富研究理论，在中观层面的研究中把青少年所接受正规教育的学校及其相关规划政策纳入，从而使得本研究更加充实和完善。

**关键词：**青少年出国；留学语言服务；校外培训；规划路径

## **Abstract**

In recent years, with the transformation of the concept of language as resources, research on the language industry and language services has been in the ascendant. Language services used to focus more on language translation services, or the combination of language and technology and other fields as the research objects, and rarely touch the language services for studying abroad. Therefore, this study focuses on the language services and planning for Chinese adolescents studying abroad and aims to provide perspectives and content with certain research value. This research raises three questions: 1) What are the problems in the language service planning for Chinese adolescents studying abroad? 2) What are the factors that cause the problem of language service planning for Chinese adolescents studying abroad? 3) How to effectively plan language services for Chinese adolescents studying abroad?

In response to the above problems, this study adopts a mixed research method, ie., qualitative research, quantitative research and text analysis with triangulation verification paradigm. In response to research question 1, this study uses text analysis combined with quantitative research to refine the conceptual system based on text analysis of relevant national and local policies, and then design questionnaires to conduct current research on policy formulation, implementation and evaluation from a micro perspective. From technical level, NVivo qualitative analysis software is applied to process a total of 16 policy texts, about 178,000 words, mainly including official policy documents at the national level (7) and the provincial level (10 in Shanghai); 247 questionnaires of parents and 148 questionnaires of tutors are processed by SPSS quantitative analysis software, and thus get the overall extraction of the current situation of adolescent language service planning for studying abroad. In response to research question 2, this research conducted in-depth interviews with policy makers, training school managers, parents and students, tutors from training schools, experts and scholars. The survey collected 17 interview manuscripts with approximately 71,000 words. The NVivo qualitative analysis software was also used for data processing to unearth the influencing factors of language service planning for adolescents studying

abroad. Combining the results of qualitative and quantitative research, the effective path of language service planning for Chinese adolescents studying abroad in Shanghai finally emerges, which is to answer the third question of this research.

This study found that the current situation of language service planning for Chinese adolescents studying abroad is viewed from a macro level, that is, at a national level. Policies are often based on a macro perspective, involving evaluation measures from access to process to results. From a meso-level perspective, the specific rules for off-campus youth training institutions formulated by Shanghai mostly follow the requirements of the country's "four basic principles", cover the goals required by governance in a more comprehensive manner, and show obvious standardization and meticulous features. That is, the management tasks of Shanghai's off-campus training institutions for juveniles basically follow national-level policy requirements, and the detailed performance is such as incorporating various training and education carried out by off-campus training institutions into the scope of national education unified management, and establishing and improving the supervision mechanism of off-campus training institutions. In addition, the managers of the organization generally believe that the language service planning and the effect of language services reflect the service capabilities and strength of an organization. At the micro level, it is found that the access and qualification planning of language service institutions are not standardized enough. The professionalism of teachers and courses, textbooks and teaching methods needs to be improved, and needs and assessments need to be more efficient.

The influencing factors of language service planning for young people studying abroad mainly include three dimensions: macro, meso and micro. Macro-level national policy formulation, implementation and evaluation have an impact on the language service planning for Chinese adolescents studying abroad. From the perspective of the meso dimension, that is, the Shanghai region, although the Shanghai region has not issued corresponding policies and regulations for language service institutions for young people studying abroad, it still has regulatory policies and strengths for institutions that belong to the nature of education and training. In addition, the service

capabilities, service specifications and service effects of language service institutions for youth studying abroad have an important influence on their overall planning. From a micro perspective, parents' planning for institutional services, teachers and qualifications; students' needs and evaluations on institutions; teachers' own initiative, self-efficacy, and market demand have a strong influence; experts and scholars have some influence on institutional development concepts and its development.

The effective planning path of language services for Chinese adolescents studying abroad can be realized from the national macro-level planning, local and institutional mid-level planning, and individual micro-level planning. Based on the four basic principles of the management of national off-campus training institutions, that is, "regulated according to law, classified management, comprehensive policy implementation, and coordinated management" as the guiding principle, classified management of language services for Chinese adolescents studying abroad is adopted. The Shanghai Municipal Education Administration's evaluation of off-campus training institutions mainly focuses on licensing and access. From the perspective of language service organization planning for young people studying abroad, the plan involves three aspects: service standard, service ability and service effect. Operating a formal language service organization needs to meet a certain scale, necessary personnel organizational structure, business venues, teaching staff, teaching materials and teaching methods. Language service agencies for Chinese adolescents studying abroad should have the necessary service capabilities, which are mainly reflected in clear and effective service management, including personnel, structure and processes; effective and market-oriented capabilities; systematic and scientific courses and teaching materials. The service system can meet market demand, and can form a good reputation accumulation. The core competitiveness of language service agencies for Chinese adolescents studying abroad is service effectiveness. Institutions must ensure the quality of training through high-quality curriculum, scientific teaching materials, and service system. For the teachers of language service institutions for Chinese adolescents studying abroad, it is necessary to personally take the examinations of the subjects they teach, obtain the teacher qualification certificate, and exert their initiative in the work, and use their full

sense of self-efficacy to continuously refine their teaching skills and teaching skills in the teaching profession. Technology can truly meet the needs of students for language ability improvement. Parents play the role of training school identification and selection, actively understand the relevant regional policies, and can play a supervisory role when necessary to protect their young's rights and interests in the language service process. Students clarify their training needs, actively play the role of evaluation and feedback on training effects, and truly obtain corresponding benefits from language services. Experts and scholars, especially those related to language service research, provide advice and suggestions on the macro- and meso-level language service planning from an academic and theoretical perspective, and promote the healthy and orderly development of the language service industry.

This research is theoretically based on foreign language education planning and language service planning. Starting from the language testing services needs of young people who plan to study abroad, this research presents the current situation of language service planning for young people studying abroad, and explores the current research deficiencies in this field, as well as problems in order to effectively plan the language services for young people studying abroad. However, this research needs to be richer in the selection of research objects, research theories can be more focused, and research methods and tools need to be optimized. In future research, the research theory can be further enriched with the expansion of the language service planning theory, and the school of formal education for young people and related planning policies can be included in the research at the meso level, so as to make this research more substantial and complete .

**Key words:** Young people studying overseas; Language Service for Studying Abroad; off-campus training; Planning path