

Mode of Business English Humanistic Literacy Education under the Guidance of Cross-Cultural Communication

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Abstract: The cultivation of business English humanistic literacy under the guidance of cross-cultural communication is analyzed, and the educational mode of cultivating business English humanistic literacy is optimized. In the process of economic and trade negotiation, business personnel should pay attention to the cross-cultural differences of business English, understand the cultural etiquette of other countries, and improve the humanistic accomplishment of business English talents in cross-cultural communication. The relationship between language culture and language communication in business English under the guidance of cross-cultural communication is analyzed, and the contents of culture teaching and humanistic literacy training in business English learning is designed. Based on the analysis of common cultural conflicts in Chinese and foreign business negotiations, combined with the differences of thinking modes and business habits between China and the West, this paper puts forward the humanistic literacy education mode of cross-cultural communication in foreign-related business negotiations. As far as possible, the knowledge structure of business English humanities education will be rational, so as to enhance the students' understanding of Chinese and foreign cultures in cross-cultural communication and improve the comprehensive ability quality of cultivating business English talents.

1. Introduction

Language is a long-term evolution of human beings and has been biologically inherited. The language ability of human being is essentially the same, and he even asserts that there is no corresponding relationship between language ability and intelligence. Of course, some scholars hold reservations about this argument. The rapid growth of investment and trade between China and foreign countries also shows the cultural differences encountered in business activities. Business English, as a special purpose, plays a very important role in Chinese and foreign economic and trade activities. Business English is based on English and has special business vocabulary [1]. The language research method which is known as Chomsky Revolution has applied the typical natural science method to study the language system of the human brain. With the development of the globalization of the world economy, the trade between our country and foreign countries is increasing day by day. Business English is still an English language in essence, so it is the cultural culture, also restricted by the culture, reflecting the culture. Therefore, it is very important for the business personnel to carry on the humanities culture teaching in the business English study. To carry out the reform and construction of business English teaching mode, promote the reform of business English teaching, improve the teaching level of business English in colleges and universities under the background of cross-cultural communication, and combine with the cultivation of innovative ability teaching. Taking English as an important direction of professional competence teaching under the background of cross-cultural communication, promoting the optimization of business English teaching in the context of cross-cultural communication, in order to cater to the important strategic concept of cross-cultural communication and promote the cultivation of humanistic literacy [2].

2. Relationship between cross-cultural communication and the humanistic quality of business English.

There is an endogenous relationship between cross-cultural communication background and business English teaching in higher vocational colleges. Cross-cultural communication strategy requires a large number of English professionals and mixed English application talents to communicate and promote the realization of cross-cultural communication strategy. In the course of business communication, English, as the common language of the countries along the cross-cultural communication, requires participants to have Basic English communication skills. Therefore, there is a close relationship between cross-cultural communication strategy and business English [3].

2.1 Business English teaching provides the basic talent guarantee for the development of cross-cultural communication

Business English is a language that includes a specific language form, vocabulary, text, and use environment different from ordinary English. Business English is actually the expression and communication of English language in business environment. In cross-cultural communication, there are a large number of native English-speaking countries. It is necessary to use English as a basic communication tool and English as a common language tool to communicate with the world in the process of business exchanges and cooperation between multilateral countries. The basic means of language communication provided by the countries along the cross-cultural communication line. Therefore, under the strategic background of cross-cultural communication, it will bring opportunities for the development of business English teaching in higher vocational colleges at the same time. Business English teaching provides the basic support for the strategic design of cross-cultural communication. In cross-cultural communication, it needs a large number of English talents and compound professionals, and the level of business English teaching. In order to improve the strategic framework of cross-cultural communication, it is necessary to reform the business English teaching in higher vocational colleges in China, and focus on the cultivation of quality and competence, which has a direct impact on the implementation of the strategic concept of cross-cultural communication. In order to promote the successful implementation of cross-cultural communication strategy, we should strengthen the cultivation of English competence, provide a basic talent guarantee system for cross-cultural communication and promote the successful implementation of cross-cultural communication strategy.

2.2 Business English humanistic literacy education promotes the development of culture

Language is influenced by culture, each language contains a lot of cultural information. The relationship between language and culture is inseparable and naturally formed. Language is the carrier and manifestation of culture. Language is restricted by culture. Only by understanding the different national cultural traditions and background knowledge in western countries can we be accurate. Use this language effectively. The word culture contains many meanings, such as morality, law, custom, religion, etc., which includes many unspecified norms of language conduct and rules of use (such as the way of speaking, the way of thinking, and the differences in values). Customs, etc) All these different countries, nationalities, and societies derive these different cultural connotations. In our Chinese culture, modesty is a virtue of the Chinese nation. In the international business contacts, this phenomenon often occurs, and the Chinese and Western people behave very differently when they praise others in the face. There are also great differences between Chinese and western countries in traditional business customs, business etiquette habits and so on. In business contacts, different countries have different customs and traditions, different etiquette habits. For example, in business negotiations, Chinese people like to salute each other to show courtesy and enthusiasm. This practice is not welcome abroad, especially in Europe and the United States, because many people do not smoke or even oppose smoking; Chinese representatives are likely to persuade foreign guests to drink in accordance with their own cultural traditions, which will not promote the establishment of good business relations, but will create embarrassing scenes for both sides. There

are also great differences in negotiation styles: Americans are always open to each other in negotiations, showing warm feelings directly to each other; Englishmen are very gentleman, pay attention to self-cultivation and demeanor, and even have some arrogance; The German negotiation was characterized by perfect preparation, especially in the clear, clear and resolute manner of quotations and statements, and they were not keen to take a concessionary approach; This cultural difference is not only reflected in business negotiations, but also in foreign affairs reception, business banquets, letter writing, marketing products and other business-related fields. Business personnel should know each other's culture as much as possible in order to know each other's friends in order to be invincible. Westerners cherish time very much, time is money, so they often make careful arrangements and plans for time in their lives, and form a good habit of keeping appointments on time [4]. Westerners and Chinese people have different ideas of time. Westerners use time very precisely and do everything strictly according to the schedule.

2.3 Cross-cultural communication strategy brings challenges and opportunities to English teaching in higher vocational colleges

With the rapid development of the world economy and trade, cross-cultural communication brings opportunities to business English teaching, and also brings the challenges, opportunities and challenges of the teaching revolution. First of all, Cross-cultural communication brings new vitality to business English teaching and talent training. All walks of life pay more attention to the development of business English teaching, and they will devote more energy and funds to business English teaching. So as to promote business English teaching to provide financial protection [4]. Secondly, in the context of cross-cultural communication, the society has shown a large number of English talent demand, which provides a historic opportunity for business English teaching. A large number of enterprises and social government departments need professionals who know English well. The urgent demand for talents has promoted the development of applied teaching in higher vocational education. In order to meet the needs of society for English talents, the education department has raised the emphasis on business English teaching, which provides a rare opportunity for the development of business English.

3. Guiding role of Intercultural communicative competence in Business English Teaching

3.1 Significance of cross-cultural communication in business environment

With the implementation of the 13th five-year Plan and the rise of China's economy, China's influence in international politics, economy and culture is increasing day by day, and its participation in all kinds of international affairs is also increasing day by day, and its ties with neighboring countries are also getting closer and closer. Therefore, it is inevitable for the Chinese people to communicate with people from different parts of the world and different languages; consciously or unconsciously, cross-cultural exchanges are being carried out. In fact, the international business activity itself is a kind of cross-cultural communication. In order to promote the success of the business activity, the participants in the activity must know the culture of the other party in advance, otherwise they may be divided because of the cultural differences in some local details. Business English, as an important part of special purpose English, not only acts as a language medium in international business activities, but also transmits cultural information to achieve the purpose of cross-cultural communication in the business environment. Translation is a bridge link. Under the background of globalization, business English teaching should combine with the training objectives and adopt various strategies in teaching so as to make students master business English skills and improve their awareness of business culture at the same time [5].

3.2 Cultural conflict in the process of Business negotiation

The European and American culture attaches great importance to the practical, and the Chinese people pay more attention to the interpersonal relationship. Obi think friends are friends, business is business, and it is difficult for them to understand. In Canada and China, businessmen are generally

welcome by VIP-like treatment, airport pick-up, and food and hospitality, but Chinese businessmen in Europe and the United States do not receive similar returns, which are disappointing. In the process of business communication, there may be a certain cultural conflict between the exchange personnel affected by the factors such as environment, climate and custom. First of all, in the mode of thinking, the Chinese have strong intuition thinking and inductive thinking, and the westerners have strong judgment thinking, logical thinking and so on. Therefore, there is a great difference between the two. The difference of the way of thinking not only affects people's behavior, but also has a certain effect on the communication between the two. In order to avoid the cultural conflict which is influenced by the values and the mode of thinking, in the course of business communication, the exchange personnel should respect each other's thinking mode and value as much as possible, and establish a good cooperative atmosphere of mutual trust and respect. On the basis of the observance of the basic etiquette, understand the culture of the other party, contain the difference between itself and the other party's culture, seize the opportunity to promote the cultural connotation of the other party, so as to ensure the effective communication of the two parties and, by the way, promote the national culture, the success of the business activities has made great help. In general, European beauty believes that Chinese culture belongs to the "collective form", and they belong to the "personal type".

3.3 Cross-cultural communication strategies in business negotiation and English Translation

In the process of economic and trade negotiations and English translation, the existence of cross-cultural differences is inevitable. In order to reduce the impact of cross-cultural differences on communication, business translators need to pay attention to and correctly treat cross-cultural differences. First of all, in the process of translation and communication, the translator should understand the context of the negotiation, and the second is the important sociocultural factors in the process of communication. In terms of interests, China takes modesty as a virtue, demeaning itself and praising others. In Western culture, however, it is accepted gladly when praised as an expression of respect for each other. Therefore, in the process of business communication, translators should adopt a humble attitude, avoid the use of negative methods, and ensure smooth and friendly communication between them [6].

4. Optimization of business English humanistic literacy education model

4.1 Cross-cultural communication-oriented optimization of the English curriculum

In the context of cross-cultural communication, combined with the post requirements of intercultural communication, we should reform the teaching mode of English in higher vocational colleges, develop the business English classroom teaching model of industry-university-research integration, and optimize the curriculum of English. To meet the needs of multilateral trade, comprehensive practical English teaching, such as business English, marketing English, aviation English and so on, should be set up, and professional knowledge should be integrated into English learning. Business English teaching is developed under the background of cross-cultural communication with the theme of "promoting competence, serving economy" and "combining work-learning, school-enterprise cooperation" as a way to develop business English teaching in the context of cross-cultural communication. In the process of teaching, we should not only pay attention to English language education, but also highlight the background of cross-cultural communication. Pay attention to the cultivation of ability quality, optimize the knowledge structure, serve the regional economy to carry on the English profession curriculum teaching, "work-study combination, ability-based", highlight the business English situational and communicative development demand under the cross-cultural communication background. The introduction of professional knowledge for English classroom teaching, in order to truly meet the needs of vocational education.

4.2 Study the English teaching mode of research and research integration

Under the influence of cross-cultural communication strategy, it is necessary to train high-quality business English talents and compound all-round talents under the influence of cross-cultural communication strategy to study the English teaching mode of integration of industry, university and research, and to carry out the reform of English teaching in higher vocational colleges. The new business English teaching mode, which combines multi-channel English teaching, distance teaching, micro-classroom teaching and multi-media interactive teaching, is carried out to realize the talent training vision of students in higher vocational education, that is, "graduates are employed as soon as they graduate".

4.3 Carry out the diversified teaching mode, promote the practical application ability of the industry application

In the reform of English classroom teaching, with the background of cross-cultural communication, we should optimize the applied teaching curriculum of Business English, promote the cultivation of comprehensive talents, give full play to the teaching advantages of Business English, and promote the development of communication through the improvement of English curriculum design. Highlight the training of vocational skills, in order to meet the needs of cross-cultural communication career development. To construct the practical teaching system of business English, we must proceed from the aspects of teaching objective, curriculum design, and teaching content and so on, follow the teaching principle of integrating learning and using, improve students' English learning initiative and stimulate students' self-confidence in English learning. Better communication and application of self-regulated learning and English.

5. Conclusion

With the deepening of economic globalization, international business activities become more and more frequent, cross-cultural business communication is particularly important. In the process of economic and trade negotiations, business personnel need to pay attention to the cross-cultural differences in business English, understand the cultural etiquette of other countries, so as to facilitate the smooth conduct of communication negotiations, avoid misunderstanding in the process of communication, and affect cooperative relations. Combined with the different ways of thinking and business habits between China and the West, this paper puts forward the cross-cultural communication strategies in foreign-related business negotiations. We should focus on the cultivation of quality and ability, strengthen the construction of English competence, provide the basic talent guarantee for the construction of cross-cultural communication, and integrate professional knowledge into English learning in the teaching practice of Business English. Improve the practical application of business English teaching, promote the development of vocational education to achieve new leaps and bounds.

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