

The Theoretical System of Business English from the Perspective of International Business Communication

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Abstract: Due to the rapid growth of the world economy, driven by the stage of globalization, international trade activities are increasing day by day, and international exchanges have become close and frequent. With the increasingly close business communication between China and the West, business English (BE) plays an increasingly important role. With the integration of the world economy, BE is becoming an important skill in international trade activities. The continuous expansion of international trade makes the use of BE more frequent, and it is constantly improving. English is the most commonly used language in international trade, and BE plays an important role in international trade. Mastering BE is the main communication skill in international business. The correct and proper use of BE communication strategies can promote the smooth progress of international trade. This paper interprets international trade and BE respectively, expounds the role of BE in international trade, and further discusses the practice and application of BE in international trade.

1. Introduction

Since the reform and opening up, international trade between China and other countries has been frequent. As the most widely used language, English plays a very important role in trade exchanges between different countries[1]. As the most widely used language in the world, English plays an irreplaceable role in international economic and trade, cultural exchanges, political diplomacy and many other aspects, especially in economic communication between countries with different languages[2]. With the increasingly frequent international cultural exchanges, the scale of international trade will continue to expand in the future, and the increase of international trade activities will inevitably require the majority of business talents to further enhance their English communication skills[3]. The historical background, cultural traditions, customs and habits of different nationalities are different, so we must fully consider the influence of these cultural factors when communicating in BE, otherwise it will directly affect the success or failure of economic communication[4]. As a common language in international trade, BE plays an important role in international trade activities and can promote global economic cooperation.

International trade is the main link in international business, and the efficiency of trade negotiation will be related to the success of international trade. English is the most commonly used language in international trade, and BE plays an important role in international trade. Mastering BE is the main communication skill in international business[5]. The trend of world integration is also developing constantly, which provides more opportunities for the growth of enterprises and promotes the growth of national trade. In international trade negotiations, BE plays an important role in the negotiations, and it is also the main factor for the success of international trade negotiations[6]. As the most widely used language in the world, English plays an irreplaceable role in international economic and trade, cultural exchanges, political diplomacy and many other aspects, especially in economic communication between countries with different languages[7]. BE, a unique language tool, can be used to conduct ingenious business negotiations, thus making the work of foreign trade negotiations go smoothly. Due to the differences in cultural backgrounds of business

people, it is difficult to find a meeting point between local culture and foreign culture[8]. Therefore, in order to truly promote the internationalization of BE, we must constantly study the cultural connotation in BE. This paper interprets international trade and BE respectively, expounds the role of BE in international trade, and further discusses the practice and application of BE in international trade.

2. International Business Communication and BE

2.1 International Business Communication

International business communication is a process in which in the course of international business activities, according to different stakeholders, a certain service or commodity transaction is completed, so as to safeguard their own interests to the maximum extent, and the interests of both parties are balanced through conversation, so as to finally achieve mutual benefit and win-win results. Since China implemented the basic national policy of reform and opening up, it has greatly promoted economic development and maintained a stable economic growth rate. It is precisely because of the rapid economic development that China's comprehensive national strength and international status have been further enhanced. Every country has its own culture, so when conducting national trade, you may encounter many negotiating opponents with different cultural backgrounds[9]. And it may appear in national trade negotiations, because different cultural backgrounds have some obstacles to national trade negotiations and affect the outcome of international trade negotiations. Business negotiation includes technical, commercial, political, legal and other aspects, which is highly professional and policy-oriented, especially influenced by different regions, cultures, values and other factors, which will invisibly increase the difficulty of business communication. At present, China has become the second largest economy in the world, and China's total import and export trade accounts for a large proportion of the total world trade, and its economic role in the international market is becoming more and more important.

National trade negotiations may be influenced by some political factors, such as some national policies, which will create some obstacles to negotiations in international trade. These problems are hard to eliminate, so we can only take some measures to reduce the interest disputes. Because different nationalities live in a specific region and environment, they always have their own cultural system, which leads them to have different understandings of the same thing, so they often cause misunderstandings in communication. In order to really eliminate this misunderstanding in business talks, we must study the cultural factors behind different languages.

2.2 Business English (BE)

English is still one of the most widely used and universal languages in the world, and it is frequently used in international trade negotiations. BE plays a huge role in international business negotiations, and ensuring the effectiveness of communication is an important basis for business trade, so the communication skills used in BE are of great significance to business negotiations. BE is a professional language produced by the combination of traditional English and business activities. It is mainly used for communication in foreign trade and international business activities reception or publicity. It has strong pertinence and can ensure the smooth progress of business activities[10]. To some extent, the effective growth of BE can effectively improve the training quality of the professional talents, and it can be integrated into the form of BE in the stage of English teaching, so that students can acquire more extensive BE knowledge in the stage of English knowledge learning, which is helpful for their comprehensive development and follow-up study.

As language is the carrier and transmission tool of a national culture, studying the cultural factors behind the language can help the translator to be more familiar with the two languages, so as to make the most appropriate translation in business talks. Some words have specific meanings. If you are not familiar with the cultural factors behind them, you will often make mistakes in translation. BE is mainly in the stage of various business activities involving cultural background, language use, international practices and communication skills. Negotiators need to master certain

laws, regulations and business negotiation principles, and use specific sentence patterns and standardized business languages to switch language types at any time according to the actual needs of both customers. In actual teaching, simulated situational teaching can also be carried out through BE, which is also an important way to improve students' knowledge reserve in learning BE. Culture determines the way of thinking, especially this cross-regional business communication, and the cultural connotation of different enterprises in different regions is of course different. When cultivating BE talents, cross-cultural business communication ability should be the focus of students' study, so as to avoid some misunderstandings in business communication.

3. Strategies to Optimize the Theoretical System of BE

3.1 Innovative Thinking Mode

BE is a comprehensive language gradually formed by the integration of languages and cultures of different countries under the cross-cultural background. Therefore, in the stage of BE teaching, colleges and universities should constantly improve the BE curriculum system according to the internationalization characteristics of BE, and effectively improve students' practical English communication ability and core literacy. BE not only covers a wide range but also is highly specialized. It is difficult to effectively meet the needs of current international trade in everyday English, and it is difficult to cultivate high-quality BE talents in the conventional English teaching mode adopted by most schools, thus a brand-new discipline of BE is derived. BE is quite different from general English in content, form and expression, and is generally used in international places such as the workplace and diplomacy, which is highly professional and normative. The innovative BE teaching system is shown in Figure 1.

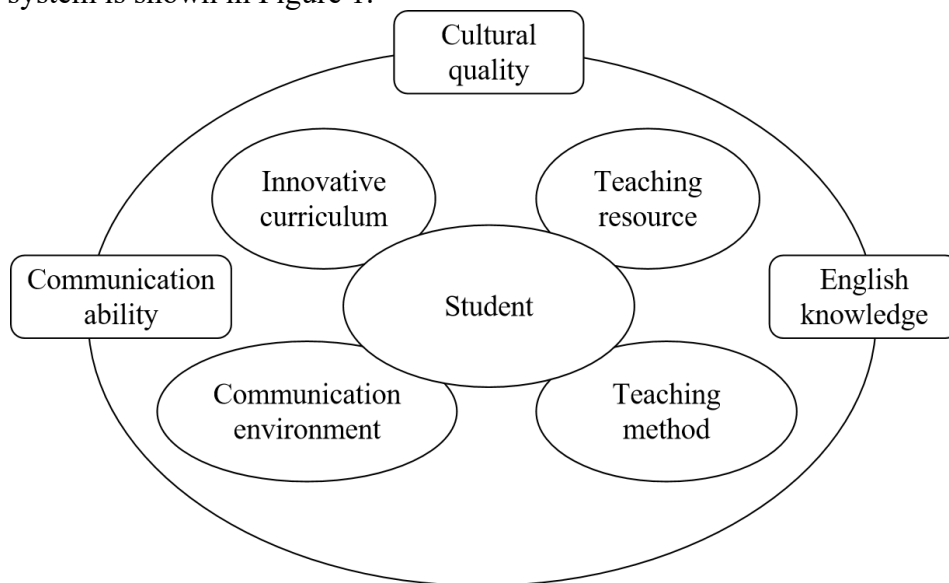


Fig.1 Innovative BE Teaching System

Business and English were originally two independent disciplines. However, with the acceleration of global economic integration, many domestic enterprises vigorously developed overseas markets, and a large number of foreign enterprises entered China, which increased the need for English in many business activities. When setting up the course system of BE in colleges and universities, we should first strengthen teachers' own understanding of the specialty of BE, so that they can fully grasp its expression characteristics, and make clear the differences in writing formats and expression contents of contracts and agreements in the stage of business communication, so as to ensure the accuracy of the words used in BE translation by teachers in the stage of BE teaching. In the stage of BE translation, we should pay special attention to the differences between the cultural customs and backgrounds of the parties to international business negotiations, prevent the use of words that will cause misunderstandings among the parties to the negotiations, and preferably mention topics that can arouse the interests of the parties to the

negotiations, thus stimulating their interest in the negotiations.

3.2 Clarify the Connotation of BE

In international business communication, English appears as a communication tool, and it is more important to not only achieve the purpose of business communication, but also reflect the differences between two cultures and two languages. BE is the fusion of English and Chinese languages and cultures, and its cross-cultural, international and scientific characteristics have higher requirements for college English teachers. English teachers should make use of professional knowledge learning platform, actively understand the training purpose and requirements of BE courses according to their own teaching characteristics, and constantly accumulate the knowledge and experience of other teachers in the stage of BE teaching. International business trade, in many cases, needs to maintain a certain business contact with enterprises, so it will involve many aspects such as corporate propaganda, commodity prices, commodity information and negotiation, and many of them need to be carried out by business letters and telegrams, and there will also be content that needs attention when communicating in BE. The classification of regional cultural symbols from the perspective of international trade and business communication is shown in Figure 2.

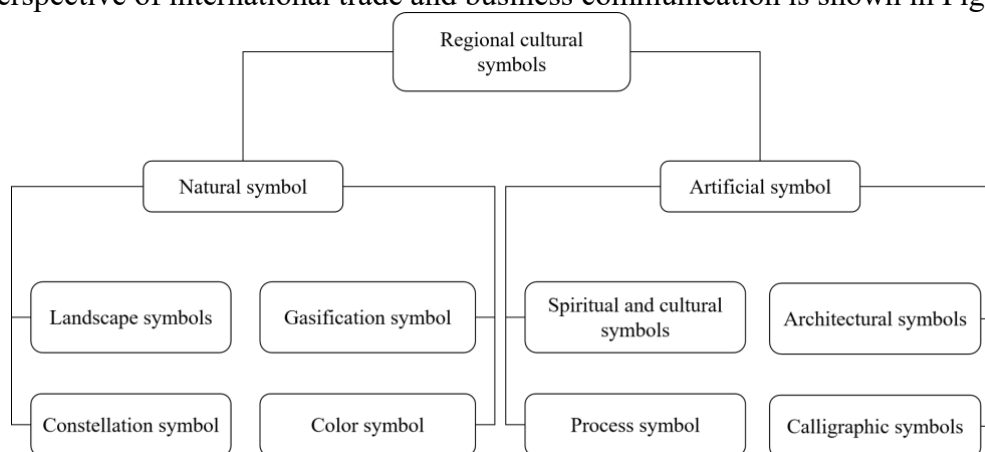


Fig.2 Classification of Regional Cultural Symbols

In the communication stage of international trade activities, it is necessary to analyze the standardization of words and expressions from every detail, understand the business cultural background and business communication etiquette, and avoid all kinds of misunderstandings caused by cultural differences between China and foreign countries. BE teachers should change the traditional teaching ideas, form a student-centered humanistic education concept, pay attention to improving the application of BE, and actively learn advanced multimedia technology on the basis of a comprehensive grasp of BE knowledge points. When preparing for business negotiations, we must first determine the negotiation objectives, then determine the negotiation strategies, and finally understand the negotiating opponents. Therefore, it is necessary to attach importance to the business negotiation link of English business communication in international trade activities from the details.

4. Conclusions

Due to the rapid growth of China's foreign trade activities, the demand for BE communication is increasing day by day. It is necessary to comprehensively promote relevant trade cooperation and improve the effect of business negotiation according to the actual needs. China's participation in the field of foreign trade is constantly expanding, and the activities involved are also very frequent. The trade activities and business negotiations between China enterprises and the international community are also increasing, so there is an urgent need for practical talents who can skillfully apply BE communication skills. Due to the differences in thinking logic and values caused by cultural differences between different regions, some problems may be encountered in the stage of international business negotiations. Therefore, to cultivate BE talents, it is necessary to start with basic knowledge and improve the feasibility and efficiency of negotiations through accurate

language rhetoric in the negotiation process. BE talents must have a solid grasp of basic knowledge, understand the cultural background of the negotiating party and fully master professional BE knowledge. In the stage of applying international trade terms to international trade, we should try our best to avoid its limitations. Only by minimizing the impact of its limitations can we ensure the accuracy and smoothness of the use of international trade terms.

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