

## Research on Business Chinese Teaching and Intercultural Communicative Competence Training Based on Cross-Border e-Commerce

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**Abstract:** Business Chinese is a Special Purpose Chinese Used in Business Communication under the Business Background. the Ultimate Goal of Business Chinese Teaching is to Cultivate the Ability of Foreign Students to Successfully Communicate in Chinese in Business Environment. Cross-Border e-Commerce as a New Format Has Become the Main Channel for the Transformation and Upgrading of International Trade. Cross-Cultural Communication Ability is the Key to the Success or Failure of Cross-Border e-Commerce. Consumers from Different Countries Have Different Languages, Communication Methods, Aesthetic Differences, Religious Beliefs, and Cultural Practices. Therefore, the Development of Cross-Border e-Commerce is Not Smooth. Business Chinese Teaching Should Be Oriented to the Cultivation of Students' Language Ability and Professional Skills in Order to Improve Students' Cross-Cultural Communication Ability in Different Environments. While Strengthening Students' Basic Language Skills Such as Chinese Language Knowledge, Listening, Speaking, Reading and Writing, the Cultivation of Intercultural Communicative Competence Should Become an Important Part of Business Chinese Teaching.

### 1. Introduction

With the Acceleration of the Process of Economic Globalization and the Promotion of China's International Status, the Economic Exchanges between China and Other Countries and Enterprises in the World Continue to Deepen, the Economic Value of Business Chinese as a Special Purpose Chinese is Rapidly Increasing, and the Demand for Business Chinese in Various Countries in the World is Increasing [1]. At the Beginning of Teaching Chinese as a Foreign Language, the Research Focused on Phonetic, Intonation, Vocabulary, Grammar and Other Language Elements. after a Long Period of Practical Exploration, Scholars Have Found That It is Far from Enough to Improve Learning Skills Only by Studying Chinese Itself [2]. in Recent Years, the Advent of the Internet Era Has Brought More Opportunities for Exchanges and Mutual Benefits to the Development of Enterprises, Trade Groups and Individuals from All over the World [3]. At the Same Time, a Trade Pattern Spanning Time and Region is Emerging on the Network Platform. This New Trade Pattern in the Internet Plus Era is Cross-Border Electronic Commerce [4]. Consumers from Different Countries Have Different Languages, Communication Methods, Aesthetic Standards, Religious Beliefs and Cultural Customs, So the Development of Cross-Border e-Commerce is Not Smooth Sailing [5].

China's Exchanges with Other Countries in Different Fields Are Increasingly Frequent, and the Construction and Development of Various Industries Require a Large Number of High-Tech Translation Talents [6]. When Translating Chinese, People Must Pay Special Attention to the Differences between Native Culture and Foreign Culture, as Well as the Differences between Semantic Information and Cultural Information under Different Cultural Backgrounds [7]. At Present, in Terms of Teaching Content, the Cultivation of Cross-Cultural Communicative Competence Has Not Received Enough Attention and Enhancement. Even If the Learners Have Sufficient Language Knowledge, in the Process of Using Chinese for Communication, Communication Barriers Often Arise Because They Do Not Understand the Target Language Culture [8]. Due to the Particularity of Its Teaching Purpose, Business Chinese Teaching Has Closely Combined Language Skills Teaching with the Teaching of Chinese Business Culture and

Chinese Business Etiquette [9]. in the International Business Activities of Modern Society, the Boundaries between Countries Have Become Increasingly Blurred, and Cross-Cultural Communication Has Played an Increasingly Prominent Role in International Business Activities [10]. Business Chinese Teaching Should Be Oriented to the Cultivation of Students' Language Ability and Professional Skills in Order to Improve Students' Cross-Cultural Communication Ability in Different Environments.

## **2. The Necessity of Developing Intercultural Communicative Competence**

### **2.1 Definition of Cross-Cultural Communication Concept**

Cross-Cultural Communication is a Kind of Oral Communication in Which Communicators with Different Cultural Backgrounds Use the Same Language in Specific Communication Situations. the Purpose of Teaching Chinese as a Foreign Language is to Cultivate Learners' Ability to Communicate in Chinese. Only by Removing the Obstacles of Cross-Cultural Communication Can Cross-Cultural Communication Be Successfully Carried out. the Expression of Language is Speech, Which is a Combination of Sound and Meaning, While the Organization of Language is the Unity of Formal Structure and Semantic Structure. the Definitions of Different Perspectives Complement Each Other and Help Us to Understand the Concept of Intercultural Communicative Competence. Based on This, Intercultural Communication Ability Refers to the Ability to Communicate between Two Cultures. to Remove Obstacles in Cross-Cultural Communication, It is Necessary for Learners to Have a Deep Understanding and Acceptance of Chinese Culture. the Fundamental Way for Students to Understand Chinese Culture is to Teach Chinese as a Foreign Language. the Ultimate Goal of Chinese Teaching is to Cultivate Students' Cross-Cultural Communication Skills in Different Environments, and to Lay the Foundation for Students to Enter the Society and Engage in Related Work in the International Field after Graduation [11]. from a Cross-Cultural Perspective, Differences in Language and Culture Will Inevitably Lead to Non-Correspondence and Incomplete Correspondence between the Two Languages At Each Language Level.

### **2.2 Cross-Cultural Communication in International Business Activities**

Cross-border e-commerce is the integration of the Internet and import and export trade. It is an international trade activity in which countries complete the whole transaction through the three processes of goods screening, price settlement and goods delivery through the Internet platform. Cross-cultural communicative competence is comprehensive and multi-dimensional. To examine a person's cross-cultural communicative competence, one should not only examine his cross-cultural knowledge, but also his thinking, behavior, emotion, personality, etc. The so-called cultural conflict refers to the process in which different forms of culture or cultural elements oppose and repel each other. Language has all the attributes of culture, so language is also a culture and the most important component of human culture. A good cross-cultural communication ability can help both sides of trade to hold a more positive attitude of inclusiveness towards different cultures, so as to better understand the psychology and behavior of trading objects under the role of empathy ability, so as to improve the quality and efficiency of cross-border e-commerce trade. The Chinese language contains the strong culture accumulated by the Chinese nation in the long process of development. It has cultural connotations that foreign learners do not have or are different from, and these cultural connotations are always permeated in the pragmatic process.

## **3. Patterns and Strategies of Cultivating Intercultural Communicative Competence**

Due to the influence of communication tools, under the background of cross-border e-commerce, the language used by both buyers and sellers presents the characteristics of network language. In terms of vocabulary, it is mainly reflected in the use and selection of colloquial and abbreviated vocabulary. Teachers must understand students' knowledge level before introducing culture. We should seriously deal with students' lack of independent thinking, creative imagination, critical judgment and practical ability. In cross-cultural communication, only by consciously comparing the

words that embody cultural meaning can communication be easier and more successful. In the process of learning Chinese translation, students not only learn the language systematically, but also have the opportunity to contact the rich cultural connotation of the language. The principle of coherence and the principle of loyalty are both principles that pay attention to coherence, but the scope involved is different. Due to the differences of different cultures of different nationalities, their languages have different characteristics in structure and expression, which are reflected in cross-cultural communication. Chinese teaching is not the only way to cultivate cross-cultural communicative competence, but Chinese teaching can integrate language teaching and cultural teaching.

Cultural customs are formed by customs throughout daily social life and communication activities, such as address, greeting, clothing, etc. Thinking culture is caused by thinking mode. How to teach must be based on what to teach. Compared with teaching methods, teaching contents should be paid more attention. While learning Chinese language knowledge, teachers should integrate cultural background knowledge as part of language knowledge into the process of language teaching. Communicative competence consists of three parts, as shown in Figure 1.

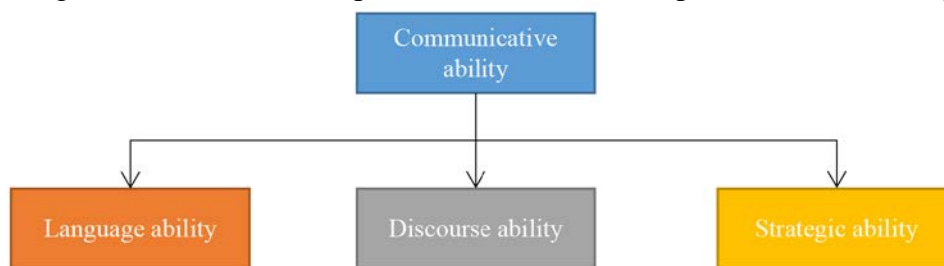


Fig.1 Composition of Communicative Competence

Under the background of cross-border e-commerce, cross-cultural communication is influenced by specific communication occasions and communication intermediaries, thus putting forward unique requirements for cross-cultural communication ability. Although communication activities are in the network environment, they are in the business environment. Therefore, while improving communication efficiency, we should not neglect the accuracy and clarity of language expression required by business activities. Due to the different cultural backgrounds, values and consumption habits of different countries, international business activities are bound to face the problem of cultural conflicts and integration. In teaching Chinese as a foreign language, we need not only to impart language knowledge, but also to communicate the different moral consciousness between different societies and different countries. Language knowledge is the basis of cross-cultural communication, including pronunciation, vocabulary, semantics, syntax, pragmatics and discourse knowledge. Lack of solid language knowledge will bring considerable obstacles to cross-cultural communication under the background of cross-border e-commerce. Only by organically combining language knowledge, language skills and the related culture, advancing simultaneously and completely, can good teaching results be achieved.

#### 4. Conclusion

Cross-border e-commerce is at a stage of rapid development, and there are also various problems in its development process. Among them, conflicts caused by cross-cultural differences such as language, values, consumption views and aesthetics are more obvious. Improving cross-cultural communication ability is an inevitable requirement to promote the development of cross-border e-commerce. The importance of teaching Chinese as a foreign language is beyond doubt, and the improvement of cross-cultural communication ability is also an important purpose of teaching Chinese as a foreign language. Cross-cultural communication is the key to successful business communication. The cultivation of cross-cultural communication ability should become an important goal of business Chinese teaching. Cultural contrast teaching is enable students to form a preliminary understanding of their own culture and other cultures, while situational teaching or

case teaching rules can enable students to construct cultural knowledge schema and form cross-cultural awareness through experience or inquiry in the cognitive process, so as to correctly understand each other's intentions in communication. The purpose of business Chinese teaching has changed from the original knowledge of Chinese language, cultural knowledge and language skills to the cultivation of intercultural communicative competence, which is the inevitable requirement of the development of the times.

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