

A Comparative Analysis of Non-Linguistic Factors on Business Negotiation between China and America

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Abstract: With the development of economic exchanges, business negotiations are no longer new to us. As long as human beings exist, business negotiations will continue. With the development of china's economy, china has become one of the decisive factors in the world economy. China and the United States are the largest developing and developed countries in the world. Their economic exchanges occur very often. Therefore, business negotiation between china and the United States play an important role in world trade.

1. Introduction

Business negotiation is not only a comparison of negotiators' psychological quality, but also a collision and integration of two cultures, which requires face to face ingenuity. Non-linguistic factors account for a large part of interpersonal communication. Therefore, not only linguistic factors play an important role in business negotiations, but also non-linguistic factors play a variety of functions in business negotiation.

This paper analyses the differences in non-linguistic aspects of sino-us business negotiations from the cultural aspects of the two countries. More and more economic exchanges occur between china and the United States. With the development of economic globalization and the changes of the times, business negotiators need greater capabilities. In order to make the economic exchanges between china and the United States more smooth, this paper not only analyzes the differences of non-linguistic factors in business talks, but also puts forward some suggestions for business negotiations.

2. Introduction

2.1 The Purpose and Significance of the Paper

Almost all economic contacts need to be carried out through business negotiations. The change of economic environment has made negotiations become more and more complex. Meanwhile, negotiations are not just traditional commodities, but services and technologies are becoming more and more important. The negotiation activities will largely determine the business activities. The appropriate adoption of negotiation skills is the key element of successful negotiation. To master negotiation skills, we need to understand the differences in language between two countries and the differences in non-linguistic factors between the two countries.

China's economy continues to develop. China's economic, cultural and political status in the world is constantly improving. Both China and the United States are the largest developing and developed countries in the world. Bilateral trade between China and the United States plays an important role in the world. Sino-US economic relations are an indispensable part of international relations and play an important role in international relations. As the largest trading partner of each other, China and the United States have a high degree of trade relations between the two countries.

Since China joined the World Trade Organization (WTO), more and more American companies have sprung up rapidly in China. More and more business activities have led to more exchanges between two very different cultures, especially in the field of business negotiations. Meanwhile, with the deepening of China's reform and opening up to the outside world, international business

negotiations have become more and more frequent. The level of negotiation is also getting higher and higher. Non-verbal communication has become the most important form of expression in this era.

However, different cultural backgrounds, values and habits between countries result in different negotiation styles. There are great differences in social and political systems, values, ideologies and cultural traditions between China and the United States. Therefore, there are also great differences in negotiation styles.

2.2 Analysis of the Current Situation At Home and Abroad

Our country began to study non-verbal communication in the 1980s. In 1988, Geng Erling published his first book on nonverbal communication, which explains social function, trait, uses and body language techniques. In 1994, Wang Fuxiang published *The Magical Silent Language*, describing non-verbal communication with specific theories and examples in China, providing a way to judge the inner feelings of others from body language. In 2002, Li Jiequn published *Introduction to Language Communication*, which introduced non-verbal communication in detail from the aspects of facial expression and gesture.

The other side of the shield, studies abroad started much earlier. In 1899, Darwin published suggesting that human facial emotions are universal. In the 1950s, the number of non-linguistic studies increased significantly. In 1956, Jurgen and Kees published a book *Nonverbal Communication: Notes on the Visual Perception of Human Relation* on the origin and use of nonverbal communication. In the 1960s, the research of non-verbal communication flourished, and the gestures and actions of different parts of the human body were studied in detail. In 1970, Ray Birdwhistell Published the book *Kinesics and Context: Essay on Body Motion Communication* has created the term “kinesthesiology”, which systematically studies how human beings communicate through body movements and gestures. In 2002, Fast published a book *Body Language* which introduces body language to readers and provides interesting examples to explain nonverbal behaviors such as gestures, facial expressions, postures and distance between interlocutors.

2.3 The Structure and Main Content of the Paper

This paper is mainly discussed in five parts. The first chapter is the introduction, which introduces the purpose and significance of the research and the current research situation at home and abroad. Chapter two to four are the main part of this paper. Chapter two introduces the basic concepts of business negotiation and non-linguistic factors. Chapter three is about the different non-linguistic factors in Sino-US business negotiations. And the reasons are deeply analyzed and elaborated. On the basis of each difference analysis, the cultural characteristics and behavioral differences of Chinese and American negotiators in business negotiations are summarized. Chapter four puts forward strategies and suggestions for Sino-US cross-cultural business negotiation. Chapter five is the conclusion of the paper. This paper intends to use the method of theoretical analysis, case analysis and comparative analysis. The analysis process of this paper is from theoretical analysis, elaborating problems, to analyzing reasons and putting forward countermeasures. However, due to the limitations of length and research level, this paper cannot answer all the questions. The analysis of business negotiation is limited to the categories classified according to the political and economic categories and cannot involve specific economic industries. However, the paper still tries to elaborate the problems on the basis of many existing theoretical foundations and put forward suggestions for the problems.

3. Business Negotiation and Non-Linguistic Theories and Concept

3.1 The Concepts of Business Negotiation

For the sake of their own economic interests and meeting each other's needs, different parties of economic entities, through communication, consultation, compromise, cooperation, strategy and other ways, define the possible business opportunities as business negotiation. Business negotiation

is a business activity that business personnel need to attend frequently. Negotiation is an important part of business activities. Real negotiation is not hostility, but mutual efforts to reach agreement. Negotiations can be classified into non-governmental negotiations, government negotiations and international negotiations according to the social relations involved. According to the content, it can be divided into political negotiation, military negotiation, economic negotiation, cultural negotiation, formal negotiation, informal negotiation and cross-cultural business negotiation. Cross-cultural business negotiation is an important part of international business negotiation. It also plays an important role in international economic activities. The means of international trade are various and complex. The political, legal and cultural factors that affect business negotiations are also complex and changeable. Therefore, international business negotiations are also extensive and uncertain.

3.2 Definition, Classification and Function of Non-Linguistic Factors

Non-verbal communication is a way of communication without language. There are many definitions of non-language, and these definitions are also different. Nonverbal communication includes all the nonverbal stimuli in the communicative environment. These stimuli are related to the use of the environment. The use of environment, information value and communication environment play an immeasurable role in non-verbal communication. Non-verbal communication is an important factor. Non-verbal communication, such as touch, eyes, voice changes, gestures, facial expressions, conveys more information than linguistic symbols. In conversation, people can decide to argue or agree, laugh or blush, relax or resist, continue or interrupt the conversation by observing each other's pause and intonation, dressing style, eyes and facial expressions, paying attention to the choice of words and syntax. Every signal carries information. For example, when we feel embarrassed, we don't say anything, but it's hard to control blush. Touching your chin and waving your fingers represent some psychological activity. All these can reflect our attitude and psychology.

3.3 Non-Linguistic Factors in Business Negotiations

Human communicative activities include linguistic and non-linguistic behaviors. Edward Sapier, an American linguist and anthropologist, believes that human language consists of two parts: language and speech. The former is the factor of all linguistic acts, and the latter is the act of using language. Language behavior is realized through linguistic and non-linguistic factors. The non-linguistic factor is a well-designed code that is not written and nobody knows, but everyone understands. Excluding verbal communication in business negotiations, negotiators' mentality, facial expressions and body movements will leak some information. The key to success is that communicators can judge the real intention of the other party by observing the information presented by the other party, accurately grasp the change of the other party's mentality.

Business negotiation also relies on non-verbal behavior to a large extent, involving new subjects such as gesture, nearsightedness, object language, paralinguistics and so on.

Body language can spy on the body movements of the negotiating parties, including gestures, expressions, eyes, postures, and other non-verbal codes to convey the meaning. Close stylistics gives meaning to the distance that negotiation keeps. The tone, volume and hesitation involved in paralinguistics reflect the special information of both sides. For example, the eyes are the windows of the mind, which can transmit information, convey energy and reveal the most real emotions in the heart. Facial expression is also an important non-verbal factor in business negotiation.

4. A Contrastive Analysis of Non-Linguistic Differences in Sino-American Business Negotiations

4.1 Example of Case Analysis

4.1.1 The First Case

Laughter and smile usually convey friendliness, approval, pleasure, joy and satisfaction. This is true of both China and the United States. However, in the case of laughter and smiles, the most

common facial expressions in negotiations can lead to misunderstanding between the two negotiators. Sometimes Chinese laughter or smiles can lead to negative reactions from the American negotiators. Here's an instance, in which laughter and smiles result in misunderstandings in the negotiations between the two countries. If you don't notice them, this misunderstanding will lead to bad effect.

David Johnson and Zhang Haxing are top managers of two companies in the United States and China, is talking about how well American companies are investing in Chinese companies until there were obvious errors in the data provided by the Chinese side in American. After careful investigation, the result was that the mistakes were caused by Chinese employees. Chinese managers say sorry with a smile on their faces. However, American executives suspect the sincerity of the apology. He quite doubts whether Manager Zhang really takes this mistake seriously.

Perhaps Americans find it hard to have faith that a Chinese smile or laugh not only means happiness, but also modesty or embarrassment. For top Zhang, smiling is an apology to show responsibility and sincerity. However, Johnson thinks that a smile means disrespect. This intensifies the contradiction. Chinese corporation meet the risk of lose the trust of American corporation. The worst result is that investment projects are cancelled by American companies. Although laughter usually convey friendliness, approval and satisfaction, in a special atmosphere, Chinese do show their embarrassment by smiling and laughing.

According to Hofstede, the Power Gap Index (PGI) of China is significantly higher than that of the United States. The reason for the above case conflict is that PGI is accepted or perceived by less powerful members of organizations and institutions. The degree of unequal distribution means that Chinese people agree with the higher explanation of inequality. In the past, there was a very strict hierarchy in Chinese feudal society. Especially in official circles, officials of lower rank should be humble to officials of higher rank. When they make some mistakes, they try to flatter their superiors. They smile to show embarrassment and humility.

Of course, in this case, China does not belong to a lower level. However, because of the mistakes made in the negotiations, they were put at a disadvantage in the negotiations. They fall into a lower class. Therefore, Manager Zhang wishes to laugh at it. Even now in China, laughing at unpopular things is still a common habit. From Manager Zhang's point of view, smiles and laughter will dispel unpleasant mistakes and enter the next round of negotiations in harmony. However, American culture is characterized by low PGI. Americans can hardly understand Chinese in this case.

Therefore, Chinese negotiators should pay attention to it. If there are mistakes in the negotiations, they should apologize to the Americans with a serious emphasis. They should also have a serious facial expression. Similarly, ideally, in order to build mutual trust between the two sides, Chinese negotiators should explain errors in a very detailed way to show strong concern.

4.1.2 The Second Case

An American company and a Chinese company were negotiating. The American company first quoted the price of the product. The Chinese company was silent for half a minute according to its own customs. American companies are uneasy about this silence, thinking that Chinese companies feel the offer is too high, so they take the initiative to reduce the price. Chinese companies are both happy and puzzled because they could have accepted the original offer. Silence as a form of non-verbal communication, sometimes plays an unexpected role in business negotiations. Silence means approval in the West, but in China, people regard silence as a kind of military force because they pay attention to the harmony of interpersonal relationships and avoid conflicts.

In business negotiation, it is often necessary to clearly express the views of both sides, so as to save negotiation time. Silence without expressing one's own opinions will often lead to misunderstanding of the opponents, which is not conducive to the smooth progress of negotiations.

4.2 Cause Analysis

4.2.1 Relations and Criteria

Whether the members of a society choose universalism or particularism determines the

relationship and criteria of the society and culture. Universalism means that a rule is accepted and obeyed by all members of society. Everyone is equal in front of the rule. Behavior in the culture of universalism is abstract. It resists any exceptional acts that may undermine the rule. In the United States or Switzerland, in the absence of vehicles, the traffic lights are red, crossing the street is allowed. People think that this is a universal rule. Particularism focuses on the particularity of the situation. For the members of the society in the culture of particularism, a person is not only a citizen, but also a friend, brother, family and other important identity with particularity. Whatever the rule system, the person will receive it.

People in both cultures often talk ill of each other and think they are immoral. Universalists think that particularisms will favor friends, while universalists of cold-blooded even think it does not help. Cross-cultural negotiators generally believe that the United States belongs to the Universalist culture, while China belongs to the particularistic culture.

4.2.2 Community and Individual

The so-called collective and individual refer to collectivism culture and individualism culture. Here we mainly discuss the main differences between American and Chinese negotiators in business negotiations, which are manifested in distinct individualism.

In business negotiations, it is often seen that Chinese members form a large-scale negotiating delegation, which is also a microcosm of the whole national character. As for the unexpected problems and requirements in the negotiations, the Chinese people always want to consult with the rear, while the number of American negotiators is streamlined. They can always react promptly to the unexpected events in negotiations.

In the eyes of Chinese people who believe in collectivism culture, if a person comes to the negotiation alone without relevant accompanying personnel, then their position in the company must not be high. Moreover, in the negotiation, the Chinese side pays attention to the identity equivalence of negotiators between the two sides. And they only talk about the identity equivalence with you. However, the US negotiators do not care the hierarchy within the negotiating group, but only divide the professional area.

4.2.3 Emotion and Relationship

Emotion and relationship, in fact, is to discuss the degree of emotional expression of negotiators in different cultural backgrounds. The difference of “visible” emotional expression is one of the important differences among different cultures. Different cultural norms have different tolerance for intense emotions. Some countries have high tolerance and some are low tolerance.

Americans are relatively more emotional. Emotional expression is more explicit and direct. It is separated from objective and rational decision-making, so it is often seen in the negotiations that American negotiators slap the table and roar. Language expression is direct, rich tone, and even accompanied by exaggerated body language. Compared with the uncontrollable behavior of American negotiators, Chinese negotiators tend to be more “calm”. They think that too much expression of their anger and tension in the workplace is unprofessional. Losing calm is a major taboo in negotiation, even when they encounter unsatisfactory or angry things. They prefer to choose conservative and circuitous statements to express their opinions rather than yelling. They even express their dissatisfaction or rejection in a silent way, which often confuses the other party.

4.2.4 Culture of China and America

To understand the differences on the negotiating table, we must dig deep differences between Chinese and American cultures. The difference on the business negotiation table between China and the United States is caused by the difference in cultural values. Values reflect a person’s overall evaluation of the value and significance of all objective things around him, such as people, things and nature. Generally speaking, it is when we want to be good or bad, right or wrong, useful or useless, satisfied or dissatisfied. When the equivalent value is judged, values will play a role, and each culture will have its own set of values system.

The differences between Chinese and American traditional cultures can be discussed mainly

from the aspects of agricultural civilization and commercial civilization.

The difference between Chinese and American cultures based on patriarchal clan culture and contractual ideology is striking. The former is manifested by distinct hierarchy, observance of order and acceptance of heaven's destiny, while the latter is manifested by advocating equality and freedom, in which everyone is the people of God and born equal.

5. Strategies and Suggestions for Sino-US Cross-Cultural Business Negotiation

5.1 Mastering Negotiation Skills

The problems existing in the communication of business negotiation make it impossible to achieve satisfactory results. In business negotiation, we should not only pay attention to the substantive content of the negotiation, but also master the communication skills well. Only in this way can we form effective communication between the two sides and reduce the contradiction of interests between them on the basis of mutual understanding and in disputes. To improve communication skills in negotiation, the following points should be focused on.

Firstly, attention should be paid to the etiquette of communication in business negotiations, so as to create a good atmosphere for business negotiations and promote the smooth progress of subsequent negotiations. First of all, they should make full preparations before the negotiation, choose the appropriate negotiation occasion, determine the appropriate negotiation venue according to the content of the negotiation, and conduct the meeting venue. Followed by a good grasp of the negotiation process, which is also a respect for the other side of the negotiation. Understanding the identity and position of the negotiating party. Negotiators' appearance should be well arranged to match the personnel arrangement of the other party. When they appear in front of the other party with a clean and tidy face, they should pay great attention to politeness and pay more attention to the details of language and action. It's better to keep smiling and show friendliness to each other.

Secondly, make communication language more professional in business negotiation. Negotiators should adopt more professional language when communicating with each other and standardize the language to avoid arbitrariness in language. In business negotiations, must use professional terminology to avoid misunderstanding errors on issues related to interests of both parties. And different regions with different levels of economic development may have different understanding of economic language. At this time, the use of professional language to regulate it can effectively avoid subsequent disputes and put the responsibilities of all parties in place. It can also make the other party understand quickly while expressing their opinions accurately.

Thirdly, In business negotiation, negotiators should avoid using more rigid language to increase the flexibility of negotiation. Business negotiations usually require rigorous use of language to be accurate and standardized, but appropriate use of flexible language will leave a lot of room for their future actions. For example, when the other party wants a reasonable answer, it can say "will give you an answer as soon as possible" instead of specifying the time. Such flexible use of language not only cause less pressure to the other side, but also can take the initiative in the negotiation. The initiative in the negotiation will make itself in a favorable position in the business negotiation.

5.2 Improving the Science of Negotiation

In order to improve the science of business negotiation, the following two points should be followed by the negotiators.

Firstly, negotiators should develop cross-cultural communication awareness. Negotiators should be deeply aware that business English negotiation process involves not only the interests of countries, but also the dissemination of culture to the outside world and the perception of the culture of other countries. Before the negotiations begin, they need analyze the differences of two countries' culture, and make the differences in beliefs, purposes or needs between different countries clear. Therefore, they will not fall into an embarrassing situation or failure while negotiating.

Secondly, negotiators consciously learn cross-cultural communication knowledge and improve

their professional accomplishment. Negotiation is a process of reaching consensus, so the process of negotiation is not accommodation, but mutual understanding and compensation. After the globalization of business, every country in the world will participate in business activities more or less. There are significant cultural differences between these countries. If different countries want to negotiate smoothly, they must learn and understand other cultures different from their own. Therefore, in the early stage of business English negotiation, negotiators should have a thorough understanding of the national culture of other negotiators, and study and formulate minute negotiation ways and tactics. This comprises of learning the habits, national culture, religious beliefs or taboos of the opponent's country.

5.3 Increasing the Level of Negotiators

Negotiators are supposed to speak sign language carefully in order to avoid intercultural clash. During the process of negotiation, adverbs are unavoidable. Therefore, business negotiators must learn to observe words and expressions and prepare for psychological tactics. The scientificity of negotiation is mainly reflected in external environments. For example, scientific decision, learning the external environment of negotiation items, mastering relevant technologies, understanding the situation of negotiating opponents and controlling the negotiation process, so as to put them in a beneficial place.

6. Conclusion

Over the years, Chinese traditional education transform to modern education, more and more people began to research cultural factors in business negotiations.

The article systematically combs the different cultures of non-linguistic factors in cross-cultural business negotiation between China and the United States. It also compares the behavioral differences between the two countries. Then through case analysis and comparative analysis are displayed.

Although the paper tries to offer theoretical reference for negotiators, due to the limitations of length and research level, this paper cannot solve all problems. The study of business negotiation is only about the categories classified according to the political and economic categories and cannot include specific economic industries. Therefore, future studies should develop more insights to the non-linguistic factors on business negotiation.

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