

Application Skills of Business English in International Economic and Trade Negotiations

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Abstract

In international economic and trade negotiations, business English communication skills are extremely important and an important factor affecting the success of negotiations. Based on this, the meaning and characteristics of business English and its role in international trade were elaborated in this study, and the obstacles of business English communication skills in international trade negotiations were deeply studied, then optimization strategies for the current problems were put forward, aiming at providing some theoretical reference for the development of foreign economic and trade in China.

Keywords: *International Economy and Trade; Business English; Intercultural Communication; Negotiation Skills*

1. INTRODUCTION

Business English is a practical language in international economic and trade negotiations and exchanges, and it can be used in daily communication and transaction negotiations. In the context of the deep-seated transformation of China's opening up, the application of business English in negotiation is very important for enterprises, and it is also an objective requirement to grasp the autonomous voice of international economic and trade. The frequent use of business English in international trade has long been a potential business rule. Many domestic enterprises have focused on the international market, and the demand for business English professionals has increased year by year. Business English, as an applied subject, its application mode and level can greatly influence the success or failure of a business. Business English is a bridge in business and trade. The skilled use of business English includes not only simple bilingual translation, but also the mediation of semantic omissions, thinking differences and cultural conflicts between the two sides in the process of translation. This not only requires practitioners to pass the English quality, but also to have a high humanistic quality.

2. BUSINESS ENGLISH

2.1 Meaning and characteristics

Business English differs from ordinary English in that it aims at trade exchange and promotes trade development through English language communication, and it has the characteristics of strong practicability and clear purpose [1]. Firstly, business English must be objective and use indirect and accurate language as far as possible, especially in the introduction of price and performance. Business English involves translation and interpretation, and it should be purposeful in business negotiation and writing business letters. Secondly, business English is highly professional, which is beyond doubt. In business English negotiation, a large number of professional terms need to be used, so that business English requires not only professional content, but also standardized form [2].

Business English is widely used, including professional knowledge, language skills, cultural awareness and communicative competence. In fact, Business English has both the characteristics of ordinary English and its unique communicative nature [3]. On the basis of ordinary English, combined with special business environment and business meetings, business English negotiators need to master more professional English knowledge, business knowledge and negotiation knowledge to complete the process of transforming business theory into business practice [4]. In negotiation, based on the characteristics of business English, negotiators should follow certain principles, such as pertinence, conciseness and adaptability, to ensure the effectiveness of business English.

2.2 Development prospect of business English

In recent years, the demand for business English talents has increased rapidly, and the requirements of enterprises for talents' quality have been constantly improved. Graduates of business English major are facing a severe employment situation [5]. According to the statistics of the Ministry of Labor and Personnel, the employment rate of English majors has been in the top 10 among all majors. Even in recent years, the employment rate of graduates of this major in most colleges and universities is still over 90% [6]. This paper took 2018 graduates of business English major from international business college of a university in Sichuan Province as the subjects of investigation, and made statistics on their employment orientation, as shown in the table below.

TABLE 1 EMPLOYMENT DIRECTION OF 2018 GRADUATES OF BUSINESS ENGLISH MAJOR

Direction of Employment	Percentage (%)
Private Enterprise	68%
Foreign Enterprise	33%
State-owned and Public Institutions	19%
Exclusive Copy	13%
Employment Abroad	2%
Studying Abroad	1%
Village Officers, Recruitment, Western Plans	1%

2.3 Role of business English in international trade

Business English refers specifically to the language used in international trade negotiations. Compared with the English we usually communicate with, business English is more professional and more directional, and it is generally divided into business English letters and spoken business English [7]. In the process of training talents, it is necessary to cultivate their comprehensive ability, that is, to master negotiation skills in spoken business English and writing letters, so as to improve their negotiation ability. Business English is prominent in communicative competence, which requires business English negotiators not only to have a professional knowledge system, but also to understand the communication skills, make correct choice of language, and find cooperation points. Business negotiation is complex, and business English negotiation skills are indispensable.

At the same time, business English can also play an active role in bidding, financial development, overseas investment and other aspects to promote the overall development of enterprises. However, cultural differences and the differences in the trading system are one of the biggest obstacles for business English translators, and its professionalism is also reflected in this aspect [8]. How to strengthen the ability of business English negotiators through cultural infiltration and practical training is one of the main tasks of this period.

3. OBSTACLES IN BUSINESS ENGLISH COMMUNICATION SKILLS IN INTERNATIONAL TRADE NEGOTIATIONS

3.1 Cultural resistance

In the process of international trade negotiations, business English negotiators often encounter a variety of trade between countries or cooperation customers between regions. When this happens, translators must pay attention to the different impacts of cultural differences between different countries [9]. Cultural differences are the biggest and strongest obstacles to communication, because some countries or regions have different views on some things from our customs, this is also one of the biggest obstacles in the negotiation process, which often leads to the failure of the whole negotiation process because of misunderstanding between them.

3.2 Language resistance

If the resistance of culture to negotiation in international trade can't be underestimated, the resistance of language can't be ignored [10]. Language resistance is mainly manifested in the fact that business negotiators in our country can't flexibly translate and change languages when they use business management normally. In English environment, many words have the same meaning or explanation, but the emotional lines between words and words are different. In international negotiations, there are often failures due to the misuse of English words, which are

misunderstood by the other side without knowing it. Therefore, in the use of business English, negotiators must pay attention to the emotional state of words.

3.3 Habits resistance

Different countries have different customs, so different ways of expression are required for business talks, which requires business negotiators to make appropriate preparations for investigation in advance to avoid the failure of the whole negotiation market caused by different customs among countries. This is a problem that often occurs or arises in the whole international trade negotiation environment. Once a similar problem arises, it will have a great impact on the whole negotiation environment. So before negotiation, negotiators must do enough work to avoid such problems.

3.4 Professional knowledge resistance

In the process of international trade conversation, it is easy to find professional terms in related industries. For example, the cooperation and exchange between the two pharmaceutical groups requires business negotiators to have a corresponding understanding and mastery of the professional terms in the pharmaceutical industry, which plays an important role in the international trade. Business negotiators must collect and grasp the professional terms and relevant explanations in the relevant fields for the first time, so as to know each other well and ensure the smooth progress and development of the whole negotiation.

4. OPTIMIZING STRATEGY

4.1 Precise selection of negotiators

Under the background of the new era, relevant business negotiators need to deepen their professional business English knowledge on the basis of mastering basic trade knowledge, actively participate in the process of business speeches, social small business activities and activity planning, so as to promote their effective response to various types of business negotiation occasions. Taking this as a foothold, relevant companies should deepen the investigation of the comprehensive quality of the people involved in trade negotiations. On the one hand, companies should have a thorough understanding of the business processes of various sectors of commerce and trade; on the other hand, companies should select highly experienced negotiators. In addition to constantly optimizing the basic literacy of existing international trade negotiators, relevant departments should optimize the organizational structure of staff according to the situation of world economic development and the comprehensive needs of improving corporate income, and actively select social personnel with deeper professional knowledge and more negotiation experience while training existing staff members in professional knowledge.

4.2 Preparing for negotiation

Generally speaking, the preparatory work in the early stage of negotiation can be divided into the following stages: the first is the stage of customer investigation. The collected personal demand information can be used as an effective information resource to guide the seller company to adjust its own trade control plan more pertinently, and lay a good foundation for multi-dimensional objective negotiations with the buyer company. The second is to estimate the cost in advance and be familiar with the relevant English expression skills. In the process of business trade negotiation, negotiators should have a clear understanding of the specifications, cost-benefit and customer feedback of a particular product, and take maximizing the company's revenue as the negotiating principle, make appropriate cost estimation and time-effectiveness evaluation of the price expectations put forward by the other party, and timely weigh the price and product attribute needs of the companies of both sides of the trade.

4.3 Respecting for development differences

In the process of actual trade negotiation, the two sides of economic transaction are liable to disagree on some funds or regulations. Influenced by the differences in the economic and cultural development of different countries, some trade processes, modes of thinking and product performance design have some deviations. With this as a foothold, relevant international trade and business personnel should base themselves on the overall economic environment for

the development of various countries, uphold high-quality cross-cultural awareness and comprehensive communication awareness, and timely negotiate and communicate with customers on technical issues and commodity performance issues in trade negotiations, so as to promote the orderly development of international trade and business negotiations.

4.4 Maintaining negotiation image

In the process of international trade and business negotiations, negotiators should maintain a good image of negotiation, which includes respect for the etiquette of trade partners, appropriate communication of the development concept of their own companies and ability to deal with emergencies, so that trade participants can have a high-quality awareness and high-level evaluation of their products and trade services, so as to promote the effective conduct of trade negotiations. In addition, business personnel should have complete English expression ability, information extraction and summary ability, language form adaptability and negotiation communication ability.

5. CONCLUSION

In the process of deepening international trade, flexible adjustment and high-quality play of negotiation skills have a significant impact on the effectiveness of trade results, and have a certain comprehensive impact on the economic development trend of our company and our country. Relevant international trade and business English negotiators should learn related professional knowledge of trade and negotiation in depth while ensuring the high level of English communication and social docking, and strive to build themselves into a highly professional, directional and practical talents. Only when business English is constantly applied can it be more perfect. International trade can be carried out smoothly only with the promotion of business English, both of them promote the coordinated development of each other and make great contributions to national economic development.

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