

Research on New Requirements and Countermeasures of International Trade for Business English Learners Based on Market Demand

Xiangfei Li

Kunming Metallurgy College, Kunming, Yunnan, China

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Abstract: With the acceleration of economic globalization, business exchanges among enterprises in various countries are becoming more frequent. Due to the specialty and multidisciplinary nature of trade, ordinary English has been unable to meet the needs of trade exchanges. Trade conferences, trade negotiations and other activities require specialized business English translators to participate. In this case, it is of great significance to improve the efficiency of business English communication. Because of the professionalism and scientificity of trade itself, it is difficult for ordinary English to meet the needs of communication, so some specialized English translators are needed in necessary occasions. In international trade negotiations, the use of business English must be properly and reasonably handled, so as to promote the smooth development of international trade. China's personnel engaged in foreign trade must master business English communication skills and improve business English communication skills, thus effectively improving the success rate of international trade.

1. Introduction

Business English communication plays a vital role in the increasingly frequent communication between businesses in various countries. However, due to the differences in cultural backgrounds between the two parties, communication is often restricted [1]. China's opening up has also provided many countries with opportunities to develop trade, and many foreign enterprises have begun to seek new development space and markets in China. The reform of China's system and the development of trade have both provided opportunities and brought great challenges to China's development [2]. Due to the differences in history, culture and customs among countries in different regions, it is necessary to properly deal with the impact of these differences in the negotiation of national trade through the use of business English [3]. Different countries have different histories, cultures and customs, so the use of business English in international trade negotiations must be properly and reasonably handled, so as to promote the smooth development of international trade [4]. In order to conform to the development trend of economic globalization, the foreign economic policies of various countries are constantly being adjusted and reformed. Therefore, international economy and trade have become new fields of competition and development among countries in the new era.

In China's foreign trade and economic activities, business English has become an irreplaceable common language for all parties to communicate with each other. Under such times and social conditions, business English, as a communication tool between trade exchanges of various countries, plays an increasingly important role [5]. The unique position of business English has been paid more and more attention by foreign trade enterprises, which has become a great help for the in-depth development of international trade. Some personnel engaged in foreign trade in our country must master the communication skills of business English so as to better strengthen international trade cooperation [6]. In recent years, the number of foreign trade enterprises in China has soared year by year, leading the world and becoming the main position of international trade [7]. In the next few years, China will have more companies with foreign trade import and export rights, and the large increase in the number of foreign trade enterprises will inevitably make the important role of business English more prominent [8]. People engaged in foreign trade in China must master the communication skills of business English and improve their communication skills in business

English, thus effectively improving the success rate of international trade. It is of great significance to attach importance to the application of communication strategies in the business English communication of foreign trade to overcome communication barriers. This paper mainly discusses this.

2. New Requirements of International Trade for Business English Learners

Over the past 30 years of reform and opening up, China's economy has maintained a high and stable growth, and the country's comprehensive strength and international status are continuously improving. Today, China has become the world's second largest economy. English is widely used in international trade with other countries and has become the world's common language. Business English consists of business background knowledge, language used in business background and business communication skills. With the increasing competition in the comprehensive economic capacity of various countries, the national economic competition has already developed from domestic to foreign countries. The most representative is multinational enterprises. Business English has unique pertinence and strong professionalism, and can serve the communication, exchange, cooperation and transaction between the two parties. In business English communication, communicators have different understanding and views on the nature of communication, and communication strategies also have different standards and classifications [9]. Every country and region has complex economic and political links, and no country can develop independently from the modern global economy. In the tide of global economic development, if an enterprise wants to remain invincible, it is necessary to constantly expand its scale and strengthen its competitive strength.

From the perspective of linguistic features, business English is still based on the use of commonly used English words and grammar. The difference is that business English focuses more on the combination of professional terms in business and related industries and fields. The teaching goal orientation of Business English teaching is not allowed to be implemented concretely and lacks maneuverability. As a result, the characteristics and vitality of business English teaching have been lost. On the whole, the hypothetical model of the relationship between the three dimensions of the teaching process and the learning effect agrees with the observed data. The path coefficients of the path model are significant. Fig. 1 is the dimension of business English teaching environment construction and the path analysis model of learning effect.

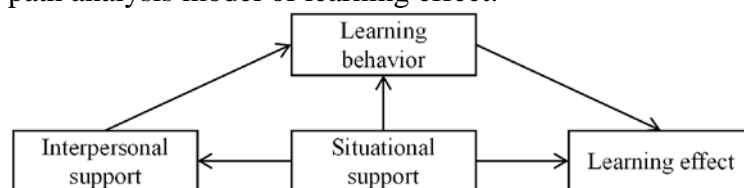


Fig. 1 Path analysis model

As more and more foreign companies invest and develop in China, economic globalization is a foregone conclusion. This not only brings rapid development to China's economy, but also creates more jobs for our people. The exchanges of economic and trade between countries have led to an increasing number of opportunities for exchanges and cooperation between countries, and contacts between countries have also provided a platform for exchanges and cooperation between enterprises of various countries [10]. English is the ultimate means of communication when conducting business activities between countries, but the communication of English in international trade is more professional and disciplinary. The English used in international trade is not different from the basic English taught in traditional school classrooms. It is more professional and involves more interdisciplinary knowledge. International trade involves a wide variety of industries, and product sales vary from industry to industry. Business English learners are constantly familiar with the English expression of all walks of life based on their own English professional knowledge.

3. The Concept and Function of Communication Strategy in Foreign Trade

3.1 Factors Affecting Business English Communication Strategies

In foreign trade, communication strategy is an important part of business English negotiation and an application strategy of business English. The use of business English enables enterprises to rapidly expand the scope of communication and market area, and convenient communication methods can enable enterprises to select qualified enterprises in a short period of time and quickly start cooperation. Different countries also have different corporate cultures. Chinese enterprises often stress unity and harmony. American enterprises mostly pursue interests and individual heroism. Japanese enterprises attach more importance to team fighting. Only by clarifying the cultural backgrounds of different language countries and nationalities in international trade negotiations can effective communication be conducted for the trade between the two countries. In order to become a qualified application-oriented foreign language talents, business English learners must keep pace with the times and reflect the characteristics of the times and the update and development of the language in their learning contents and language features. Cooperation means communication, and production and trade cooperation between enterprises in different countries will inevitably involve consultation. When communicators have limited knowledge of business English, communication strategy is a very effective method to make up for the inadequacy of vocabulary knowledge or grammar to achieve communication purposes.

When conducting international trade cooperation, one must have a certain understanding of the living habits, religious beliefs and values of the other country, so as to avoid misunderstanding and trouble in the exchange process. The demand analysis method is used to test the big data analysis performance of business English teaching ability evaluation. Set the relevant parameters, sampling frequency and adaptive initial step size for the distribution of business English teaching resources. The time domain waveform of the big data distribution obtained by reconstructing the big data of the constraint parameters for business English teaching ability evaluation is shown in Fig. 2.

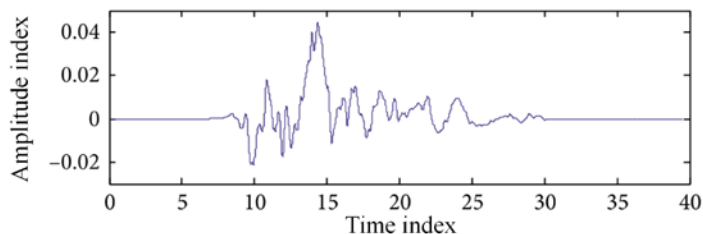


Fig. 2 Big data time domain distribution time domain waveform

In business English communication of foreign trade, the main factors that affect communicators' use of communicative strategies are: language level, communicative environment, task activities, source of problems and personality. Ignoring the existence of cultural differences and failing to achieve cultural integration in business English translation or trade negotiations is one of the important factors for the failure of foreign trade cooperation and exchange. Whether Chinese or foreign language, some words have specific meanings only in a specific environment. If the translator fails to take full account of the cultural background of the words themselves, there will be translation errors. Today, many colleges and universities in China do not pay attention to cultivating students' cross-cultural business communication skills in business English teaching. Many business English workers engaged in foreign trade negotiations also ignore the importance of cultural differences. The application of business English in the whole process of trade has made trade activities more autonomy. The rapid issuance of information and offers and the rapid establishment of partners have won a lot of time for enterprises and can grasp faster in market competition. Opportunity to win the market.

3.2 The Role of Business English Communication Strategies

Mastering business English knowledge will narrow the distance between the two sides of the trade, eliminate language barriers, make the negotiation status of the two sides of the trade more

equal, and make the atmosphere of trading activities more friendly. Each language has its own characteristics, and the existence of a large number of professional vocabulary is an important feature of business English. Therefore, it is particularly important for translators to use and translate these vocabulary accurately. Translators should master all aspects of knowledge comprehensively, and at the same time understand the different cultural backgrounds of the two countries. In transmitting information, they should not only accurately convey business information, but also accurately express the information with cultural connotations expressed by both sides. The use of business English to communicate enables partners to be established in a short time, which saves production costs for enterprises and greatly improves the efficiency of the whole production or cooperation activities. With the development of the global economy, the number of transnational corporations and foreign-funded enterprises within the country has been continuously increasing. The emergence of these enterprises has created more job opportunities and provided us with a large number of jobs.

In business activities, we should respect the cultures of other countries, and this should first be reflected in the expression of business English. As a language and communication tool, English also evolves and develops with the changes of society and times. As the global economy and the exchange and cooperation among ethnic groups continue to strengthen, different cultures among ethnic groups collide and merge. In business English communication, communicators usually ignore the influence of personality. Facts have proved that extroverted communicators often use more communication strategies than introverted communicators. Workers participating in international trade generally have higher cultural level and higher spiritual and cultural quality. After all, foreign trade activities have higher requirements for the practitioners' professional ability. Business English accurately and rapidly conveys the meaning of both parties and records and exchanges the information of both parties in business cooperation, which is the hub for the smooth progress of the whole business activities. The use of business English for trade talks, combined with the use of negotiation skills, will create great favorable conditions for themselves, and can promote the smooth achievement of cooperation and the smooth establishment of cooperative relations.

4. Conclusion

The extensive use of business English has made many enterprises regard it as an important tool to expand the market. Global economic integration is deepening gradually, and business contacts are becoming more and more frequent. Today, China's foreign trade activities are increasing day by day, and business negotiations between Chinese enterprises and foreign enterprises are becoming more frequent. At present, China is in urgent need of a large number of professional business English translators with high quality and ability. In order to adapt to the development of economic globalization and participate in international competition and cooperation, we should face the broad market space and the challenges brought by the international market. Business English has a lot of room for development in China, so it is not only an opportunity but also a challenge for those who want to engage in this industry. In order to adapt to the changes of the times and adapt to the new development trend of international trade, business English learners must develop and enrich themselves through various methods, and make themselves become comprehensive application talents that meet the requirements of international trade development. Nowadays practitioners and those who want to join the industry in the future must make progress with the times. In this era of opportunities and challenges, strengthening the use of business English in international economic and trade activities will bring greater benefits to enterprises.

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