

## Research on International Business Negotiation Text Based on Linguistic Economics

Lei Shi

School of Foreign Studies, Shandong University of Finance and Economics, Jinan, 250014, Shandong, China

shilei@sdufe.edu.cn

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**Abstract:** International business negotiations involve cooperation and exchange between different countries and cultures, and should follow the rules of cross-cultural communication. Negotiation is a social phenomenon and a concrete manifestation of interpersonal relationships, and it is the process of exchanging information between the negotiating parties. In negotiations, both parties have equal qualifications and are relatively independent in terms of material resources, characteristics, and social status. The rapid development of contemporary society requires a large number of people to be proficient in professional knowledge, possess good English communication skills, and be able to proficiently use English for professional technical exchanges. Nowadays, the theory of linguistic economics provides a feasible framework for the study of international business negotiation texts. The economic principles, labor-saving principles, and utility principles advocated by it have strong explanatory power on negotiation texts. High quality negotiation texts also have humanized characteristics. Negotiators can express their views on the transaction from the perspective of the cooperating parties, comprehensively consider the needs and interests of both parties, and contribute to the construction of a good cooperative relationship, promoting the development of international trade, and achieving the goal of win-win cooperation in the transaction.

### 1. Introduction

World economic integration and trade globalization are irresistible trends. In this process, mutual investment and trade between countries have become more frequent. International business negotiation involves the cooperation and exchange between different countries and cultures, and should follow the law of cross-cultural communication. Negotiation is a social phenomenon and a concrete embodiment of interpersonal relationship. Negotiation is the process of exchanging information between two negotiating parties. During the negotiation, both parties are equally qualified and quite independent in terms of material resources, characteristics and social status[1]. Due to the contact, conflict, different views, needs, fundamental interests and behavior patterns in the negotiation between the two sides, both sides try to persuade the other side to understand or accept their own views in order to achieve their own goals. However, business negotiation is a business activity involving economic interests, which is very different from ordinary cross-cultural communication[2]. Facing different countries, they have different political backgrounds, religious beliefs and cultural backgrounds. The study of international business negotiation texts can not only arouse people's attention to the characteristics and styles of negotiation texts, but also provide references for negotiators in terms of expression, ideas and skills, and improve their literacy and communication skills. Language and economy are inseparable. The development of economy determines the language demand, and at the same time people can get economic benefits from language learning. The rapid development of contemporary society requires a large number of people who are proficient in professional knowledge, have good English communication skills, and can skillfully use English for professional technical exchanges[3]. Nowadays, the theory of linguistic economics provides a feasible framework for the study of international business negotiation texts, and the economic principle, labor-saving principle and utility principle of language advocated by it have strong explanatory power to the negotiation texts. Based on the

prevalence of the research on the economics of language in the relevant academic circles in the United States, the attention and attention of other countries to this new discipline has also increased rapidly, which has further promoted the externalization of the research boom on the economics of language[4-5]. In this regard, it is also a new attempt and exploration to study the text of international business negotiations by using the thinking and tools of language economics.

## **2. Concepts of Linguistic Economics**

Compared with Western countries, the time when linguistic economics entered China is relatively short. As an indispensable tool in human economic behavior, language, like other resources, has four major economic characteristics: value, utility, cost, and benefit. Therefore, economics is closely related to exploring the optimal combination of language. In the 1990s, Chinese linguist He Ranran began to view language culture and language use from an economic perspective, and proposed the basic content of language economics: firstly, language learning is regarded as an economic input activity; Secondly, the economic value of language; Thirdly, the economic utility of language. The integration of migrant population urgently needs the government to plan the development of language and formulate corresponding language policy to meet the needs of economic and social development[6]. The value of language skill learning, as well as the important tool for evaluating language proficiency and economic returns, emphasizes that people's language learning motivation is oriented towards economic benefits. When the cost of learning a certain language is equal to or lower than the economic return brought by the language skills, people will actively engage in the learning and application of that language. The investment in language education and training requires corresponding capital as support, and learners also need to invest time, energy, and costs to obtain it. The economic benefits of input and output are increasingly being paid attention to. The application of economic thinking to explore the costs and benefits of language investment has given rise to a new discipline of language economics. Overall, domestic research on language economics still focuses on introducing or discussing the interrelationships between language and economy, and there is a relatively lack of relevant applied research[7].

## **3. Text Analysis of International Business Negotiation**

Business negotiation refers to the exchange and consultation between the two parties in economic activities before reaching cooperation, in order to balance economic relations and meet their own trade needs, combined with the contents and conditions of the transaction. They can put forward positive opinions and respond positively to constructive proposals put forward by others, and they can remain honest even if unfavorable situations occur during the negotiation[8]. Emotional expression is human nature, and what we say about smiling and rushing to the crown is the expression of emotional expression in the hidden part. This requires us to be good at observing words and feelings in business negotiations in order to capture the emotional information revealed by the other party's facial expressions. When there are sensitive topics such as the interests of both sides in the negotiation and it is inconvenient to say them clearly, negotiators need to flexibly use various language skills including language to carefully create the context[9]. Business negotiation can be regarded as a strategic interactive link, with its own economic benefits as the goal of both partners and value as the core of business negotiation, that is, both partners pursue the maximization of benefits and value. Negotiators should learn to express their ideas properly and accurately in the process of negotiation, and on the basis of ensuring their own interests. Avoiding conflict with the other side is the key to the success of the negotiation. To make the text of international business negotiation have economic significance, we can analyze the text from the perspective of economics, ensure the role of the text of international business negotiation and promote the achievement of international trade cooperation.

## 4. Research on International Business Negotiation Text Based on Linguistic Economics

### 4.1 Effectiveness of International Business Negotiation Text

This article examines the text of business negotiations within the framework of linguistic economics, revealing the economic attributes of international business negotiation texts from a macro perspective, providing some reference for negotiators to deeply understand negotiation texts, and also providing a new perspective for international business negotiation research. In linguistic economics, benefits refer to effects and benefits. In the process of social production and life, cost-benefit analysis in economics is widely used. Maximizing one's own benefits is one of the goals of enterprise production, and it is also the main standard for enterprise project decision-making and evaluation[10]. Short term benefits refer to the cooperation reached through international business negotiations, and the orders or profits obtained by the enterprise; Long term benefits refer to the cooperation achieved through international business negotiations, the brand image built by the enterprise, the enhanced market competitiveness, the expanded industrial chain, and the obtained cooperative relationships. Due to the frequent use of text in international business negotiations, negotiators need to include it in the category of production factors, consider its costs, focus on controlling language costs, and obtain the highest return with minimal investment. From the perspective of linguistic economics, the cost of international business negotiation texts has been analyzed. Overall, the cost of international business negotiation texts includes two aspects, as shown in Figure 1.

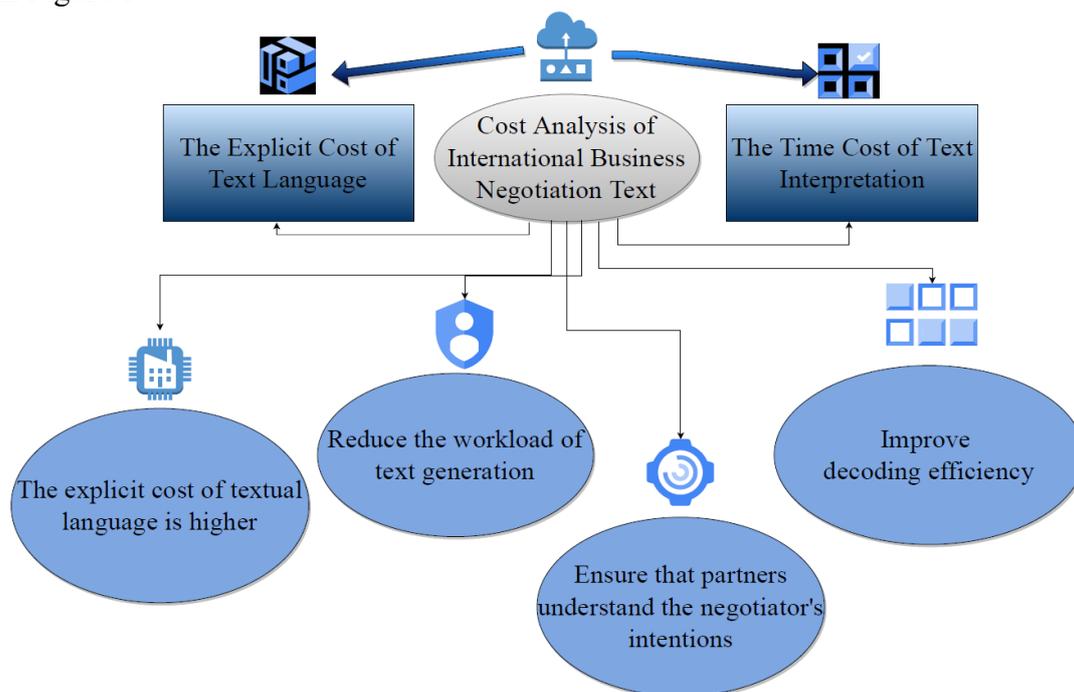


Fig.1 Cost Analysis of International Business Negotiation Text

Influenced by the text benefit of the supplier, the partner affirmed the advantages of the supplier's products in his answer, but the negotiator of the partner always remained rational, instead of accepting the higher quotation from the supplier, and always insisted that the price of the supplier's products was too high[11].

### 4.2 The Value of International Business Negotiation Text

In international business negotiations, the application scope of text covers multiple stages, and negotiators engage in business dealings with trading parties through text, negotiating on prices, logistics, and contract terms in the transaction. The ultimate goal of any business negotiation is to maximize one's own interests. Therefore, when using business English, we should make the other party feel that their interests are fully respected, and pay attention to using vocabulary that emphasizes the interests of the other party to promote consensus between both parties in the

negotiation. High quality text has clear meaning, concise language, pays attention to the economy of language, and follows the principle of labor-saving. Reducing the input of text information through optimal language output configuration can save the other party's reading time and cost, and bring spiritual pleasure to the other party.

The study of linguistic economics focuses more on theory, while business negotiation discourse is the norm and method of using linguistic economics in reality. There is also a certain guiding and guided relationship between the two. Therefore, language economics can analyze the economic attributes of business negotiation discourse in business negotiation texts, and can also explore the specific functions of business negotiation discourse in exerting its effectiveness. The attributes of language are diverse, and with the continuous development of world integration, the importance of language connections between different ethnic groups and countries is becoming increasingly prominent. Business negotiation discourse, as a special language, has different attribute characteristics from the perspective of linguistic economics. This article analyzes the discourse attributes of business negotiation texts from the perspective of linguistic economics, as shown in Figure 2.

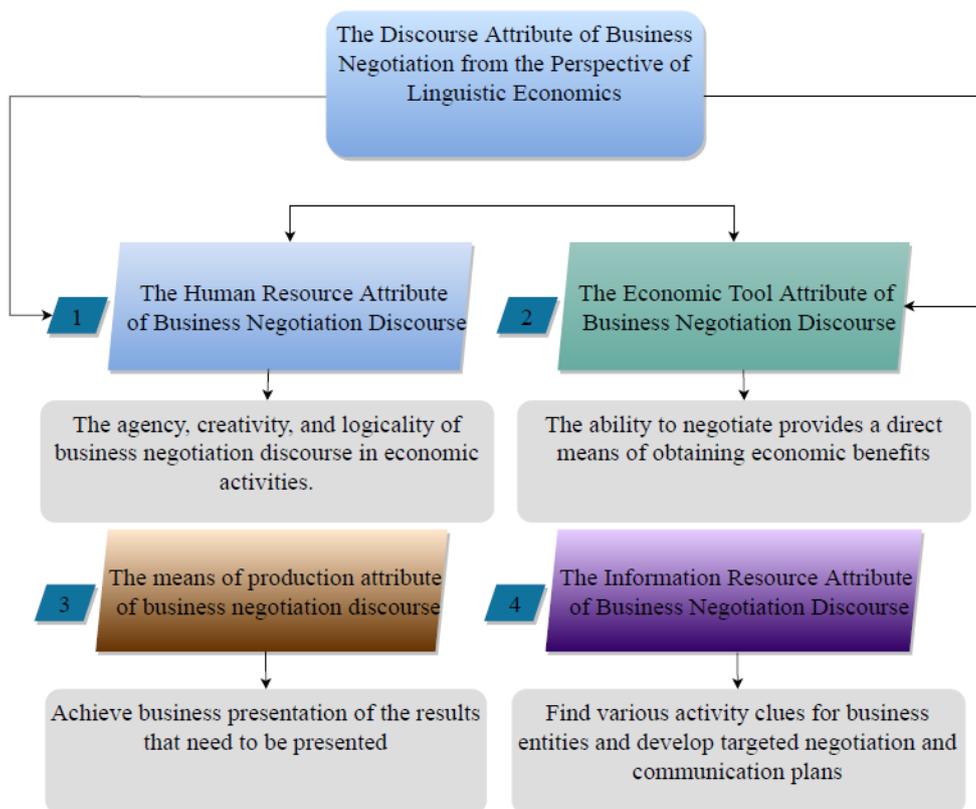


Fig.2 Discourse Attributes of Business Negotiation from the Perspective of Linguistic Economics

In order to avoid cultural conflicts, negotiators in the text should use sign language carefully. Accessory includes silence, turn-taking and various non-semantic sounds. In the negotiation process, it is inevitable, even deliberately created, and they can also convey various information. At the same time, high-quality texts also have the characteristics of humanization. Negotiators can express their views on the transaction from the perspective of the partners, and comprehensively consider the needs and interests of both parties, which will help to build a good cooperative relationship, promote the development of international trade, and achieve the goal of win-win cooperation.

### 4.3 The Effectiveness of International Business Negotiation Texts

The text used by negotiators should follow the principles of English usage, ensure the rigor of the text, avoid semantic ambiguity, trigger cognitive bias, reduce the efficiency of international business negotiations, and affect the achievement of international trade. Seeking feedback from the other party is before asking questions! The prompt process, especially in the early stages of

negotiations, is particularly important and can have the following positive effects: if the other party agrees to our question, it will be more cooperative when the other party answers the question; If the other party answers 'Yes', it will bring a good start to the negotiation. At the same time, the text is adept at role switching, thinking from the perspective of the other party, considering their needs and interests. It can not only facilitate the completion of a business, achieve mutual benefit and win-win situation, but also maintain a good relationship between the negotiating parties, enhance emotional communication, and build a long-term partnership. At the same time, in the written text, the negotiator lists the transaction conditions, requirements, and other contents one by one, configures the language reasonably, and clearly expresses the precautions of both parties during cooperation, which can guide customers to have a positive effect and improve the success rate of cooperation. When the negotiating party sends different nonverbal signals, if negotiators from different cultural backgrounds misread these signals, it will affect the smooth progress of business activities and even lead to negotiation failure. It can be seen that in international business negotiations, written texts have significant economic benefits, which can enhance the satisfaction of partners and promote the achievement of transactions.

## 5. Conclusions

International business negotiations involve the interests of all parties to the negotiations, and the results of the negotiations may have a great impact on the business development or benefits of both parties or parties. In the process of international business negotiation, negotiators need to pay more attention to the text, organize the text language reasonably, pay attention to the penetration of economic thinking in the text, and give full play to the value and utility of the text. From the perspective of linguistic economics, business negotiation discourse has more regularity and certainty. First of all, linguistic economics has made great new discoveries in the development of language attributes of business negotiation discourse; Secondly, the economics of language helps business negotiation discourse to establish a discourse function directly related to economics. The ultimate goal of any business negotiation is to maximize one's own interests. Therefore, when we use business English, we should make the other side feel that their interests are fully respected, and pay attention to the use of words that emphasize the interests of the other side, so as to promote the consensus of both sides in the negotiation. Regardless of the negotiation style, we should try our best to avoid the cultural differences between the two countries in business negotiations. Use language communication skills to make the other party understand or accept their own views, so as to achieve the purpose of efficient negotiation. Reduce the language cost and time cost of the text, use the text to achieve the transaction goal of maximizing benefits, and promote the sustainable development of international trade activities.

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