

Analysis of Negotiation Skills of Business English in International Trade

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Abstract: In the process of international business, international trade negotiation is an important link. The result of trade negotiation will have a direct impact on the success of international trade. English is the most commonly used language in international trade negotiation. Only mastering its communication skills in Business English can effectively carry out international business transactions. With the acceleration of economic globalization, English international business negotiation also occupies a more important position, involving economic interests and international status of China. Therefore, the personnel in charge of foreign trade in China should be proficient in communication skills in business English to ensure effective international trade. This paper mainly analyzes the negotiation skills of business English in international trade.

With the rapid development of foreign trade in China, the key link of these achievements is the success of international trade negotiations. After the accession of China to the world trade organization, international trade occupies a more important position, and the country has higher requirements for business English and its talents. In an international trade negotiation, we need to have more skills and strategies^[1]. Business English is usually used in international trade negotiation, and the negotiation skills of business English are directly related to the results of international trade. But at present, there are still problems to be solved in business English communication in international trade negotiation. We need to conduct in-depth analysis and find effective skills for international trade negotiation to provide reference for international trade communication.

1. The Development of Business English in China

Since the reform and opening up, the economic development of China has been rapid, and at the same time, our comprehensive national strength has been constantly improved. China has become the second largest economy in the world, and also occupies a major position in the international market. English is widely used in international trade negotiations. Our country also attaches great importance to English teaching in the training of talents, especially in the training of staff engaged in international trade, which can expand the popularity of English in our country and ensure effective communication in international trade negotiations. However, there are some differences between business English and common English in the process of international trade negotiation. Business English is quite professional and covers a wide range, while common English is not suitable for training professional business English talents. Therefore, Business English has been set up in many colleges and universities with corresponding assessment system, which is dedicated to cultivating high-level business English Talents to provide talents for international trade. It can be conducive to the development of international trade^[2-3]. According to the national development level, we can also see the importance of business English in China. For the use of business English, further analysis is needed to strengthen its skills training to improve our communication skills of business English and improve the level of international trade.

2. Problems in Business English Communication in International Trade Negotiations

2.1 Cultural Issues

International trade negotiations are an exchange mechanism for international trade. Negotiators come from different countries and regions, and those who can participate in the negotiation process

need to have different cultural backgrounds, including Asian cultural background, European cultural background, and the cultural background of the Americas. These cultural backgrounds have a wide gap, including material, spiritual, and institutional aspects of culture. This cultural background will also affect the effect of international trade negotiations. Therefore, in the process of international trade negotiations, the issue of reducing cultural differences between parties is also a link that needs to be considered in the entire process of international trade negotiations.

2.2 Pragmatic Issues

One of the biggest problems in international trade negotiations is that the parties to the negotiations are not clear or do not understand the basic meaning and intention of the other party during the language exchange process. Most of the time, the reason for the failure of international trade negotiations is that translators do not use the usage rules and vocabulary of English language reasonably, which causes various misunderstandings and leads to the failure of international trade negotiations. Therefore, the correct use of vocabulary and sentence patterns, and reduction of pragmatic errors in international negotiations is also an important issue that needs to be addressed.

2.3 Issues of Business Rules and Negotiation Customs

In the process of international trade negotiations, the business customs and negotiation customs of all parties will also involve the use of business English. One of the reasons that some international trade negotiations are unsuccessful or not smooth is that the parties to the negotiations are from different countries, and their business customs and negotiation customs are different. Translators have not unified the customs of all parties, which may cause misunderstanding in the negotiation process ^[4]. Therefore, in the process of international trade negotiations, business customs and rules need to be resolved. One of the business issues that translators need to pay attention to when communicating is the adoption of unified rules of world trade.

2.4 Problems with Professional Knowledge

During international trade negotiations, translators are not sufficiently prepared for the international trade knowledge of the negotiating parties. Failure to update it in time will also cause negotiation problems. Many times in international trade negotiations, translators do not have solid expertise when providing a communication platform, which may easily lead to knowledge errors in international trade. Therefore, another problem that needs to be solved in international trade is the professional knowledge of the relevant personnel themselves.

2.5 Other Issues

In addition to the above-mentioned obstacles in culture, pragmatics, business customs, and professional knowledge, there are other problems in international trade negotiations, such as political factors. Each party in the international trade negotiations represents their own country. Each country has its own national political position and national interests. In using business English, it is necessary to ignore the political interests and political positions of the other country. In many cases, an important factor in the unsmooth operation of international trade negotiations is that there are many political differences and economic conflicts between the countries represented by the parties to the negotiations. It is difficult for business English communication to properly handle these conflicts. Therefore, when using business English in international trade negotiations, how to overcome and avoid conflicts of national interests in various aspects of the negotiation is a difficult subject.

3. Skills of Using Business English in International Trade Negotiation

3.1 To Strengthen the Training of Professional International Trade Negotiation Talents

The development of global economy will also promote the development of business English, which plays an increasingly important role. However, due to the development of our country, its foreign trade started late, and there is a lack of professional talents in Business English. Therefore,

the key measure to improve the level of international trade negotiation and exchange is to cultivate a large number of professional talents to build a professional team with excellent skills. In the whole process of international trade negotiation and exchange, the basic skills of negotiators are required to be strong enough, and their business English expression skills should be fluent. In addition, negotiators are also required to have good psychological quality. In the process of negotiation, they should be sensitive to and calm in response to difficulties, and be able to handle and deal with various things flexibly. In this aspect of talent training, colleges and universities can strengthen the practice of training in addition to basic teaching, which can enable students to accumulate more experience^[5-6].

3.2 To Expand the Scope of Business English Knowledge

In international trade negotiations, there will be many professional vocabularies in many fields, including trade, finance, politics and law. At the same time, all parties to the negotiations come from different countries. Therefore, translators are required to have rich vocabularies and good application ability. Translators can pay more attention to English words with multiple meanings, master the meaning and usage of these words in common English and trade negotiations, and pay more attention to the translation process to ensure the accuracy of translation.

3.3 To Master the Language Characteristics of Business English

In international trade negotiations, the linguistic features of business English are important. Translators need to combine their language features to flexibly apply skills in communication, and also be able to translate various business contracts, legal provisions and other different stylistic formats. Translators need to be proficient in all kinds of professional terms, enrich their own knowledge in business, finance, law and other aspects, accumulate experience in the process of various translation practices to find out the rules therein, gradually improve the quality of translation and reporting, and reduce misunderstandings due to cultural differences between countries to ensure the success rate of negotiation.

3.4 To Improve Business Etiquette of Translators

In international trade negotiations, it is also necessary to pay attention to the use of business English politeness. Translators are modest when using various types of documents, and they also need to be gentle when they ask questions or have objections. In case of misunderstanding in the negotiation process, translators should explain and apologize in time, and take the initiative to accept the excellent suggestions of the other party. When using business English, attention should be paid to the active voice. The use of the active voice emphasizes the sender of the action, or the specific performer of the action, while the passive voice emphasizes the receiver of the action. If an order, request, suggestion, or criticism is made in the specific negotiation of international business, the expression method of passive voice can not emphasize the specific performer^[7], and it should highlight the implementation according to the contract, agreement, stipulated obligations and duties. The business of the conversation or the content to be communicated is clearly stated, which is easy to implement and in line with international practice.

4. Summary

At present, the foreign trade activities of China are frequent, and the trade negotiations and exchanges between various Chinese and foreign companies have gradually increased. Therefore, the country also needs a large number of translators who can master business English communication skills^[8], which is also a big challenge for domestic business English teaching. Business English translation has a broad space for development in China. Those engaged in business English learning and work need to grasp the current basic situation of business English development in time, and be able to continuously accumulate experience and practice their theoretical knowledge in the practice process of study and work. Translators should enrich their theoretical knowledge and strengthen the comprehensive level of business English application to further improve their level of negotiation in

international trade and improve the quality of international trade negotiations of China.

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