

Analysis of the Important Role and Application Requirements of Business English in International Trade Based on Electronic Commerce

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Abstract: With the development and popularization of the Internet, e-commerce has experienced germination to growth. E-commerce English is widely used in international trade and plays an important role. At the same time, with the economic globalization, the role of business English in international trade has been endowed with new connotations, including reading, writing, online communication, trade negotiations, and improving employees' cross-cultural adaptability. In the development of international economy and trade, English is the universal language in the world. Business English plays a very important role in the world business trade. This paper mainly analyses the characteristics and importance of business English at present, and then points out the basic principles that should be paid attention to when translating business English in the new era, and also adheres to the principle of keeping pace with the times.

1. Introduction

With the development of information technology, electronic commerce has become a brand-new commercial economic situation. E-commerce refers to engaging in international trade activities through e-commerce operation means. E-commerce plays a significant role in the field of international trade [1]. E-commerce in international trade refers to the international trade activities carried out by enterprises through various means of e-commerce operation. It reflects the electronization of international trade process brought by modern information technology. As a common language in the world, English plays an irreplaceable role in international economic and trade, political and foreign affairs, cultural exchanges and many other aspects, especially in economic exchanges with countries with different languages, we can only rely on English to communicate with each other [2]. As an indispensable language tool in international trade activities, business English involves international trade communication skills, political background, professional knowledge and humanities and customs, and plays a pivotal role in international trade [3]. As the carrier and medium of business, language is directly related to the success or failure of international e-commerce. As a universal language, English plays an irreplaceable role in the global economy. E-commerce English, as a specialized English for e-commerce, occupies an important position in international trade.

2. Characteristics of E-commerce English

2.1 E-business English has the characteristics of large vocabulary and wide range of fields

E-business English involves many vocabularies, including computer vocabularies, network technical vocabularies, financial vocabularies, trade vocabularies, tourism vocabularies, retail vocabularies, advertising vocabularies, etc., as well as professional vocabularies related to e-business. Business English is based on English and has all the linguistic features of English and has its own characteristics. Business English is more straightforward, rigorous, professional and less interesting. From the content point of view, e-commerce in the field of international trade can be divided into two parts: indirect trade of tangible products and direct trade of intangible products [4]. The former refers to the electronic way to deal with negotiations, orders, invoices, receipts and other activities related to the trade of tangible goods; covering such a wide range of fields, such a

large vocabulary, e-commerce English practitioners are indeed facing tremendous challenges. In order to make better use of Business English, it is necessary to use different pronunciation, intonation and expression methods based on the background of trade objects and trade content.

2.2 E-commerce English requires high accuracy in use

As commodities and transaction information and terms are usually displayed directly in front of both parties through e-commerce English, the accuracy of the language is required to be very high, so ambiguity cannot occur, and misunderstanding or misleading cannot be caused. The comprehensive use of professional knowledge and language, in order to meet the needs of trade activities, has both common features of language and unique language expressions [5]. Business English is suitable for multinational corporations and enterprises. Business English teaching is more specialized and targeted, and requires more strict oral proficiency. It can be said that knowing and mastering the trade background is a necessary condition for us to correctly apply business English [6]. If the relevant background of the trade target is not fully and effectively known, it will be difficult to communicate with the trade target in a targeted and appropriate manner. In the process of mutual communication and even the conclusion of trade contracts and the implementation of contracts, there will be deviations in understanding, which has caused great trouble to all parties to the transaction. Therefore, in the current situation of increasingly frequent trade development, the connotation and extension of business English applications have been different, and significant changes have taken place.

2.3 E-commerce English keeps pace with the development of e-commerce

With the rapid development and changes of Internet technology and international trade, e-commerce is also constantly developing and evolving. Therefore, e-commerce English is also continuously progressing and developing. International trade between different ethnic groups is becoming more frequent, and English, as the most common language of communication in the world, has played an important role. In international trade, the two sides reach the common best interests through business negotiations [7]. In different business activities, the same business English vocabulary will have a world-wide meaning, following different rules and regulations, and will lead to differences in details during trade transactions such as negotiations, correspondence, and agreement signing. In the process of trade exchanges, people need to actively use language skills to fully display the charm of language, which requires a certain degree of business English language conversion ability to achieve this goal [8]. As e-commerce relies on the platform of network media and is influenced by network language, some new words with compound variation are emerging continuously. With the emergence of these new network words, the vocabulary of e-commerce English is also continuously enriched and developed.

3. International Trade and E-Business English

International trade refers to various trade activities such as commodity transactions and technical services between one country or region and another country or region. Language is indispensable in the whole international trade exchange. Language facilitates communication and communication facilitates the completion of trade activities [9]. With the strengthening of the trend of world economic integration, all countries share weal and woe, depend on each other, and cannot leave each other. A large number of multinational companies are developing continuously. In this process of development, increasing international trade activities and enhancing their own economic strength, multinational investment is inevitable. In today's prosperous network economy, e-commerce is very common. As small as a screw, as large as a car, whether personal customers or corporate customers, can complete transactions through e-commerce platform. In international trade exchanges, English, as a world language, has been gradually popularized, playing an increasingly important role in world affairs, and has been constantly applied in international trade, forming a special term for international trade services.

Business English is different from the general English because of its scope of application. The

service is targeted at parties involved in cross-border trade. The virtual market composed of the Internet not only promotes the formation of the international trade market, but also realizes the development of economic globalization [10]. Business English has its own specific nouns and communication modes and applicable conditions, which need to be more intuitively different from ordinary English. Business English has become an important bridge in international trade. It can understand the concept and behavior of foreign trade management. Its content covers all aspects of trade transactions, such as communication, cooperation, negotiation, living habits and work psychology of both sides. It plays an important role in international trade activities.

4. The Role of E-commerce English in International Trade

4.1 Business English reading function in international trade

In the international trade behavior, there will be a lot of information such as trade supply information, procurement information, and product quality standards. Only by reading a lot of these trade information can we screen the basic information needed for the enterprise and provide effective international leadership for the leadership. Make the right decisions with trade information. In the practice of cross-cultural business communication translation, translators should pay attention to the context. Only in this way can the two parties complete the communicative activities and achieve the effect of integrating differences. E-commerce has a rigorous workflow that integrates manual operations with electronic information processing science, saving manpower and material resources. Nowadays, China's rapid development of international trade has been unable to leave business English, a very convenient communication tool, and has been applied in all aspects of foreign trade. At the stage of contract performance, the role of e-commerce cannot be underestimated. Because the means of information technology have already connected various links of business. However, screening effective international trade information requires good reading ability and processing speed when facing a large amount of business information, and can correctly understand the content of trade information, which requires that international trade personnel do not need to have good business English reading ability. Therefore, whether the choice of business English language is appropriate and whether it is used is directly related to the smooth progress of trade exchanges and even determines the final results of trade exchanges.

4.2 The writing function of business English in international trade

In international trade, both parties to trade usually use written “agreements” in business English to describe foreign trade information such as standard characteristics of trade commodities, supply and demand varieties and quantities. In international trade, both parties to trade usually use written “agreements” in business English to describe foreign trade information such as standard characteristics of trade commodities, supply and demand varieties and quantities. Business English is used as a tool of communication to discuss the details and matters of trade. The results of the discussion also need to use business English as a text to draft the same. Under the network environment, through e-commerce means, enterprises will disseminate information on the Internet in the form of multimedia, and facilitate consumers to actively search for information on the Internet by means of intelligent search and query, so that enterprises can directly face consumers and communicate with consumers, thus jointly creating new market demand. When using business English, we should pay attention to the writing methods of different trade objects and different product performances. It is necessary to ensure the proper use of business English in E-mall, concise and logical, and rigorous principles, which is conducive to promoting international trade. In the intercultural communication, we must fully consider the other party's taboos, so that the translation is just right. In the practice of translation, translation practice is successful through the phenomenon of “fusion”.

4.3 Business English negotiation function in international trade

In international trade activities, buyers and sellers often negotiate due to the distribution of

interests. This is an important procedure in the process of international trade negotiation and cooperation. In trade negotiations, both parties must pass the business English when they are trying to obtain higher benefits. This language medium serves as a tool for trade negotiations. Translation is more focused on the effect of communication, so that the translation is as close as possible to the original text, enhance the reading effect, make the reader easier to understand, and achieve the intended communication purpose. Therefore, business English plays a decisive role in foreign trade, and its proper use has a bearing on the success of trade. When using business English, it is not only necessary to standardize the use of English, clarify the trade rules, but also in line with the economic interests of both buyers and sellers. We should consider the realization of self-economic and social benefits from the other side's point of view, so as to promote the final negotiation agreement. The key of electronic commerce lies not in whether the electronic technology used is advanced, but in whether the electronic technology can solve the problems that need to be solved in current commercial activities and whether it can really improve the efficiency and efficiency of commercial activities.

5. The Application of E-commerce English in International Trade

5.1 The application in marketing network platform

Specialized and terminologized E-commerce English has been accurately and rigorously reflected in the product introduction, service terms, payment rules, security agreements and distribution terms of E-commerce marketing network platform. As business English advertising language belongs to the applied language, there are obvious differences between business English advertising language and ordinary English style: refined words, aesthetic, stop-at-the-moment, interesting and so on, so as to better attract consumers' attention, stimulate the desire to buy, and obtain consumers' recognition. The powerful communication ability of the network and the convenient commodity trading environment of the electronic commerce system shorten the actual distance between the enterprise and the consumer, and at the same time promote the further change of the communication mode between the marketer and the consumer. The e-commerce platform has also changed the traditional paper-based trading model, and paper contracts have been replaced by electronic orders. By ensuring the security of the website, the electronic communication mode can completely replace the traditional fax transaction mode and paper transaction mode. It determines the language user's ability to choose a language and how to use it. The use of language skills and the selection of words are the embodiment of the actual use of language, thus playing its due role in trade activities.

5.2 Application in business advertising

Business advertisement is one of the most important means for businesses to publicize products and enhance their visibility and market share. Successful advertisement is a unique, novel and appropriate advertisement that can resonate consumers' psychology and arouse consumers' curiosity and purchase interest. Therefore, it is necessary to strengthen the flexible use of business English in international trade, improve the cross-cultural communication and adaptability of international traders, especially senior and middle managers of overseas companies, so that they can build a bridge between different enterprises in international trade through business English. In actual use, the language of business English should be standardized and precise, well-organized and easy for all parties to understand, minimize the use of ambiguous words, and use more international professional words. Network marketing is the application of electronic commerce in marketing, that is, marketing through electronic information network. Internet marketing with Internet as its core is developing into an important way of modern international marketing. Therefore, the creation of business English advertising language should be good at breaking through thinking set, be bold and innovative, and try to endow advertising language with unique charm such as cleverness, vividness and humor.

5.3 The Application in Business Correspondence

Business correspondence includes paper correspondence, electronic correspondence and business telephone. Correspondence is often used in business transactions to ensure the smooth progress or completion of transactions. In the negotiation stage of the transaction, the previous paper-based contracts and signing methods were replaced by electronic orders. E-mail with security measures can completely replace fax and mail delivery methods. The focus of translation is to highlight the communicative effect of information transmission. Communicative translation emphasizes the emotional color of the original text, emphasizes the translation effect, and emphasizes the effect rather than the content. Business English in international trade should not only emphasize the depth and breadth of negotiations, but also protect some trade information that may involve trade secrets. It is necessary to understand each other and express itself appropriately. Business correspondence should be concise and clear, with the shortest words to indicate their attitudes, suggestions, conditions, etc., to avoid the flourishing and complex language, resulting in waste of time; third, language expression should be accurate, avoid ambiguities and unnecessary misunderstandings.

6. Conclusion

E-commerce has set off a worldwide revolution, and its development conforms to the trend of globalization and informatization of international trade. E-commerce represents the future mode of trade. It will have a far-reaching impact on the marketing activities of enterprises in the future. With the globalization of international trade and the improvement of business English, the growth of trade and investment has been accelerated, and international trade activities have become increasingly widespread, which has brought various opportunities to economic development. With the continuous improvement and research of e-commerce technology, its role in promoting world economic development will become more and more important. Through the continuous updating of e-commerce technology, Chinese enterprises can make a big step in the footsteps of the international trade market. E-commerce has changed the way we shop, the way we trade, and the way we think. It also refreshes the map of the global economy. As an indispensable tool language for e-commerce, e-commerce English is conducive to promoting the continuous prosperity and development of international trade.

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