

# Discussion on Discourse Words of Business English Guided by Register Theory

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**Abstract:** With the increasing frequency of international exchanges and the development of globalized economy, English is an important carrier of information exchange in the business field. The wording of business English is related to the accuracy of information transmission and can provide support for cross-cultural communication. The following section analyzes the language characteristics of Business English from the perspective of register theory, and proposes an analysis of the discourse wording of Business English under the semantic theory, and looks forward to providing references for language users.

## 1. Introduction

English is an international language. In the field of business, business English is one of the indispensable communication tools. In the context of global trade integration, the use of business English can assist both parties in the transaction to complete the exchange of information and ensure people's interests. Analyzed from the perspective of pragmatics, under the guidance of register theory, explore the discourse characteristics of business English, clarify the use of language, and provide important support for the information exchange between trading parties.

## 2. An Overview of Register Theory

Linguist M.A.K.Halliday first proposed the register theory. The core content of the theory is "register", which aims to describe the use of language variants. At present, this theory has become one of the important contents of linguistic research. Linguists believe that register is to assist students in interpreting language functions. Under the conditions of differentiated context, when people participate in language activities, there is a big difference in the choice of language structure or language type. It can also be considered that the register is the various occasions in which the language is used, and it is also the actual embodiment of the context. Because the language will be different due to the differences in social communication and social situations, in terms of language terms, it may be affected by the language field, may also be affected by the tenor, and may also be affected by the language style. Among them, the language field can be regarded as the context of language use, or the range of utterance expression, which mainly involves the topic of conversation, the communication environment, and the communication process. The tenor mainly refers to the relationship between the role characteristics or status of the two parties in the language communication link. It is a collection of various types of language use and the presentation of the tone of the discourse; the mode mainly refers to the way of discourse expression, which can use style and rhetoric Distinguish the communication intentions of both parties in the conversation. It can also be simply understood as the language field is what happens in the conversation; the tenor is the participants in the conversation; the mode is how the language functions <sup>[1]</sup>.

## 3. Analysis of the Features of Business English Discourse Words

### 3.1 Accurate and Standard use of Words

Because most business activities occur between enterprises, groups, companies or organizations,

it may also be trade between different countries, involving a wide range of business. The use of business language vocabulary may be affected by cultural differences and cause misunderstandings. In order to avoid this kind of problem, it is necessary to use professional norms in terms of words, and to highlight conciseness, accurately express the intentions of both parties, and avoid choosing words with rich semantics, which may cause ambiguity or misunderstanding.

### **3.2 Simplicity without Losing Rigor**

In order to reflect the authority and rigor of business English, archaic words may appear in English business contracts. Most of these words come from Old English, including compound words combined with where-, here-, there-, etc.” Attached herewith is the list...” stands for “随信附上...清单”, where herewith is a compound adverb, and “thereby, hereafter” is also more commonly used. The acronyms in English are concise and clear, so in order to save time and reduce the length of business English, you may also choose abbreviations. Commonly used are “B/L” for “Bill of lading”, “yd” for “yard”, etc. Reasonable use of acronyms can not only improve the efficiency of communication, but also control the generation of errors<sup>[2]</sup>.

### **3.3 Significant Communicative Function**

Because of the remarkable communicative function of business English, the choice of words should be concise and concise to achieve the purpose of expressing feelings and concise and accurate to improve the efficiency of communication. In the development stage of business English, people summarized common business terms, such as “enclose...”, “随函附寄...”, “Cash on delivery”, and “货到付款”. These expressions have fixed forms and programs. The characteristics of chemistry are obvious, so the application and context are relatively fixed. In business English, the communication of language users with different cultural backgrounds may be involved. If the language is not selected properly, it may affect the transaction. For example: Westerners think that “Friday” is not auspicious enough. Therefore, if the important communication content such as “signing a contract” is selected on Friday, it may cause dissatisfaction. Therefore, in the choice of business English words, you need to pay attention to culture. Differential factors.

## **4. Business English Vocabulary Strategy under the Guidance of Register Theory**

### **4.1 The Embodiment of “Language Field” in Words**

Because the language field mainly expresses the specific content of the conversation between the two parties, it is necessary to choose the use of vocabulary and determine the structure of the discourse according to the topic of the conversation in a specific context. In the process of business English communication, language users should follow specific conversational principles, the vocabulary used should be closely related to the subject, and be able to express the user's intentions. For example: Our company is prepared to accept payment by confirmed irrevocable L/C available by draft at sight instead of T/T reimbursement. In the sentence, irrevocable “cannot be changed” and “reimbursement” and “compensation” belong to the field of business English trade. Vocabulary can highlight the topic of conversation, and the professionalism of discourse words has been reflected. There are also two acronyms L/C and T/T in the sentence, meaning “letter of credit” and “telegraphic transfer”, which can reflect the relevant principles of the wording, and also show the characteristics of conciseness. Among them, delivery is a high-frequency vocabulary in commerce and trade discourses. The above conversation represents the ongoing trade, and pcs represents the number of shipments. It is a terminology in the discourse field of business English.

### **4.2 The Embodiment of “Tenor” in Words**

In terms of discourse vocabulary in business English, tenor can be interpreted as a special communicative situation, through the use of tone and the choice of modal verbs, to describe the role relationship between the two parties in communication. In the discourse communication of business English, the two sides communicate with the goal of win-win cooperation. Therefore, the language

should be both serious and polite.

For example: We'd be making huge...so we'd like ...to set up... to help us get off the ground. In business negotiations, negotiators use the sentence "We'd like to..." to ease the tone to avoid the emergence of an absolute point of view leaves room for both parties to negotiate with each other, especially the use of the phrase "get off the ground", which means "progress" means "eager for cooperation" or intention to "reach trade". This kind of communication is helpful For the establishment of trade relations. In addition, in the discourse expression of business English, if you directly use negative words to reject the other party, it may cause them to feel uncomfortable because of the loss of their right to speak or the room for negotiation, leading to the premature termination of trade. Therefore, you can use a euphemistic tone to express your ideas, instead of leaving room for others to suggest or make expressions, like "I'm kindly inform you that..." can be used as a word of euphemistic rejection.

#### **4.3 The Embodiment of " Language Patterns" in Words**

In the link of language communication, the use of language patterns is the way in which language activities are carried out. There are written language and spoken language. In business English, most of them belong to the written language. Because the written language is formal, it should be carefully and rigorously in the choice of words and expressions. For example: "I express my profound gratitude to you... I think We have settled everything." In the sentence, the word "gratitude" is used, which is transformed from Latin. Its application in business letters makes the language solemn. The formality has been fully embodied, and the gratitude of the speaker is also presented. "A two-year guarantee, a quality inspection... we'd like some of our personnel..." In the sentence, there are regular vocabulary in business English, which are also written words, like "guarantee", "inspection", "personnel" These are all regular words in the text, replacing "assure", "check", and "person" respectively. The above expressions fully reflect the standard and rigorous characteristics of business English vocabulary <sup>[3]</sup>.

#### **5. Conclusion**

In short, in terms of business English discourse vocabulary, it is closely related to its register. Language users should analyze the field, tenor and mode of English from the perspective of register, combined with business English Language characteristics, to determine the method of discourse language use during the conversation between the two parties, improve the standardization of language use, give play to the application value of business English, and assist the parties in the transaction to communicate smoothly.

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