

On the Application of Business English in Current International Trade

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Abstract: The emergence and development of business English has solved the obstacles of international trade communication. By learning business English, we can more effectively connect the different values of the East and the West in terms of vocabulary and context, so that employees engaged in international trade can better adapt to the working and living environment of relevant enterprises, contact the management concept of western corporate culture with qualified language, and improve their communication and cooperation skills with foreigners, Gradually change their living habits. This paper aims to explore the special value of business English in international trade, and on this basis, think about how to make better use of the language ability of business English and improve the practical benefits in international trade.

1. Introduction

With the deepening of scientific and technological revolution and globalization and trade exchanges in recent years, the demand for international cooperation and exchanges is becoming closer and closer. In order to better grasp the friendly development trend of international politics and economy, the use of more accurate and formal business English can effectively solve the matters needing attention in all links of trade exchanges between countries. Whether it is attracting investment or signing various contract documents, it needs the support of proficient English, so as to more effectively deepen the economic exchanges between countries and improve the fluency and scientificity of the whole business activities.

2. Business English plays an Important Role in Current International Trade Exchanges

2.1 Important position

In the process of economic and trade exchanges, in order to achieve common interests, the two sides often need to reach cooperation intentions, trade exchanges and international economic and trade cooperation through negotiations. However, there are some differences in language, ideology and culture. Therefore, as an international language, English is regarded as the language of international trade and communication. With the further development of market economy, English negotiation has become more and more standardized, and business English specializing in international trade has been formed. In the process of international business negotiation, the use of business English should not only pay attention to the standardization of language and relevant cultural background, but also consider each other's interests and personality characteristics, and accurately express their needs and conditions through concise language. We should be good at capturing each other's effective information and friendly cooperation on the premise of achieving the set profit goal(2019, Wu Xiaodan). In the process of cooperation, if the interests of either party are damaged, it is necessary to negotiate again through business English to safeguard their own rights and interests. Business English is the bridge and link between the two sides, and its importance is self-evident. Business English practitioners should have strong professional quality. They should not only understand and quickly adapt to the language and cultural environment of various countries, but also think and negotiate according to the thinking mode of foreigners.

The status of business English in international postal service is shown in Figure 1:

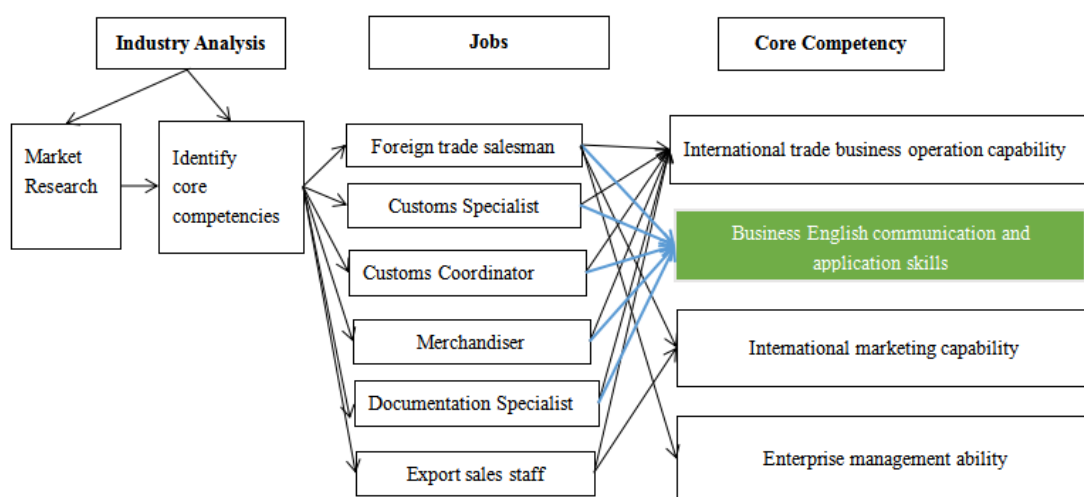


Figure 1 Position of business English in international posts.

2.2 Relationship

As the term suggests, business English is an English that serves business and trade. It is a practical language, which organically combines business and English, and applies it to international business activities in order to achieve the established business purpose. It is the product of global economic development. It was born all over the world in the 1980s and gradually developed in China in the 1990s. Business English is widely used in banking, customs import and export, logistics management and other fields. This language requires strong professional requirements. It needs to use accurate professional vocabulary to ensure the smooth development of the whole trading activity, and contains a large number of abbreviations. It is concise, simple, objective and easy to be understood by the public. The content of business English is also increasing, including the knowledge required by business major, the language required by business process and business communication skills(2020,Liu Minghui). Through continuous simplification and integration, business majors are combined with English language to make it more flexible and clear in practical use, and pay attention to the oral context expression in business occasions. International trade refers to the trade in goods and services between different countries and regions that promote international economic exchanges and development through import and export trade. As international trade is more complex than domestic trade, and the transaction conditions and problems involved are more complex, in order to strengthen the effective capture of various factors in international trade, business English can help the orderly development of these factors, improve the accuracy of trade handover process, strengthen economic ties among countries, and gradually enhance China's position in the world economic and trade system.

3. The Development Direction and Application Value of Business English in International Trade

3.1 Business and trade exchanges and negotiations, and improve the negotiation speed of both parties

With the rapid development of information technology and Internet, international exchanges and communication are becoming closer and closer, which provides a new platform for the development of international economy and trade. At present, the prosperity of online transactions has promoted the development of international trade. Online communication and offline communication and negotiation are carried out simultaneously, which has promoted the economic development of various countries. In the process of international trade development, many bulk commodities that need to enter and leave the national customs have a large trading volume. Once the negotiation process is delayed, the loss of interests will be very serious. Therefore, once the trade cooperation relationship is determined, both parties must conduct continuous communication and solve the

problems in the transaction process in time. Business English can speed up the process of business communication and negotiation. Both parties use the same language for communication, communicate quickly and accurately, improve the negotiation efficiency, and then improve the negotiation speed of both parties, save time and reduce the cost of the transaction process.

3.2 International publicity to improve the company's international popularity

If enterprises want to open the trade market in the international environment, they must improve their international popularity. Therefore, the necessary international publicity is very important. International propaganda is different from economic negotiations in business and trade. It needs gorgeous words to stimulate the interest of international consumers and let more consumers buy products. In the process of publicity, business English is used to fully combine the psychological needs and thinking characteristics of international consumers to suit the remedy to the case and meet the consumer demand for relevant products. International publicity through business English can not only standardize business operation, but also enhance the publicity effect, effectively improve the company's international popularity and make it possible for enterprises to enter the international market(2021,*Hou Liqiong*).

3.3 Establish friendly business relations and cooperation

Many enterprises use business English to regulate trade partner exchanges, internal decision-making, personnel changes, signing standards, contracts and relevant financial statements, deal with relevant trade letters, improve the speed of trade between enterprises and improve work efficiency. When using business letters for trade, we should use professional language and rigorous working attitude, clearly express what we want to express in the letter, and avoid using polite words. The strictness of business letters varies according to the degree of trading partners. For the trading partners to cooperate or cooperate for the first time, the content of the business letter shall be clear and professional; For long-term trading partners, as long as they do not involve sensitive issues, they can communicate with them and establish friendly and cooperative relations in the tone of friends on the premise of mutual respect, which is impossible for ordinary English translation.

4. The Specific Role of Business English in International Trade

4.1 Access to trade information to promote trade cooperation

In the whole business process, business English can broaden the cooperation scope of enterprises to a certain extent and obtain more comprehensive and scientific business information on the basis of language. This rapid information exchange method can also save a lot of screening costs for enterprises, and select companies that meet their transaction needs in the shortest possible time. When the cooperative relationship is determined, business English can help both parties play an important role in specific cooperative affairs. Effective communication and negotiation can minimize unnecessary information interference and grasp the key points and main contradictions. In the whole business activities, the flexible and reasonable use of business English, a technical language, can effectively improve the initiative of the whole business negotiation process, timely grasp important enterprise cooperation information, quickly judge appropriate partners, win the trading market, save market competition costs for enterprises and improve the efficiency of trade production activities. With the characteristics of fast and accurate information dissemination, business English successfully assists the business exchanges and cooperation between the two sides, and plays an important role in the whole business activities.

4.2 Broaden enterprise publicity methods

Any enterprise needs to shape its own corporate image through advertising in order to improve its popularity and business status. This is a business strategy that can help enterprises win more cooperation opportunities. On the other hand, business English can reflect the internal cultural composition and cooperation orientation of enterprises. Integrating business English into corporate advertising can effectively improve the company's influence, promote the company to integrate

more international elements, let more and more consumers understand the company's development objectives and business scope, and enable foreign consumers to directly obtain the enterprise information they want to know in this process, win more talents for the enterprise and expand their market scope, So as to improve the economic benefits of enterprises to a certain extent.

4.3 Successfully carry out economic and trade cooperation activities

In the era of economic globalization, no enterprise can operate alone without a large market economic system. We need to continuously strengthen business cooperation with other enterprises in the competition to achieve win-win results. Although there are complex trade relations between countries, it is undeniable that in the layers of trade relations, enterprises can have various opportunities to promote their own development. Business English can play a role in regulating communication, help build a bridge of communication and understanding between different countries, and finally realize business friendly cooperation.

5. Practice and Application of Business English in International Trade

5.1 International trade negotiations

Negotiation is an essential part in international trade. Good negotiation can directly promote the enterprises seeking cooperation to accurately express their ideas and opinions in combination with their own interests, and finally achieve the expected objectives. Use the language skills and negotiation wisdom of business English to seek ways to maximize the interests of both sides on the basis of cooperation and gradually achieve trade success. Who can make better use of business English, respond and negotiate in time in the transaction, who can seize the opportunity in the negotiation, so as to increase the advantages of business cooperation for enterprises in the whole trade activities and achieve a win-win situation.

5.2 International trade declaration and trade documents

In recent years, with the continuous improvement of China's opening to the outside world and the increasingly frequent international trade and foreign cultural exchanges, import and export trade has become one of the important sources of China's fiscal revenue. Therefore, in international trade, enterprises should always take their own interests as the starting point, reach an interest community with other trading enterprises and jointly pursue the maximization of economic interests. In international trade, customs declaration refers to a series of procedures handled by relevant customs and operators in commodity import and export trade. The application of business English will participate in these procedures. Without skilled English skills, it is difficult to ensure the normal development of commodity trade. Documents refer to various documents that need to be used in international trade. They are the processing links to ensure the normal operation of international trade. Business English can improve the accuracy of documents in the process of filling in and improve the scientificity of business trade.

Figure 2 below shows an example of international trade customs declaration for reference:

Customs Declaration Form for Imported Goods					
Pre recorded by No:			Customs No:		
Import port	(A)Record No	(B)Date of importation	(C)Date of Declaration		
(D)Business unit	(E)Mode of shipping	(F)Conveyance	(G)Delivery Numbers		
Consignee	(H)Trade mode	(I)tax in brief style stipulated	Tax proportion		
License key	(J)Country whence consigned	(K)Loading port	Domestic destination		
(L)Approval number	(M)Transaction method	(N)Freight	(O)Premium	Incidentals	
Contract no	Number	Packing type	Gross weight (kg)	Net weight (kg)	
Container no	Attached unit			(P)Purpose	
Marking mark and preparation					

Figure 2 Example of international trade declaration.

6. Conclusion

To sum up, with the continuous strengthening of the trend of global economic integration, business English is used more and more frequently in international trade, and its position in economic and trade activities has been highlighted again and again. It is an indispensable and important tool in the whole international trade transaction chain. Therefore, business personnel engaged in international trade or college students who intend to devote themselves to this direction need to constantly and deeply learn the communication skills and language culture required by business English, so as to contribute to the development of China's international trade.

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