
礼貌原则在商务英语信函中的应用

摘要: 商务信函是对外贸易中的一个重要工具。礼貌原则应用在商务信函写作中不仅能有效地进行沟通,而且有利于建立起良好的贸易关系,从而促进企业平稳运行。本文旨在分析商务英语信函中礼貌原则的应用,使越来越多的人意识到在国际贸易商务信函写作中礼貌的重要性,并且加以运用。

论文分为五个部分,第一部分介绍礼貌原则在商务英语信函中的重要性,并说明选择此课题的研究内容,意义及目的。第二部分详述国内外礼貌原则的研究和里奇(Leech)的礼貌原则,其中里奇(Leech)的礼貌原则主要包括了慷慨准则、策略准则、一致准则、谦虚准则、赞誉准则和同情准则。第三部分主要介绍商务英语信函的功能和特点,以及礼貌与商务信函的关系。第四部分重点分析在不同种类的商务信函中运用的礼貌原则,例如:在坏消息的商务信函中,由于其消极的消息类型,写信者要在商务信函中运用礼貌原则来让读者感受到被尊重,从而维护双方可能继续合作的关系。第五部分得出结论,强调礼貌原则在商务英语信函中的重要性,并且对国际贸易活动有着重大的意义。

关键词: 礼貌原则; 商务信函; 应用

The Application of Politeness Principle in English Business Correspondence

Abstract: Business correspondence is an essential means of trade contacts. Reasonable application of politeness principle in business English correspondence writing can not only facilitate the communication between the two sides of the trade, but also establish a good trade relationship and promote the smooth progress of foreign trade activities. The purpose of this paper to help a growing number of people realized the importance of politeness principle and apply it by analyzing the application of it in English business correspondence.

The paper is divided into five parts. The first part introduces the importance of politeness principle in business English correspondence and expounds the research content, significance and purpose of this topic. The second part introduces the research of politeness principle and Leech's politeness principle in detail, including generosity criterion, strategic criterion, consistency criterion, modesty criterion, praise criterion and sympathy criterion. The third part mainly introduces the function and characteristics of business English correspondence and the relationship between politeness and business correspondence. The fourth part is the different types of politeness principles in business correspondence. For example, in a business correspondence with bad news, the writer should use the politeness principle in the business correspondence to convey a negative message, make the reader feel respected, and thus maintain a cooperative relationship. Finally, the conclusion attaches great importance to the politeness principle in writing business English correspondence, showing its great significance for the conduct of international trades.

Key words: politeness principle, business correspondence, application

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