

摘 要

随着社会经济的飞速发展,商务信函与经济领域人们的重要交流方式已逐渐密不可分。在全球经济一体化的背景下,商务信函在外部信息交换,商务交易,贸易谈判和友谊传递中起着不可替代的作用。但是,由于文化差异,社会风俗和禁忌的影响,我们必须在交流中使用更适当和恰当语言,以减少不必要的误解并能起到化解尴尬的作用。因此,商务信函中语言特征的“礼貌”原则就会变得尤为重要。礼貌是交易活动的重要武器之一。写信而不注意礼貌就像在战场中没有子弹。礼貌和体面的谈吐可以使谈判方在对方心中树立起良好、正直、热情的文化修养和职业道德形象,有利于商务往来。

本文基于 Leech 的礼貌原则,主要分析礼貌原则在商务英语信函写作中的应用,旨在帮助学生更准确地书写商务信函,更得体的传达商务信函的信息。本论文主要分为五个部分。第一,介绍商务信函的相关知识,包括概念、特点以及主要功能。第二,从多个方面解析礼貌原则,以及将国内外学者关于商务信函中礼貌原则的研究进行简要的归纳总结。第三,从词汇和句式层面通过大量的案例分析,具体说明礼貌原则在商务英语信函写作中的重要作用。第四,礼貌原则在商务英语信函写作中的应用及其重要作用。第五,归纳总结商务英语信函写作中的礼貌原则。

关键词：商务英语；信函写作；礼貌原则

Abstract

With the rapid development of social economy, business letters and important ways of communication in the economic field have gradually become inseparable. In the context of global economic integration, business letters play an irreplaceable role in external information exchange, business transactions, trade negotiations and friendship transmission. However, due to cultural differences, the influence of social customs and taboos, we must use more appropriate and appropriate language in communication to reduce unnecessary misunderstandings and can play a role in resolving embarrassment. Therefore, the politeness principle of language characteristics in business letters will become particularly important. Politeness is one of the important weapons of trading activities. Write without paying attention Looks like there's no bullet in the field. Politeness and decent conversation can make the negotiator establish a good, honest, enthusiastic cultural accomplishment and professional ethics image in the other party's heart, which is beneficial to the negotiation.

Based on Leech's politeness principle, this paper mainly analyzes the application of politeness principle in business English letter writing, aiming to help students write business letters more accurately and convey the information of business letters more appropriately. This paper is divided into five parts. First, introduce the relevant knowledge of business letters, including concepts, characteristics and main functions. Secondly, it analyzes the politeness principle from many aspects, and summarizes the domestic and foreign scholars' research on

以上内容仅为本文档的试下载部分,为可阅读页数的一半内容。

如要下载或阅读全文,请访问:

<https://d.book118.com/595334130211011323>