
合作原则在商务英语电子邮件中的应用

Application of the Cooperative Principle in Business English E-mail

Abstract

With the increasing of cross-border trade, e-mail, as a fast modern business communication tool, plays a more and more important role. H.P. Grice believes that both sides tend to obey the Cooperative Principle in interpersonal communication so as to cooperate with each other and achieve communicative purposes in an effective way. As a means of communication, business staff must abide by the Cooperative Principle in their e-mails. This thesis analyzes some examples of obeying and flouting the Cooperative Principles in business English e-mails based on Conversational Implicature and the Cooperative Principle by Grice and further explores how to apply the Cooperative Principle in business English e-mails. It is found that the cooperation between the two parties will be carried out smoothly when obeying the Cooperative Principle. But, sometimes, the two sides will violate the Cooperative Principle and its maxims, therefore, generate implied meanings in order to maintain their own interests and images and thus affect the cooperation and friendly relationship. It is expected that this paper will provide implications for those in businesses and in corresponding teaching.

Key words: Cooperation Principle; business English; e-mail

摘 要

随着国际贸易的日益增加，电子邮件作为一种快捷的现代商务交流工具，发挥着越来越重要的作用。在人们交际过程中，会话双方往往会遵循格莱斯的合作原则，以求更好的配合从而实现交际目的。作为一种沟通途径，从事商务工作的人员在来往电子邮件中，必须遵守合作原则。本文依据格莱斯的会话含义和合作原则理论，列举了商务英语电子邮件中遵守与违背合作原则的一些实例，从而探讨合作原则在商务英语电子邮件中的应用。分析发现，在遵守合作原则的情况下，贸易双方的合作将会得以顺利的进行，但有时双方为了维护自己的利益与形象，在沟通中违反合作原则及其准则，从而产生了特殊的会话含义，进而影响了双方的合作和友好关系。期望本文对于从事商贸工作以及商务英语教学工作的人员有所启迪和帮助。

关键词：合作原则；商务英语；电子邮件

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