

题 目 顺应论视角下商务谈判中的语用模糊研究

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摘 要

作为一种有效的交际策略，语用模糊普遍存在于言语交际中。通常来讲，商务谈判与双方的利益密切相关，应该本着严谨准确的原则，但作者发现，为了让谈判顺利进行下去，商务谈判中反而常常存在着大量的模糊用语。本文以 Verschueren 的顺应论为研究视角，以商务谈判话语作为语料，从语境顺应方面的心理世界、社交世界、物理世界三个层面对商务谈判的语用模糊现象进行分析，总结了语用模糊在商务谈判中产生的积极影响与消极影响。希望通过这篇论文的研究，能够让谈判者了解语用模糊，更好地运用它，避免语用模糊带来的消极影响，从而促进商务谈判的顺利进行，达成贸易的往来。

关键词：顺应论；商务谈判；语用模糊

Research on Pragmatic Vagueness in Business Negotiation from the Perspective of Adaptation Theory

Abstract

As an effective communication strategy, pragmatic vagueness is widely used in verbal communication. Generally speaking, business negotiations should be extremely precise for they are closely related to the interests of both parties. Instead, in order to make the negotiation go on smoothly, there are a lot of vague language in business negotiations. From the perspective of Verschueren's adaptation theory and with business negotiation discourse as corpus, this paper analyzes pragmatic vagueness in business negotiation from three aspects: mental world, social world and physical world, and summarizes the positive and negative effects of pragmatic vagueness in business negotiation. It is hoped that through the study, negotiators can understand pragmatic vagueness more comprehensively, so as to make better use of it, avoid the negative effects of pragmatic vagueness and promote the smooth progress of business negotiation.

Key words: adaptation theory; business negotiation; pragmatic vagueness

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