

摘 要

随着时代的发展，在经济全球化趋势的影响下，各个国家之间的商务交流日益频繁。商务合作成为促进全球经济发展的重要途径之一，商务谈判在商务合作中起着越来越重要的作用。为了促进商务谈判的顺利进行，提高商务谈判的成功率，礼貌原则在商务谈判中得到广泛应用。本文从利奇的礼貌原则入手，运用文献研究，案例分析等方法，力求发现礼貌原则的合理运用对商务谈判成败所起的关键作用。结合礼貌原则的用语约束，分析如何巧妙的把礼貌原则运用到商务谈判中的每一个步骤。并对如何协助谈判者达到高质量的谈判，促进国际贸易的顺利发展等问题进行深入探讨。让商务谈判人员认识到礼貌原则的重要性，了解礼貌原则如何在商务谈判中发挥最大的作用。最后，针对双方商务谈判时所运用的策略提出有效建议。

关键词：礼貌原则；商务谈判；商务合作；国际贸易

ABSTRACT

With the development of The times and under the influence of the trend of economic globalization, the business exchanges between various countries have become increasingly frequent. Business cooperation has become one of the important ways to promote the global economic development, and business negotiation is playing an increasingly important role in business cooperation. In order to promote the smooth progress of business negotiation and improve the success rate of business negotiation, the principle of politeness is widely used in business negotiation. This paper starts with Leech's politeness principle, and uses literature research, case analysis and other methods, striving to find out the key role of the rational application of politeness principle in the success or failure of business negotiation. Combined with the language constraints of polite principle, analyze how to skillfully apply polite principle to every step of business negotiation. And how to assist the negotiators to achieve high-quality negotiations, to promote the smooth development of international trade and other issues for in-depth discussion. Let business negotiators realize the importance of the politeness principle and understand how it plays its biggest role in business negotiations. Finally, effective suggestions are put forward for the strategies used by the two parties in the business negotiation.

Key words : Politeness principle ; Business negotiation; Business cooperation; International trade

Table of Contents

Chapter One Introduction	1
Chapter Two The Principle of Politeness in Business Negotiations	2
2.1 The Meaning of the Polite Principle.....	2
2.2 The Importance of the Polite Principle.....	2
Chapter Three The Application of Polite Principle in Business Negotiation.....	4
3.1 The Application of Tact Maxim in Business Negotiation.....	4
3.1.1 The Beginning Stage of the Negotiations	5
3.1.2 Negotiation Quotation Stage.....	5
3.1.3 Negotiation and Consultation Stage.....	6
3.1.4 Negotiation End Stage.....	6
3.2 The Application of Generosity Maxim in Business Negotiation.....	6
3.2.1 The Beginning Stage of the Negotiations.....	7
3.2.2 Negotiation Quotation Stage.....	7
3.2.3 Negotiation and Consultation Stage.....	7
3.2.4 Negotiation End Stage.....	8
3.3 The Application of Approbation Maxim in Business Negotiation.....	8
3.3.1 The Beginning Stage of the Negotiations.....	8
3.3.2 Negotiation Quotation Stage.....	9
3.3.3 Negotiation and Consultation Stage.....	9
3.3.4 Negotiation End Stage.....	10
3.4 The Application of Modesty Maxim in Business Negotiation.....	10
3.4.1 The Beginning Stage of the Negotiations.....	10

3.4.2 Negotiation Quotation Stage.....	11
3.4.3 Negotiation and Consultation Stage.....	11
3.4.4 Negotiation End Stage.....	11
3.5 The Application of Agreement Maxim in Business Negotiation.....	12
3.5.1 The Beginning Stage of the Negotiations.....	12
3.5.2 Negotiation Quotation Stage.....	12
3.5.3 Negotiation and Consultation Stage.....	12
3.5.4 Negotiation End Stage.....	13
3.6 The Application of Sympathy Maxim in Business Negotiation.....	13
3.6.1 The Beginning Stage of the Negotiations.....	13
3.6.2 Negotiation Quotation Stage.....	13
3.6.3 Negotiation and Consultation Stage.....	14
3.6.4 Negotiation End Stage.....	14
Chapter Four Limitations of the Politeness Principle in Business Negotiation.....	15
4.1 Context Factors.....	15
4.2 Third Party Factors.....	15
4.3 Cultural Factors	15
Chapter Five Conclusion.....	17
Bibliography.....	18
Acknowledgements.....	19

Chapter One Introduction

The times are progressing and the economy is developing. Under the background and trend of economic globalization, China is constantly accelerating the pace of business and trade with other countries, and business negotiations occupy a pivotal position here.

“First of all, business negotiation is the activity of the buyer and the seller to promote the transaction, and it is the negotiation process to realize the cooperation between the two sides.”^[1]⁷¹In business negotiations, in order to maintain friendly cooperative relations, it is very important to promote the transaction and strengthen new cooperation. Therefore, it is necessary to correctly master the principle of politeness in business English negotiation, and flexibly use each principle of the principle of politeness according to different foreign trade business negotiation situations.” The principle of politeness in business negotiation makes the negotiation carried out in a more harmonious atmosphere, effectively ensures the smooth development of business negotiation between both sides and improves the success rate of business negotiation.

In addition, the principle of politeness has certain limitations in business negotiations. Because the rational use of cultural factors and verbal communication strategies in business negotiation plays a key role in the success or failure of negotiations. “In many business negotiation, both parties of the business negotiation come from different countries and have different cultural deposits.”^[2]¹⁰ Cultural difference factors, background factors and third-party factors affect the differences in the negotiation results. It has a great impact on business negotiations.

In general, the success of business negotiations depends on the various factors, among which the principle of politeness occupies an important position. As a business negotiator, he should flexibly use the principle of politeness according to the characteristics of speech and behavior in the business negotiations, so as to resolve the contradictions and differences in the international business negotiations, in order to achieve good results in the international business negotiations.

Chapter Two The Principle of Politeness in Business Negotiation

“In business negotiations, on the premise of maintaining the cooperation between the two parties, all parties want to get the maximum benefits, which requires appropriate language to achieve.”^{[3]97} As a pragmatic strategy, the principle of politeness is often skillfully used by business negotiators.

2.1 The Meaning of the Polite Principle

In 1983, Leech, a famous British scholar, explained the important role of politeness in language communication in his book *The Principles of Linguistics*. In this book, he proposed for the first time the principle of politeness, which he considered the principle of politeness and the principle of cooperation with Grice as the two principles followed by communication. Leech divided the principle of politeness into six categories, each including one criterion and two secondary criteria. Principles of etiquette, of generosity, of praise, of humility, of uniformity, and of compassion. The principle of politeness restricts people's language activities, helps to reduce the friction and contradiction between the two parties, and urges the communicators to use the language more appropriately to achieve a communication success. Generally speaking, the principle of politeness can be expressed as: trying to weaken the impolite expression and enhance the expression of politeness.

2.2 The Importance of the Polite Principle

The process of business negotiation is often very tight, and the use of language and expression strategies of the two sides is crucial to promote the negotiation. Reasonable use of the principle of politeness, the negotiation language should be gentle and gentle, euphemistic, so that the other side is easier to accept, reflect the good cultivation of the negotiators, can also create a relaxed atmosphere, ease the tension of the negotiator, avoid misunderstanding and contradictions, make the negotiation smooth, improve the success rate of the negotiation. Polite strategies can enhance mutual trust and understanding among negotiators, thereby increasing negotiation opportunities. The proper use of politeness principle by both parties can effectively get rid of differences in business negotiations and seek common ground and concession points for business cooperation.

“In business negotiation, we should flexibly and appropriately adopt different polite principles.”^{[4]219} Use appropriate language, avoid impolite words, avoid causing unnecessary unhappiness and misunderstanding in communication, and finally achieve the success of business and trade negotiations.

Chapter Three The Application of Polite Principle in Business Negotiation

Business negotiation is to solve the disputes between the buyers and sellers, through effective communication to achieve a win-win situation.

“It can be said that without commercial negotiations, economic activities cannot be carried out.”^[5]¹ From life negotiations to cooperation between enterprises and legal persons, as well as economic and technological exchanges between countries and countries, these are inseparable from business negotiations.

Business negotiation is an important link of business cooperation and one of the important ways to expand the market. Every penny earned in the negotiations was a huge net profit. Roger Dawson, former president Bill Clinton’s chief negotiator, says the fastest way to make money in the world is negotiation.

The business negotiation process generally includes four stages, namely, the Beginning stage of the negotiations, negotiation quotation stage, negotiation and consultation stage, negotiation end stage. The Beginning stage of the negotiations is the process of formal contact between the two parties and communication on the non-substantive content of the negotiation. Its main task is to create a good atmosphere for negotiation. Before the negotiation, we should fully collect information to understand the other side of the party and the situation of other parties, so as to know ourselves and the enemy, and occupy a favorable position in the negotiation. In the negotiation and quotation stage, select the team according to the quotation order, choose the quotation method, and flexibly use the quotation skills; In the negotiation and consultation stage, the main task of the negotiation stage of the negotiation is to understand the actual demand and final position, carefully analyze the opponent, and find creative solutions and negotiation. After the bargaining stage, the interests of the negotiation become smaller and smaller, and the negotiating parties gradually form a consensus on the matters of the negotiation, and the negotiation process will enter the final stage. The end stage of the negotiation is the end of a negotiation.

3.1 The Application of Tact Maxim in Business Negotiation

The Maxim of Tact: Minimize damage to others. Maximize the benefits of others. Facing

different occasions of business negotiation, people need different words to communicate.
If you

speak without knowing the occasion, it will make a joke. Facing different communication objects, we also need to use different discourse. In the process of communication, we should understand each other's various aspects of the situation in advance. Facing the communication objects of different countries and different cultures need to use appropriate language expression.

Case (1) : A, negotiator of Chinese garment manufacturer; B, negotiator of large acquisition of garment in United States; meeting for the first time to communicate about cooperation.

3.1.1 The Beginning Stage of the Negotiations

See case (1) for the specific character explanation.

A: Nice to meet you. I know it's not convenient for you to go to China, so here we are!

B: Nice to meet you, too. I'm very happy that we can have this cooperation.

A: Yes, we have brought many samples for your convenience to observe the real objects.

B: That's great!

In this case, although online business negotiations are more convenient, negotiators of Chinese manufacturers believe face-to-face communication can give buyers a more specific understanding of the product. Chinese manufacturers brought many samples to the United States, following the maxim of tact to maximize the benefit of others. Enables the buyer to observe the quality of the sample. A successful business negotiation, the result is a win-win situation, rather than trying to suppress the other side. Make the other party feel respected and important, it is easier to get the goodwill of the other party, and promote the success of the transaction.

3.1.2 Negotiation Quotation Stage

See case (1) for the specific character explanation.

B: What is the price of your product?

A: How many dresses would you like to order?

B: If we order 2,000 pieces, what discount will you offer us?

A: We can offer a ten percent discount if you order 2,000 pieces. And I promise to delivery within three months.

B: Can you offer more discounts? I'm looking for a much larger discount and delivery must be within three months, or I'm not interested any longer.

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/778062071007006054>