

摘 要

商务谈判是双方通过讨论争议达成共识，以协调对方在商务过程中的要求，满足对方的需要的过程。为了保证谈判的顺利进行，在谈判中如何选择合作技巧和策略显得至关重要，它密切关系着谈判结果的好坏。在商务场合下，人们为了谈判顺利进行，都会有意无意的遵守谈判需要的合作原则。合作原则是美国学家格莱斯在哈佛大学的演讲中提出的，他认为合作原则就是要求每一个交际者在整个交谈过程中所说的话符合此次交谈的目标和方法。本论文以合作原则为研究对象，通过研究合作原则中的四项准则在商务谈判中的具体应用，合作原则所存在的局限性以及合作原则的研究前景，总结出在商务谈判中要牢牢谨记并遵守合作原则及其四项准则，保证谈判中言辞的真实有效、恰到好处、联系紧凑和简洁明确，不断优化谈判策略，直至谈判成功。从而为商务人士更加顺利的开展国际商务谈判做出全面、正确的指导，实现商业价值最大化。

关键词：商务谈判；合作原则；谈判策略

ABSTRACT

Business negotiation is a process in which both parties reach a consensus through discussion of disputes, so as to coordinate the requirements of the other party in the business process and meet the needs of the other party in the business process and meet the needs of the other party. In order to ensure the smooth progress of the negotiation, how to choose cooperation skills and strategies in the negotiation is very important, which is closely related to the outcome of the negotiation. In business situations, people will intentionally or unintentionally comply with the cooperation principle required for smooth negotiation. The cooperative principle was put forward by the American scientist Grice in his speech at Harvard University. He believed that the cooperative principle requires every communicator to say words in line with the objectives and methods of the conversation during the whole process. This paper takes the cooperative principle as the research object, through studying the concrete application of the four principles of the cooperative principle in the business negotiation, and the limitations of the cooperative principle and the research prospect of the cooperative principle, so as to draw the conclusion that the cooperative principle and its four principles should be firmly kept in mind in the business negotiation. Ensure that the words in the negotiation are true, effective, just right, compact, concise and clear, and then continuously optimize the negotiation strategy until the negotiation is successful. Thus, it can provide comprehensive and correct guidance for business people to carry out international business negotiations more smoothly and maximize commercial value.

Key words: Business negotiation; Principle of cooperation; Negotiation strategy

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Chapter One Introduction

With the development of global economic integration and cross-cultural communication, business exchanges between countries around the world have become increasingly close. In the process of trade, the two sides have both cooperation and conflict. In order to ensure the smooth progress of communication, how to choose cooperation skills and strategies in the negotiation is very important, which is closely related to the outcome of the negotiation. The purpose of this paper is not only to further explain and emphasize the application of the cooperative principle in business negotiations, but also to analyze and study the problems and solutions of the cooperative principle in business negotiations, so as to provide comprehensive and correct guidance for business people to carry out international business negotiations more smoothly. Research significance of this article is that although in everyday conversation, especially in business occasions, people in order to the smooth progress of the negotiations will have intention to not intentional of adhere to the principle of negotiations need cooperation, but in business negotiations, what exactly is the cooperative principle, how the application of cooperative principle in the negotiation, and how to solve the cooperative principle problems in the negotiations, All these require both sides of the negotiation to grasp the relevant theoretical knowledge clearly. From the perspective of pragmatics, I discuss the application of cooperative principle in business negotiations, aiming to explain the practical guiding significance of cooperative principle in business negotiations, hoping to improve the recognition and emphasis of business negotiators on cooperative principle, and help them overcome cultural differences in business negotiations, find the joint point and breakthrough point of business negotiations, so as to carry out business negotiations more smoothly.

Chapter Two Review of the Cooperative Principle

The following is an overview of what the Cooperative Principle and its four principles mean.

2.1 Meaning of the Cooperative Principle

The cooperative principle was put forward by the famous American language philosopher Grice in his speech at Harvard University in 1967. Grice believes that in order to achieve a specific goal in all verbal communication activities, there is a tacit understanding between the speaker and the listener: a principle that both sides should abide by. He calls this principle the cooperative principle of conversation. He specifically explains it as: The cooperative principle requires each communicator to speak in line with the goal and direction of the conversation during the whole process. He believes that adherence to the principle of cooperation is the basis for an effective conversation. At the same time, he analyzed the four principles contained in this principle.

Grice believes that under a general principle, it can often be divided into several special criteria and their sub-criteria. Grice borrowed the names of "quality," "quantity," "relation" and "mode" listed in Kant's table of Normal time, and constructed four corresponding criteria under the cooperative principle, each with several sub-criteria. These four principles are not only for the speaker to follow, but also for the listener to potentially follow. This has been proved by countless times of communication practice.

2.2 The Four Principles of Cooperation

The following is a detailed introduction of the four principles.

2.2.1 Quantity Maxim

The maxim of quantity is to provide the right amount of information to the other person. It contains two sub-criteria: What is said should include information needed by the other party; Say no less or more information than the other person needs. In conversation, the quantity criterion defines the amount of information we provide in our speech. Grice believes that when two parties communicate, the information provided in the discourse should be neither more nor less,

but only what the other party needs, which should not include what the other party does not expect. For example, A and B are having A conversation: A: What's your name? B: My name is Xiao Qiang. Obviously, A is asking B a question in order to get B to say his exact name. Therefore, B's answer should not contain other information unrelated to the question. If B's name is indeed Small Strong, then B follows the quantity criterion. If B answers, "My name is Xiao Qiang. I am a student. I just started my freshman year." The information provided by Pinran B exceeds what A needs, that is, B's answer contains what the other party does not expect. In this case, B's answer violates the quantity criterion.

2.2.2 Quality Maxim

The maxim of quality is that what is said is true. The quality criterion also contains two sub-criteria: no false words; Not to mention the lack of evidence. In conversational communication, quality rules require people to speak the truth, not to say something false, and not to say something without sufficient evidence. For example, A and B are having A conversation. A: Are you from Hebei Province? B: Yes. When A questions B, he wants B to provide correct information, not information lacking evidence. If B does in fact come from Hebei, then B's answer complies with the quality standard. If B is from Shandong Province, B has provided false information, then B's answer does not comply with the quality standard.

2.2.3 Relation Maxim

The maxim of relation is to be relevant, to be relevant to the subject. Grice believes that in conversation communication, the content of the conversation should be related, the words should be relevant to the topic, and the words should not be said without connection with the topic. A: What's the weather like outside? B: It's raining. A asks B about the weather. A wants to get information about the weather from B, not other irrelevant information. Obviously, there is A relationship between B's answer and the proposition asked of A, so B follows the relation principle. B: What a wonderful game today. Then, the information provided by B has nothing to do with the weather, in which case B violates the relationship criterion.

2.2.4 Manner Maxim

The maxim of manner is to be clear. To popular understand, avoid obscure; Be clear, avoid ambiguity; Be concise and to the point, avoid long; Be organized to avoid chaos. Grice believes that in conversational communication, people expect their conversational partners to be able to explain clearly the information or things they want to express, and try to avoid verbose

expressions. A: Where was David Beckham born? B: The United King of Great Britain and Northern Ireland. B's answer is obviously too long, which will confuse people. People will think that there must be some reason or intention for this answer. B It's quite possible to answer: England. Therefore, B's answer does not comply with the mode principle. A: Who are they B: Several factory workers. B's answer is ambiguous. The listener is likely to assume that these people are workers from the same factory. The listener may also understand that these people are workers from several different factories. So, B's answer violates the code of manner.

Chapter Three The Application of Cooperative Principle in Business Negotiation

The following are the four principles of cooperation in business negotiations.

3.1 The Application of Quantity Maxim in Negotiations

An example analysis of maxim of quantity in business negotiation.

3.1.1 Compliance with Quantity Maxim

The maxim of quantity is to provide the appropriate amount of information to the other party. When the two parties communicate, the information provided in the discourse should be neither more nor less, but only the information required by the other party. The following is an example of following the quantity rule in business negotiations.

For example:

A: Good morning, Mr. Green. How would you like to negotiate?

B: We're always at your service, Mrs. Zhang.

A: Let's set the agenda for our discussion.

B: It seems to me that one of the items on our agenda is the supply of spare parts for Toyota cars to China in the second half of this year. Our current contract is about to expire and we need to discuss a new one.

A: We are ready to hear your suggestions.

B: We'd also like to discuss the possibility of establishing a long-term arrangement between the two companies.

A: As long as it is in the interest of both sides, it is worth mentioning. Is there anything else you want to achieve with this visit?

B: Yes, your government has some preferential policies now. We'd like to discuss our investment in China.

A: I'm always happy to do my best to promote cooperation. Wouldn't it be good if we could conclude our negotiations for a joint venture?

B: That's great.

In this case, B explained why they need to discuss the new agenda from the very beginning: one of the items on their agenda is the supply of spare parts for Toyota cars to China in the second half of this year. Their current contract is about to expire, so they need to discuss a new one. Next, B talks about some follow-up details: They want to set up a long-term arrangement. All of the above indicates that B attaches great importance to contracts. In this way, both sides are in a good business negotiation environment. B was absolutely effective in complying with the quantity criterion, and he provided the required amount of information, which led to the cooperation between the two parties.

3.1.2 Violation with Quantity Maxim

Violation with maxim of quantity means providing more information than the other party needs. When two parties communicate, the information provided in the discourse is too complex, which exceeds the information required by the other party. The following is an example of a violation of the quantity rule in business negotiations.

For example:

A: What about your reputation?

B: Please check with the Bank of China. Our company enjoys a high reputation in the country, as can be proved by our very reputable banks and other similar enterprises.

In the above example, A asked B about the reputation status of company B. B was willing to abide by the cooperative principle but unconsciously violated the quantitative criterion of the cooperative principle in his answer. When A asked B about the credit status of Company B, B answered that it was enough to inquire the Bank of China. However, B added more information, which obviously violated the quantity criterion.^[1]

3.2 The Application of Quality Maxim in Negotiations

An example analysis of maxim of quality in business negotiation.

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