

摘 要

随着全球经济一体化逐步加深，世界各国的经济贸易活动愈加频繁。中国的企业也迎来了走向世界的机遇，这种环境下，企业之间的相互沟通和交流成为了彼此合作的重要条件，商务英语也日益受到人们的广泛重视。

本文以商务英语为研究对象，主要研究了谈判开局、报价、磋商、成交阶段中商务英语的语言特点和翻译技巧。通过运用文献查阅法，举例分析法等研究技巧。并采用国际商务谈判的互动话语理论和系统功能语言学理论，从谈判的视角对商务英语进行了简单的介绍，紧接着分析了在谈判各个阶段中商务英语的语言特点和翻译技巧，并给出在谈判中运用商务英语的建议。最后得出结论，在商务谈判和沟通中，只有掌握商务英语的语言特点和翻译技巧，才能有利于商务谈判的顺利进行，并达成预期的目标。

关键词：谈判；商务英语；语言特点；翻译技巧

ABSTRACT

With the gradual deepening of global economic integration, the economic and trade activities of countries around the world are becoming more and more frequent. In this environment, mutual communication and exchange between enterprises have become an important condition for mutual cooperation, and business English has also been paid more and more attention.

This paper mainly studies the languages features and translation skills of business English in the beginning, quotation, consultation and conclusion stages of negotiations. By using literature review skills, example analysis skills and other research skills. The study also adopts the interactive discourse theory and the systematic functional languages theory of international business negotiation, and gives a brief introduction to business English from the perspective of negotiation, followed by an analysis of the language features and translation skills of business English in each stage of negotiation, and gives suggestions for using business English in negotiation. Finally, it is concluded that only by mastering the language features and translation skills of business English in business negotiation and communication can we facilitate the smooth conduct of business negotiation and achieve the expected goals.

Key words: Negotiation; Business English; Language Features; Translation Skills

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Chapter One Introduction

In the context of rapid development of global economic integration, transnational business activities are increasing day by day, and business English is also getting more and more attention. First of all, English has now become a de facto international language. Many countries and regions have designated English as the official language of communication. English has become an important communication tool in worldwide international conferences, forums and academic seminars, in international business negotiations and international trade contract texts, and in the work of foreign-funded enterprises or joint ventures. With the rapid development of world economic integration, especially after China's accession to the WTO, China has become more widely integrated into the international community, and exchanges with countries around the world in the political, economic and cultural fields have become increasingly frequent, and foreign-related work sectors such as foreign trade, diplomacy, customs, tourism and management have gained unprecedented opportunities for development, making the demand for English talents in China increasingly large.

Secondly, business English is used in the negotiation process. Business English has a pivotal role in the negotiation process, especially in the process of foreign business negotiations, learn business English well to be able to communicate well, we can read each other's meanings in mutual communication, mastering business English is the ticket to enter into foreign business negotiations. At this stage, there is a slight lack of research on the languages features and translation skills of business English in negotiation in China. This paper improves the theoretical system in this field and can also provide some help and suggestions to enterprises and individuals who need to use the languages features and translation skills of business English in negotiation. The purpose of this paper is to study business English so that we can better understand the languages features and translation skills of business English in negotiations, and thus make the negotiations go smoothly. Business negotiation is both a science and an art. A successful negotiation is based on the prerequisite that both parties achieve a win-win situation.

In business English negotiation, we should pay attention to business English language features and translation skills in the beginning, quotation, consultation and conclusion stages of business negotiation, and also have a comprehensive understanding of the suggestions when using business English in negotiation, so that the ambiguity between the two sides can be reduced and the negotiation can be ensured smoothly. Therefore, this paper is a study of business English language features and translation skills in the beginning, quotation, consultation and conclusion stages of business negotiations by collecting a large amount of literature and related

materials. Therefore, we should have solid basic skills, flexibly use the language features and translation skills, pay attention to accumulate and summarize the negotiation experience, and successfully reach the negotiation goal on the basis of maintaining the interests of both sides.

Chapter Two Language Features of Business English in Negotiation

Language plays a bridging role in business negotiation and is an important factor in the success or failure of negotiation. Negotiators who phrase their words inappropriately cannot accurately convey the information they want to express, and common terminology and other linguistic features affect the process and effect of negotiation. Language and culture complement each other, culture is the inner core of language, and language is one of the external expressions of culture. In business negotiations, the language features of negotiators are deeply influenced by their cultural environment. The language features of business negotiations discussed in this chapter are mainly based on business negotiations in which business English is used as the communication, and reflect the various features of foreign business negotiation language based on the summary analysis of negotiation language features.

2.1 The Beginning Stage of Negotiation

The beginning stage of negotiations is a prelude to substantive negotiations. In this beginning stage, the negotiating parties respectively clarify their respective positions, views and needs, while combining each other's elaborations, speculating on the strengths and potential needs of the negotiating opponent, and preparing for formal negotiations, which is the stage of laying the foundation for the entire business negotiation. The language at this stage is characterized by mostly interrogative sentences, which should be expressed in a polite and appropriate manner.

2.1.1 More Questions

In business negotiation skills, it is mentioned that polite euphemisms are rounded and cushioned, so they are very commonly used in business negotiations. It can both show respect for the other party's opinion and gain the other party's goodwill. Among them, questioning sentences can also be used frequently, mainly in order to draw others' attention, deliberately raising questions first and asking themselves. Usually, at the beginning stage, when the negotiating parties are first approached and there is no conflict of interest involving the parties, we need to establish a good atmosphere for the negotiations, which will be conducive to the smooth conduct of the negotiations. In order to create a relaxed and pleasant atmosphere for informal negotiations, the topics talked about are mainly neutral, so colloquial and interrogative sentences are used more frequently, such as:

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- (1) *Let's start talking business, shall we?*
 - (2) *What do you think about this issue?*
 - (3) *If you feel comfortable, can we discuss scheduling issues now?*^[1]²⁰

2.1.2 Expressing Politeness and Euphemism

It is said that the mall is like a battlefield, but the mall is not a battlefield after all, this competition is not a real gun, you die and I live to fight, the battle in the mall is conducted in a civil and courteous manner. Even if the two sides have a dispute, a dispute, all words and actions must be courteous. Whether the deal is successful or not, it is very important to focus on etiquette. Polite and polite expressions play an important role in business negotiations.

Because polite and euphemistic expressions are rounded and cushioned, they are very commonly used in business negotiations. Euphemisms are used in negotiations so that they can be easily accepted by the other party. For example, when rejecting the other party's request, you can say something like this: *What you say has some merit, but the actual situation is a little different, and then make your point without showing any traces*. This will not damage the other party's face, and can make the other party calmly and carefully listen to their views. In this case, the negotiation opponent has the feeling of being respected, he will think that opposing this program is against himself, and therefore easy to reach agreement, and obtain successful negotiations. There are many other expressions like this, such as:

- (1) *Our door is open for negotiations, and we can be contacted at any time after your side has asked for instructions.*
- (2) *Please forgive me for the difficulty in meeting your wishes.*
- (3) *We deeply regret your decision.*

Therefore, we should use more polite and euphemistic language to show our cultivation and respect for each other. This will create a good atmosphere and bring both sides closer together, thus promoting smooth negotiations.

2.2 The Quotation Stage of Negotiation

The quotation stage of negotiation is the stage of stating your position and demand. Passive voice and technical terms are often used in the quotation stage of negotiation.

2.2.1 Common Technical Terms

As the quotation, not only refers to the price of goods, but includes all the requirements of the negotiating party to the other side of the negotiation, including the quality, quantity, price,

packaging, transportation, insurance, payment, commodity inspection, claims, arbitration and other trading conditions. Due to the specificity of this stage, more terminology is used, including: international market price, futures price, freight, unloading fee, unit price, total value and tariff, etc., which are more frequently used in the quotation stage.

2.2.2 Common Passive Structure

Due to the special nature of business negotiations, the two sides in one discussion for their respective companies or enterprises to fight for their own interests, but the final desired outcome is also a win-win situation, so the negotiation process should also fully consider the views and opinions of the other party, so the passive structure in business negotiations is also very widely used.

For example, we often say when considering the views of the other company :*I hope you can tell us, otherwise we can't be sure what you want.*

In the quotation stage, we often say, *Your needs are considered by our company as an important reference.* This shows the respect that our company gives to the other party and contributes to the success of the negotiation.

2.3 The Consultation Stage of Negotiation

The consultation stage of negotiation is the most important stage in the negotiation and the language features are the extensive and practical and striving for accuracy.

2.3.1 Extensive and Practical

As the consultation stage of negotiations, the negotiating parties from their respective interests, a series of issues to negotiate, sometimes very intense. At this time, you can not say something without practical language, because the other party wants to hear is the practical interests of the issue, concise, you can directly ask the other party: Please tell me the price you want to deal. Of course, you should also be involved in a wide range of questions and answers, and to take advantage of the negotiating position. When the other party quotes the psychological price, you may feel acceptable, but more often than not you will think: This is not possible, too low! And what do you say to that? Remember, you can't say whatever comes to mind, and saying That's too low. This is also a kind of rejection of the other party's psychological price level, I don't think we can go that low. Or I'm afraid we cannot make it that low. Of course it's because of your product quality and service level! Our company values quality very much. Of course, sometimes the sky is not as it should be, perhaps you are at a disadvantage, the consultation

power is weak and really want to make this single, then you can say, If you buy more, we can give you a bigger discount. Or change the reason: You are a valid customer, and we are looking for a long-term business partner. Because we are looking for a long-term business partner, so appropriate concessions, does it sound reasonable? Or maybe it's not that your product is bad, but that the competition is quotationing a cheaper price. And I can throw in some other free samples of our recently-launched product. Some samples of our recently-launched product. Finally, you can persuade the other party: Just meet me in the halfway. It's like two little people each starting at opposite ends of a straight line and meeting halfway, indicating that each is making a compromise. Or if you can't continue to make a decision and need to ask the leader for approval, you can say: I'll have to run/brief it to my boss.

2.3.2 Striving for Accuracy

Similarly, in the consultation stage of negotiations, bargaining must strive for the accuracy and completeness of key data, not ambiguity, and clear and accurate language expressions as well as the integrity of ideas. The practicality of business English is very strong, especially in business negotiation communication, standardized business terms often give them a rigorous and mature impression, laying a solid foundation for their success. We are about to learn how to express information and confirm information correctly in English in the workplace. Here are our interpretations based on practical application scenarios. Most jobs are inseparable from interpersonal interactions, and in the process of interactions if the information is miscommunicated, it can cause delays, so we really need to improve the way you raise objections. In business negotiations, when we disagree with someone's opinion, it is better not to say I disagree, or even more you are wrong, which will lead to different levels of conflict. This can lead to different levels of conflict. We can't always agree with others, but we can use some simple expressions to make your tone sound humble and euphemistic, making it easier for people to accept.

For example:

(1) I am not so sure about that...

我不是很确定...

What you're really saying is, I'm sure it's not! But you're going to say, I'm not so sure (you're right), and that's what's known as the British technique of expression, always leaving room for error.

(2) I see your point, but I think...

我明白你的意思，但我觉得...

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