

The Application and Practice of Business English in International E-commerce

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Abstract: Business English plays an important role in international e-commerce, which can enhance communication between the two parties and achieve information sharing. Especially in the context of economic globalization, the demand for economic and trade between countries is constantly strengthening, and it is more necessary to achieve fast and effective communication through business English. The purpose of this paper is to analyze the advantages of business English in international e-commerce, to make the role of business English recognized, and to promote the country's emphasis on business English.

1. Introduction

At present, international economic and trade activities are becoming more and more frequent. Strengthening international trade and cooperation in enterprises has become an important task. Therefore, trade and business activities of various countries must be widely exchanged in order to exchange information. In international economic and trade activities, there are more difficulties in the exchange of enterprises between different countries in trade, and it is impossible to negotiate on a certain issue in time. Therefore, business English plays an important role in this problem, which can effectively solve this problem. In-depth study and discussion on the application of business English in international e-commerce can effectively promote the smooth development of international trade activities, and at the same time, improve business in China [1].

2. The connotation of electronic commerce in international E-commerce

E-commerce in international e-commerce refers to trade activities all over the world. It can use the Internet to exchange electronic data to complete transactions between international companies. It is also known as online orders, online advertising, online negotiation, online. Payment and other activities. The e-commerce that people have traditionally recognized has been widely developed. With the increasing frequency of e-commerce activities in the world, the business scope, business content, and business forms have already been broken [1]. At present, e-commerce has completely surpassed traditional business activities and achieved full openness and efficiency. It can not only be carried out according to the requirements of international business activities, but also promote the development of production, sales and management, and ensure the entire international trade economy.

At present, many countries have introduced a wealth of information resources to operate in order to ensure the smooth progress of foreign trade. The use of e-commerce can transform the operational process into electronic or digital. On the basis of obtaining a large amount of information, it also saves manpower and material resources, so that enterprises do not have to spend a large amount of transaction costs, ensuring that SMEs and large enterprises obtain quantitative information resources, so that small and medium-sized enterprises Enterprises have the ability to participate in international competition [2]. At the same time, the role of the online platform can be used. Foreign trade can be carried out at any time and any place, which has effectively promoted the rapid development of international trade activities and enabled international companies to have more opportunities and time to participate in trade activities. The use of e-commerce in international e-commerce can ensure the smooth progress of various international trade activities, so that enterprises from all countries can be effectively linked together. Different companies in different countries can transmit their

information to other enterprises in time, thus gradually forming an international [2]. The cooperation and information exchange mechanism of different enterprises ensures that the company can obtain the highest economic benefits and can be in a favorable position in the fierce market competition.

3. Business English features

Business English has a high practicability in international business communication. It is reflected in the fact that reading and translation do not have to be rigidly adhered to a fixed format, which can fully and accurately express the entire process of inter-enterprise trade. In particular, polite language is not only used in the use of a certain number of honorific words in foreign trade, but also needs to take into account various terms to prevent the appearance of humiliating statements. Therefore, the relevant personnel of the enterprise must have a proficient language foundation and can accurately use it. The Internet electronic platform communicates and communicates with relevant corporate personnel to fully demonstrate the different characteristics of business English [3]. Business English performance is a form of official letter in writing, and can be applied to the comprehensive writing of international e-commerce languages. Requires a strict text format, and everyday language, at the same time to be concise and clear, and requires the expression of complete meaning. When writing business English, it should be based on the traditional format, without excessive application of modifiers, just complete the content.

3.1 Universal characteristics.

Business English is a type of popular English that demonstrates clear business characteristics in actual business activities. In the process of using business English, although a large amount of ordinary English vocabulary is borrowed, the meaning of these English vocabulary changes with the change of the English environment [3]. Therefore, we must fully understand and master the meaning of ordinary English words in the business English major, in order to grasp the correct use of business English.

3.2 Professional characteristics.

The customs and cultures of different regions and different countries are also different, so many nouns with the same concept have a certain degree of difference in the interpretation of cross-border business activities [2]. In order to effectively cope with the impact of different customs and cultures on cross-border business activities, business English vocabulary must have relatively strong professionalism to meet the requirements of cross-border e-commerce activities.

3.3 Simplicity characteristics.

The biggest feature of business English is to use the simple vocabulary to express the meaning it wants to express, and promote the overall improvement of work efficiency in unit time [3]. After long-term practical application, a large number of acronyms used in business English not only make the document contract more concise and clear, but also meet the requirements of cross-border business activities.

4. Comprehensive application analysis of business English in international E-commerce

4.1 Application of marketing network platform.

E-commerce English, with its specialization and terminology, can use the e-commerce marketing network platform to accurately display product features, service terms, payment rules, security protocols, and delivery content [4]. Each word and sentence in the application shows the distinctive characteristics of e-commerce English, indicating that it has greater flexibility.

4.2 Application of commercial advertising.

Doing a good job in business advertising can help merchants receive rich economic benefits and can make their products quickly occupy the market. If the product advertisement can give people a

refreshing feeling, they can accurately and comprehensively display the product features and attract the attention of consumers, then this advertisement is effective. For global consumers, advertising can only rely on English, and the role of e-commerce English can not be underestimated, its accurate language can attract people's attention, and each advertisement designed has the language of business English [4].

4.3 Application of business correspondence.

The main contents of business correspondence are: paper, e-mail and business phone. In business activities, in order to ensure the smooth progress of the transaction, only the letter and electricity, such as clear orders, prices, display product information, sign contracts, etc. If there is a contradiction, you can use low quality and e-mail to negotiate, or you can use the telephone recording to negotiate. In business correspondence, the accuracy of e-commerce English is very perfect [4].

In short, with the rapid development of e-commerce, it has effectively promoted the reform and development of international trade and played a pivotal role in the development of global economic integration. "E-commerce will become the mainstream of future trade, and will inevitably promote the development of corporate marketing activities. E-commerce has not only reformed the sales form of enterprises, but also the management philosophy and decision-making methods of enterprises have been greatly affected." In the meantime, people's shopping methods, trading methods, and thinking patterns have also undergone unprecedented changes, which have affected the changes in the global economic landscape. E-commerce English, an important tool in international trade activities, plays an irreplaceable role in the development of international trade.

5. Application of business English in international E-commerce

As a bridge for international trade communication, Business English has many advantages, which makes trade more convenient and efficient. With the increasing frequency of international e-commerce trade, the use of business English is more common. Business English is used in international e-commerce, mainly from the following aspects.

5.1 Business English reading is applied to international e-commerce.

Since international e-commerce generates a large number of transaction records, and many transactions need to be realized by means of written letters. This allows both parties to a business transaction to have a certain business English reading ability in order to complete the transaction. The information content of business negotiation is large, and the understanding of business letters has complex characteristics. Good business English reading ability is the embodiment of negotiator and trader's ability, and also the key to transaction completion. For written materials such as business letters, not only do you have to understand it, but also require it to have a certain processing speed [5]. In addition, to understand each other's products, but also to improve business English reading ability, this is because many international manufacturers of web products are introduced in English, and the use of professional business English text.

In economic activities, e-commerce transactions are not static. The emerging new business also requires traders to learn more about business English, especially terminology. As an excellent business English communicator, we must continue to master more business English knowledge through learning and experience, and improve our own ability to play an active role in the transaction. Reading information should be clear and focused, to prevent information from being missed [5]. Of course, business English uses its own principles, and simplicity is often the basic principle of business English use. This requires the reader to respond in the same concise language while understanding the meaning of the other party. Especially in the product introduction, if necessary, you need to use some abbreviations or customary forms, such as the trademark of the mobile phone, the factory business and the video support format. This requires the two sides of the business negotiation to reach a consensus, and to grasp the most basic business English abbreviation and related knowledge, so as to accurately interpret the introduction of business products, so as to avoid ambiguity and affect the transaction. E-commerce management can not be ignored.

In the practice of e-commerce, people often use some agreed methods to complete the negotiation. The purpose is to reduce the negotiation time. But this consensus must be based on mutual recognition. It is necessary to have a spirit of learning to analyze new things and new regulations, and to apply business English to solve business transactions and promote the development of Chinese enterprises.

5.2 Applied to reading.

Whether in the process of e-commerce activities or the promotion of e-commerce, a large amount of text reading content will be generated, and business English is required for text analysis and processing. In e-commerce activities, enterprises often need to obtain each other's trade information data and enterprise information. These information data generally appear in the form of words. Using business English can speed up the processing of text and accurately understand the trade information of the other company. In the promotion of enterprise e-commerce, a large number of professional terms are generally used, which requires translators to have high business English ability, so as to obtain correct knowledge of enterprise information [6].

In addition, attention should be paid to the selection and training of business English talents. Enterprises need to select the talents with the business English ability of the professional field according to the different industries and trade objects. For example, food enterprises need to recruit people with food business English reading ability to enhance the accuracy of information acquisition. When cultivating business English talents in Chinese universities, we must pay attention to setting learning courses and goals according to national industrial needs. At the same time, it is necessary to strengthen communication between schools and enterprises so that people can serve the local economy.

5.3 Applied to writing.

Business English is applied to the writing of e-commerce, showing its purpose and normative characteristics. The purpose is to directly serve the trade partners and resolve their doubts and needs in a timely manner. Normative refers to the main carrier of business English in writing is the correspondence, the professional requirements of the text is relatively high, which is very different from online communication. Therefore, when applied to writing, translators should pay special attention to two characteristics. In order to promote the development of the local economy, the issue of professional talent training needs special attention. All colleges and universities need to integrate business English teachers to provide teachers with business English writing training to strengthen teachers' teaching ability [6]. Appropriately improve the requirements for students' business English writing, and provide professional writing courses to cultivate students' writing skills. In this way, business English talents will have high quality in all aspects. Enterprises can directly absorb talents from colleges and universities, meet the needs of e-commerce for talents in international e-commerce, and further accelerate the internationalization of corporate trade.

5.4 Applied to online communication under 4G environment.

The international economic situation is changing rapidly. In order to adapt to different economic and trade situations, Business English has gradually produced many tools and methods for online communication. These communication methods and tools have promoted the development of e-commerce and made the sharing and sharing of resources between enterprises more smooth [7]. In the 4G environment, enterprises can rely on business English to achieve online communication, and trade exchanges are more direct and effective. With 4G network, companies can place orders online, query logistics and pay taxes at any time, making trade more convenient.

5.5 Application and practice in international e-commerce online communication.

From the current point of view, the trend of globalization is becoming more and more obvious, the e-commerce cooperation between countries is more and more frequent, and business English has a larger expression and style. Variety. In the process of online communication, business English plays a key role. Many companies directly use the form of online communication to achieve communication

and interaction between the two, to ensure the smoothness and timeliness of information exchange, and to better promote the orderly development of e-commerce activities [7].

Business English plays an important role in the process of e-commerce and online communication. Business people first need to understand the skills of various electronic platforms, improve their online communication skills, and ensure the reasonableness and accuracy of English communication. The international economic situation is changing rapidly. In order to adapt to different economic and trade situations, Business English has gradually produced many tools and methods that facilitate online communication. These communication methods and tools have promoted the development of e-commerce and made the sharing of resources between enterprises more smooth. In the 4G environment, enterprises can rely on business English to achieve online communication. Trade exchanges are more direct and effective. With 4G network, enterprises can place orders online, query logistics and pay taxes at any time, making trade more convenient.

6. Summary

In summary, with the acceleration of the development of world economic and trade, it is an inevitable requirement to improve the application level of business English in international e-commerce. Enterprises need to start from the three aspects of business English reading, writing and online communication in 4G environment, and find ways to take advantage of business English.

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