

Research on the Purpose-Guided and Corresponding Characteristics of the Business English Letter

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Abstract—In this paper, we conduct research on purpose-guided and the corresponding characteristics of the business English letter. Business English correspondence plays a role in many way, its basic features include development of trade customers, business communication, transaction management and so on three aspects. Developing the trade customers is looking for new business partners and conducting trade. Under the traditional way of developing trade customer cost is very high, mainly is the incomplete and asymmetry of information. In the information age, a lot of information is public, via the Internet, cannot get restricted by time, space and geography, not only save a large amount of the manpower, and improve the working efficiency. Therefore we combine the purpose-guided theory of language to propose the novel business English letter writing paradigm.

Keywords-*Purpose-Guided, Language, Characteristics, Business English Letter, Review.*

Introduction

Business English is a kind of social function of English variation and is the application of English in business activities, business activities at the same time is a very complicated human communication behavior and it is accompanied by the words of the speaker, interaction, interactive behavior and the psychology, etc. to

be multifaceted, multi-dimensional complex interaction. Business English comes from general English, but it is also general English and business combination of the general domain knowledge. As a result, the stylistic features of business English in addition to the common English, but also have its uniqueness, uniqueness is the business English, there are many completely different from other kinds of English meanings of the words and professional term. So, in the business English translation, it should be the combination of professional translation skills and business knowledge.

English-Chinese translation is the most important basic skills in the analysis and understanding of the meaning, and meaning of English vocabulary range is wide, more rich and colorful, the meaning of independence is small, the context is bigger, the dependence of translation often misunderstand the meaning of the word, as a student in business English translation or reading, as often encountered in some word in the sentence cannot say it of the specific meaning, only rely on the context or the words with other words collocation that combined to understand its specific meaning. The core principles of the business English can be categorized as the follows. (1) Modal verbs in business session. Business session's main aim is to contribute to the business, to solve the problem or provide a service that the speaker is multi-purpose modal auxiliaries to behave more polite, courteous, so the business English conversation, particularly high frequency of the modal verbs. (2) Modal verbs in business

contract. Business is a contract between the parties in order to achieve certain economic purpose, and clear the mutual rights and obligations relations of the agreement or contract. The provisions of the rights and the obligations part constitutes the main body of business contract, accurate use of modal verbs to expressly agreed upon the rights of the parties, the general obligations of the parties, the mandatory obligation and the prohibitive obligations. (3) In business English negotiations, we often use the past forms of subjunctive mood expression of what the tone of euphemism and politeness, etc. that can also be seen as the category of the modality system [1-3].

Business English translation more complex than general English translation, difficult to be

larger and if we want to improve the general quality of business English translation, translators should have corresponding professional knowledge, but also master the relevant professional knowledge in the field of business, familiar with characteristics of the English language, to master a certain translation skills, and able to flexible use in concrete operation. In addition, because of its special context and communication function to compare, this determines the language features of business English, we must be aware of when reading and translating business English this and pay attention to the business English professional term in the expression of the law.

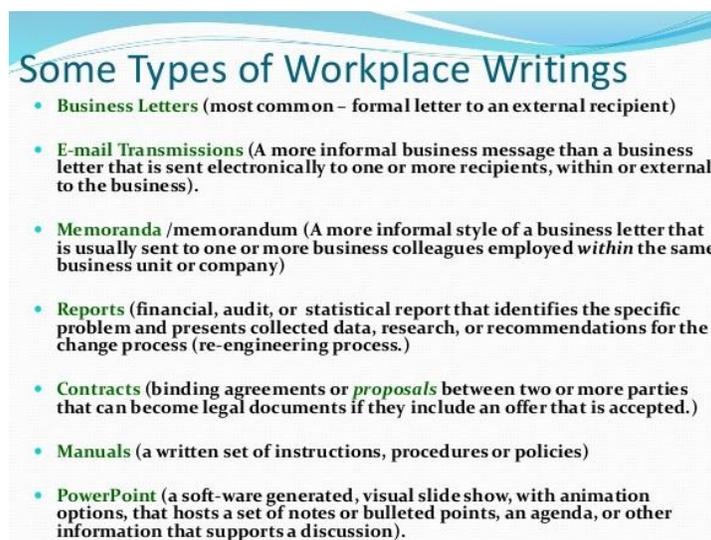


Figure 1. The Principles and Suggestions for the Modern Business English Writing

The Proposed Perspective

The Core Characteristics of Business English Letter. As China's trade with the rest of the world economy is increasingly frequent, business English letter is communication between countries, doing business, a deal, to establish friendly relations of the cooperation important bridge and other business activities, therefore, the correct understanding and proper business letter translation directly affects the success or

failure of business negotiations, business clinch a deal or not, after negotiation with the result and the stand or fall of trade relations, etc. Business letters compared with popular books has its bright and the unique style, and its unique style is largely embodied in the particularity of its chosen words, words and their hidden meanings [4-5].

It is well known that in the international business activities, an unsuccessful business English letter, not only to communication failure, and may damage the image of the enterprise, and even bring economic losses. Writers in certain

grammatical knowledge and master the basis of all kinds of the format, if we can apply communicative competence theory to general writing practice, it can avoid unnecessary pragmatic failures and troublesome redundant expression, and are well recognized as an international euphemism polite and do not break contracted style of modern written communication ways for the trade to communicate successfully. We write letter it necessary to use the politeness strategies in pragmatics, because it can effectively maintain their feelings, also can take good care of each other's feelings, thus obtained the expected benefits.

- The content is clear. To be clear on the content, the first writer before writing to clearly know what I want to write, secondly, in order to ensure that the other party upon receipt of the letter can *completely understand the meaning of the writer to express*.
- Concise language. Flow smoothly, succinct, avoid long, namely the writer used as little as possible words must pass information, and does not affect the courtesy letter. Not only the format of the English business letter should be concise, and the language of the letter is easy to understand that is rich in content must be refined [6].
- Complete. The principle of the integrity of information especially embodied in reply to the letter, the writer must ask the details of each other's answer is clear or can't have missed.
- Content is correct. In business letter writing, expression of language words and punctuation must be correct, because most of the content of business communication involves business contacts in both side obligations and interests, if error will cause unnecessary trouble.

The Architecture of Business English.

Business English is a "language", and the center of the business is its characteristics. Its uniqueness is mainly manifested in the following several aspects of linguistic features. (1) Exquisite, word usage accurate refining. Due to the objective practical business activities, business English focuses on the objective description of the facts, so require many words is accurate, concise and avoid ambiguity, cumbersome procrastination. Such as described in the product of technical indicators in the instructions for the use must be accurate, in the international commercial law does not allow any more fuzzy language. (2) The expertise, characteristic of industry is obvious. To fully understand the meaning and connotation of business English, must have a business theory and business practice. Some vocabulary practice is the place that needs to be paid attention to when the translator in the translation, not limited to the word itself, but should contact the specific business context, and avoid the peer. (3) The formal sentence specification and style. Business English don't use slang or the vulgar words. Even may appear in large Numbers in some documents also has distinct stylistic features of the ancient American to give full expression to its serious style [7].

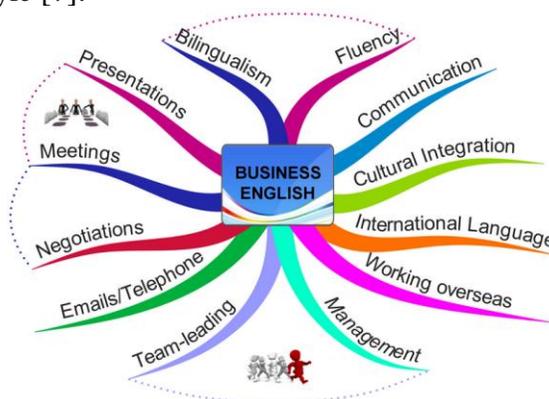


Figure 2. The Primary Components of the Business English

From business to understand the path of the business English words can let us to the use of English in the field of business and activities of

systematic and in-depth description, thus providing content for business English teaching. From a business perspective, business English is in the field of international business and the activities, participate in the human reached their commercial purpose follow the social cultural regulations and industry practices, procedures, using the pragmatic strategy, selectively using the vocabulary of English grammar symbols and visual, auditory symbol resources.

Business professional behavior ability involves not only language, but also involves the interaction between language and business knowledge as well as the interaction between language and the target task. As a result, the content of the business English teaching in addition to the relevant subject knowledge and the internal logic and deal with the daily business professionals outside the cognitive and behavioral strategies, involving the knowledge and the internal logic in language expression way and use language strategies and skills.

The Purpose-Guided Letter Concepts.

Business English letter content expression is proper or not will often give each other leave deep impression, directly related to the ability to persuade the other party, to establish trade relations and achieve the goal of successful trading. Therefore, how to through the business English letter successfully deal with each other is the key problem.

On the one hand, the choice is driven by the purpose of business English letters, the purpose is to choose the motivation, purpose and at the same time is on the basis of correct selection; Purpose, on the other hand, through choice, always, is to reach the goal to choose. The pursuit of the purpose and implementation in the final analysis also need through the choice of the strategy to complete, only depending on the purpose and context, the potential of various discourse strategies to make the right choice, is likely to achieve purpose, in addition, the only reasonable use of choice, this ability to move to the basic pursuit of purpose. In order to achieve

accurate information to pass to the other party to conclude the transaction, the language of business English letter must do the following points.

- There are significant in the process of business communication activity, the purpose of reach or not has great interests, and the purpose of making choice of motility and strategic stronger, more important, thus the variability of the choice is obvious [8].
- As the writing of business English letter is different from the impromptu speech, the writer tend to have a purpose of language, conscious choice and use, to make it more conducive to the expression of the writer purpose and the recipient for the purpose of understanding and the acceptance, and this fully demonstrated the choice has a strategic business English letter.
- So choose in business English letter, as a kind of the speech act is first and foremost purpose driven, that cause the generation of the choice. In other words, because people's behavior has a purpose, choose a kind of rational behavior, as a person, of course, also have a purpose. This shows that root cause of choice and the power comes from the speaker to the pursuit of goal.
- Purpose is to choose the motivation and the basis, only have a purpose, will produce to choose, to know how to choose, otherwise choose is non-existent, madrasa reflected. Only to have the pursuit of the purpose, to produce choice and it is only by choice, to achieve purpose.

The Future of Business English Letter Writing. According to the dimension of sol and the mental world of communicative process including "communication on both sides of the personality, emotions, beliefs, desires, or desire, motivation or intention of factor" as

communication in process of selecting the language of one party is adapt to psychological and communication of the other party a dynamic process of the world. In business English letter, the communication both the writer and the reader, in real life is both parties, the writer has a strong purpose [9].

Business English style is not the artistic beauty of language as its goal, but the logical clear and organized, rigorous thinking on accurate and structural rigor. Therefore, in terms of diction, business English has its own way. Business English and general English one of the main differences between the differences in vocabulary. If we want to learn business English well, we must master the business vocabulary. Based on the prior discussion, we propose our suggestions as the follows. (1) Function view refers to the translation to make every effort to reproduce the original implementation of the function, efficacy. In terms of the functions of business letters, which is the foreign company or modern enterprise for the purpose of business contacts, business communication, communication and exchange of consulting reply. (2) Overall, the syntactic characteristics of business English letter are to use some specific expression way, uses the unambiguous sentence, accurate expression to convey the information and intention, direct consultation theme. At the same time, using the tone properly that should be documented, slightly. (3) The biggest characteristic of business English letter statement is its simplicity and rigor, and this characteristic makes it than other style pay more attention to the accuracy of statement expression and logical. So, business English letter is multi-purpose complex sentences, statements, sets, sets of sentences, passive sentences and inverted sentences, using less negative sentences. (4) Business letters and business contract is the certificate to carry out business activities that has certain legal effect. So, the business letters on the verbal language must be accurate specification, so as not to bring unnecessary trouble for both sides.

Conclusion

In this paper, we conduct research on the purpose-guided and the corresponding characteristics of the business English letter. Business English has no clear definition and now from the perspective of the register, the analysis of the category of business English multi-faceted, puts forward business English is a language game, a process and result of the combined action of purport and the language. With a review of the business English discourse studies, it can be seen that business English and business activities are inseparable. Study business English simply on language can't leave business activities, must consider business discipline knowledge, English language, business operation knowledge and skills, cross-cultural aspects of factors. Under this background, we propose the novel perspective on the purpose-guided business English letter writing paradigm that is innovative.

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