

Business English Negotiation Strategies from the Perspective of Cultural Self-confidence

Siyi Qiu

School of Languages and Literature, University of South China, Hengyang 421000, China

Abstract

With the economic globalization and the increasingly frequent international business exchanges, negotiating with people from different countries and cultures is bound to be a thorny issue, and culture plays a crucial role in international business negotiations. This paper tries to analyze the influence of cultural self-confidence on business English negotiation, point out the challenges faced by business English negotiation in the perspective of cultural self-confidence and propose corresponding negotiation strategies, so as to strive for the success of negotiation.

Keywords

Cultural Self-confidence; Business English; Business Negotiation.

1. Introduction

The economic era of globalization has come, and international business cooperation is increasing at an unprecedented rate. After China's accession to the World Trade Organization, its business contacts with other countries in the world are increasing day by day, and the opportunities to participate in international business activities are also increasing. At the same time, international business competition is bound to become increasingly fierce. International business negotiation is an important part of business activities. It can be said that no negotiation, no contract, and no transaction can be completed. International business negotiation is not only an exchange and cooperation in the economic field, but also a collision and communication between cultures of various countries. This is especially true of international business negotiations between different countries and nations. International business negotiation is affected by many factors such as politics, economy and culture of various countries and nations, among which cultural factors are the most difficult to grasp. Cultural differences have led to cultural collisions and even conflicts in international business negotiations, and a considerable number of negotiations have failed as a result, which directly affects the smooth progress of international business activities. Therefore, in order to successfully carry out business activities, it is necessary to understand the cultural backgrounds and differences of different countries, and on this basis, develop strengths and circumvent weaknesses, give full play to China's excellent traditional culture and socialist culture, so as to formulate reasonable negotiation strategies, so as to be flexible and successful in international business activities.

2. Business English Negotiation and Cultural Confidence

International business negotiation refers to the behavior and process in which the parties involved in business activities in different countries and regions try to reach consensus through information exchange and consultation to meet their respective needs (Q.N. Wang, 2006). The negotiation subject belongs to two or more countries or regions, and the negotiators represent the interests of different countries or regions. At the same time, it is also cross-cultural. Negotiators from different countries or regions have different cultural backgrounds.

Negotiators have different values, ways of thinking, ways of behavior, modes of communication, languages and customs. These cultural factors will have a direct impact on the success of international business negotiations.

Cultural self-confidence, in essence, is a kind of conscious psychological identity, firm belief and correct cultural mentality. Specifically reflected in the cultural development and comparison, a country, nation and political party can correctly view their own culture, understand and identify with the connotation and value of their own culture, have confidence in the vitality and development prospects of this culture, and have an inclusive and inclusive attitude towards different cultures (L.T. Liu, 2016). Throughout the ancient and modern times, China's history carries countless excellent national cultures. We should have a positive attitude and give full recognition to them, and apply our excellent culture to various fields.

3. The Necessity of Improving Cultural Confidence in Business English Negotiation

The current economic globalization has led to the globalization of culture. At present, the integration of multiple cultures has formed a situation of cultural prosperity. The collision and integration of various national cultures are more direct and frequent than ever before. At present, our country still takes the dissemination of excellent traditional culture and socialist culture with Chinese characteristics as the main body, but in the process of identifying our national culture and accepting western culture, there will be a sense of frustration in cultural conflict. Especially in international business negotiations, if we can't balance our national culture and western culture, we will easily lose the initiative in negotiations. Therefore, we need to enhance cultural confidence in business negotiations, and correctly view the relationship between our own culture and western culture, so as to give play to China's initiative in this process of cross-cultural communication and achieve the success of negotiations. In addition, enhancing cultural self-confidence not only contributes to the success of negotiations, but also can spread excellent Chinese culture to the world and enhance China's international influence.

4. Challenges Facing Business English Negotiation from the Perspective of Cultural Self-confidence

4.1. Impact of Differences in Political Systems on the Interests of Both Parties.

The western society has gone through the bourgeois revolution of striving for equal and free rights, and the sense of equality has been deeply rooted in the hearts of the people. In business activities, Britain and the United States and other countries adhere to the values of egalitarianism, adhere to the principle of fairness and reasonableness, and believe that no matter which side deals, it should be profitable (T. Feng, 2013). In terms of the way of introduction, Westerners use specific methods, especially data. Although Americans pay attention to practical interests, they generally do not ask exorbitant prices, and the quotations and conditions put forward are relatively objective. In terms of business relationship, American sellers tend to regard the buyer as a person with equal status, and the division of profits is relatively fair compared with the Japanese. Many American managers believe that the fairness of profit division seems to be more important than the amount of profit, while Easterners are deeply affected by hierarchical consciousness, and their equality in business activities is inferior to that of Americans and other Westerners. For example, the Japanese are good at making big cakes, but the way of dividing the cakes is not very fair. In Japan, customers are regarded as God, and sellers tend to comply with the needs and desires of buyers. Therefore, the distribution of profits is more beneficial to buyers. At present, China's market economy system has been initially established. The concept of Chinese operators often has the economic

characteristics of the early western market. In business negotiations, they often adopt a "win-win" strategy. When economic interests are involved, they pay more attention to their own interests rather than the interests of their counterparts. However, the market system of developed countries is relatively mature. Therefore, western negotiators adopt more "win-win" strategies, basically taking into account the actual interests of both sides.

4.2. The Impact of Cultural Differences on the Negotiation Process.

In international business negotiations, language communication is the most important obstacle. Many negotiations waste time and delay the negotiation process because of the deviation of language understanding. People's ways of communication are different to varying degrees. Generally speaking, the language of the West is low context. They are used to using clear and specific language to convey information. Negotiators advocate clear, frank and direct communication. However, the language culture in China belongs to the high context culture. In the high context culture, people are good at using indirect, tactful and circuitous expressions to convey and understand information. Especially when expressing objections or rejections, because of face, they often do not directly say "no". To understand the meaning of the words, they need to understand the implication (T. Feng, 2013). Non verbal expression is also a widely used means of communication in negotiations, which plays an important role in business negotiations. Non verbal communication is not as clear as language and characters in terms of signs and meanings, and it is easier to misunderstand both sides of communication with different cultural backgrounds. For example, when the Chinese say "I'm sorry", they will smile to apologize, while the Westerners may mistakenly think that laughter means no sincerity. It can be seen that it is also necessary to understand the way of language expression. Only in this way can we not feel confused or even misunderstand when negotiating.

5. The Choice of Business English Negotiation Strategies from the Perspective of Cultural Self-confidence

5.1. Use Appropriate Pragmatic Strategies.

Good manners. In China's excellent traditional culture, "ceremony" is one of the important components. Chinese people have always paid attention to etiquette, but in addition to maintaining politeness in behavior, they also need to pay attention to the politeness and appropriateness of language. It is polite language on one occasion, but it is unnecessary to be polite on another occasion; Similarly, on certain occasions, the most polite form is too polite or not polite for another occasion. The use of overly polite or impolite language will make the language appear inappropriate and even ambiguous. In the process of international business negotiation, it is very important to grasp the strategy of politeness and propriety (T.H. Qiu, 2000).

Implicit and tactful. Implicitness is a traditional feature of Chinese people, especially in culture. It is not difficult to see from many literary works that implicit expression of emotion has always been highly praised by writers and readers. The application of implicit expression to business negotiations sometimes requires a tactful discourse strategy, that is, a smooth way of expression to achieve the desired purpose of negotiations. The study of pragmatic strategies in international business negotiations shows that negotiators' perceptions and emotions are sometimes not completely consistent. Therefore, although some words are correct in the negotiation, the other party finds it difficult to accept them. At this time, outspoken words can not achieve better results. But if you remove the edges and corners of your words and become soft, maybe the other person will be able to accept your opinions both intellectually and emotionally.

5.2. Debugging Cultural Differences to Achieve Cross-cultural Negotiation Strategies.

Foster cross-cultural negotiation awareness. Objectively speaking, in recent years, the deepening of world economic integration and the rapid development of the Internet have strengthened the cultural sensitivity of business negotiators from different cultures and their mutual tolerance and understanding of different cultures. However, many people still lack attention because they underestimate the role of culture in negotiation. In international business negotiations, we must strengthen the awareness of cross-cultural negotiations, correctly understand the differences in needs, motivations and beliefs of negotiators from different cultural backgrounds, learn to understand, accept and respect each other's culture, and never one-sided understand that what is recognized in our own country is equally effective in other countries. Under the guidance of correct negotiation awareness, foreign-related negotiators should be flexible and changeable to adapt their negotiation styles and strategies to different cultures.

Respect and accommodate cultural differences. With the gradual deepening of reform and opening up, China advocates seeking common ground while reserving differences with western culture in the new era. We should maintain a positive and positive attitude towards our excellent culture, fully believe that our culture has a bright future, and do not worry too much about the infiltration of foreign cultures. In international economic, trade and business activities, to achieve the goal of cross-cultural communication, we must first learn to respect others and treat them sincerely. Respect for others is shown in respect for other people's personality, beliefs, values, customs and other cultural differences, including respect for other people's views and interests.

6. Conclusion

Under the background of the contemporary society with the increasing development of economic globalization, international business negotiations have become increasingly frequent with the increasingly close trade exchanges among countries in the world. However, in the negotiation process, different countries, different cultural backgrounds, different values and different ways of thinking determine that there are too many ambiguities and uncertainties in business negotiations (F. Zhao, W. Wu, X.Y. Han, 2013). Therefore, we must accurately use and understand appropriate pragmatic strategies, debug cultural differences, understand and respect the cultural customs of various countries, so as to cultivate cross-cultural negotiation awareness. While building up our cultural confidence and spreading our excellent culture, we should truly overcome cultural barriers and strive for cultural integration between the two sides, so as to ensure the smooth progress of negotiations and truly achieve a win-win situation in the trade field.

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