On Writing Skills of Practical Writing in Business English

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Abstract

Nowadays globalization has connected all countries in a global village, English as the most important universal language, it plays an important role in international political and economic exchanges.Especially letters as one of the business English application languages, it also serves as an important bridge in linking economic activities. Therefore, writing business English applications correctly, standardly and politely, improving written communication skills, and promoting international economic activities are important issues facing business people today.

Keywords

Business English; practical writing; principles; writing skills.

1. Introduction

In 2001, China officially joined the WTO, China and international business transactions are becoming more frequent, the number of foreign multinational companies investing and building factories in China is increasing, The demand for high-quality English talents who understand English and understand business has reached an unprecedented prosperous stage. The ability to communicate in English is one of the necessary abilities for business personnel to develop abroad, because the actual face-to-face communication in foreign economic activities is far less than the letter and phone communication, therefore, it is particularly important to improve the business English writing ability of business personnel. Although there are many textbooks on business English practical writing. However, most of them stay in the theoretical stage, and have little significance for guiding practice. The author takes the actual case of personal experience as the research object, integrates multiple theories, and discusses the writing skills of business English practical writing as follows.

2. The Principles of Business Application Writing

(1) The content should be concise

When writing business English practical texts, we must give full consideration to the way of thinking of foreigners, be concise and concise in the matters exchanged, and avoid long discussions and delays in entering the subject. The principle of conciseness and conciseness requires business personnel to be logical in writing, there should be no linguistic confusion or loose connections. Secondly, the content of writing should be accurate and specific. The content to be expressed must be clearly expressed in appropriate and accurate language. Because the translation of Chinese into English, it is inevitable that there will be ambiguity in some words, which requires business personnel to master the professional terms of business English, to ensure that the expression is accurate. In addition, professional acronyms can be used in business applications to ensure concise and accurate expressions, such as letter of credit (Letter of Credit) can be expressed in L / C.

(2) Be polite and decent

In order to facilitate the achievement of trade or establish good trade relations, general business people use polite tone in the specific application of application text. It can not only

show our good professional quality and personal cultivation, but also make a good impression for foreign trading partners. In the letter, common polite expressions include "I would like to" "It is my pleasure that" and other sentences to express their wishes or ideas. Of course, polite expressions are not available too much, in international business transactions, we must also abide by the principles of being natural, decent and appropriate, do not be too artificial, so as not to gild the lily and produce adverse effects. In addition, when receiving a letter from the other party, if we have any disagreement and dissatisfaction with the conditions or matters mentioned by the other party, we should also try to express it in a gentle manner when returning to the absolute party, and avoid being cold and direct rejection. For example, when rejecting an invitation from another person, it cannot be directly expressed as "I cannot accept your invitation", it's best to express it in a gentle tone, such as "" I 'd love to but i 'm afraid i could not accept your invitation "[1]. At the same time, when writing specific business applications, business personnel should also fully understand the customs, religious beliefs, gender and other aspects of the trade destination country, in order to avoid sensitive topics and issues of the other party when writing articles, or make full use of the other party's country, social, political, and economic background, to carry out targeted persuasion or provide purposeful suggestions to ensure the smooth progress of business activities.

(3) Keep the content complete

The Chinese nation has a long history in the history of world civilization, the implicit and restrained nature of our Chinese people is also very oriental in the world. When communicating with foreigners, business personnel should keep the content true, well-founded, and rich in content, and fully guarantee the integrity of the information, let the other party see the letter and other documents at a glance. The content of the article should not be concerned about him, nor should it be continued, only the beginning, and the ending part hastily ended. In particular, letters involving large international conferences must fully explain the various elements of the conference to the other party. Matters such as the time, location, attendance of the meeting, the route to the country, or whether the airport needs to be picked up, etc, ensure that the information is communicated one by one. In the process of receiving the reply of the information, you must also answer the questions asked by the other party in detail, such as the product's production date, shelf life date, product weight, specifications, size, color, etc., you must truthfully respond to the information complete delivery.

3. Business Application Writing Skills

(1) Business letter writing skills

In the application of business English, correspondence is the most common form. Its content is flexible, the length is short, the communication is strong, and it is loved by the majority of business people. In business English letters, the more common forms are social, business and other specific forms. Among them, social letters are more commonly used in business English such as emails, invitations, notifications, etc. Writing social letters, the most important thing is to highlight your intentions, the length should not be too long, the writing style is more lively, the main purpose is to communicate matters. The business letter contains more business activities, such as commercial advertisements, contracts, promotional letters, quotation letters, etc [2]. Business letters have a relatively fixed format and do not need to be played on their own. As long as they can explain the matters they want to express in a professional, unified and standard format, let the other party know our intentions, and the writing is more rigorous. The writing mode of business letters is relatively simple, but the specific content expression is not difficult, because there are many professional terminology involved, the communication information is more specific and cumbersome, and we must pay attention to

the reaction and dynamics of the other party in many ways, so as to avoid the failure of business activities due to improper language, so we test the written expression of business personnel. In addition, there is a form of business travel letter. Business travel letters are mainly related to some business travel advertisements , forms and data used for business trips. Business travel advertisements are relatively more vivid in content and more flexible in form, not limited to the official style of business English. Because business travel advertising pursues economic benefits, it makes the content more attractive [3]. Business personnel should also be familiar with the forms and bills used for business trips, because the English words involved are relatively fixed, and correct memorization can reduce query time and ensure smoother work such as business trips.

(2) Business report writing skills

Relative to correspondence, business reports have their own unique characteristics. One is longer, and the other is more rigorous and objective. The main purpose of writing a business report is to explain and explain a certain event in detail, and put forward corresponding solutions and suggestions for its existing problems. It is precisely because of the characteristics of the business report that it must adhere to certain principles when writing the report. The first aspect is to adhere to the objectiveness of the content. Writing a report is not the same as writing a letter [4]. You should abandon your personal preferences, strictly control the tone words, and each sentence you write should be based on evidence. You cannot substitute guesses or hypothetical ideas for facts. When writing text, pay attention to the use of person, try to use the third person, and use passive sentences. If the first person or the second person is used, it often feels more subjective and has a strong personal color, so the objectivity and credibility of the article content will be compromised. When writing text, pay attention to the use of person, try to use the third person, and use passive sentences. In the second aspect, we must pay attention to the rigor and standardization of writing. From the perspective of syntactic structure analysis, in order to achieve conciseness and clarity, the same sentence group or the components of the meaning group are closely integrated with each other, and the same grammatical organization is used, that is the parallel principle of grammar is followed [5]. In order to achieve the authenticity and objectivity of the report, the forms and data will be used more frequently in the report. The purpose of using these forms is to be able to express their content more intuitively. Therefore, when selecting the relevant table format, choose a form that is concise and clear and fast for information transmission, such as the common column chart, line chart, flow chart and other forms of the table. In order to make the content of the report more objective and orderly, repetition should be avoided in the use of language. For example, there are relatively few alternative words for "increasing" and "decreasing" in Chinese, but there are many English words, which are not listed here. Business Staff can flexibly use different words to replace them, to avoid the repeated use of a word in the article, and reduce the standardization of the report.

4. Conclusion

In summary, I have briefly explained the practical writing of business English and the general principles of writing, and specifically explained the two types of business English practical writing. In practical work, the business English application language involves far more languages than this. Business personnel can be proficient in the specific writing formats and writing requirements of each language, which will have a tremendous impetus to improve business personnel's written communication skills. Nowadays, economic globalization is in full swing, and cross-border trade has become a daily state. As business people, only by keeping a learning mindset at all times can they keep up with the development of the industry and enable them to maintain an undefeated position in the fierce industry weight.

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