

Study on the Application of Business English in Tea Foreign Trade

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Abstract

Business English plays an important role in the foreign trade of tea. Based on this, this paper first gives a brief overview of business English and tea foreign trade, and analyzes the relationship between business English and tea foreign trade. The position and function of business English in tea foreign trade are emphatically introduced, and the application strategies of business English in tea foreign trade are put forward from the aspects of preparation, consultation and negotiation, tea products, tea history and training of business English talents.

Keywords

Business English; Tea Foreign Trade; Utilize.

1. Introduction

Since the Han Dynasty, with the opening of the Silk Road, tea has become an important trade commodity between the East and the West. With the wonderful camel bell, tea has become one of the most popular drinks in the world. Since modern times, with the opening of new air routes, the world market has been closely linked, the trade scale has been increasing, and the foreign trade volume of tea in China has increased rapidly. More and more foreign enterprises have established direct links with Chinese tea enterprises, which makes the importance of business English more and more prominent. As an important branch of English, business English has a wide range of functions in the field of foreign trade and is an indispensable tool for tea foreign trade. China's tea enterprises should attach importance to the application of business English when developing foreign trade business, and need to explore the application strategies of business English

2. Business English and Tea Foreign Trade Overview

2.1. Business English

(1) The concept of business English. The concept of business English can be seen at a glance literally, and it is a synthesis of business and English. Specifically, business English is a relatively complicated part of English major. Business English major is set up in most colleges and universities, and its teaching activities are carried out from both business and English. Business English is emerging with the increasingly close economic ties in the world, and it is widely used in international finance and investment, foreign trade, enterprise management, etc. Its main purpose is to ensure the smooth communication in foreign economic activities. Business English is mainly used in foreign trade activities and plays an important role in China's tea foreign trade business. It is a booster for China's tea to enter the world trade stage and promotes the expansion of China's tea foreign trade scale.

(2) The characteristics of business English. Business English is emerging on the basis of English majors due to the continuous development of global trade, so business English not only has the basic characteristics of linguistics, but also includes knowledge of economics and finance. Generally speaking, in practical application, business English should pay attention to the accuracy of language use, avoid the tendency of colloquialism, and make statements clear,

accurate and targeted. Due to the professionalism of business knowledge, business English words should be standardized and formalized. Although the sentences used are complicated, the language should be plain and easy to understand. It can be seen that business English has the characteristics of accuracy, professionalism and application.

2.2. China Tea Foreign Trade

Since ancient times, tea has been an important foreign trade product of China and an important tool for the world to understand China. Tea has been sold to all parts of the world since the Western Han Dynasty, and it has been transported to all parts of the world with the opening of new air routes since the 17th century. After the Opium War, China's foreign trade in tea was influenced by foreign businessmen and the export of tea from India and Ceylon. Although the export volume continued to increase, the export price of tea declined. From 1888 to 1894, the export volume of tea decreased by 20%. By 1894, the export volume of tea had exceeded the domestic sales volume, but due to the falling price difference, the export value dropped from 4 million to 3 million. In the semi-colonial and semi-feudal old society, the foreign trade of tea in China was always in an unhealthy state of development, and with the constant war, the export of tea was greatly affected. Since the reform and opening up, China's tea foreign trade has been developing continuously. Since 2015, China's tea exports have ranked first in the world for several consecutive years. In 2020, the export volume of tea decreased by 17,700 tons compared with the previous year, which was the first decline since 2014, and the export value reached 2.038 billion US dollars, a slight increase over the previous year.

2.3. Relationship between Business English and Tea Foreign Trade

(1) Business English is the bridge and link of tea foreign trade. At the beginning of the emergence of business English, Chinese tea enterprises did not understand the world economic environment and had poor communication with foreign companies in trade cooperation, which greatly affected the development of tea foreign trade. With China's emphasis on business English, business English talents appear constantly, which promotes the development of tea foreign trade. At the same time, the links between Chinese tea enterprises and foreign enterprises have been increasing, achieving mutual benefit, and the tea trade has developed rapidly. The role of business English as a bridge and link in the foreign trade of tea is becoming more and more obvious. Chinese tea enterprises gradually understand the market environment and cultural background of various countries in the world, so that they can adopt targeted strategies according to different needs and promote them accordingly, so as to bring our high-quality tea and tea culture to all parts of the world.

(2) Tea foreign trade is a practical link in the development of business English. The emergence of business English is the product of the continuous strengthening of international economic ties, and its content covers a wide range. Business English is a relatively comprehensive branch of English, which mainly serves the field of foreign trade and is widely used in the foreign trade of tea. With the continuous development of tea trade, the economic and cultural exchanges between different countries have deepened, and the disadvantages of the original communication methods have gradually emerged, and the demand for professional language tools has increased. As a result, business English has emerged. The continuous prosperity of tea foreign trade market makes business English have a platform for practice, and business English has developed continuously in practice, and its role in foreign trade has become more and more obvious.

3. The Position and Role of Business English in Tea Foreign Trade

3.1. Business English is an Important Part of Tea Foreign Trade

Business English plays a more and more important role in tea foreign trade, and has become an indispensable part of tea foreign trade. It is a solid foundation for tea foreign trade, and the dependence of tea foreign trade on business English is also increasing. Due to the differences between countries in the process of political, economic and cultural development, especially in language, it will have more or less influence on the foreign trade of tea to a certain extent. Although English is the common language in the world, it involves the professional trade field, coupled with the different customs of different countries and regions, it is difficult for general English to communicate with trade, which greatly affects the expansion of China's tea foreign trade. The emergence of business English complements the shortage of general English and is an important factor for the continuous expansion of China's foreign trade in tea. In addition, business English has participated in many aspects of tea foreign trade, including overseas marketing, market planning and expansion of tea trade. In a word, the important role of business English in tea foreign trade is the consensus of tea enterprises all over the world and an important part of tea foreign trade.

3.2. Business English Application Can Accurately Translate Tea Information

In the foreign trade of tea, the accuracy of information plays a great role in promoting the success of trade. However, due to the differences in political system, economic environment, especially cultural background, people have different understandings of tea, which is a big challenge for the translation of tea-related information in tea trade. The application of business English can not only translate the basic information of tea products, but also professionally and accurately translate the basic functions, history, culture and drinking methods of tea according to the customs and cultures of trading areas and consumers' habits, so that China's tea products can better meet the needs of consumers and have more market competitiveness under the premise of the same quality. In addition, the application of business English in tea foreign trade can also implant Chinese tea enterprise culture and China traditional culture, and make the world have a deeper understanding of China through tea trade, so that the international market can recognize China's tea products more and promote the development of China's tea foreign trade.

3.3. Business English Application Can Reduce the Friction with Foreign Companies.

When developing foreign trade business, Chinese tea enterprises will inevitably have interest competition with similar foreign enterprises, which requires Chinese tea enterprises to be prepared to deal with trade frictions with foreign tea enterprises, and this problem can be better solved by business English talents participating in tea foreign trade activities. China's tea enterprises have professional business English talents when developing foreign trade. When encountering some interest disputes, they can communicate and negotiate with foreign enterprises in a professional, appropriate and international practice manner, effectively alleviating trade frictions with foreign enterprises. Through the professional and accurate expression of business English talents, similar enterprises in the world can realize that China enterprises respect each other and local culture. China tea enterprises are an important force committed to the harmonious development of the world tea market, which has won a relatively stable market environment for China tea industry and guaranteed the legitimate interests of China tea enterprises. In addition, a subtle link in international trade communication may directly affect the cooperation between enterprises. The professionalism and rigor of business English can help enterprises control the problems to a minimum, help Chinese tea enterprises

reduce trade frictions in the international market, and protect the interests of Chinese tea enterprises to the maximum extent.

3.4. The Application of Business English Can Stimulate the Foreign Trade Potential of Tea

China's tea foreign trade has a long history and occupies an important position in the international tea market. Thousands of years' development history makes China's tea have a strong strength in the world market, but it is this advantage that makes the development scope of China's tea foreign trade gradually narrow. In China's tea foreign trade, green tea accounts for the largest share, and black tea is in the second place. According to statistics, in 2020, green tea accounts for 84.1% and black tea accounts for 8.3%. There are many varieties of tea in China, but why there is such a big gap in trade volume is related to the demand for green tea in the international market, but it also has a great relationship with the development ideas, publicity methods and efforts of tea enterprises, which leads to the low visibility of other tea products and affects their sales. The application of business English can bring more high-quality tea products from China to the world market, attract more consumers, increase their popularity and occupy more shares in the tea market through professional advertising planning and marketing strategies. It can be seen that the use of business English can break the restrictions in China's tea foreign trade, make more high-quality tea participate in market competition, increase the types of tea foreign trade, and stimulate the development potential of China's tea foreign trade.

3.5. The Application of Business English Can Expand the Scale of Tea Foreign Trade.

Tea, silk and porcelain used to be the most representative characteristic products of China's foreign trade, which enjoyed a high reputation in the world market, played an important role in promoting China's economic development and achieved great economic benefits. With the continuous close contact with the world, economic globalization is accelerating, and the requirements of the world market for tea trade are more stringent, which inevitably impacts China's tea foreign trade. Affected by tea trade in other countries, the export scale and transaction amount of tea in China have regressed to some extent. With the emergence of business English and its application in tea trade, China's tea foreign trade has kept pace with the world, adapted to the changes brought about by economic globalization, and achieved new development. Both export trade volume and export trade volume occupy an important position in the world tea market. According to statistics, in 2020, China's total green tea exports reached 293,400 tons, accounting for more than 70% of the world's total tea products exports, and the green tea export trade amounted to 1.305 billion US dollars. It can be seen that the application of business English has promoted the foreign trade scale of China's tea to some extent.

4. Business English in the Tea Foreign Trade Strategy

4.1. Make Preparations for Foreign Trade in Tea

In foreign trade, Chinese tea enterprises must negotiate with cooperative foreign companies for a long time, and analyze the information learned in the negotiations, so as to take the initiative in the new negotiations, open up the local tea sales market and obtain greater profits. At the same time, the foreign trade of tea is facing any country in the international market, and the political situation, economic environment and customs and culture of different countries are different. Therefore, the application of business English in China's tea foreign trade activities requires a good preparation for tea foreign trade. First of all, Chinese tea enterprises should first investigate and understand the different needs of the world market when conducting foreign trade activities, and then carry out targeted publicity and formulate

corresponding marketing strategies after having sufficient market information feedback. Secondly, in order to occupy a place in the international tea market, Chinese tea enterprises need to ensure the quality of their own tea, understand the advantages and disadvantages of operating tea products, maximize the advantages of products through professional translation by business English talents, and try their best to make up for the shortcomings of products to help tea enterprises take the initiative in trade negotiations. Finally, when marketing to adapt to foreign cultures, tea enterprises should integrate the traditional culture of China, represented by tea culture, and translate it into appropriate languages through business English talents to form tea products with their own cultural characteristics.

4.2. Application of Business English in Trade Consultation and Negotiation

The foreign trade activities of tea are bound to involve business consultation and negotiation. In the consultation and negotiation, there will be some obstacles or even trade frictions due to the different political environment, economic situation, cultural atmosphere and legal provisions of the country. This requires giving full play to the advantages of business English in business consultation and negotiation to promote the smooth progress of international tea trade. First of all, the business English staff of tea enterprises should show good professional quality in consultation and negotiation, and the professional vocabulary must be expressed accurately and concisely, with a sense of intimacy, and can be expressed in a targeted manner according to the specific conditions of different countries, so as to conquer the negotiating objects professionally. Secondly, the business English staff of tea enterprises should maintain a humble, patient and polite attitude towards others in the negotiation, have the elegant demeanor of a big country, not only safeguard the interests of enterprises, but also maintain respect for the negotiating objects, show the good image of the Chinese nation, and lay a good foundation for the further expansion of tea enterprises in China. Finally, the cultural differences between countries should not be ignored in business negotiations. While attaching importance to integrating tea culture into business English, we should also make corresponding adjustments according to local culture, effectively promote the smooth progress of business consultations and negotiations, and help China's tea foreign trade win a broader market.

4.3. Business English and Tea Products to Achieve Integration

The key point in tea foreign trade is to sell tea products and get good market feedback, so as to better adjust the trade direction and product marketing strategy, which requires the integration of business English and tea products. First of all, tea enterprises should use business English talents to professionally translate the tea products they manage from the aspects of production time, variety, origin, nutritional value and product packaging, so that users of tea products can fully and accurately understand all kinds of information about the products and lay a good foundation for the cooperation between our tea enterprises and foreign enterprises. Secondly, tea enterprises should use business English to do a good job in marketing tea products, investigate the market demand and people's preferences in tea sales areas, and let business English talents participate in marketing design to ensure that products are suitable for the local market.

4.4. Business English and Tea History to Achieve Integration

In the foreign trade of tea, it is not only the export of tea products, but also the spread of China culture represented by tea culture. China has a long history of culture and is very influential abroad, so we should pay attention to the integration of business English and tea history. First of all, business English talents should fully understand the traditional culture of China, including tea culture, and be able to express it accurately, so as to inject cultural connotation into the development of tea foreign trade. Secondly, tea enterprises should rely on the excellent content of traditional culture, highlight the cultural connotation in product promotion and advertising

design, constantly establish China tea products with cultural flavor, and promote the further development of China's tea foreign trade.

4.5. Tea Enterprises Pay Attention to the Cultivation of Business English Talents.

The role of business English in foreign trade activities has been demonstrated in the above narration, so Chinese tea enterprises should pay attention to the cultivation of business English talents. First of all, tea enterprises should create all kinds of favorable conditions to attract English talents, and give priority to English personnel who have studied and lived abroad and have a deep understanding of foreign cultures. Those who meet the requirements should be selected to work in enterprises and establish a team of business English talents in tea enterprises. Secondly, tea enterprises should focus on training selected English personnel on tea culture, tea enterprise culture, product information, foreign trade, business negotiation and other contents, so that they can quickly have the ability to serve the enterprise. Thirdly, tea enterprises should attach importance to English talents' comprehensive understanding of the selling countries or regions, especially market information and local national culture, and constantly strengthen their language skills and cross-cultural work ability. Finally, tea enterprises should practice English talents and strengthen their ability to use business English in their work. In addition, tea enterprises can also cooperate with English majors in domestic universities to train professional business English talents for enterprises.

5. Conclusion

With the deepening of China's opening to the outside world, the scale of foreign trade of Chinese tea enterprises has been expanding, and the important role of business English has gradually emerged. The application of business English in tea foreign trade can accurately translate tea information, reduce trade friction with foreign companies, stimulate the potential of foreign trade of Chinese tea enterprises and further expand the global scale of tea trade. Therefore, China's tea enterprises should make good preparations for tea foreign trade, attach importance to the application of business English in trade negotiations and consultations, integrate business English with tea products and tea history, cultivate more high-quality business English talents, and promote the continuous development of China's tea foreign trade.

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