

<<商务谈判人际语言策略研究>>

图书基本信息

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前言

商务谈判是商务工作的一个重要环节，也是决定商务工作成败的关键。

《商务谈判人际语言策略研究》从语篇分析的角度，在综合诸如社会语言学、语用学、语篇分析等学科的研究成果上，运用话语分析CA（conversation analysis）的研究方法，探讨人际关系如何影响商务谈判的整体话语结构（global structure）、言语行为（speech act）、词形运用（lexical forms）以及它们与礼貌策略的内在关联，并对跨文化商务谈判中的文化语言现象做了一定的对比和分析。

作者在前人研究的社会交际和礼貌策略理论上，以真实的商务谈判对话为研究语料，分析商务谈判的本质和语言运用，比如：人际关系策略、语言策略、礼貌策略等。

该研究旨在从语言文化的层面识别和分析谈判会话的组建、完成、语言表象（比如：句式层面和词形层面语用的优先选择）以及它们在商务谈判中与人际关系和商务关系的内在关系。

作者通过对谈判对话框架、语言和礼貌策略的分析，以大量的实证证明，“人际关系”作为一种文化要素，对谈判的话语模式、言语行为和礼貌策略起着至关重要的作用。

在对中国贸易谈判实证调查的基础上，该项研究的发现为研究商务交际和人际关系提供了有力的佐证。

研究指出，中国商务谈判者在不同的人际和商务关系下运用不同的谈判模式和语用策略来实现不同的谈判目的。

随着人际和商务关系的发展，谈判者（1）在谈判结构的组建中越来越多地、有目的地使用与社交相关联的交际元件，并重复这些元件、延伸这些元件，甚至将这些元件与其他工作相关联的交际元件交叠；谈判的话语模式和元件的使用则越来越复杂和无规律性；（2）在言语行为方面（如请求语）越来越多地使用各种礼貌策略和面子观，言语行为策略更为多元化，谈判者倾向使用的礼貌策略和间接语并不一定是线性的或固有的；（3）在谈判的言语行为中越来越多地运用各种词形（如比喻的词形运用）来影响或构建礼貌策略。

在很大程度上，商务谈判者以不同的社交身份和职业身份。

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内容概要

《商务谈判人际语言策略研究》从语篇分析的角度，在综合诸如社会语言学、语用学、语篇分析等学科的研究成果上，运用话语分析CA（conversation analysis）的研究方法，探讨人际关系如何影响商务谈判的整体话语结构、言语行为、词形运用以及它们与礼貌策略的内在关联，并对跨文化商务谈判中的文化语言现象做了一定的对比和分析。

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插图：Business negotiations at the global level represent both opportunities and challenges to individuals and organizations. In order to develop these opportunities, individuals and organizations need to develop multiple cultural perspectives and approaches to conducting business, and learning to communicate with international colleagues as equals, rather than from a superior-inferior stance. As business negotiators, "they must forge a transcultural vision that is not bound by national definition. They must be able to clearly communicate this vision to others. They also need to have the necessary communication skills to translate this vision into practice in the diverse workplace" (Ting-Toomey 1999 : 4). In order to communicate effectively with people from other cultures, business negotiators need to learn the fundamental concepts and skills of cross-cultural communication, and their interrelation with communication strategies and language issues. So far, the study of business negotiations is especially critical for at least four reasons at the micro level. Firstly, more and more companies today, under the market-economic situation, have their own sales and marketing departments. The staff who work in these departments account for great entrants into the business line. As company negotiators, they need to improve their negotiation skills with the most updated knowledge and information about themselves and the negotiators from other cultures within the rapidly changing society. Secondly, many universities in the world now have set up business schools or offered business-related majors, whose graduates have been exposed to the knowledge of modern management and communication styles to some extent.

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