

# Research on the Cultivation of Intercultural Business Communication Ability in College English Teaching

Yu Zhang

Henan University of Technology, Zhengzhou 450007, China.

---

**Abstract:** As China enters the critical period of the new normal of economy, the international economic and trade industrial structure is gradually optimized and transformed. Cross-cultural business communication ability can not only promote cultural exchanges between different countries and ethnic groups and avoid differences caused by cultural differences, but also promote rapid economic integration and development. As an international language, English is the link between the two sides of the transaction. Therefore, it is very important for business people to be able to use English flexibly and in cross-cultural business communication. However, in the teaching practice of college English majors, teachers often ignore the cultural teaching of students, and only focus on the cultivation of language skills, especially the cultivation of cross-cultural business communication skills. This problem causes many students to lack intercultural communication skills. This essay analyzes how colleges and universities can cultivate students' cross-cultural business communication skills, puts forward suggestions for improving talents' communication skills and professional quality, and tries to give suggestions to reduce international business costs and risks.

**Keywords:** Cross-Cultural Business Communication Ability; College English Majors

---

## 1. Introduction

After the 19th National Congress of the Communist Party of China, the scale of Chinese trade and investment in the Belt and Road has continued to expand. The Belt and Road has brought us a relaxed foreign trade environment and a clear foreign trade cause. "However, countries along the Belt and Road have complex and diverse languages and cultures, so the communication ability of business English talents directly affects the level of trade and investment facilitation"(Cao,2018). English major is a very important major for countries and enterprises to adapt to changes in market demand. In business activities, the process of people from different countries and cultural backgrounds passing information to each other in some form is the process of cross-cultural business communication. In order to comply with the social and economic development of our country, cultivate compound English talents, and cultivate more foreign language talents who are proficient in language and skilled in business communication to meet the requirements of the times, English teaching should suit high demands.

## 2. The Current Situation of Cross-Cultural Communication Ability

### Training in Universities

#### 2.1 The Contradiction Between the Requirements of Enterprises for Cross-Cultural Talents and the Traditional Education Model

At present, most teachers of English majors in colleges and universities in my country do not have a sufficient understanding of cross-border e-commerce. In the process of cross-cultural teaching, teachers tend to equate cross-cultural background knowledge with the cultivation of cross-cultural communicative competence. Intercultural communicative competence includes two aspects: “communicative competence and intercultural knowledge: communicative competence includes tolerance and adaptability to cultural differences; intercultural knowledge includes surface culture such as customs and habits, as well as deep cultures such as values and ways of thinking”(Gao, 2018). In cross-cultural teaching, only by respecting different cultures and seeking common ground while reserving differences can we understand and accept the target language culture.

## **2.2 Barriers to Cross-Cultural Business Communication**

Cross-cultural business communication between people from different cultural backgrounds is an important part of foreign economic and trade activities. People from different cultural backgrounds have great differences in language, knowledge, belief, law, customs, values, thinking mode, and moral norms, which makes cross-cultural business communication difficult. Cross-cultural business communication is the exchange and cooperation between managers with different cultural backgrounds. With the deepening of economic globalization, cross-cultural business communication is constantly developing. The factors affecting cross-cultural business communication include differences in cultural values and modes of thinking, as well as differences in business philosophy, management mode, human resources, and enterprise culture.

## **2.3 The Contradiction Between the Rapid Development of the Industry and the Shortage of Talent Supply**

The rapid development of the cross-border e-commerce industry requires many high-end talents who are proficient in international affairs, master the language of international communication, and are familiar with international rules. The training of high-end talents is the responsibility of colleges and universities. The transmission of cross-border e-commerce talents in my country is mainly realized through application-oriented undergraduate and vocational colleges. The report shows that 80% of e-commerce companies have a talent gap, which shows that the contradiction between the rapid development of the e-commerce industry and the lack of talent supply has become a bottleneck for the development of the e-commerce industry.

## **3. Ways to Develop Cross-Cultural Business Communication Skills**

The cultivation of intercultural communication skills is conducive to enhancing students' interest in learning English. In expanding the teaching practice of English majors, teachers must change and innovate teaching methods, pay attention to the cultivation of students' cross-cultural business communication skills, focus on cultivating students' humanistic quality and practical skills, and strive to create a good and strong teaching atmosphere for English majors. Therefore, this essay proposes the following effective measures to strengthen the cultivation of cross-cultural communication skills.

### **3.1 Clarify the Teaching Objectives of Cross-Cultural Business**

#### **Communication Skills for English Majors**

As the most widely used language form in the world, English has played an active role in normal communication. Universities are the cradle of cultivating talents, and adopting a variety of teaching modes is one of the effective ways to cultivate students' English ability. Fortunately, some universities have adapted to the new trend of educational development, striving to cultivate students' cross-cultural communication skills, focusing on improving students' overall English skills, paying attention to students' actual situations, and guiding students through the actual perception of real business English and Teaching to experience the true meaning of learning, but also to solve the problem of indoctrination English teaching. From

the perspective of educational goals, the promotion of the concept of intercultural communication skills is mainly to help students resolve the problems of “what to learn and how to learn” (Li Jing, 2019). It is also crucial for students to deepen their understanding of the English language and to improve their professionalism.

### **3.2 Pay Attention to the Individualization of Students’ English Thinking**

Establishing the idea of cross-cultural communication is helpful to stimulate and improve the interest of English students in learning English: first, it is helpful to improve the teaching effect of business English majors; second, once the students have established the thinking of cross-cultural communication, it will help them gradually change into a deeper understanding and application of the language. In the process of cultivating and training students’ English thinking, we should pay attention to the mining of teaching materials, pay attention to the differentiation of individual students, integrate different personality characteristics of individuals, actively formulate targeted teaching measures, and encourage students to strengthen the transformation of cross-cultural communication thinking in Business English learning practice.

### **3.3 Organically Combine Cultural Factors with Teaching**

In the teaching of English majors, teachers need to help students master a wider range of different common senses such as different regional cultural backgrounds, customs, religious beliefs, etc., to further enhance students’ cross-cultural awareness, and thus improve cross-cultural communication skills. In the process of mastering a foreign language, students need to synthesize the actual situation of the language area they are learning, and correctly understand the exact meaning of vocabulary in different periods and different cultural customs. At the same time, they should pay attention to the diversity of vocabulary and phrases, so as to understand the cultural connotation of other countries. The language learning process is a long-term reserve process. Therefore, it is very necessary to accumulate vocabulary, phrases, real expressions, and famous sayings. Teachers need to motivate students to reserve a lot of vocabulary in their daily learning and give students enough opportunities to exercise and express themselves. Regarding how to make students master the cultural differences between different countries and regions, teachers can help students understand English knowledge through practical cases.

### **3.4 Understand the Differences Between Chinese and Foreign Cultures**

From the perspective of language, English business has unique business colors, such as clear and accurate language, concise text, and polite language. In the practice of English majors, teachers should cultivate students to accurately understand the details of explicit language such as pronunciation intonation, stress, and pause, so as to improve the accuracy of students’ language expression in business communication. Some words, phenomena, or things come from different special cultural regions.

## **4. Conclusion**

To sum up, due to the great differences in cultural customs of different countries, contemporary students need to improve their ability of cross-cultural communication to support the smooth progress of an international business. To cultivate students’ cross-cultural communication skills, teachers should continuously add various cultural contents to the teaching of business English majors, focus on the cultivation of cross-cultural communication skills, and strengthen students’ business practical skills to promote the smooth development of international business exchanges.

## **References**

- [1] Li J, Li HL. The Cultivation Path of College Students' Cross-cultural Business Communication Ability [J]. Higher Financial Education Research, 2019(04): 59-62.
- [2] Jin D. Misunderstandings and countermeasures in the cultivation of cross-cultural communication talents in my country [N]. Chinese Journal of Social Sciences, 2018-06-13: 006.
- [3] Liang YQ. Emphasis on cultivating talents for cross-cultural communication and international exchanges and cooperation

[N]. Chinese Journal of Social Sciences, 2018.

[4] Gao LL. Research on cross-cultural communication conflict under cross-border e-commerce [J]. Journal of Heihe University, 2018(03):192-193.

[5] Gao RM. Research on Discourse Conflict in Intercultural Communication [J]. Journal of Huaihai Institute of Technology (Humanities and Social Sciences Edition), 2015 ( 07 ): 67-69.

[6] Cao HC. Research on the Cultivation of Intercultural Communication Competence in Business English Teaching under the Background of the Belt and Road [J]. 2018 (9):160- 161.

[7] Chen TJ. Talking about the cultivation of cross-cultural communicative competence in the teaching of business English majors [J]. Shenzhou, 2019 (22): 1.