

Research on the Application of Genre Analysis in the Teaching of Business English Reading

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Abstract: In order to improve the level and quality of business English reading education in my country, highlight the educational advantages of genre analysis in business English reading teaching, and promote the optimization and innovation of business English teaching mode in my country. This paper will analyze and study the application of genre analysis method in business English reading teaching. This paper first expounds the theoretical overview of genre analysis method, then analyzes the current situation of business English reading teaching, and finally analyzes the application of genre analysis method in business English. The application in reading is analyzed for reference and reference.

Keywords: Genre analysis; Business English; Reading teaching

1. Theoretical overview of genre analysis

American linguist John.M.Swales once pointed out that genre is actually a kind of communicative practice, and communicative practice itself involves many factors, such as the article itself, the subjects involved in communicative activities, and the abstract discourse function, etc. elements, the use of genre as a planned sequence of activities in language, that is, the actual purpose of communication will determine the genre. Genre analysis includes the analysis of style and the analysis of discourse. It is the product of the common development of diverse disciplines. Some Chinese scholars have believed that genre analysis can help people to analyze the organizational form of texts, and then process the intrinsic value of texts for mining, and recognize the macroscopic structure of texts through the intrinsic value of texts^[1].

2. Current Situation of Business English Reading Courses

Business English reading teaching is different from other English reading teaching. The former not only requires students to have a certain English foundation, but also requires students to master some additional international business knowledge related to international trade and international marketing. It is also necessary to master some relevant knowledge of current international affairs and foreign political and historical common sense.

In business English teaching, students will often encounter some unfamiliar words and compound sentences with long sentences. Because students cannot understand their true meanings, students' reading results have little effect. The main reason for this problem is that students do not have a strong understanding of business English professional vocabulary and their ability to express professional sentences. They usually lack the sorting and collection of some professional vocabulary, and even use Chinese for some vocabulary that they cannot understand. The above-mentioned problems are also the most common problems in the current business English reading teaching^[2].

3. Analysis of the Application of Genre Analysis in Business English

3.1 Set clear teaching goals

The teaching objectives based on genre analysis can be divided into the following five points. First, to ensure that students can be familiar with and master the genres of business English, and with the help and guidance of genre theory, they can quickly clarify the characteristics of different genres. Different communicative purposes, and mastering the schema structure of English discourse. Second, with the help of the analysis and research of teaching examples, to ensure that students can fully understand the characteristics

of different genres, cultivate and establish students' use of genres to enhance the reading comprehension ability of business English, and at the same time can be based on the author's writing purpose. Summarize the overall gist of the article, and can independently determine the structure of the discourse. Third, cultivate students' reading skills and help students develop good reading habits. On the basis of ensuring that students can fully understand the language structure, improve students' understanding of business professional knowledge. Fourth, to help and guide students to use genre analysis to analyze and understand business English texts, and to infer the writing background of the text and the author's psychological identity factors through the structure of the text. Use genre analysis to effectively cultivate students' study habits, such as independent inquiry and experiential learning. Fifth, after using the genre analysis method, help students lay the foundation for the subsequent writing of genre business English discourse.

3.2 Preparation before reading teaching

Students can preview it in advance before the class, and before the normal start of learning, they can complete the reading difficulties as independently as possible. At the same time, they can also guide the students to use the computer to retrieve some background knowledge about the genre. The teacher can divide the students in the class into several groups. A small group, complete the pre-class preview in the form of group cooperation, and at the same time earnestly abide by the above teaching objectives, to ensure that students retain the relevant knowledge of the text structure and the cultural background knowledge of the text in their minds before the official start. Lay the foundation for subsequent learning.

3.3 Analyze the genre structure with the help of sample essays

First, Business official document genre, this genre generally refers to business communication and business management texts used by business companies and business organizations such as enterprises.

Second, the contract genre, which is a text with certain legal benefits.

Third, the letter genre, which is the most common type of letter in international trade.

Fourth, advertising genre, which is a genre in which commodity operators or advertising service providers undertake a certain fee to publicize and promote a certain commodity.

Fifth, the pedagogical genre, which refers to some texts with an indicative function.

3.4 Students conduct imitation analysis

When students can master different genre types and the communicative purposes expressed by different genre types, teachers can distribute some different discourses belonging to the same genre to students, so that students can use the genre analysis method they have learned to match their opponents. The discourse in the text is analyzed, and its schema structure, discourse structure and language characteristics are analyzed. Analyze different texts of the same genre by imitating the genre analysis method taught by the teacher.

4. Conclusion

To sum up, improving the application level of genre analysis in business English teaching can not only improve students' English reading level, but also help students accumulate and master more business knowledge, improve students' comprehensive quality level, and promote the business English education model. optimization and upgrade. Therefore, teachers need to effectively formulate teaching objectives, prepare well before class, and lead students to analyze the genre structure. In order to continuously improve students' business English reading ability, and comprehensively promote the sustainable development of my country's business English education.

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