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Introduction

In the modern era of rapid economic development, the process of globalization has accelerated the frequency of communication between people engaged in foreign trade in various countries. There are two forms of communication – written and verbal. The written form refers to the exchange of business correspondence, while the oral form is the form of telegrams, etc. Due to the time difference and other external factors, written communication is more convenient and therefore more frequent. Business people involved in foreign trade need to read a lot of correspondence in foreign languages on a daily basis and even reply to correspondence in foreign languages. Hence it is necessary for business people to understand the pragmatic peculiarities of business correspondence in order to fully grasp the content of business correspondence and improve the quality of business correspondence writing.

The goal of the work is to research the pragmatic peculiarities of business correspondence. To reach the goal there is a need to do the following tasks:

1. Get the basic information about pragmatics.
2. Get the basic information about business correspondence.
3. Analyze examples of business correspondence in English.
4. Summarize the pragmatic peculiarities of business correspondence in English.
5. Analyze examples of business correspondence in Chinese.
6. Summarize the pragmatic peculiarities of business correspondence in Chinese.
7. Summarize the pragmatic peculiarities of business correspondence.

The object of this thesis is the pragmatic peculiarities of business

correspondence. Firstly, the theoretical part of this thesis begins with the introduction to linguistics, followed by the two concepts – speech act theory and direct and indirect speech acts, which lay the pragmatic foundation for the analysis of pragmatic peculiarities later on. Then the introduction to the definition, classification and make-up of business correspondence comes. Chapter 2 contains example analyses. After analyses, we draw conclusions about the pragmatic peculiarities of business correspondence. All the examples in this thesis are taken from the SE *Baidu*, the book *English-Chinese The Complete Applying Documents of Foreign Trade* by Wang Ping and the master's thesis *The Business Letter Writing Mutual Reference Research Between China and America* by Huo Wang.

Chapter 1 Main theoretical provisions

1.1 Pragmatics

Pragmatics is an emerging field of study in the various branches of linguistics that focuses on the meaning of language. It is the study of the understanding and use of language, the study of specific discourse in specific situations and the study of how language is understood and used through context. Pragmatics differs from grammatical studies in that it is a study of human language itself, due to its own purposefulness and value. In the use of language, the speaker is often not simply trying to convey the static meaning of linguistic components and symbolic units; the listener usually has to make a series of mental inferences to understand the actual intentions of the speaker. To truly understand and use a language appropriately, it is not enough to know the pronunciation, vocabulary and grammar that make up the language.

1.1.1 Introduction to Speech Act Theory

Speech act theory is a philosophical doctrine of language. It was originated by the British philosopher John Austin in the late 50s of the 20th century and then developed by the American philosopher Searle and others. According to Austin's view, a language is a specific form of human behavior and people cannot live without speech acts such as speaking and writing in the process of actual interaction. The

central theme of the philosophy of linguistic analysis should be the study of the nature and internal logical construction of this speech act. Searle further developed the theory of speech act based on Austin's work. (10 2012)

In the early twentieth century, the study emphasis on Western philosophy took a turn to linguistics. Philosophers turned their attention to 'language', which became the object of study in Western philosophy. Then the analytic philosophy came to dominate the philosophical scene from the 1930s. These philosophers, who were keen to study the relationship between language and philosophy, became known as 'philosophers of language'. These philosophers of language believed that their analysis of philosophical problems was in fact an analysis of linguistic problems and that many of the intractable problems of philosophy were due to the misuse of language by philosophers. Therefore philosophers took different approaches to the study of 'language'.(10 2012)

Two parallel schools of thought have emerged in the process of the study of language—the Logical positivism (Logical empiricism) and the Ordinary language philosophy. The Logical positivism linguists believe that ordinary language is imprecise and prone to philosophical confusion, so they advocate the creation of a complete and precise logical formal of language to solve philosophical problems. The Ordinary language linguists, on the other hand, believe that ordinary language is inherently perfect and can withstand all kinds of tests. They think that philosophical confusion is caused by philosophers deviating from the correct use of ordinary language so that philosophers can solve philosophical confusion by studying the use of ordinary language and using it correctly.

Wittgenstein is an influential figure in analytic philosophy. His philosophical thought has been divided in the history of philosophy into pre- and post- ideas. In his

pre-philosophical thought, he advocated the establishment of an ideal logical formal of language for solving philosophical problems. A representative example of Wittgenstein's later philosophical thought is the 'language game theory'. In his work *Philosophical Studies*, he replaces the language-image theory of his earlier thought with a theory of language games, which marks a major shift in Wittgenstein's philosophical thought and which Wittgenstein regards as a "revolutionary concept". In his view, language is a means by which people transmit information to each other. (10 2012)

Ryle is a representative figure in the philosophy of original language and is one of the founders of the Oxford School. Ryle valued the analytical approach to the original language and believed that the goal of philosophy was to "identify the recurring sources of misunderstanding and absurd theories in the usage of language." Ryle argued that confusing the different 'categories' of language would lead to misunderstandings of language and, of course, to false judgments about philosophical issues. The source of philosophical misunderstandings and absurdities is, in Ryle's view, primarily a "category" error. Ryle did not give a clear definition of what he means by 'categories'. In his essay *Systematically Misleading Expressions*, Ryle points out that there are an infinite number of misleading expressions, and in the essay Ryle identifies three relatively important categories, namely: "i. false ontological statements; ii. statements that appear to be about something universal; iii. false adjectival descriptors." (10 2012)

1.1.2 Speech Act Theory of Austin

John Langshaw Austin (1911-1960) is a leading British analytical philosopher and the most influential representative of the Original language school. His major work is *How to Act with Words* (Oxford University Press, 1962), a book that made Austin famous. This book is divided into two main parts, the first of which focuses on the difference between declarative and accusative sentences, and the second on illocutionary acts and the power of speech acts or simply speech power. Austin had a great influence on the development of the Original language school by introducing new philosophical ideas and adopting a new approach to research. Austin's student Wackernaw said of Austin: "Among the philosophers who have completed their major works within the last ten years, none has had more influence, or more originality, than Professor Austin".

In the 1950s Austin gave a lecture at Oxford University, introducing Speech Act Theory. The Speech Act Theory has been developed by Austin, refined by Searle, and debated by subsequent generations of scholars, and has now become a classic of pragmatics.

Early in Austin's research, he divided speech acts into two broad categories: performative acts and constative acts. This is also known as the dichotomy. Austin later discovered that these two types of acts could not explain many of what we say, so he abandoned the dichotomy and proposed a trichotomy of speech acts. Austin classifies speech acts into three types: locutionary acts, illocutionary acts and perlocutionary acts. (10 2012)

A locutionary act is an act of uttering words, phrases and clauses. It is the act of

conveying literal meaning by means of syntax lexicon and phonology.

An illocutionary act is an act of expressing the speaker's intention. It is the act performed by saying something.

A perlocutionary act is when the speaker wants to use what he/she says to achieve a certain effect, to have a certain impact. (14 2021)

Austin also divides the illocutionary acts into two types: explicit illocutionary acts and implicit illocutionary acts. An explicit illocutionary act is the one in which the discourse is clearly visible as a discourse of an illocutionary act, with a clear subject, and where the discourse is uttered to cause someone to perform a certain act or to accomplish a certain thing, with a strong purpose. An implicit illocutionary act does not have a subject, it is not clear who is performing the act, and the purpose is not as clear as in an "explicit illocutionary act". Even so, this implicit illocutionary act is still performing an act, accomplishing something.

In addition, Austin classifies the illocutionary act into five types: verdictives, exercitives, commissives, behabitives and expositives.

- Verdictives mean to elucidate certain findings that can be verified by experience or practice. Ex.: I find that he lied.
- Exercitives mean to exercise the power or to exert influence. Ex.: The President appointed him as First Secretary.
- Commissives mean an obligation or promise that the speaker will fulfill in the future. Ex.: I will bring you a gift when I return from my trip.
- Behabitives reflect the different attitudes adopted by the speaker. Ex.: I admit that I was wrong this time.
- Expositives mean the role that discourse plays in communication, including arguing in meetings and presenting ideas in debates. (11 2019) Ex: We

believe that Party B should bear all costs.

Austin proposed a linguistic view of 'speech as action', advocating a careful study of the rules of language, based on examples, and a careful study of the nuances of meaning and usage of certain words in English. He argued that the study of the meaning of words and the careful distinction between the different uses of certain words in relation to cognition would help to clarify the meaning of words and achieve conceptual clarity, and thus have a positive effect on the study of philosophy. Austin sees his inquiry into language as a philosophical 'method' or 'way', that is, as a way of solving or dealing with traditional philosophical problems through an inquiry into language. To avoid misunderstanding, Austin calls this approach to philosophical thought 'linguistic phenomenology', a study of how language is used that includes both a specific study of the use of particular expressions and a general study of the way language is used in general for certain expressions. The introduction of the concept of 'usage' in Austin's theory of speech acts both draws a line between pragmatics and semantics and illustrates the link between pragmatics and semantics. The study of his theory helps to enhance the understanding of semantics and pragmatics.

1.1.3 Speech Act Theory of Searle

It is generally agreed in philosophical circles that Austin was the first person to systematically address the theory of speech acts. Searle studied from Austin and received the basic concepts of speech acts from him. After Austin, Searle's influence on speech act theory was among the most extensive. He published *Speech Acts*, the

most systematic work on speech acts since Austin.

Searle's outstanding influence on speech act theory can be seen in two ways. On the one hand, within the speech act theory school, Searle improved on the speech act theories of others and developed his own unique insights. Austin made the transition from a static analysis of the linguistic meaning of words and sentences to an analysis of speech acts in relation to life situations but did not clearly define what speech acts are. In his article *What is a speech act*, Searle narrowed down speech acts to speech as actions and explicitly defined them as "the smallest unit of verbal communication in a given situation". This definition does not directly explain speech acts, but it clearly reveals that Searle considers speech acts to be a fundamental element of linguistic communication and that no linguistic communication is complete without speech acts; in other words, Searle's study of the philosophy of language is fundamentally bound up with the exploration of speech acts. (13 2018)

He redesigned the criteria for classifying speech acts, insisting that the point or purpose of the type of act, the direction of fit between words and the world, and expressed psychological states are the three main factors that influence the classification of speech acts. In addition, there are nine subfactors, namely the strength of the purpose in performance, the social status of the speakers, the interest of the speaker and the hearer, the connection to the rest of the discourse, the content of the proposition, the verbal and non-verbal act, the extra-verbal conditions, the use of the actor verb and the manner of the speech act. With reference to these twelve categories of factors, Searle established four criteria for the classification of speech acts: the purpose of discourse (basic condition), state of mind (sincere condition), the direction of fit (prerequisite condition) and propositional content (propositional condition). The four criteria for the classification of speech acts, such as propositional

content and propositional conditions, have been further 'systematized' and 'tightened up'.

Searle distinguished between five broad categories of speech acts according to their intended meaning as follows.

a) Assertives: stating or describing, saying what the speaker believes to be true. It is a speech act that describes conditions or events in the world, such as assertions, claims, reports, etc.

---This must have been stolen. (assertion)

---Everyone should unite to resist the earthquake. (claim)

---This study shows that the degree of aging is increasing. (report)

b) Directives: trying to get the hearer to do something, such as suggestions, requests and orders.

---Please get the towel for me. (request)

---Why don't you exercise every day? It's good for your health. (recommendation)

---No zoning out in class! (command)

c) Commissives: committing the speaker himself to some future course of action. It means what the speaker is going to do, such as promises and threatens.

---If you fight again, I'll call the police! (intimidation)

---I'll take you to a restaurant tomorrow. (promise)

d) Expressives: expressing feelings or attitudes toward an existing state, such as apologies, complaints, acknowledgments, congratulations, etc.

---I'm sorry I didn't do a good job on this one. (Apology)

---What the hell kind of weather is this today! (complaint)

---Thank you so much for coming out to help. (acknowledgment)

---May you be happy and prosperous! (congratulation)

e) Declarations: bringing about immediate changes by saying something

---Now I announce the decision of disciplinary action against these students.

Searle's classification of speech acts is of a scientific nature. Although it is not exhaustive, it is a classification that has been accepted by later generations. Taking into account the goal of the research, we would focus on analyzing the types of classification by Searle.

1.1.4 Direct and Indirect Speech Acts

The concept of indirect speech acts was introduced by Searle in 1975. According to his point of view, speech acts can be divided into two main categories according to their denotation: direct speech acts and indirect speech acts. (Searle 1975)

Direct speech acts express the power of direct speech through literal meaning, and can express the language user's intentions more directly and obviously, with a clear purpose of doing something with words; while indirect speech acts "indirectly perform a speech act through another speech act", i.e. something is said without saying it directly, but using euphemisms and roundabout ways of speaking. The intention of the language user requires a certain amount of reasoning in order to be understood. The choice between direct and indirect speech acts reflects the level of politeness, the social distance, the degree of imposition, the relationship between rights and obligations and the achievement of the communicative purpose of both parties, and it is also an important factor influencing the choice between direct and indirect speech acts. (16 2016)

Direct speech acts pervade our lives, so no examples will be given here. The

indirect speech act is exemplified by the following sentence, "It's snowing now. The floor is wet." The surface meaning of this sentence is what it shows. But there are other indirect meanings that can be expressed in certain contexts. For example, "It's snowing and the roads are too slippery for me to go to my appointment. So I don't want to go now. "(12 2012)

Usually, when a speaker utters an utterance, the 'literal force' of the utterance expresses the speaker's intention directly, which is a direct speech act. After the speaker has uttered the utterance, the 'literal force' of the utterance indirectly expresses the 'extra-verbal' intention of the speaker's utterance indirectly, which is an indirect speech act. And the listener understands the speaker's 'literal force' to the 'extra-verbal force' only after reasoning and under certain circumstances. (11 2019)

Searle divided the extra-verbal meaning into the literal meaning and the extra-verbal meaning, the literal meaning being the direct meaning and the extra-verbal being the indirect meaning. Searle considers an indirect speech act to be "the indirect performance of an extra-verbal act by performing another extra-verbal act". Searle divides indirect speech acts into those that are prescriptive and those that are non-statutory. Prescriptive indirect speech acts, which infer the speaker's intention or 'extra-verbal force' through the use of statutory conventions, are a form that is commonly used. For instance, "a mom said to her son, 'Can you do your homework' ", it is literally an interrogative, but after general reasoning, we can find that it is actually a command. Non-statutory indirect speech acts are not as clear-cut as prescriptive indirect speech acts; they do not have an obvious utterance form, and the utterance forms are varied and more complex. When non-statutory indirect speech acts occur in everyday communication, in order to understand the intention of the listener, the listener needs to combine the words he hears with the context, the

speaker's knowledge and status, the principles of conversation, etc., and to be able to correctly understand the speaker's intention, i.e. his "power beyond words", given his own level of understanding and status, etc. The speaker's "power beyond words". For example, "It's so cold here." should be considered from all aspects. You can interpret this as the speaker stating that it is cold or that the temperature in a certain area is low, or you can interpret it as turning on the air conditioning or closing the doors and windows. As there are many uncertainties in this sentence, the meaning of the sentence needs to be taken into account in the context of the discourse, the level of understanding of the listener and the identity of the speaker.

1.2 Business Correspondence

Business Correspondence is an important means of business communication, playing a role in selling, purchasing products, offering goods and services, establishing credit and other trade partnerships, clearing up misunderstandings, gaining credibility and maintaining friendships. (8 1999) Business English and Business Chinese, as branches of specialized languages, are languages used in specific contexts and are highly specialized and domain-specific. Both Business English and Business Chinese are language tools designed to facilitate the smooth running of business activities. In today's increasingly close economic relations between countries around the world, business correspondence is the main vehicle for the transmission of information between the two partners in international business activities.

1.2.1 Definition of Business Correspondence

With the globalization of the world economy and the increasing demand for trade between countries, business-related activities are becoming increasingly frequent. Business-related activities include oral communication and written communication: oral communication focuses on hearing and communicating, while written communication refers to business correspondence. Business correspondence is a form of written communication between companies and enterprises on various business occasions or in the course of business transactions. Its main role is to establish economic and trade relations in business activities, transmit business information, contact business matters, communicate and negotiate, inquire and answer questions, deal with specific transactions with communicative, standardized, accurate, rigorous, official, legal and other characteristics. (20 2020)

As a bridge between organizations engaged in business activities, or between business organizations and other customers, business correspondence plays a vital role in reaching an agreement between the two parties. To achieve effective communication and achieve the purpose of business activities, business people need to master business correspondence.

1.2.2 Classification of Business Correspondence

There are many different types of business correspondence. In terms of formality and importance of content, there are two types of business correspondence: formal and casual. In terms of content and business process, business correspondence can be

divided into the following types: establishing business relationships, inquiry correspondence, quotation correspondence, offer correspondence, return confirmation correspondence, order correspondence, sales correspondence, shipment notification correspondence, payment negotiation correspondence, insurance arrangement correspondence, claim settlement correspondence, etc.(3 2014)

In general, business correspondence could be divided into the following three main types: trade business correspondence, social business correspondence and internal business correspondence.

a. Trade business correspondence

This type refers to the correspondence used in substantive trade dealings, including the following broad types of content: 1) requests for establishing a business relationship, agreement or refusal to do business; 2) requests for quotations, quotations or refusals; 3) requests for orders, agreement, resignation or cancellation of orders; 4) marketing of products; on remittances; 5) matters relating to letters of credit; 6) various amendments; 7) notification of delivery or arrival; etc.

According to their functions in business activities, they can be divided into two main categories: one is the transaction negotiation correspondence and the other is the dispute claim correspondence.

① Transaction negotiation correspondence is mainly used for trade negotiation in commercial activities. The followings are common trade negotiation correspondence.

- Sales promotion correspondence. It is mainly used for the introduction of marketing products and services.
- Correspondence of inquiry. It is mainly used to ask the other party for information about the goods: whether they are available, what kind of goods are

available (specifications, quality standards, etc.), the prices of the goods, how to pick up the goods, after-sales service and other matters.

- Quotation correspondence. This is mainly used to respond to inquiries about prices and other aspects of the demand side, providing information about the price of goods and other aspects of the demand side.
- Order correspondence. It is mainly used for ordering goods. Before ordering a product, the two sides of the transaction will negotiate face to face or by telephone to reach an intention to purchase.

② Dispute claim correspondence. This type of correspondence is mainly used in trade disputes, contract breaches and other situations. Common dispute claim correspondence is as followed.

- Demand correspondence. It is mainly used to collect outstanding payments.
- Claim correspondence. It is mainly used to negotiate and settle contractual breaches and commercial disputes.
- Complaint correspondence. It is mainly used to urge the other party to improve the quality of their product or service.

b. Social business correspondence

This type refers to correspondence that is not directly related to substantive trading activities but is used for ordinary social correspondence with trading or prospective trading partners. Commonly used social business correspondence includes: correspondence of congratulations, correspondence of appreciation, correspondence of invitation, correspondence of sympathy, correspondence of consent, correspondence of refusal and correspondence of apology.

c. Internal business correspondence

Internal business correspondence generally refers to business correspondence of

the note type and personnel correspondence.

① Business correspondence of the note type generally includes: leave notes, message notes, debit notes, receipt notes, etc.

② Personnel correspondence includes cover correspondence, correspondence of introduction, correspondence of certification, correspondence of praise, correspondence of criticism, correspondence of warning, correspondence of resignation, etc.

In the past, business correspondence referred to the letters, telegraphs and telexes used in international trade. However, with the development of science and technology, especially the significant development of technology of the Internet, telegraphs and telexes have become the record in history and are hard to find. Instead, business correspondence today mainly refers to business letters, faxes, reports, contracts and e-mails(6 2009). This thesis will focus primarily on business letters and e-mails.

1.2.3 The Make-up of Business Correspondence

As the thesis only focuses on business letters and e-mails, in this section we would only introduce the make-up of these two types.

First, let us get to know the structure of Business English letters. Usually, there are three letter forms. They are Block Style, Indented Style and Modified Style. The left-hand rows are arranged vertically at the beginning of each row. This is called the Block Style. This form is commonly used in the United States. The first word of each paragraph is indented. This form is called the Indented Style. This form is commonly used in the UK. The combination of these two forms is called the Modified Style. The

most commonly used form is the Block Style, after which is the Indented Style and the Modified Style.(18 1990)

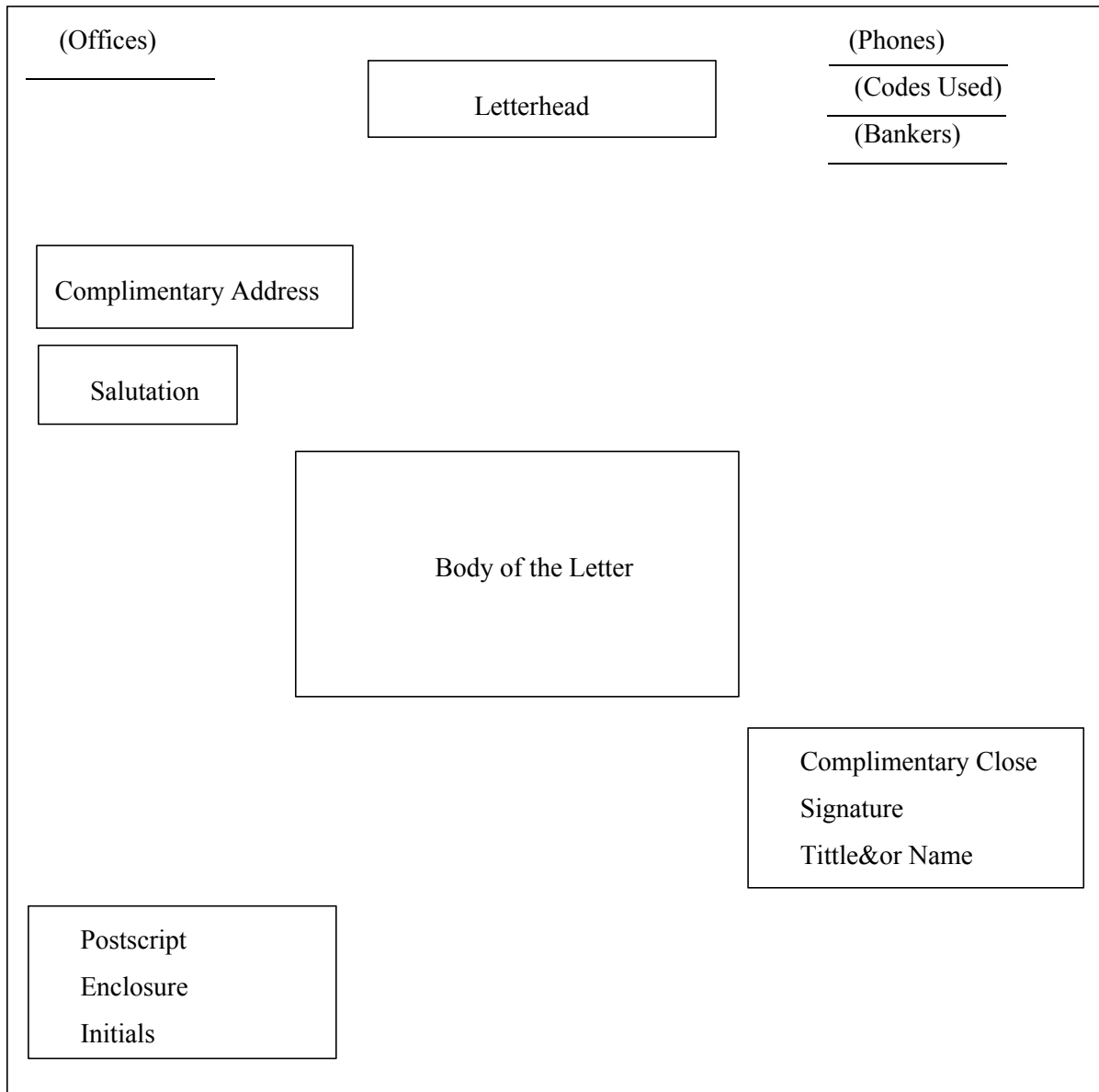
Usually, business English letters must contain the following elements:

- ① Letterhead (Include the name and address of the sender's company and the time of sending the letter.)
- ② Complimentary Address (Include the name and address of the recipient's company.)
- ③ Salutation
- ④ Body of the Letter
- ⑤ Complimentary Close
- ⑥ Signature

The following elements are not required and can be added as needed.

- ① Attention Notice or Particular Address
- ② Letter Subject
- ③ Postscript
- ④ Title
- ⑤ Enclosure
- ⑥ Initials

This is a simple example to show how different parts are arranged.



Examples of the three forms of structure are shown below.

(一) Block Style

UNITED EXPORTERS COMPANY
IMPORTERS&EXPORTERS
ASDMARKRT SANFRANCISCO 11,CALIF,U.S.A.
CASLRAOOMESSIYMDDER

PHONES
SUTTER 1-4159
SUTTER 1-3756
ALL CODES
sameres
Bank of America
MAIN OFFICE
February 15, 2019

Messrs. Hashida& Co.Ltd.
Marunouchi, Tokyo

Gentlemen:

We have read with interest your letter of February 8 and we likewise are looking for a good connection in Japan. As you probably know, we are one of the largest and most important foreign trading firms in the United States and would be able to do a substantial part of the trade with Japan with your kind cooperation. If you are interested in working with on an exclusive basis, we would be glad to go into the matter further.

We can supply you with all of the materials that Japan is important at the present time from the United States. We are interested in offers from Japan on the following items for sale in the United States and Latin America.

All Food Products	Cottons
Rubber Goods	Glass Products

We may mention that we specialize in Foods, Chemicals, Steel and Petroleum Products.

We are looking forward with interest to your early reply.

Very truly yours,

UNITED EXPORTERS COMPANY



L.P.HOLDEN

President

P.S. Enclosed please find a copy of the recent issue of the "American Exporters" in which you will find our latest Ad.

Enclosure

LPH:Ms

(二) Indented Style

LIVINOSTON&SOUTHARD₅ Inc.
IMPORTERS&EXPORTERS
MANUFACTURES, REPRESENTATIVES
50 BROADWAY
NEW YORK 4,N.Y.U.S.A.

June 11, 2019

Messrs.Kato&Co.,Ltd.

10 Nichome. Ginza

Chuoku, Tokyo

Dear Sirs:

Pursuant to our letter of May 19th, which we trust has reached you safely, we now take pleasure in advising you that private business with Japan will be allowed to commence on a limited scale on August 15th.

If you will send us your Proforma Indents or Specifications for your requirements, provided they fall within the lines we handle, we believe that they will facilitate future business.

Very truly yours,

LIVINOSTON&SOUTHARD₅, Inc.

A handwritten signature in cursive script, appearing to read "BSL, RG".

BSL, RG President.

(三) Modified Style

LYONS AND JACKSON

FIFTH AVENUE

NEW YORK, N.Y.

January 25th, 2019

Mr. Henry A. Wildman

Pine Lane

Portland, Maine

Dear Sir:

Our records show that we have not had any business from you since November 16th.

We realize that in general things have been slow, but with prospects of business being on the up-grade for the new year, we hope to hear from you again in the very near future.

We are enclosing a stamped envelope for your convenience in replying.

Yours very truly.

LYONS AND JACKON

A business Chinese letter usually consists of eight parts, namely the letterhead, number and date, address inside the envelope, salutation, subject, main body, closing salutation and signature. (2 2009)

① Letterhead

The letterhead includes the name of the sender, postcode, telephone number, telex number and fax number. It is best to use the company's letterhead when making business contacts. If not, print the above information on the top center or right-hand side of the letterhead.

② Number and Date

In letters for business contacts, both contracting parties will generally number the letter, which includes the file number, the department code or the initials of the signatory and typist of the letter. And in order not to be confused, these are preceded by

"贵方编号 (Your number)"

"我方编号 (Our number)"

This information is usually on a separate line from the letterhead, and the date and number are often on the same line. The year must be written in full.

③ Address inside the Envelope

The name and address of the recipient should be typed on the top left-hand side of the letterhead on a separate line from the date. If the addressee is a company, the inherent writing of its name may not be arbitrarily changed.

④ Salutation

At the beginning of the letter, the addressee should be addressed with respect. If the letter is addressed to the company manager, it should be followed by the name of the company: "尊敬的XX公司XX先生(Dear Mr.XX from Company XX)" or "尊敬的XX公司XX女士(Dear Ms.XX from Company XX)". The position of the salutation is usually on the next line below the address or addressee in the letter.

⑤ Subject

The Subject is located on the next line below the salutation. It allows the recipient to understand at a glance what the letter is about and facilitates handling.

⑥ Main Body

The body of the letter is a direct expression of the writer's purpose and requirements and is the most important part of a letter.

⑦ Closing Salutation

The closing salutation should include a message of wishes or a wish for a reply, such as "特此函达，即希函复 (I am writing to you in this regard and would like to hear from you) " or "此致敬礼 (With best regards) " or "敬祝康健 (Best wishes) ". The information is usually written in two lines, with the words "此致" or "敬祝" either following the body of the letter or separated from it. The words "敬礼" and "健康" are written on the next line from the beginning without space.

⑧ Signature.

The signature is usually written on a separate line (or two lines) at the end of the text, at the bottom right-hand side. Business Chinese letters sent on behalf of an organization may also be signed with the name of the organization or the name of a specific department within the organization, and may also be signed with the name of the writer. For important Business Chinese letters, the official seal may also be affixed here for solemnity.

Some of the above elements are not required. Writers may choose what is needed and what is unnecessary when writing.

As for email, no matter it is in Chinese or English, its composition is the same as they are both sent via email software. Although different mailbox software has different structures, their composition is the same. The email consists of three parts: the Header Information, the Message Text and the Signature Block.

① The Header Information includes the recipient's email address, the cc., the bcc., the attachment and the subject of the email. The recipient's email address is required, while the rest is optional. But the subject of the email is recommended, as it allows the recipient to quickly grasp the content of the letter.

② The Message Text includes the salutation, the main information of the email and the ending.

③ The Signature Block shows the information of the writer, including his/her name, address, phone number and other related information.

Here is an example.

To. 56347958@gmail.com

Cc.

Subject: Request for cooperation

Dear Sir/Madam:

Our company, Unicorn, is a very famous listed company in the daily chemical industry, ranked among the top 500 in the world. Our products are sold all over the world. Recently we decided to enter the pharmaceutical market. Because we have no experience in this field and have no access to market information, we intend to employ a market research organization to help us. As your company is in a leading position in this industry, we are interested in your company and I am writing to you to communicate about this.

Our needs are the followings in total.

Firstly, we want to know the current development of the market and its volume.

Secondly, we want to know what the future holds for this market.

Thirdly, we want to know which companies are very well known and welcomed in the market and what their situations are.

If you are interested, please reply to the email address 5112342466@gmail.com within 7 days of receiving this letter. Or call me on +44 15547231713. We could then discuss other related information.

We look forward to your reply.

Yours faithfully,

Belly Jenkins

Manager of Development

Unicorn

Road 5th

London

UK

As the mailbox software will automatically display the time of sending, we do not need to write the time. But it is fine to write it if the sender wants to.

Chapter 1 Conclusion

Speech act theory is a philosophical theory of language, and in the early twentieth century, the focus of Western philosophy shifted to linguistics, with philosophers focusing on 'language', resulting in the emergence of many philosophers of language. Two parallel schools of thought emerged in the study of linguistics, namely the Logical positivism(Logical empiricism) and the Ordinary language philosophy. In the 1950s the famous British analytical philosopher John Austin (1911-1960) gave a lecture at Oxford University in which he proposed a theory of speech acts. The speech act theory was later developed by Searle and others.

Searle's theory of speech acts was further developed on the basis of the basic concepts of speech acts that he received from Austin. Searle distinguished between five broad categories of speech acts according to their intended meaning. They are assertives, directives, commissives, expressives and declarations. In this research, we would use this classification of speech acts by Searle.

Searle also introduced the concept of indirect speech acts. A direct speech act is one that expresses the speaker's intention in a more direct and obvious way through the literal sense of the word, indicating the purpose directly, while an indirect speech act is one that does not speak directly, but in a euphemistic and roundabout way, where the speaker's intention requires a certain amount of reasoning to be understood. The choice between direct and indirect speech acts reflects the level of politeness, social distance, imposition, rights and obligations of the two parties and whether the purpose of the communication has been achieved, and they are also important factors influencing the choice between direct and indirect speech acts. In this research we

would also define whether the speech acts of business correspondence are direct or indirect.

Business correspondence, as a written form of business communication, plays an important role in international trade. It can be divided into many categories according to different criteria. There are three major types of business correspondence trade – trade business correspondence, social business correspondence and internal business correspondence, which cover almost all aspects of foreign trade. And there are many forms of business correspondence. Different forms have different components. In this research, we would focus on business letters and e-mails for the analysis.

Chapter 2 Pragmatic Peculiarities of Business

Correspondence in English and Chinese

Based on the previous part of this thesis, in this section, we would analyze the pragmatic peculiarities of business correspondence in English and Chinese. The peculiarities analyzed below apply to business letters and emails. Generally, correspondence between companies is confidential and is not published to the public. As a result, we have no access to the business correspondence of a specific company, but can only search the Internet for the correspondence and also some teaching books. All of the materials are from the SE *Baidu*, the book *English-Chinese The Complete Applying Documents of Foreign Trade* by Wang Ping and the master's thesis *The Business Letter Writing Mutual Reference Research Between China and America* by Huo Wang.

2.1 Pragmatic Peculiarities of Business Correspondence in English

In order to define the pragmatic peculiarities of business correspondence in English, first of all, we need to analyze some examples. After analyzing, their characteristics would emerge.

a. Offering goods letter

AMERICAN HARDWARE COMPANY

WHOLESALE HARDWARE AND STEEL PRODUCTS

510 FIRST AVENUE SOUTH

SEATTLE 14, WASHINGTON

AIR MAIL October 8, 2019

Messrs. Ito & Company, Ltd.

Ginza, Tokyo

Gentlemen:

You no doubt have received Mr. Charles H. Black's letter of September 22, in which he advised you that the writer who has charge of our export business would write you regarding builders' hardware and other items that are reported in great demand at present in Japan. Due to the abundance of stock of all types of merchandise such as builders' hardware, carpenter's tools, etc. in their superior qualities, we are in a position to do export business advantageously to you. We are now working on a new catalog, which you will shortly receive by separate mail.

We are keeping your letter on file and will write you later about how we could arrange to handle this business on a credit basis that would be satisfactory to all concerned.

Very truly yours,

AMERICAN HARDWARE COMPANY

Export Department

In this letter we can see that the writer wants to establish a business relationship with the other party, so he/she directly expresses his/her purpose. There are four sentences. The first sentence is an indirect speech act because it is a question in the form of the statement. The following three sentences are direct speech acts. And the first, second and third sentence belongs to assertives, describing the fact, while the fourth sentence belongs to commissives, making a promise. So there are three direct speech acts, one indirect speech act, three assertives and one commissive.

At the very beginning, we can see that the writer uses "Gentlemen" to address the other party. Obviously, the writer does not know the name of the other party. Besides, the writer also uses written expressions instead of everyday language, like using "to be in a position " instead of "can". There are also some technical terms, such as "on a credit basis". And it includes many compound sentences like the first sentence.

b. Order letter

TAKAHASHI&CO

10 Barkley St.

CHICAGO, ILL

April 15, 2010

The American Products Co., Ino.

San Francisco, Cal.

Gentlemen:

Please forward to us by Fast Freight as soon as possible:

11,000 lbs. Californian Rice,

150 Chests Japanese Tea,

115 bgs. Wheat Flour.

We will remit the amount of the invoice on receipt of the Invoice of the shipments.

Very truly yours,

TAKAHASHI&Co.

T.J.Takahashi, President

This is an order letter. There are two sentences in this letter, all of which are direct speech acts. And the first sentence belongs to directives, while the second belongs to commissives. So there are two direct speech acts, one directive and one commissive.

The same as in the first letter, the writer uses "Gentlemen" to address the other

party. There are some trade terms in the text, such as "by fast freight", "invoice" and "shipments". Also, there are two abbreviations – "lbs" stands for "pounds" and "bgs" stands for "bags". The written language as "forward to" , "remit" and "on receipt of" shows the formality of this letter. In general, this letter is quite precise, using the least sentence to convey all the information without any useless words.

c. Counteroffer email

Dear Mr. Qirad,

Thank you for your inquiry of January 31. We hereby enclose our Spring Catalogue and current price list quoting CIF prices Le Havre. We would like to draw your attention to the trade and quantity discounts we are offering in our Special Purchases section on pp.19-26, which may be of particular interest to you.

Please, contact us if we can be of any further help.

Yours sincerely,

Tim Road

Manager

This is a counteroffer email. It includes four sentences, all of which are direct speech acts, directly expressing what the writer wants to say. And the first speech act is an expressive, expressing the gratitude. The second and third speech acts are assertives, stating the purpose of this email. The fourth speech act belongs to directives. So there are four direct speech acts, two assertives, one expressive and one directive.

The word "hereby" is an Old English word. "CIF" in the text refers to "Cost Insurance and Freight", which is a specialized term in foreign trade theory. The writer also uses compound sentences as well as some fixed structure phrases, such as "draw your attention to...", "be of particular interest to you" and "be of any further help". All

of these phrases reflect the written and formal nature of business correspondence in English. The phrase "be of any further help" also reflects the passive voice. And the last sentence is a common ending in business correspondence in English.

d. TAMANO&CO.
GIFU, JAPAN

June 10th, 2019

Messrs, Johnson&C.,
Kobe, Japan.

Dear Sirs,

We duly received 200 bags of Granulated Sugar you sent us, but regret to find on examination that 5 of them were in a very damaged condition, being apparently injured by seawater. We shall therefore be glad if you will look into the matter and let us know what you propose to do.

Yours faithfully,

TAMANO&CO.

S.Tamano, President

This is a letter of claim. There are two sentences in this letter. The first sentence is a direct speech act. The second is an indirect speech act because it is a request in the form of a statement. And the first speech act belongs to assertives, describing the truth. The second belongs to directives, asking the other party to do something. So there is one direct speech act, one indirect speech act, one assertive and one directive.

In the beginning the writer uses "Dear sirs" for the salutation. Although it differs from the first two, all of them are vague and do not indicate the surname of the recipient. After reading through the whole text we can see that the writer describes the facts directly without any disguises. But even though the writer expresses things

directly, he/she still shows his/her respect and politeness by using some phrases and words such as "regret to find". The writer does not outright reprimand the other party for their mistake but instead ask them to look at what went wrong and please the other party to inform them about what went wrong. This is You-Attitude, a way to leave room for the other party and show politeness.

e. **THE EASTERN TRADING CO., LTD**

January 10, 2019

Messrs.Harada&Co.,

Kobe.

Dear Sirs,

We have received an important order from Messrs.Itoh&Co., of Singapore, who have given us your name as the reference. We shall esteem it a high favor if you kindly give us information respecting their commercial position, and the estimation in which they are held.

It would give us a great pleasure to be able to render you a similar service, should an opportunity occur.

Yours faithfully,

THE EASTERN TRADING CO., LTD.

K.Kato, Manager

KK/TH

This is a letter to check the credit status of a company. There are three sentences in this letter. The first and the third sentence are direct speech acts. The second sentence is an indirect speech act because it is a request in the form of a statement. The first speech act belongs to assertives, describing the situation. The second belongs to directives, asking the other side to provide the information. The third belongs to

commissives, promising that they are willing to help the other side. So there are two direct speech acts, one indirect speech act, one assertive, one directive and one commissive.

First of all, the salutation is still vague. Then the writer uses many fixed phrases and sentence patterns like "esteem it a high favor" and "it would give us a great pleasure to...". These phrases make the letter very polite and formal. At the end of the letter, the writer writes that they are willing to render a similar service. This ending is a little bit different from the general one. Usually, the ending would be "We look forward to your early reply" or others like this. But the complimentary close is very typical. Usually, when we do not know the name of the recipient, we should use "yours faithfully". If we know the name of the recipient, we should use "yours sincerely", "yours truly" or "truly yours". The salutation of this letter is "Dear sirs", so correspondingly the complimentary close is "yours faithfully". The first four letters also follow this.

f. Enquiry letter.

JAMES TAYLOR&CO., LTD.

Leadenhall Street

LONDON, E.C.2

May 15, 2019

The Japan Trading Co.Ltd.,

Marunouchi, Tokyo.

Dear Sirs,

Seeing your advertisement in the Japan Trade Directory, we ask you will kindly send us as soon as possible your latest price list of Japanese sundry goods, including synthetic fiber goods, with the lowest quotation, together with an illustrated catalog.

We shall be pleased to have you inform us of your best terms and conditions, and also your references. Ours is the London Bank, Ltd.London.

Looking forward to receiving your immediate reply.

Yours very truly,

JAMES TAYLOR&CO., LTD.

There are four sentences in this letter. All of them are direct speech acts except for the second one. The second sentence is an indirect speech act as it is a request in the form of a statement. The first and second speech acts are directives, asking the other side to send the latest price list. The third one is an assertive. The last one is an expressive. So there are three direct speech acts, one indirect speech act. two directives, one assertive and one expressive.

There are only four sentences in this letter, but the information is a lot. The writer uses compound sentences to combine several sentences. It is a good way to make the letter precise. Besides, the writer uses the passive voice in the second sentence to show politeness. The letter also ends with a common closing phrase indicating that the writer hopes to hear back from the other party soon.

g.

THE ORIENTAL HOTEL, LTD

Marunouchi, Tokyo

April 10, 2019

ANNOUNCEMENT-CHANGE OF MANAGEMENT

The Management of the Oriental Hotel, operated by the Tokyo Kisen Kaisha, has now been taken over by a new company and will be operated by the new management under the name of the ORIENTAL HOTEL, LTD., having Mr.Y. Shimada as the Managing Director.

The new management is assuring its patrons of its best efforts and hospitality.

THE ORIENTAL HOTEL, LTD.

This is a circular letter. There are two sentences in this letter, both of which are direct speech acts. And the first sentence belongs to declarations, announcing the change. The second belongs to commissives, making a promise. So there are two direct speech acts, one declaration and one commissive.

The wording of this notice is very formal. Words and phrases like " under the name of" and "assuring its patrons of" could prove this. As we can see, the first paragraph consists of only one sentence – the writer uses one compound sentence to present all the information.

h.

To. Compuvision Ltd

Cc.

Subject. Quad sound systems

Dear Sir/Madam:

Please would you send me details of your quad sound systems, advertised in the April edition of "Sound Monthly"?

I am particularly interested in the O-range.

I look forward to hearing from you.

Yours faithfully,

Beatrix Kaasen(Ms.)

Bredgade 51

DK 1260

Copenhagen K

Tel/Fax: (+45) 741583

Email: kaasenb@intertel.net.dk

There are only three sentences in this email. All of them are direct speech acts. The first sentence belongs to directives, asking the recipient to send details. The second and the third ones belong to expressives. So there are three direct speech acts, two expressives and one directive.

There is not much information in the text. The main message of this email is a request for the other party to send details of their sound system. The writer directly expresses her request. Besides this, the writer also uses a compound sentence and a fixed ending in this email.

i.

To: Beatrix Kaasen

Cc.

Subject: Respond to quad sound systems

Attachment: one (doc.)

Dear Ms. Kaasen,

Thank you for your inquiry.

I attach our catalog and price list for our quad sound systems. You will find full details of the O- range on page 31-35.

Please contact us if you have any further questions or would like to place an order.

We look forward to hearing from you.

Yours sincerely,

Donald Sampson

Sales Manager

Compuvision Ltd

This is a return email. It is a response to the email above. There are five sentences in the text. All of them are direct speech acts. The first sentence is an expressive, expressing gratitude for the inquiry. The second and third sentences are assertives. The fourth sentence is a directive. The fifth one is an expressive, expressing the wish to receive a reply. So there are five direct speech acts, two assertives, two expressives and one directive.

The content of the letter is very simple and is intended as a response to the inquiry. In everyday situations, we say "order goods". In this letter, the writer uses the written expression "place an order". And the writer also uses fixed the sentence pattern "Please contact us if you have any further questions." and "We look forward to hearing from you.".

j.

251 rue des Eaimonieres

F-86000 Poitiers Cedex

France

Ref.PG/AI

May 12, 2020

Sales Department

R.G.Electronics AG

Havmart 601

D-5000 Koln 1

Dear Sir/Madam,

We are a large music store in the center of Poitiers and would like to know more about the rewritable and recordable CDs you advertise in this month's edition of 'Lectron'.

Could you please tell us if the CDs are leading brand names, or made by small independent companies and whether they would be suitable for domestic recording?

We would appreciate it if you could send us some samples. If they are of the standard we require, we will place a substantial order. We would also like to know if you offer any trade discounts.

Yours faithfully,

P.Dure

This is an inquiry letter. There are five sentences. The first two sentences are direct speech acts. The third one is an indirect speech act because it is a request in the form of a statement. The fourth is a direct speech act. And the fifth sentence is an indirect speech act. The first sentence belongs to assertives, introducing who they are and stating why they write this letter. The second and third sentences belong to directives, asking for information. The fourth sentence is a commissive. The fifth one is a directive. So there are three direct speech acts, two indirect speech acts, one assertive, three directives and one commissive.

The writer does not know the name and the gender of the receiver, so he/she uses "Dear Sir/Madam" and correspondingly "Yours faithfully". And the writer is also very polite. As we can see, the writer uses "could you please", "We would appreciate it" and "We would also like to know". These sentence patterns show politeness and also formalness.

There are 34 sentences in the ten letters above. 28 of them are direct speech acts,

directly expressing what the writer wants to say, while 6 are indirect speech acts, expressing requests in the form of the statement. And there are 11 assertives, 11 directives, 6 expressives, 5 commissives and 1 declaration.

Based on these data, we can conclude the following laws.

1) Direct Speech Acts and Precise Use of Words

Business correspondence in English consists mainly of direct speech acts. As a rule, business correspondence in English implies a direct manner of speech. However, if it is the information that might cause discomfort to the other party, they would express it indirectly. In the letters and emails above we could see that most of the indirect speech acts are either questions or requests, but expressed not in the way of asking questions or making requests. This is because questions or requests may cause discomfort to the other party. And statements are a good way to express things, and they make the other side easily to follow your request and do what you want them to do. And they may not realize that they also have another option – that is the refusal.

Business correspondence in English contains a large number of descriptive words, indicating the quantity, price, amount, time, model, specification, material, color, etc. So it is important to be specific, clear and accurate when conveying information about business activities to avoid unnecessary trouble or disputes. Therefore, the wording of business correspondence in English is very strict, the choice of words is very careful and the use of words is very precise. That is why direct speech acts make up the biggest percentage of business correspondence in English. Besides, it prefers objective descriptions rather than subjective expressions and avoids mentioning exaggerated facts. The expressions are concise, without nonsense, and strive to express the content of the correspondence accurately. These features reflect the rigorous and logical nature of business texts.

Dates are one of the concrete expressions of its precision. Dates in business correspondence in English are very important information and can easily be misunderstood if not worded correctly, so be extra careful when choosing prepositions to avoid leaving a source of controversy. For example, use the preposition 'before' to indicate that the day before the date is the expiry date, or 'by', 'on or before' to indicate that the day of the date is also included in the expiry date.

2) Many Assertives and Directives

As shown above, based on the categories of speech acts according to their intended meaning by Searle, assertives and directives occupy a large percentage. Then they are followed by expressives, commissives and declarations.

The most common speech acts are assertives and directives. Because most of the information in business correspondence is factual, such as describing one's company and products, describing the market or the delivery of a particular item, etc. And generally speaking, correspondence is written with a certain purpose, either to ask the other side to provide information to your own party, to expedite the delivery of goods, or to request compensation, etc. Next is expressives. Expressives are like expressing their appreciations of the reply, wish to receive the earliest reply or interests to the products. Next is commissives. There are many promises in the correspondence, like promising a lower price or promising to ship as soon as possible. As for declarations, they are common only in circular letters, announcing the changes.

3) Fixed Sentence Patterns

Business correspondence in English contains a large number of fixed sentence patterns, which have been accumulated over many years of correspondence between countries and are widely used.

For example:

"We are in receipt of..."

"We are willing to establish business relations with your company."

"We should be obliged if you would send us catalog and price list of..."

"We are looking forward to your early reply..."(5 2007)

When you want to ask the addressee to reply as soon as possible, you could say "it will be appreciated if you give your reply as soon as possible." When you want to show your appreciation, you may say "We are obliged for.../Please accept our thanks for .../Allow us to thank you for...".

In the closing section of business correspondence in English, in most cases, if a reply is expected, the writer would write "Look forward to your early reply" or "I hope to hear from you soon". Like other ordinary correspondence, the writer would use "Best regards", "Yours respectfully", "Yours respectfully", "Respectfully yours" and other expressions to express respect and good wishes to the other party. (7 2014)

4) Politeness

External business activities are based on the principles of mutual trust, reciprocity, mutual benefit, cooperation and mutual respect, therefore, the writing of business correspondence should also follow these principles to achieve smooth business and trade activities. If there is a lack of appropriate courtesy in business communication, it is difficult to conduct business activities. Therefore, the language and tone of business correspondence in English are polite. The You-Attitude is a good way to show politeness. It shows the consideration of the other party's position and respect for their customs and traditions.

Here are two examples, which show the comparison of the We-Attitude and You-Attitude. And we can see that no matter it is We-Attitude or You-Attitude, all of them belong to direct speech acts.

We-Attitude: "We regret to note that after five letters from us your account still remains unpaid. We cannot permit this state of affairs to continue. We shall expect a check by retail mail."

You-Attitude: "You must have a good reason for not having paid anything since July on your account- we are sure of that. But you don't tell us what the reason is. If you can, send in a part payment with your answer. But whether you can do that or not, at least tell us what is wrong. Give us a chance to help."(18 1990)

At the same time, in order to be polite and courteous, business correspondence in English often uses words such as "suggest, recommend, ought to, had better" to turn an imperative sentence into a declarative sentence of advice or counsel in a much more polite tone. (15 2008)

5) Strictness

English is a very strict language. This is reflected in business correspondence in English. There are two points to prove this.

One is the vague salutation and corresponding complimentary close. Salutation is the start of business correspondence. With the rapid development of communication methods, people now can conduct transactions without having to travel to the same place. In business, it is possible that one party may not know much about the other party, such as their age and gender. As a result, salutation in business correspondence in English is often vague. A common salutation used in business correspondence in English is 'Dear Sirs/Madams'. In some cases, the sender does not know the name or gender of the other person. So this greeting is both formal and strict, without making the other person feel uncomfortable. If the sender knows exactly the name and gender of the other party, the sender will use "Dear Mr/Ms. XXX" to address the other party, which is a formal way of greeting the other party and bringing the two parties closer

together.(4 2018) And usually, when we do not know the name of the recipient, we should use "yours faithfully" for the complimentary close. If we know the name of the recipient, we should use "yours sincerely" or "yours truly" or "truly yours".

The second point is the compound sentences. In the above examples, we could see that there are many compound sentences. The use of a large number of compound sentences demonstrates the strictness of Business English. It could show the relationship between different parts clearly through the structure. Also, it shows the formality.

For an instance, in the following sentence, the relationship between different parts is clearly shown.

“ We regret to inform you that a terrible earthquake rocked our area, which made our factory suffer serious damages, so it is impossible for us to ship the 3,500 pieces Cotton Shirting of your order No. 22 in one lot. ”

2.2 Pragmatic Peculiarities of Business Correspondence in Chinese

In this section, we would use the same analytical approach as in the previous part. As emails all have the same structures, here we will not copy the whole content but only the main body.

a. Reminder email

致北京安琪外贸有限责任公司:

据悉, 贵方已于 2013 年 9 月 1 日收到 D150708 号合同中的叁佰台型号为 X-5 的老字号牌缝纫机。可能由于贵方业务过于繁忙, 我方并未收到应于 2013 年 9 月 10 日之前汇至我方账户的伍万元尾款。烦请贵公司方便时于 2013 年 9

月 20 日前及时汇款, 以免造成不必要的损失和麻烦。感谢贵方的理解与配合。
顺颂商祺。

西安永茂进出口公司敬上

2013 年 9 月 11 日

This is the main body of a reminder email. There are five sentences in this email. The first sentence is a direct speech act, directly indicating the fact. The second sentence is an indirect speech act, indirectly indicating the other party's failure to pay the final payment by exchanging the subject. The third sentence is a direct speech act, directly asking the other side for payment as soon as possible, but in a very polite way. The fourth and fifth sentences are direct speech acts. As for the classification, the first and second speech acts belong to assertives, stating the facts. The third belongs to directives, asking the other party for the final payment. The fourth and fifth belong to expressives, expressing gratitude and best wishes. So there are four direct speech acts and one indirect speech act, two assertives, two expressives and one directive.

As we can see, the other party did not pay the final payment on time, but the writer does not state this fact directly but says that they have not received the money, using another way to present the fact. At the same time, a reason is given to explain the other party's failure to pay, so as to save their face. The writer is very cautious when sending negative messages. The writer is also very polite in his/her reminder, not accusing the other side of being aggressive.

The writer calls the other side "贵方", which is a common honorific in Chinese writing used to address the other party respectfully. The characters "敬上" are a common self-depreciatory expression that is used to show respect. The ending "顺颂商祺" is a classical Chinese expression, which means "Good luck with your

business".

b.

致北京 XI-B 公司:

感谢贵方于 2006 年 11 月 10 日有关 X-05 永久牌自行车的询盘函。

敝公司所经营的各种型号的永久牌自行车中, X-05 型号因其高性价比而广受喜爱, 畅销全国。X-05 型号永久自行车分为男款和女款, 共有黑白粉蓝四种颜色, 具体样式请参见附函中的产品册。

应贵方要求, 敝方现报价如下:

X-05 型号永久牌自行车	男式	500 元每辆 (伍佰元)
X-05 型号永久牌自行车	女式	530 元每辆 (伍佰叁拾元)

若贵方能够一次性订购 ≥ 50000 台 (伍万台) X-05 自行车, 我方愿意提供 3% 的折扣。定购量越大, 折扣也越大。若贵方感兴趣, 可以回信商讨。

静候回谕。

长晓贸易公司敬上

2006 年 11 月 12 日

This is a return email. There are eight sentences in the text, all of which are direct speech acts. The first speech act belongs to expressives, expressing gratitude. The second, third and fourth are assertives, describing the products. The fifth and sixth speech acts belong to commissives, promising the discount. The seventh sentence belongs to directives. The eighth one belongs to expressives, showing their wish to receive a reply. So there are eight direct speech acts, three assertives, two commissives, two expressives and one directive.

Besides the honorific "贵方" and the self-depreciatory expression "敬上", which

are also used in the previous email, the writer of this email uses the self-depreciatory expression "敝公司" to address their own side. Then the writer uses a table to clearly show the price of each item and also marks the price of each item in Chinese characters to avoid mistakes. This way of expressing things is very rigorous and avoids the possibility of misunderstanding. The mathematical notation " \cong " also shows the rigor of the writer. The ending of this email is also in classical Chinese – "静候回谕", the meaning of which is "We look forward to your reply".

c.

致武汉黄鹤楼丝绸进出口有限公司:

敝商行是香港一家大型进出口商行，主要经营服装和纺织品等，客户主要来自英国、法国、意大利等国，有多年的外贸经验。鄙行已与广东、浙江、江苏等有关公司建立了良好且长久等合作关系。

为了扩大经营，鄙行愿与贵公司建立长久业务往来，开展丝绸服装方面等业务。如贵方可以发送一份产品样本册和价目表至本邮箱地址，我方将不胜感激。

恭候回音。

香港玛雅商社敬上

2009年2月12日

The main purpose of this email was to establish a trade relationship. There are five sentences in the text. All of them are direct speech acts except for the fourth one, which directly introduces their company and the purpose of this email. The fourth sentence is an indirect speech act as it is a request in the form of a statement. The first and second sentences belong to assertives, introducing their company. The third is an expressive, expressing their wish to establish trade relationship with this company. The fourth sentence belongs to directives, asking for their product brochure and price

list. The fifth sentence belongs to expressives, showing their wish to receive the reply. So there are four direct speech acts, one indirect speech act, two assertives, two expressives and one directive.

The writer of this email also uses the honorific and self-depreciatory expressions. Besides, the sentence "如贵方可以发送一份产品样本册和价目表至本信件地址, 我方将不胜感激" is a fixed sentence pattern, which means "We would be grateful if you could send a sample brochure and price list to this email address". The sentence itself is a request for the possibility of sending a sample brochure and price list, but the writer expresses it in a statement. This expression is more likely to allow the other party to agree to the request.

d.

尊敬的 XXX:

您好!

我们已获悉贵公司 xx 年 x 月 x 日来信, 以及单价 xx 数量 xx 的 xx 产品报价, 非常感谢。

通过贵方随函附上的小册子, 我方发现贵公司产品质量甚优, 且款式多样。但很遗憾的是, 贵公司的报价远超出我方预算, 且有另一家公司愿意以 xx 价格售出, 所以很遗憾我方无法接受贵方报价。

若贵方愿意降低价格, 我方将十分高兴与贵方继续沟通。

盼复。

XX 公司敬上

xx 年 x 月 x 日

The main purpose of this email is to bargain. There are six sentences in this email. The first three sentences are direct speech acts. The fourth sentence is an indirect speech act, expressing their own company's target price by pointing out another

company's offer. The fifth and sixth sentences are direct speech acts. The first speech act belongs to assertives. It is just a simple greeting. The first half of the second sentence is an assertive, and the second half is an expressive. The third sentence is an expressive, expressing the recognition of the other company's products. The fourth one is an assertive. The fifth and sixth are expressives, expressing their willingness to continue communication and their desire to receive a response. So there are five direct speech acts, one indirect speech act, three assertives and four expressives.

This email also concludes with honorifics and self-depreciatory expressions. The writer wants to bargain but does not say it so directly, instead of introducing a company and cleverly using this company's quote to state their budget. The expression "随函" means "enclosed with email". "盼复" means "Looking forward to your reply". Both of these expressions are classical Chinese, which is a shorter and more formal way to express information.

e. 调价函

尊敬的客户:

您好!

首先感谢贵公司一直以来对我公司产品给予的支持和信赖,在此深表谢意。

受原纸和各种辅料价格不断上涨的影响,导致我公司运营成本持续上升,公司内部成本已无法消化。经公司研究决定从2017年4月15日起在纸板原材料销售价格的基础上作出如下调整:

一. 单瓦楞纸板: 上调 0.10 元/m²

二. 双瓦楞纸板: 上调 0.20 元/m²

三. 三瓦楞纸板: 上调 0.30 元/m²

特别提醒: 我公司承诺只接交货期为10天之内的订单,如交货期超过10天的一律不接单!

以上调价本公司实属无奈之举， 尊请谅解， 并衷心希望能一如既往地得到您的支持和厚爱。

顺祝

商祺!

浙江盛华包装有限公司

2017年4月14日

This is a price adjustment letter. There are seven sentences in the text. All of these sentences are direct speech acts. The first speech act belongs to assertives. It is a greeting. The second is an expressive, expressing the appreciation. The third one is an assertive, stating the depressing reality. The fourth and the fifth sentences are declarations, announcing the changes. The sixth and seventh sentences are expressives, expressing the apology and best wish to the other side. So there are seven direct speech acts, three expressives, two declarations and two assertives.

In the letter, the writer explains the reasons for the price increase and the price after the increase, as well as some additional information. Although the writer directly states the fact, he/she is still very polite. In the beginning he/she explains the objective and realistic reasons for the price increase, then he/she apologizes sincerely.

f. 联系函

致 XX 技术开发总公司:

我司于 X 年 X 月 X 日去函给贵公司，联系我司在 XX 向贵公司购买二宗用地（七千平方米和三千平方米）的办证事宜，贵公司也根据当时的实际情况向我司作出了回复。

近来，上级管理部门在检查我司工作时多次敦促我司着力解决上诉二宗用地的历史遗留问题，明晰权属，为企业改制创造必要条件。为此，我司特此致函贵公司，望尽快办出二宗用地国土规划两证或复函说明二宗用地现状，提出

比较具体的解决问题的办法。

此函盼复。

二 00 九年 X 月 X 日

This is a letter of contact. There are four sentences in this letter. All of these four sentences are direct speech acts. And the first two sentences are assertives, describing the reason for this letter. The third sentence is a directive, asking the other side to solve the problem as soon as possible. And the last sentence is an expressive, which means "we wish to receive your reply". So there are four direct speech acts, two assertives, one directive and one expressive.

This letter has a similarity to the price adjustment letter above in that it prefaces certain messages that may cause displeasure to the other party by stating that they are doing so out of necessity. The writer explains why they have to ask the other side to solve the problem quickly. Although the writer states the changes in a direct speech act, he/she is quite polite in wording. Besides this peculiarity, there are also other peculiarities such as the honorific "贵公司" and classical Chinese end"此函盼复". And it is obvious that the wording of this letter is quite formal, which is reflected in these expressions – "去函", "敦促", "明晰权属" and "特此致函".

g.

尊敬的客户:

您好像错过了我们展示最新产品的精彩展厅, 可能您太繁忙了, 因此脱不开身来。由于您是我们最重要的客户之一 (而且我们也知道您对于跑车青睐有加), 因此我们将向您介绍即将于下月中旬开售的极品跑车。

我们认为其中一款新型跑车会令您和尊夫人非常感兴趣, 那就是巴塞罗那汽车制造厂所生产的新型空气力 Aero。如果您想仔细观察一下这款卓越的跑车, 并进行试驾, 请在 3 月 21 日之前给我打电话。如果您在三月非常繁忙,

我可以将 Aero 开到您家或办公室，以便您亲自过目，并进行短期试用。

This is a sales email. There are five sentences in the text. The first sentence is an indirect speech act. The surface meaning of this sentence is stating the fact that this customer missed the exhibition. But actually, the writer wants to say that he/she did not see this customer in the exhibition and the/she wanted to introduce and sell a car to this customer. The writer is very clever, starting his/her pitch with this clever beginning – finding a reason for the customer not to come to the exhibition. The next four sentences are all direct speech acts. The first three speech acts belong to assertives. The fourth one is a directive. And the last one is a commissive – a commitment to a home test drive service. So there are four direct speech acts, one indirect speech act, three assertives, one directive and one commissive.

The customer may be busy, or he may not be interested in the exhibition. But the writer's purpose is to sell the car, so he/she deliberately ignores the possibility that the customer may not be interested, just to launch his/her own sales pitch. At the same time, the writer offers to give the customer a test drive or even to drive to the customer's company or office, in order to attract the customer. Generally speaking, people are averse to sales letters. The writer of this letter deals with this problem in a clever way. Besides this, the writer shows his/her respect to the customer by addressing the customer "您" and his wife "尊夫人". This may also help to reduce the customer's dislike of this letter.

h.

总经理:

您好!

我是您公司生产的德生牌收音机的用户。我已买了您公司生产的三个型号的收音机，是在北京天悦电子有限责任公司买的。我对贵公司的产品很满意，

我也很喜欢收音机，所以买了几个。

我今天给您写信主要是投诉北京维修点的。我每次去北京维修点，都能见到他们的负责人对待顾客态度冷傲，好像是和顾客有深仇大恨似的。我从没有看到他们那里的工作人员人笑过，脸色总是死气沉沉的。昨天，我去那里换了根收音机天线，遇到一位中年妇女去修她的 CD 机。没修多长时间，我就看到有位负责人(是位女士)满脸的不高兴，她当着客户的面斥责那位维修人员怎么修那么长时间，还说了些不干净的话。虽不是说我，但我心里也很难受的。我是一位酒店的员工，我觉得对待顾客最起码的微笑服务他们都没有学会，这以后还怎么对待顾客？我真担心北京维修点对贵公司的影响。希望贵公司能管一管这个维修点，不要忘了顾客是贵公司的衣食父母。

希望您能处理一下此事。

谢谢!

This is a complaint email. There are fifteen sentences in the text. All of them are direct speech acts except of the 12th and 13th sentences. The 12th and 13th sentences are indirect speech acts. These two sentences literally mean that the writer hopes the general manager of this company will train their staff. The implication is that the company may lose him/her and many more customers if their staff continues to behave in such a poor manner.

The first three sentences are assertives. The first half of the fourth sentence is an expressive, expressing his/her like for this company's product, while the second half of the sentence is an assertive. The fifth, sixth, seventh, eighth and ninth are all assertives, describing what happened. The tenth is an expressive, expressing this customer's unhappiness. The 11th is an assertive. The 12th is an expressive, expressing his/her worry about this company's future. The 13th and 14th are directives, asking the manager to solve this problem. The 15th is an expressive, expressing gratitude in

advance.

So there are thirteen direct speech acts, two indirect speech acts, ten assertives, four expressives and two directives.

As with the other Chinese letters above, the writer begins his or her presentation of the complaint with a foreshadowing – a compliment about this company's product. This is the Chinese way of thinking. Generally Chinese prefer not to criticize others directly. And if the criticism is inevitable, we would start with some kind words to dull the attack of the criticism that follows.

i.

致春雨针织厂王主任:

您好!

我商城于 2019 年 1 月 8 日与贵厂签订的供货合同中规定: 由贵厂供应我商城的 5000 条舒棉牌 L 码白色夏款运动短裤应于 2019 年 5 月 8 日交货。现已逾期两日。介于现在正是销售旺季, 货物供应短缺将直接影响我商城销售。因此, 烦请贵厂认真履行合同, 尽快发货。

此致

礼敬!

西华市同茂服装商城

2019 年 5 月 10 日

This is a shipment reminder email. There are six sentences in this email, all of which are direct speech acts. The first four sentences are assertives, stating the fact. The fifth one is a directive, asking the other side to send the goods off as soon as possible. The last one is an expressive. So there are six direct speech acts, four assertives, one directive and one expressive.

Like the above letters and emails, the author laid the groundwork before expressing

the information urging delivery. And the writer's tone is not gruff. There are no sharp words, such as "otherwise we will investigate your legal responsibility."

j. 订购函

尊敬的美的公司张先生:

您好!

贵公司 2019 年 7 月 16 日的报价单收悉, 谢谢。贵方报价比较合理, 特此订购如下产品:

ESCL-1 型号白色美的冰箱 5 台 单价 1500 元 总计 7500 元

ESCL-3 型号银色美的冰箱 5 台 单价 2000 元 总计 10000 元

总计: 17500 元

结算方式: 转账支票

交货地点: 杭州市西城区万象仓储西门

交货时间: 2020 年 9 月 20 日前

请准时运达货物。我方接收到贵方装运函时, 将立即开具转账支票。

请即予办理为盼。

杭州市万象电器有限责任公司

This is an order email. There are six sentences in the text. All of them are direct speech acts. The first sentence is an assertive. The first half of the second one is an assertive, while the second half is an expressive. The third is an assertive, saying the specifics of the order. The fourth is a directive. The fifth is a commissive. And the last one is a directive, asking the other side to send the goods on schedule. So there are six direct speech acts, three assertives, two directives, one expressive and one commissive.

The last sentence of this text is of classical Chinese tone. If expressed in modern Chinese, it would be "望贵方即刻予以办理".

In the above ten letters and emails, there are 67 sentences. The number of direct speech acts is 61, while the number of indirect is 6. There are 34 assertives, 20 expressives, 10 directives, 4 commissives and 2 declarations. In general, these letters and emails are short, each essentially containing no more than one page with only one subject.

From these correspondence, we could summarize the following pragmatic peculiarities of business correspondence in Chinese.

1) Indirect Speech Acts and Be Cautious when Sending Negative Information

The main speech act of business correspondence in Chinese is direct speech acts. But there is still a small number of indirect speech acts. From these letters and emails above we could see that most of the indirect speech acts are used to convey negative messages. In the writing of business correspondence, it is inevitable to encounter the situation of transmitting negative information. Negative information means a variety of unpleasant or worse things to the reader, such as denying the offer, rejecting the payment method offered by the other party, informing the other party that the order cannot be accepted, or pointing out the error of the other party. (1 2009) It is quite challenging to be polite when sending negative messages.

Chinese generally pay more attention not to losing face. We will not refute each other in public, nor do we like to be refuted by others. Therefore, the Chinese will try to maintain the face of both sides. For example, when we disagree or reject a request, we tend to use more euphemistic language, such as using vague language to reduce the intensity of the negative. Like this, "贵方的看法也许有一定道理, 但.....(There may be some truth in your view, but...)".

When the Chinese disagree on an issue, we do not say it directly, because it makes people feel rude. Instead, we say, "我们会进一步考虑 (We will take this into

further consideration.)." In spoken Chinese, words that mean to reconsider and study again can often avoid direct conflict with the other party and save the face of the other party to a certain extent. In order to take care of the other side's face, we will also help the other side to find a step-down, "可能由于贵方业务过于繁忙, 以致忘记承付...(Maybe because your business is too busy so that you neglect to pay...)." This way of expression already shows up in the previous examples.

Because of this feature, business correspondence in Chinese contains some indirect speech acts. (12 2012) But the majority of business correspondence in Chinese are still direct speech acts. After all, it still belongs to business correspondence, following the overall characteristic of business correspondence. Business correspondence needs to be precise. Direct speech acts help to convey the information precisely and accurately.

Usually, there are four ways to deal with negative information.

The first way – use a positive tone to convey a negative message. Effective correspondence is usually positive. When writing business correspondence, the writer should not only try to convey information but also try to create a positive and friendly atmosphere as much as possible, because the positive information disclosed in the correspondence is more likely to help the writer achieve his/her communication goal than the negative one. In fact, the most important writing skill and principle when delivering negative information is to be as positive as possible. When delivering unpleasant information, writers should use a better way to state the negative aspects. This approach allows readers to accept a negative self-image while maintaining a positive attitude toward the author and his company.

The difference can be clearly felt by comparing the following two examples.

为了得到 5%的折扣, 你们必须在每月 10 号前支付帐单。(否定的态度) (In

order to get a 5% discount, you have to pay your bill before the 10th of each month.)(negative attitude)

若贵方每月 10 号前支付帐单, 则可获得 5%的折扣。(积极的态度) (You will get a 5% discount if you pay your bills before the 10th of each month.) (positive attitude)

The second way – change the subject. Sometimes, both parties to a transaction need to write a letter or email pointing out the other party's mistakes or errors. This will inevitably look like an accusation, and it is also a negative message. If the author uses the second person "you" as the subject of the sentence, the statement will appear abrupt, strong and will lose manners. Another way to deal with this problem is to use different people and tenses intelligently and skillfully. The following two sentences will make the reader have different psychological feelings. The second statement is obviously more acceptable than the first and appears more polite. (19 2009)

你方未及时发货。(You failed to deliver the goods in time.)

遗憾的是, 货物未被收到。(To our regret, the goods were not received.)

The third way is to find a suitable excuse for the other party's mistake. This approach is used when it is necessary to point out the mistakes of the other party in the correspondence. For example, if the other party forgets to pay the final bill, you can say, "Perhaps your company is too busy with business". If there is a problem with the quality of the goods, you can say that there may be a problem with the packaging.

The fourth way is the rise-fall pattern. It means that when you need to say something negative, you may say something positive before it. For example, when we need to criticize someone, we may say something nice first, like a compliment, and then we start our criticism. This approach is used in the previous examples. Just like the eighth example. The writer praises the products of this company before

expressing his/her complaint.

2) Many Assertives and Expressives

The most common speech act of business correspondence in Chinese is assertive, just like in business correspondence in English. The reason is also the same. Most of the information in business correspondence is the statement, either describing a product or a situation. That makes assertive occupy the largest percentage. Next is expressive. This is a little bit different from business correspondence in English. As we can see from the examples above, many of them contain words of blessing and wish, such as "顺颂商祺" and "此函盼复". Also, when expressing certain negative messages we would express our appreciation for the other company or interest in the other company's products before we start to express their real purpose. So this makes expressive occupy a large percentage. The third type is directive, which is used to ask the other side to reply or to deal with the problems, etc. After directive is commissive and declaration with the same order as in business correspondence in English for the same reason.

3) Classical Chinese

Business correspondence in Chinese often contains many classical Chinese expressions. There are two reasons for this. One is because it is a shorter way to express things than vernacular, showing the concise nature of the business correspondence. The other is that it seems more dignified and discreet.

For example, when you want to say "I look forward to your reply.", if you use modern Chinese, it would be "期待着您的回信", which has seven characters in total, but if you use classical Chinese, it would be "静候回谕", "恭候回音", "盼早日赐复" or "期盼回复". It not only has a less number of characters but also shows respect for the other party and is more formal and appropriate. When you want to congratulate

someone, "谨以至诚" is far more formal and dignified than "恭喜".

Here are some special characters and expressions commonly which are used in business correspondence in Chinese : "贵方、贵司、函、来函、随函、特、收悉、兹、商祺、复函、专此、敬上、特此、为荷、惠鉴、函达、候复、函复、函告、谨启、赐复". (2 2009) Most of these characters and expressions have the color of classical Chinese, or they themselves are classical Chinese.

Moreover, business correspondence often ends in classical Chinese. Examples are as follows:

盼见谅。 (Please forgive me.)

请即函告。 (Please write back quickly.)

烦请从详赐复。 (Please give me your full reply.)

请届时列席为荷。 (Please be present then.)

顺颂商祺。 (Good luck with your business.)

4) Conciseness

Business correspondence in Chinese is very short. It is considered abnormal for business correspondence in Chinese to contain two pages. Nowadays, the development of telecommunication technology makes communication more convenient, so it is not necessary for people to write correspondence for too long to convey more information. Another reason is that in the business world, things change quickly and frequently. This requires frequent contact with business people. These two reasons make business correspondence in Chinese short and concise.

From a stylistic point of view, being short and concise makes writing enjoyable. Usually, a long text will make the reader feel bored. A shorter piece of written material usually presents a direct and obvious point of view, which makes it easier for the reader to grasp the main point, thus saving time. This is very important for

business people who may have to read a lot of correspondence every day. Therefore, we can say that short and concise business correspondence helps to better achieve its functions.

As a result, business correspondence in Chinese rarely contains long sentences. Classical Chinese is a good way to express information briefly. For example, if we want to say "If you want to order any of our products, please contact us.", in classical Chinese it would be expressed like this, "如有需求, 请与惠顾。". Also, "I have the honor to inform you that I have established today, in this town, a Dry-Goods Business under the firm name of John&Pink.", in Chinese it is "我已于今日在本地开设服装店, 店名为约翰·平克。特此奉告。" (18 1990) In Chinese the sentence is divided into two sentences. Each part is shorter and clearer.

5) Politeness

China is a country that attaches great importance to politeness. In daily communication, Chinese will address others as "您", especially when the other person is of a higher status than we are. Status here refers to social statuses, age, seniorities, etc., such as one's elders, leaders or teachers. And we also address strangers or people we do not know well as "您".

Politeness is greatly reflected in the correspondence in the form of written language. Almost in all correspondence, writers use honorifics to address others and self-depreciatory expressions to address themselves. For example, we address the other side as "贵 (贵公司, 贵方)" and call the other side's visit "光临、莅临、惠顾". We address our own party with modesty as "敝 (敝公司, 敝行, 敝人)". If you want to ask the other company what you want them to do, you may say "恭请、效劳". These characters and expressions show not only politeness but also formalness.

Some of the common honorifics in Chinese are as follows: "您鉴、贵方、贵国、

贵公司、阁下、敬复、敬悉、惠请、惠函、惠顾、赐复、奉告、承蒙、恭候".

And here are some common self-depreciatory expressions:" 敝人、敝公司、敝处、卑职、愚见、拙见 、拙作、拜读、过奖."(9 2019)

However, as time went by, people pay more and more attention to their own value. It is also possible that some writers would only address the other party by honorific but do not use the self-depreciatory expression to address themselves. In several letters above we could see that writers address themselves as "我方". This is also becoming more and more common.

Chapter 2 Conclusion

Pragmatic peculiarities are peculiarities that override vocabulary and grammatical peculiarities and are a reflection of the text as a whole. The majority of the speech acts of business correspondence in English are direct speech acts. And business correspondence in English is very precise. The choice of words is very careful and the expressions are concise, without nonsense. Assertives and directives occupy a large percentage. This is because most of the information in business correspondence is factual and almost all of the correspondence have a certain purpose. Besides these peculiarities, business correspondence in English contains a large percentage of fixed sentence patterns. And writers of business correspondence in English pay much attention to politeness. Some of them would use You-Attitude to show politeness. Strictness also plays a vital role in business correspondence. It is shown by two means. One is the vague salutation and corresponding complimentary close. The other is the compound sentences.

The majority of business correspondence acts in Chinese are also direct speech acts. But there is a small number of indirect speech acts. Most indirect speech acts are used to convey negative information, such as pointing out the error of the other party. Writers of business correspondence in Chinese are very cautious when sending negative messages. Generally, there are four ways to deal with negative messages. These methods are used to mitigate the level of negativity of negative messages. The most common speech act of business correspondence in Chinese is still assertive for the same reason as for the business correspondence in English. After assertive is the expressive. This is different from business correspondence in English. It is because

business correspondence in Chinese contains many sentences of blessings and wishes. In addition, business correspondence in Chinese contains a large amount of classical Chinese and most of the correspondence end in classical Chinese. And business correspondence in Chinese is very short. Writers would try to use a short way to present information. Last but not least, writers of business correspondence in Chinese would use honorifics and self-depreciatory expressions and other ways to show their respect and politeness.

Conclusion

Speech act theory is a philosophical theory of language. In the early twentieth century, the focus of Western philosophy shifted to linguistics. In the 1950s John Austin gave a lecture at Oxford University in which he proposed a theory of speech acts. The speech act theory was later developed by Searle and others. Besides speech act theory, Searle introduced the concept of indirect speech acts, which is of vital importance to this study. And Searle also distinguished between five broad categories of speech acts according to their intended meaning. They are assertive, expressive, commissive, directive and declaration.

With the integration of the global economy, international trade is booming and trade between countries is becoming closer, which has greatly increased the frequency of correspondence between people engaged in trade and commerce in different countries. Business correspondence is a form of written communication between companies and enterprises on various business occasions or in the course of business transactions. It has many forms and kinds. Its main purpose is to establish economic and trade relations.

Business correspondence mainly consists of direct speech acts, while indirect speech acts only make up a small percentage and are used to convey negative messages. Based on the five broad categories of speech acts according to their intended meaning by Searle, assertives are the most common type of speech acts in business correspondence for most of the materials are factual, either describing a product or a situation. While declarations are the least because they are rarely used to convey messages and are common only in announcements. In general, business

correspondence is concise, precise, strict and polite, no matter it is in English or Chinese.

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Appendix

Translation of Text 1 (in Chinese)

To Beijing Anqi Foreign Trade Company Limited:

It is noted that you have received 300 units of Old brand sewing machines model X-5 under contract D150708 on September 1, 2013. Perhaps due to your busy schedule, we have not received the final payment of RMB 50,000 by September 10, 2013. We would be grateful if you could remit the money at your convenience by September 20, 2013 to avoid unnecessary loss and trouble. Thank you for your understanding and cooperation.

Good luck with your business.

Yours sincerely,

Xi'an Yongmao Import & Export Company

September 11, 2013

Translation of Text 2 (in Chinese)

To Beijing XI-B Company:

Thank you for your letter of inquiry dated November 10, 2006 regarding the X-05 bicycle of Permanent brand .

Among the various models of Permanent brand bicycles that our company deals with, the X-05 model is widely loved and sold throughout the country because of its high cost performance. The X-05 bicycle is available in four colors – black, white, pink and blue, and has two styles

– for man and for woman, the details of which are in the enclosed catalog.

At your request, we are offering the following prices:

X-05 Bicycle of Permanent Brand	For Man	RMB 500 each
X-05 Bicycle of Permanent Brand	For Woman	RMB 530 each

If you can order more than 50,000 X-05 bicycles at one time, we are willing to provide a 3% discount. The higher the order quantity, the greater the discount. If you are interested, you may write back to us to discuss.

We look forward to hearing from you.

Yours sincerely,

Chang Xiao Trading Company

November 12, 2006

Translation of Text 3 (in Chinese)

To Wuhan Huanghelou Silk Import & Export Co.:

Our company is a large import and export firm located in Hong Kong with many years of experience in foreign trade, mainly dealing in garments and textiles etc, having customers mainly from the UK, France, Italy etc. We have established a good and long term relationship with companies in Province Guangdong, Province Zhejiang and Province Jiangsu.

In order to expand our business, we would like to establish a long term

business relationship with your company to develop business in the field of silk garments. We would be grateful if you could send us a catalog of your products and a price list to this email address.

We look forward to hearing from you.

Yours sincerely,

Hong Kong Mayan Trading Company

February 12, 2009

Translation of Text 4 (in Chinese)

Dear XXX:

Hello!

We have been informed of your letter dated xx/x/x and your offer of xx products at xx unit price and xx quantity, which we appreciate.

From the enclosed brochure, we found that the quality of your product is excellent and that you have a variety of styles. However, your offer is far beyond our budget and there is another company willing to sell at xx price, so unfortunately we cannot accept your offer.

If you are willing to reduce the price, we will be happy to continue communication with you.

We look forward to hearing from you.

Yours sincerely,

XX Company

xx/ x/x

Translation of Text 5 (in Chinese)

Dear Customers:

Hello!

First of all, I would like to thank you for your continuous support and trust in our products, and I would like to express my deepest gratitude.

Affected by the continuous increase in the price of raw paper and various auxiliary materials, our company's operating costs continue to rise and we could not absorb the internal costs. The company has decided to make the following adjustments on the basis of the sales price of cardboard raw materials from April 15, 2017.

I. Single corrugated cardboard: increase by RMB 0.10 /m²

II. Double corrugated board: increase by RMB 0.20/m²

III. Treble corrugated board: increase by RMB 0.30 /m²

Special reminder: Our company would only accept orders with a delivery time of less than 10 days, so that the orders with more than 10 days' delivery time will not be accepted!

Please understand that we have no choice but to increase the price, and we sincerely hope that we can continue to receive your support and love.

Best wishes.

Zhejiang Shenghua Packaging Co.

April 14, 2017

Translation of Text 6 (in Chinese)

Contact letter

To XX Technology Development Corporation:

We wrote to your company on xx/x/x, contacting you about the licensing of the two sites (7,000 square meters and 3,000 square meters) we

purchased from your company on xx/x/x, and your company replied to us according to the actual situation at that time.

Recently, when inspecting our work, the higher management department has urged us many times to make efforts to solve the historical legacy problems of the two sites under appeal, to clarify the ownership and to create necessary conditions for the restructuring of the enterprise. For this reason, we hereby write to your company, hoping that the two land planning certificates of the two sites will be issued as soon as possible or a letter will be sent to us to explain the current situation of the two sites and propose a more specific solution to the problem.

We look forward to your reply.

x month x day, 2009

Translation of Text 7 (in Chinese)

Dear Customer:

It seems that you missed our wonderful exhibition, where we showcased our latest products, perhaps you were too busy and therefore couldn't be here. Since you are one of our most important customers (and we know that you have a taste for sports cars), we would like to introduce you to some of the best sports cars that will go on sale in the middle of next month.

We think one of the new sports cars that will be of great interest to you and your wife is the new Aerodynamic Aero from the Barcelona car manufacturer. If you would like to take a closer look at this remarkable car and take it for a test drive, please give me a call by March 21. If you

are very busy in March, I can drive the Aero to your home or office so that you can see it in person and try it out for a short time.

Translation of Text 8 (in Chinese)

To General Manager:

Hello!

I am a user of the Desheng brand radios produced by your company. I have bought three models of your company's radios from Beijing Tianyue Electronics Co. I am very satisfied with your company's products and I like the radios, so I bought a few.

I am writing mainly to complain about the repair point in Beijing. Every time I go to this repair point in Beijing, I see their person in charge treating customers with a cold and arrogant attitude, as if they have a deep hatred with customers. I have never seen these staff smiling, and their faces are always serious. Yesterday, I went there to change a radio antenna and met a middle-aged woman repairing her CD player. Only after a few minutes I saw a person in charge (a lady) with a face full of displeasure reprimanding the repairer in front of the customer for taking so long to fix the CD player and also saying some dirty words. Although it was not about me, but I also have a hard time in my heart. I am a hotel employee. I think at least service staff need to treat customers with a smile, but they have not learned that, how would they serve customers in the future? I am really worried about the impact of the Beijing repair point on your company. I hope your company can take care of this repair point, do not forget that customers are your company's bread and butter.

I hope you can take care of this matter.

Thank you!

Translation of Text 9 (in Chinese)

To Director Wang of Spring Rain Knitting Factory:

Hello!

The supply contract signed between our mall and your factory on January 8, 2019 stipulates that 5000 pairs of Shumian brand L size white summer sports shorts supplied by your factory to our mall should be delivered on May 8, 2019. Now it is two days overdue. Since it is the peak season now, the shortage of goods supply will directly affect the sales of our mall. Therefore, I would like to ask your factory to fulfill the contract seriously and deliver the goods as soon as possible.

Yours sincerely

Xihua City Tongmao Clothing Mall

May 10, 2019

Translation of Text 10 (in Chinese)

Order Letter

Dear Mr. Zhang of Midea company:

Hello!

Your quotation dated July 16, 2019 is received, which we appreciate. As your quotation is more reasonable, we hereby order the following products:

5 units ESCL-1 model white refrigerator of Midea brand – RMB 1500 per unit – total RMB 7500

5 units ESCL-3 model silver refrigerator of Midea brand – RMB 2000 per unit – total RMB 10000

Total: RMB 17500

Settlement method: transfer check

Delivery location: West Gate of Wanxiang Warehouse, Xicheng District, Hangzhou

Delivery time: before September 20, 2020

Please deliver the goods on time. When we receive your shipment letter, we will issue a transfer check immediately.

Please handle this business immediately.

Hangzhou Wanxiang Electric Co.