

*Original Paper*

Analysing the Easing Language in Business English General  
Language Talks under the Perspective of Relationship  
Management Theory

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**Abstract**

*With the rapid development of globalisation, business communication has become more and more frequent in the international arena. In business English conversation, moderating language plays an important role as a communication strategy. Based on the perspective of relationship management theory, this paper explores the functions and strategies of de-escalation in business English talks. The results of the study show that de-escalation helps to establish and maintain good business relationships in business scenarios, and also positively affects the outcome of the talks. Finally, the paper puts forward some suggestions for the use of moderated language in business English talks to help business people communicate better across cultures.*

**Keywords**

*Business English common language, D-escalation, Relationship management theory, Talks*

**1. Introduction**

With the continuous advancement of globalisation, business activities are becoming more and more frequent around the world. Under such circumstances, cross-cultural communication has become one of the challenges that business people have to face and cope with. In business English talks, de-escalation, as a communicative strategy, plays an important role in establishing and maintaining good business relationships. Based on the theory of relationship management, this paper will discuss the functions and strategies of de-escalation in business English talks and put forward some suggestions to help business people communicate better across cultures.

## 2. Overview of Relationship Management Theory

Relationship management theory is an important part of the study of human relations, which focuses on the establishment, maintenance and development of interpersonal relationships. In the field of business, relationship management theory is widely used, and its core concept is to enhance the competitiveness and market influence of enterprises through establishing and developing good interpersonal relationships. In the business English conversation, the perspective of relationship management theory can provide a theoretical basis for us to interpret the role and effect of de-escalation. Second, the function of moderating language in business English conversation

De-escalation language in business English is used to maintain a good cooperative relationship and friendly atmosphere in the process of business negotiation, co-operation and communication, so as to promote the co-operation and reach a consensus between the two parties. The functions of moderating language are mainly in the following aspects:

### 2.1 Reduce Tension

Business negotiation often involves complex issues and distribution of interests, so it will produce a certain tense atmosphere. Through the use of moderating language, tension can be reduced, so that the negotiating parties can communicate in a relaxed and pleasant atmosphere, in order to give full play to their respective advantages and put forward constructive opinions. For example, when discussing a sensitive topic, moderating language can be used to express one's point of view, "I may have some bias, but I think we should try to find a solution that is acceptable to both sides." This avoids directly expressing a strong position and increases the flexibility and diversity of the dialogue.

### 2.2 Build a Relationship of Trust

Business negotiations are conducted on the basis of trust and co-operation between two parties. By using moderating language, a friendly atmosphere can be established in the talks and mutual trust can be enhanced. This can make both parties more willing to co-operate and reduce the occurrence of conflicts and clashes.

For example, when putting forward one's requirements, one can use moderating language to express, "I understand your company's interests and needs, and we hope to find a mutually beneficial and win-win solution." This can express your sincerity, but also reflects the importance of the other party's interests, and further enhance mutual trust.

### 2.3 Reduce Face-Saving Issues

Business negotiations may involve some face-saving issues, including the other party's mistakes or errors. The use of moderating language can politely remind the other party to avoid hurting the other party's self-esteem, so as to maintain the stability of the cooperative relationship. For example, when pointing out the other person's mistake, you can use moderating language to say, "I'd like to talk about what may be a minor problem, and we can find a solution together." This can maintain respect for the other party, avoid direct criticism or blame, and thus balance the emotions of both parties and maintain a good atmosphere of cooperation.

### *2.4 Increase the Space for Thinking and Exploring*

In business negotiation, both parties often have different opinions and views, by using moderating language, it can provide more space for both parties to think and explore, in order to achieve better cooperation results. For example, when the other side puts forward an opinion, you can use moderating language to show your position and viewpoint: “I understand your point of view, and I think we can explore some other options.” This expresses your own ideas and interests, while showing respect for the other party’s point of view and providing an opportunity for further discussion and communication. All in all, de-escalation in Business English GSL talks has the functions of reducing tension, building trust, reducing face-saving issues and increasing space for reflection and exploration. Through the flexible use of moderating language, it can promote the smooth progress of business negotiation and finally achieve the goal of win-win co-operation.

## **3. Strategies of De-Escalation Language in the Business English General Purpose Talks**

De-escalation is an important communication strategy in business negotiations, which can help to maintain a good co-operative relationship and friendly atmosphere. The following are the strategies for using moderated language in business English-speaking talks:

### *3.1 Use Polite Language and Adopt Euphemistic Vocabulary*

The use of polite language is the basis for maintaining good relations in business talks. When expressing an opinion, making a suggestion or opposing a point of view, using polite language can reduce tension and avoid hurting the other party’s self-esteem. For example, use polite phrases such as “please think about it” and “thank you very much for your time”.

To avoid conflict and arguments, use euphemisms and phrases to express different opinions. For example, use words such as “may”, “might”, “seems”, etc. to give a flexible and open attitude. At the same time, use conditional sentences and the virtual voice to state an opinion and make the tone more moderate. Example: I think it may be a good idea to consider other options.

### *3.2 Introducing a Third Party’s Point of View and One’s own Difficulties and Problems*

When one’s own point of view differs from that of the other party, a third party’s point of view can be introduced to ease the conflict. This can avoid criticising the other party directly or confining the argument between the two parties. for example: I understand your concerns, but according to experts in the field, alternative approaches might also yield positive results, alternative approaches might also yield positive results.) In order to increase mutual trust and willingness to co-operate, it is appropriate to share some of your difficulties and problems. This will allow the other party to feel your honesty and authenticity, and to understand your position more easily. Example: We are currently experiencing some challenges in our production process, which makes it difficult for us to meet your deadline. which makes it difficult for us to meet your deadline)

### *3.3 Presenting Common Goals and Interests*

The goal of a business negotiation is to reach a mutual agreement that satisfies both parties. Therefore, it is important to emphasise the common goals and interests of both parties during the negotiation process. This reduces rigidity and confrontation and encourages the parties to seek common solutions. Example: I believe we share a common goal of achieving customer satisfaction. Let's work together to find the best way to meet their needs. Let's work together to find the best way to meet their needs.

### *3.4 Express Humility and Gratitude, offer Solutions and Invite Co-operation*

Appropriate expressions of humility and gratitude in business meetings can increase rapport and reduce the other party's defensiveness. Expressing recognition of the other party's contributions and efforts will help build a more positive relationship. Example: I appreciate your valuable input and expertise in this matter. Your contribution has been instrumental in shaping our discussion. Your contribution has been instrumental in shaping our discussion. Your contribution has been instrumental in shaping our discussion.

In business meetings, offering solutions and inviting co-operation is an effective strategy for easing tensions and promoting co-operation. By showing that you are willing to put in the effort to find common solutions, you can increase the other party's trust in the co-operation.

Example: I understand the challenges we are facing.

## **4. Suggestions on the Use of Mitigating Language in Business English GSL Talks**

### *4.1 Focus on Polite and Friendly Language*

In business English talks, it is important to focus on the use of polite and friendly language, such as addressing the other party by name, using thanks and apologies. This helps to create a friendly atmosphere and establish harmonious interpersonal relationships. In a business English conversation, polite language is the basis for expressing respect and establishing a harmonious atmosphere. By using polite phrases such as "please", "thank you", "sorry", etc., you can express your respect and gratitude to others, which helps to ease the tension and improve mutual understanding. For example: Hello, are you free to meet with me? Thank you for your time, I am very happy to have this meeting with you. I am sorry to disturb you, I would like to ask some questions.

### *4.2 Pay Attention to the Euphemism and Softness of the Wording*

In a business English conversation, it is important to be polite and soft, avoiding overly direct and forceful expressions. The risk of conflict can be effectively reduced by using the virtual voice, reducing criticism and accusatory remarks. Avoid direct criticism or blame when the other person's views or suggestions are problematic. Instead, express your views in a softer and more tactful way. For example, use words such as "I think" or "I think" to express your opinion, rather than direct criticism such as "you're wrong" or "you're wrong! Instead of using direct criticism such as "you're wrong" or "you're wrong".

### 4.3 Focus on Expressing understanding and Empathy

In business English talks, it is important to focus on expressing understanding and empathy for the other party's point of view. By using encouraging words, actively participating in the dialogue, and looking for common interests, you can bring the two sides closer together and increase your willingness to cooperate. Express Understanding and Empathy When the other party is speaking, actively listen and express understanding and empathy for their point of view. This can make the other party feel respected and help build trust and a good relationship. By expressing understanding and empathy, it can ease the tension of the other party and improve mutual understanding and co-operation.

## 5. Conclusion

Based on the perspective of relationship management theory, this paper has explored the functions and strategies of de-escalation in business English generic talks. Through the analysis, we can draw the following conclusions: de-escalation language can establish and maintain good interpersonal relationships, reduce the risk of conflict, and stimulate empathy and willingness to cooperate in Business English talks. In order to use de-escalation language better, we also put forward some suggestions, such as focusing on politeness and friendliness, paying attention to euphemism and soft wording, and paying attention to expressing understanding and empathy. It is hoped that the findings of this paper will provide guidance and assistance to businesspeople for better use of de-escalation in cross-cultural communication.

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