

Innovative Research on the Cultivation of Cross-cultural Business Communication Competence from a Multi-dimensional Dynamic Perspective

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Abstract: *As an essential skill in global economic communication and world business communication, intercultural communication competence is crucial to enhance China's international influence. Therefore, this paper proposes an innovative research on cross-cultural business communication ability cultivation from a multi-dimensional dynamic perspective. Based on the current situation and necessity of the cultivation of intercultural business communication ability in China, this paper proposes three innovative strategies for the cultivation of intercultural business communication ability, namely, restructuring the cultivation system, enriching the cultivation mode, and following the effective cultivation principles, to provide reference for the development of students' comprehensive English ability.*

Keywords: *Cross-cultural business communication ability; Cultivate innovation; Strategic research; Multi-dimensional dynamic perspective*

1. Introduction

In today's economic globalization, international business activities are becoming more and more frequent, and the requirement of transnational trade talent ability is gradually increasing. In the world economic exchanges and global business and trade exchanges, conflicts of interest caused by cultural differences are increasingly aggravated. Therefore, it is very important for transnational trade talents to have cross-cultural business communication ability and coordinate cultural conflicts among global business partners. Cross-cultural communication competence refers to the abilities to communicate with various effective forms under different cultural background. Therefore, in the Business English teaching system of our country, focus on the cultivation of cross-cultural business communication competence can help students understand English language and international culture more deeply, and enable students to communicate freely in the future international trade. Therefore, in order to promote China's international influence and meet the country's demand for talents in international trade, colleges and universities should strengthen the cultivation of cross-cultural business communication skills, enable students to master other countries' customs and cultures based on solid English language, promote the sustainable development of our international business.

2. Current situation of intercultural business communication ability training

Today, there are more and more business and trade exchanges in countries around the world [1]. Because each country has its own unique cultural background, international business and trade exchanges are no longer simple language communication, but involve communication at a certain cultural level. Therefore, the cultivation of cross-cultural business talents has an important impact on the success of international business cooperation. Cultivating students' intercultural business communication ability is an important measure to adapt to the development of the times. In the current context of cultural diversity, China's colleges and universities have set up business English majors in succession to cultivate cross-cultural business communication talents required for international trade exchanges. However, when attending relevant conferences and reading relevant literature, this paper found that there are still some outstanding problems to be solved in the cultivation of intercultural business communication competence in China. Scholar Wang Lifei once pointed out that China attaches importance to the cultivation of cross-cultural business communication talents late, resulting in fewer business English professional teachers set up by national colleges and universities, and many

business English professional teachers in China are from English education majors. Although their English language ability is good, their cross-cultural business communication ability is still not professional, and they have not received special business negotiation training. Therefore, when cultivating students' intercultural business communication ability, many teachers inevitably have problems such as narrow teaching information and lack of corresponding practical experience. At the same time, the classroom teaching of Chinese business English majors is dominated by teachers, and many students passively accept some dry knowledge points without exposure to real cases. In the long run, students' desire for active learning is greatly reduced, resulting in poor training effect of cross-cultural business communication ability. Therefore, the need for the cultivation of intercultural business communication ability of college students is becoming increasingly urgent, and the reform and innovation of training strategies are highly valued by the educational sector in our country.

3. The necessity of cultivating intercultural business communication ability

The purpose of cultivating intercultural business communication ability is to improve China's international communication ability [2]. It should run through the whole process of business English education and reflect the requirements of cultivating professional talents in line with social orientation. Since the reform and opening up, China has participated in more and more international trade exchanges, and more and more cross-cultural business communication talents are needed. Therefore, the future development direction of business English majors in China's colleges and universities is to cultivate more versatile talents for foreign business practice. At present, many colleges and universities in China have set up business English majors, which not only need to pay attention to the cultivation of students' English language ability, but also need to teach students corresponding business negotiation skills. However, many business English majors in colleges and universities do not offer intercultural communication courses. Due to the lack of systematic theoretical research, students have a low level of understanding of other countries' culture, resulting in many courses at the practical level of international business communication cannot be expanded. Cultivating students' cross-cultural business communication ability is not only to meet the needs of the development of English subjects, but also to meet the needs of the development of international trade industry, which has very necessary practical value. In the process of international trade communication, a solid cross-cultural communication ability is not only conducive to the smooth progress of business activities, but also can effectively prevent some unnecessary conflicts in the process of business trade, which may bring serious economic losses. Therefore, as students of Business English major engaged in international trade activities, it is necessary not only to have English language skills, but also to master cross-cultural business ability, so as to smoothly expand international business trade activities and enhance the international influence of our country.

4. Innovative strategies for cultivating intercultural business communication competence from a multidimensional dynamic perspective

Cross-cultural business communication ability is the ability to carry out cross-cultural communication activities in the international business and trade environment. From the multidimensional dynamic perspective, the three core of intercultural business communication competence are business negotiation, language communication and multicultural. Therefore, this paper mainly focuses on the interaction between these three core competencies and the connotation elements, and carries out research on innovative strategies for cultivating intercultural business communication competence.

4.1. Restructuring the training system

At present, in the cultivation process of cross-cultural business communication ability, emphasis is placed on a series of training behaviors from the perspective of international business communication, and the multicultural perspective is seriously ignored, resulting in the poor practicability of business English courses in many colleges and universities. Therefore, this paper studies the innovative strategies for the cultivation of cross-cultural business communication ability from the multi-dimensional dynamic perspective. A comprehensive and integrated cultivation system [3] should be established based on the several core elements mentioned above, so as to present the dynamic characteristics of the cultivation system and obtain better cultivation results. Then the operating mechanism of the training system reconstructed in this paper from the multi-dimensional dynamic

perspective is shown in the figure below:

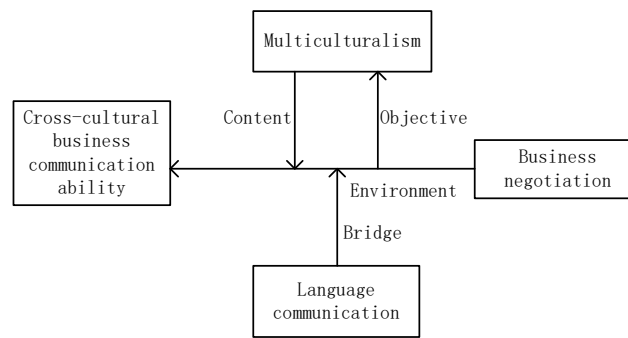


Figure 1: Operating mechanism of intercultural business communication ability training system

It can be seen from Figure 1 that under the multi-dimensional dynamic perspective, the overall operation mechanism of the reconstructed training system is the mutual restriction and interactive operation among the three core elements of business negotiation, language exchange and multiculturalism, so as to ensure the comprehensiveness of the cross-Kazakhstan business communication ability training. In China's traditional intercultural business communication ability training system, only the English language and business communication ability training are emphasized, without in-depth study of other countries' multicultural. However, from a multi-dimensional dynamic perspective, this paper elevates the cultivation of multiculturalism to the same level as the cultivation of language communication and business negotiation ability, pays attention to the interaction between the three core elements, reconstructs the cultivation system, and makes the three core elements present a more structural relationship. Recognition and respect for the multicultural culture of other countries can, to a certain extent, improve the behavioral effectiveness and educational effect of cross-cultural business communication ability cultivation. Therefore, from a multidimensional dynamic perspective, this paper reconstructs a more comprehensive and comprehensive training system to give full play to the effectiveness of cross-cultural business communication ability training.

4.2. Enrich the cultivation mode

From a multi-dimensional dynamic perspective, the cultivation of cross-cultural business communication competence needs to be combined with relevant theoretical knowledge and establish a feasible diversified training model from multiple aspects such as multicultural, business negotiation and language communication [4]. Nowadays, in the process of cultivating cross-cultural business communication ability, the main focus is on the cultivation of students' theoretical knowledge, and it is difficult to cultivate comprehensive talents with higher quality. Therefore, this paper puts forward innovative strategies for enriching the cultivation mode of cross-cultural business communication ability. In daily teaching, it is not only necessary to teach students theoretical knowledge content related to cross-cultural business communication competence, but also to train students' cross-cultural business communication awareness and strategies simultaneously. Among them, the awareness of cross-cultural business communication refers to the insight and understanding of the cultural differences of other countries and business negotiation skills in the process of international trade communication, which is an internal ability. In the process of international trade exchange, cross-cultural awareness can help Chinese business personnel understand the cultural differences and communication behaviors of other countries more accurately. Therefore, this paper believes that when cultivating cross-cultural business communication ability, it is necessary to pay attention to the cultivation of students' cross-cultural awareness. At the same time, cross-cultural business communication strategy means that business talents can skillfully use various communication strategies to solve various unexpected problems in international trade exchanges, which can effectively improve the effect of international business communication. Therefore, this paper believes that when cultivating intercultural business communication ability, it is necessary to carry out certain cross-cultural strategy training for students, so that students can view the relevant learning content of intercultural business communication teaching from a multi-dimensional and dynamic perspective, so as to improve their comprehensive quality. Therefore, from a multi-dimensional dynamic perspective, it is necessary to enrich the traditional single training mode and organically combine ability training with quality training to achieve better training results.

4.3. Follow effective training principles

From a multi-dimensional dynamic perspective, following effective training principles is the only way to cultivate and innovate cross-cultural business communication competence [5]. As can be seen from the previous content, the cultivation of cross-cultural business communication competence is not only the cultivation of language and professional knowledge, but also the practical business application. Therefore, it is necessary to follow the practical cultivation principle first and let students carry out cross-cultural business communication competence training teaching in real business scenarios, so as to cultivate talents more suitable for international competition. Practical principles require the integration of theoretical knowledge content learned by students with actual business scenarios, so that the training of cross-cultural business communication competence will not be isolated and boring teaching courses, and students can understand and master the information implied in cross-cultural business communication competence more deeply. Of course, in the cultivation of cross-cultural business communication competence, the key is to follow the principle of persistence, that is, to systematically and persistently cultivate students' cross-cultural business communication competence, rather than simply superficial teaching. In daily training, we can start from the historical allusions of other countries' multicultural culture, stimulate students' interest in learning, let students grasp cross-cultural business communication ability from shallow to deep, and imperceptibly, which can indirectly improve students' sensitivity to cross-cultural business communication ability. In the process of lasting cultivation, it is necessary to pay attention to maintaining the level and consistency of multiculturalism in other countries to avoid the poor cultivation effect caused by the messy teaching content. To sum up, the cultivation of cross-cultural business communication ability needs to follow the effective principles of practicality and permanence. In the whole teaching process, business practical cases should be taken as the main theme, and various kinds of professional knowledge should be persistent throughout the training process, so as to achieve the purpose of cross-cultural business communication ability cultivation and innovation from the perspective of multi-dimensional dynamics.

5. Conclusion

This paper introduces in detail the difficulties faced by Chinese universities in cultivating intercultural business communication competence, and points out that it is essential to cultivate intercultural business communication competence in the teaching process of business English majors. In addition, in view of the various problems highlighted in the training mode, this paper formulated a series of training innovation strategies from a multi-dimensional dynamic perspective, so as to provide certain theoretical basis for cultivating cross-cultural business communication talents needed by the society. International trade talents are the needs of The Times, cross-cultural business communication ability is the key to the cultivation of international trade talents, but also an important guarantee of sustainable development of our social economy.

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