

An Analysis of Intercultural Business Discourse in Modern Written Business Communication

Different cultural groups use their own methods to interpret verbal messages. Discourse analysis can provide important insights into how people communicate and interact. Developing a deeper understanding of intercultural discourse preferences is therefore vital to any successful international business transactions. This article focuses on analyzing and comparing the business discourse competence of Vietnamese Economics major students with established native discourse mastery. The article also addresses the development of modern Vietnamese business discourse preferences and traits. Overall, the article shows that it is important not only to be aware of cultural differences in business communication but, more importantly, to recognize them and interpret a business message in the appropriate cultural context. This work aims to present a comprehensive overview of Vietnamese business discourse preferences, serving as a guideline for effective cross-cultural business communication as well as intercultural studies.

Keywords: Discourse analysis, intercultural discourse, business discourse competence, business discourse preferences, international business transactions

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