

Requests in International Business Emails

Dissertation
zur Erlangung des Grades der Doktorin
der Philosophie
bei der Fakultät für Geisteswissenschaften
Fachbereiche Sprache, Literatur, Medien & Europäische Sprachen und
Literaturen
der Universität Hamburg

vorgelegt von

Xie Jinsha

Aus China

Hamburg, 2009

Als Dissertation angenommen von der Fakultät für Geisteswissenschaften,
Fachbereiche Sprache, Literatur, Medien & Europäische Sprachen und
Literaturen der Universität Hamburg aufgrund der Gutachten

Von **Professor. Dr. Klaus-Uwe Panther**
Und **Professor Dr. Dr. h. c. Juliane House**
Hamburg, den 2009

Acknowledgement

I would like to express my gratitude to all those who gave me the possibility to complete this dissertation.

I am deeply indebted to my supervisor Professor Klaus-Uwe Panther for his generous time and commitment. Throughout my doctoral work, he encouraged me to develop independent thinking and research skills. He continually stimulated my analytical thinking and greatly assisted me with scientific writing. I have to thank him particularly for all his encouragement along the long journey of writing this dissertation.

I am grateful to my second advisor Professor Juliana House for her thought-provoking comments on my research. My thanks go out to Professor Willis J. Edmondson, who read part of this dissertation and gave me precious comments. I would like to thank Professor Günter Radden and Professor Mechthild Reh, who take the time and effort to read my dissertation as members of my disputation committee.

I want to thank the Department of English and American Studies at Hamburg University, which offers me the opportunity to attend all the interesting courses. I would like to give my thanks to Mrs. Ewing-Bölke Susannah and Mr. Conor Snoek, and Mr. Peebles Clayton who proofread my dissertation three times, and gave me helpful suggestions and advice on the English language.

Finally, I want to thank my Husband Hu Weimin and my daughter Hu Beibei, who supported me all the way along the journey.

Table of Contents

1. Introduction - - - - -	1
1.1 Overview - - - - -	1
1.2 Structure of this dissertation - - - - -	3
2. Theoretical Background - - - - -	6
2.1 Introduction	6
2.2 Speech act theory - - - - -	7
2.2.1 Levels of speech acts - - - - -	7
2.2.2 Components of illocutionary acts - - - - -	7
2.2.3 Taxonomy of illocutionary acts - - - - -	9
2.2.4 Felicity conditions for illocutionary acts - - - - -	12
2.2.5 Indirect speech acts - - - - -	17
2.2.6 The request scenario - - - - -	20
2.2.7 Propositional directness and indirectness of requests - - - - -	26
2.2.8 Head act and perspectives - - - - -	27
2.3 Politeness theory - - - - -	27
2.3.1 Politeness strategies - - - - -	28
2.3.2 Weightiness of face-threatening acts - - - - -	32
2.3.2.1 Imposition - - - - -	32
2.3.2.2 Power - - - - -	34
2.3.2.3 Social distance - - - - -	35
2.3.2.4 Power, distance and imposition as independent variables - - - - -	36
2.3.2.5 Criticisms of Brown and Levinson's theory - - - - -	38
2.4 Culture - - - - -	38
2.5 Genre theories- - - - -	42
2.6 Summary - - - - -	45
3. Business Background - - - - -	46
3.1 Introduction - - - - -	46
3.2 The environment of international business - - - - -	46
3.2.1 Risks - - - - -	47
3.2.2 Complexity - - - - -	48
3.2.3 Length of transaction - - - - -	48
3.3 Forms of international business - - - - -	49
3.3.1 International trade practice and process - - - - -	49
3.3.2 International strategic business alliance - - - - -	52
3.3.3. Other relevant concepts - - - - -	54
3.4 International channels of distribution - - - - -	55
3.4.1 Complexity of the international channels of distribution - - - - -	55
3.4.2 Distribution channel power - - - - -	55
3.5 The pharmaceutical industry - - - - -	58
3.5.1 Pharmaceutical products- - - - -	58
3.5.2 Business laws - - - - -	59
3.6 Business negotiation settings- - - - -	60
3.7 Summary - - - - -	60

4.	Research Design and Methodology - - - - -	62
4.1	Introduction - - - - -	62
4.2	Research questions and working hypotheses - - - - -	62
4.3	Data - - - - -	63
4.3.1	Features of the data - - - - -	63
4.3.2	Corpus I - - - - -	65
4.3.3	Corpus II - - - - -	68
4.4	Research methodology - - - - -	71
4.5	Medium of the data - - - - -	73
4.5.1	Features of emails - - - - -	73
4.5.2	Layout of emails - - - - -	74
4.5.2.1	Email header - - - - -	75
4.5.2.2	Salutation - - - - -	75
4.5.2.3	Preclosing - - - - -	77
4.5.2.4	Signature block - - - - -	77
4.6	Summary - - - - -	77
5.	Defining Requests in International Business Emails - - - - -	79
5.1	Introduction - - - - -	79
5.2	Basic forms of requests in international business email - - - - -	80
5.3	Marginally-touching-the-point - - - - -	101
5.4	Comparisons - - - - -	110
5.5	Summary - - - - -	118
6.	Requestive Strategies - - - - -	120
6.1	Introduction - - - - -	120
6.2	The directness scale - - - - -	121
6.2.1	Illocutionary directness scale - - - - -	121
6.2.2	OBJECT and ACTION - - - - -	122
6.3	Results and discussions of each strategy - - - - -	124
6.3.1	Direct strategies - - - - -	124
6.3.1.1	PERFORMATIVES - - - - -	125
6.3.1.2	IMPERATIVES - - - - -	126
6.3.2	Conventional indirect strategies - - - - -	128
6.3.2.1	RESULT - - - - -	128
6.3.2.2	WANT - - - - -	129
6.3.2.3	AFTER- - - - -	131
6.3.2.4	CAN- - - - -	133
6.3.2.5	INTERMEDIARY- - - - -	136
6.3.2.5.1	High conventionality- - - - -	136
6.3.2.5.2	Lack of properties of conventional indirect requests- - - - -	138
6.3.2.5.3	Positioning- - - - -	140
6.3.2.5.4	Causes for the uniqueness of INTERMEDIARY- - - - -	142
6.3.3	Unconventional indirect strategy: POINT-TO - - - - -	143
6.3.3.1	Background POINT-TO- - - - -	143
6.3.3.2	Motivational POINT-TO- - - - -	144
6.3.3.3	Realization POINT-TO- - - - -	147

6.4	Distribution of requestive strategies - - - - -	149
6.4.1	Illocutionary directness and indirectness- - - - -	149
6.4.2	Directness and indirectness of OBJECT and ACTION - - - - -	150
6.5	Summary - - - - -	151
7.	Directness and Indirectness of Business Requests- - - - -	153
7.1	Introduction- - - - -	153
7.2	Imposition- - - - -	154
7.2.1	Definition of imposition- - - - -	154
7.2.2	Imposition of business requests - - - - -	156
7.2.2.1	Routine Requests - - - - -	156
7.2.2.2	Negotiation Requests - - - - -	158
7.2.2.3	Consequence Requests - - - - -	160
7.2.2.4	Regulation Requests - - - - -	161
7.2.2.5	Summary of the properties of business requests - - - - -	164
7.3	Power- - - - -	169
7.4	Social distance- - - - -	173
7.5	The weightiness formula and business requests- - - - -	177
7.6	Summary- - - - -	180
8.	Conclusion - - - - -	182
9.	Bibliography - - - - -	190
10	Appendix - - - - -	196

Abstract

This dissertation attempts to answer two questions: how varying levels of directness of requests are used to achieve communicative purpose, and why international business practitioners perform requests the way they do. Requests are defined as actions by which speakers ask hearers to do things. Based on Panther and Thornburg's theory, requests are classified into eight strategies: PERFORMATIVES, IMPERATIVES, RESULT, WANT, AFTER, CAN, INTERMEDIARY and POINT-TO. Before a speaker makes a request, the speaker first assesses the seriousness of the act, and then selects an appropriate strategy to mitigate the face-threat of the act. The findings show that the choice of the levels of directness is mainly determined by imposition, power, distance, culture, media, and communicative purpose. In this study, imposition is graded at four levels. Routine Requests have the lowest degree of imposition, while Consequence Requests the highest, with Regulation and Negotiation Requests in the middle. Power is distinguished between buyers and sellers. Normally, buyers are more powerful. Social distance is measured by the frequency of contact between the interactants. Current business partners are closer to each other than prospective partners. Directness is less face-threatening and more effective in written and business discourse. Participants from low-contexted cultures are more direct than those from high-contexted cultures. The findings show that direct strategies are mainly used to accomplish Routine Requests, conventional indirect strategies are chiefly explored to carry out Regulation and Negotiation Requests, and unconventional indirect strategies are primarily employed to realize Consequence Requests. The basic rules are adjusted by distance, power, culture, media, and communicative purpose. The findings suggest that business practitioners perform requests in this way because it helps them achieve the goals of buying-selling negotiation in an effective way.

Chapter 1. Introduction

This dissertation aims to investigate requests in international business emails. I will attempt to answer two research questions: 1) how varying levels of directness of requests are used to accomplish business activities, and 2) why international business practitioners perform requests the way they do.

1.1. Overview

Speech acts are the basic units of human communication. They can be classified into locutionary, illocutionary and perlocutionary acts. The term “speech act” usually refers to “illocutionary act”. A complete illocutionary act consists of two variables: the illocutionary force indicator and the indicator of propositional content, both contributing to the directness or indirectness of the act. Searle has developed a set of felicity conditions that can be used to distinguish one type of illocutionary acts from another.

An illocutionary act can be direct or indirect. Directness and indirectness have social meanings. Directness may mean power, solidarity and/or honesty. Indirectness may mean tactfulness and politeness. Panther and Thornburg offer a scale to measure the directness and indirectness of the illocutionary force of requests. Their scale is graded into five levels, into which I will insert one more to reflect the uniqueness of the data. Strategies representing the levels of directness of requests are termed PERFORMATIVES, IMPERATIVES, RESULT/WANT, AFTER/CAN and POINT-TO. The level of directness of a complete request is also shaped by the directness and indirectness of its propositional content. Two crucial propositional components – OBJECT and ACTION – will be examined in this dissertation. These components constitute the

requested act and are the main sources that cause propositional opacity in requests.

This study accesses the choices of certain levels of directness made by the business practitioners engaged in the business activities of the international pharmaceutical industry. International business has three salient features: high risks, complexity, and long business cycles. The interactants in the international business discourse community come from different cultures with different mother tongues. These factors determine that directness is an important constituent contributing to the success of the performance and comprehension of illocutionary acts in the international business discourse community. The data of this dissertation were collected from the international pharmaceutical industry, where supply typically exceeds demand. This means that buyers have more control over sellers. As buyers are almost at liberty to choose their suppliers, the power differential between buyers and sellers is large. These factors are bound to influence the choice of requestive strategies of the business practitioners.

The choice of requestive strategies is essentially motivated by the weightiness of requests. When calculating the weightiness of requests in international business emails, a speaker mainly considers six factors: rank of imposition, relative power, social distance, culture, media and communicative purpose. In international business emails, the six parameters are measured or classified according to the business context. Imposition is graded according to the type of business activities requested: routine, regulation, negotiation and consequence activities. Power differential is measured according to business roles as buyers and sellers. In a buyer's market, buyers are more powerful than sellers. Distance is primarily determined by the degree of familiarity, i.e., how long and how often the interlocutors do business together. Each participant in the international business discourse community is mainly influenced by two cultures: the culture of origin and the culture of the international business profession. Different cultures value different levels of directness, and the international business culture prefers directness. Two types of communicative purposes are distinguished: interaction and getting business done. When the communicative purpose is to get business done, directness is preferred. In written communication, illocutionary acts have to

be more direct to compensate for the lack of visual and audio cues inherent in face-to-face communication.

The findings show that there is a relationship between the weightiness of a face-threatening act (henceforth FTA) and the choice of requestive strategies. However, the research results do not support the claim that the greater the weightiness, the more indirect the strategy becomes. The reason might be that in business settings, face is saved or maintained not for the purpose of socialization, but to get business done.

The answer to the first research question is therefore that direct strategies are mainly used to carry out Routine Requests, conventional indirect strategies are generally employed to accomplish Regulation and Negotiation Requests, and POINT-TO is largely explored to fulfill Consequence Requests. These basic rules are adjusted by power, distance, culture, media and communicative purpose. The answer to the second question is that business practitioners perform speech acts the way they do in order to achieve the goals of buying-selling negotiation in a more effective way.

The data of this dissertation consist of two corpora. Corpus I is a complete collection of business negotiation containing 29 emails. The long string of emails offers a valuable opportunity to examine requests in relation to their consequent acts and to other speech acts in an interdependent way. Corpus II, consisting of 444 requests from 44 countries, provides a precious opportunity to observe how illocutionary acts are accomplished in a discourse community comprising interactants from a wide range of cultures.

1.2. Structure of this Dissertation

In this dissertation, I will proceed as follows. Chapter 1 is an introduction. Chapter 2 is a literature review summarizing and assessing theories guiding the research of this study. Speech act theories, politeness theories and cultural factors will be presented in this chapter. In addition, the concepts of discourse community, communicative purpose as well as definitions of genre will be clarified.

In Chapter 3, I will introduce international business theories to facilitate comprehension of the context in which the requests and their consequent acts take place. I will present the most salient features of international business, introduce the forms of business in which the interactants in the data of this dissertation are engaged, explain distribution channel power, and describe the pharmaceutical industry from which my data are collected.

In Chapter 4, I will introduce research design and methodology. Two research questions and four hypotheses will be put forward, and detailed information about the two corpora will be introduced. To assist comprehension of illocutionary acts in business emails, the structure of electronic mails will be introduced. In this dissertation, both qualitative and quantitative research methods will be used for the investigation.

In Chapter 5, I will identify requests in authentic international business emails. Due to the special media – computer-mediated electronic mail – and the unusual content of the data – business talks – requests in the data may differ from those in spoken and non-business discourses. The differences necessitate identification of requests in their context. The results of identifying requests in business emails will be used to probe into the illocutionary and propositional directness and indirectness of requests.

Chapter 6 is devoted to the discussion of requestive strategies. The directness and indirectness of both the illocutionary force of requests and their propositional content will be investigated. The findings show that IMPERATIVES and INTERMEDIARY are unusually frequent. In addition, the research results indicate that propositional components play an important part in shaping the level of directness of a complete request.

Chapter 7 explores into how varying levels of directness of requests are used to carry out business activities. Requests are classified on two bases: linguistically and situationally. The findings show that imposition, power, social distance, culture, media and communicative purpose are the main variables affecting the choice of requestive strategies.

In Chapter 8, I will sum up the findings of this study, discuss the implications of the research results, and answer the research questions. In addition to the major undertakings, I will also evaluate this study and make suggestions for future research work in the last chapter.

Chapter 2.

Theoretical Background

2.1. Introduction

Chapter 2 is a literature review summarizing and assessing the linguistic and cultural theories relevant to the topics of this study. Section 2.2 concentrates on speech act theories. This section begins with explanations of levels of speech acts and components of illocutionary acts. I will then present the taxonomy of illocutionary acts. How to distinguish one type of illocutionary acts from another is one of the topics in this section. Six principles to classify illocutionary acts will be illustrated. The felicity conditions for illocutionary acts will be presented and compared. Another important topic in this section is the notion of indirectness. The review will focus on the distinction between conventional and unconventional indirectness and the motivation of indirectness. Panther and Thornburg's speech act scenario will be examined in detail, for it provides the scale of directness for this study. Section 2.3 concentrates on Brown and Levinson's politeness theory. I will review the advantages and limitations of different strategies, examine Brown and Levinson's weightiness formula, and look at critiques on their politeness theory. Section 2.4 deals with culture. In this section, I will introduce two influential cultural theories, and describe a specific Chinese way of performing speech acts, since one of the chief interactants in Corpus I is a native speaker of Chinese, who repeatedly performs requests in a specific way. In Section 2.5, I will give a brief introduction to genre theories.

2.2. Speech Act Theory

Speech acts are basic units of linguistic communication (Searle, 1969: 16). Speech act theory originates with Austin. In his work *How To Do Things With Words* (1962), Austin asserts that speaking is a type of action, which is further specified by Searle (1969:16) that “[a]ll linguistic communication involves linguistic acts”. Thus, a theory of speech acts is in fact part of a theory of action (Searle, 1969: 17).

2.2.1. Levels of Speech Acts

A complete speech act is classified into three levels by Austin (1962: 91-131): locutionary act, illocutionary act and perlocutionary act. A locutionary act is the act of saying something, namely, the production of sounds guided by rules of pronunciation and grammar. An illocutionary act refers to the act performed in saying something, for example, requesting or promising. A perlocutionary act refers to the consequential effect of the performance of the illocutionary act upon the hearer (henceforth H). By uttering *The bar will be closed in five minutes*, the speaker (henceforth S) may actually perform three acts simultaneously. A locutionary act is performed when the sounds of *The bar will be closed in five minutes* are uttered. An illocutionary act is performed because S informs the audience that the bar will be closed in five minutes and perhaps thereby urges the audience to order a last drink. A perlocutionary act is performed because the audience believe that the bar is to be closed soon, and order the last drink. Pragmatists are mainly interested in illocutionary acts, and the term *speech act* often refers to an illocutionary act.

2.2.2. Components of Illocutionary Acts

Searle (1969: 23-31) states that when a complete illocutionary act is performed, three distinct acts take place simultaneously: an utterance act, a propositional act, and an illocutionary act. A propositional act is conflated with an illocutionary act: it cannot stand on its own, nor can it be expressed without an illocutionary point. Accordingly, a propositional act is part of a complete illocutionary act. Two elements in the

linguistic form of an utterance are identified by Searle (1969: 30): the illocutionary force indicator and the propositional indicator. The former serves to indicate the type of speech act and the latter is the marker of the propositional act. The illocutionary force indicators are formed by word order, the mood of the verb, explicit performative verbs, stress, intonation, punctuation, etc. The propositional indicators are typically represented by *that* before the embedded clauses as in *I promise that I will come*, in which *I promise* is the illocutionary force indicator of promising, and the underlined part is the indicator of the propositional content. The propositional content indicator is implied in the utterance *I promise to come*, which is equivalent to *I promise that I will come* (Searle, 1969: 30-31).

Searle (1969:31) proposes that “the general form of (very many kinds of) illocutionary acts is

$$\mathbf{F}(p)$$

where the variable “F” takes illocutionary force indicating devices as values, and “p” takes expressions for propositions”. Searle’s theory of referential act and predicating act is explained by Kronfeld (1985: 165-168) as follows:

Referring and predicating are related to illocutionary acts as the form and meaning of NP’s and VP’s are related to the form and meaning of a full sentence. In pragmatics, as in syntax and semantics, it must be shown how the whole is a function of its parts [...]. We insist that identification as the goal of the referring act is a pragmatic, rather than an epistemological concept.

Kronfeld may not be correct with all the claims in the above quotation, but might be right in suggesting that the whole pragmatic effect can be a function of its parts, and that the referring act is also pragmatic. The concept of “referring expression” is described by Searle as the short form for singular definite expression used for referring to particulars (1969: 28). Referring expressions point to particular things and answer the questions “who?”, “what?” and “why?” (1969: 27). They can appear not only in the position of subjects, but also as objects and prepositional adverbials.

The components of the propositional act may be pragmatic, and inference can be made to not only the illocutionary force, but also the components of the propositional content of the act.

2.2.3. Taxonomy of Illocutionary Acts

Searle proposes twelve criteria to distinguish five categories of speech acts (1979: 2-8). Of these, five are particularly relevant to this study. The first dimension of variation in which illocutionary acts differ one from another is the point of the illocutionary act. The term *point* denotes the purpose of an illocutionary act, which determines its essential condition (Vanderveken, 1990:109). As “[t]ypes of illocutionary acts are distinguished by types of illocutionary intents” (Bach and Harnish, 1979: 39), the illocutionary point is the most important factor distinguishing one type of illocutionary acts from another. The illocutionary point of assertives is to represent something as true. The illocutionary point of directives is to get H to do things. The illocutionary point of expressives is to express the psychological state of the speaker. The illocutionary point of commissives is to commit S to doing something in the future. The illocutionary point of declaration is to bring about a change in a situation or status.

The second difference lies in the direction of fit (Searle, 1979: 3-4). There are four directions of fit: the word-to-world direction of fit, the world-to-word direction of fit, the double direction of fit, and the null direction of fit. The direction of fit of assertives is word to world, in which S attempts to provide a truthful and accurate description of the external reality. The directions of fit of commissives and directives are world to word, as S attempts to commit himself/herself or get H to transform the world to match S’s words. Expressives have a null or empty direction of fit since the truth of the proposition is presupposed. The direction of fit of declarations is both world to word and word to world.

The third difference is found in the expressed psychological states, which are the attitudes expressed by S towards the propositional content of the act (1979: 4). It

corresponds to what Searle calls the sincerity condition of the illocutionary act. For instance, the expressed psychological state of directives is S's desire that H do A, and the psychological state of commissives is S's intention to do A. Even if S is insincere, S nonetheless expresses some attitude, desire, belief, etc. in the performance of the illocutionary act. The first three criteria are the most important ones functioning to distinguish one type of illocutionary acts from another. The following three additional conditions are relevant to the analyses of the speech acts in this dissertation.

The fourth difference is "the status or position of the speaker and hearer as these bear on the illocutionary force of the utterance" (1979: 5-6). Though saying the same thing, interlocutors with different social positions or power status may perform different speech acts. The act is more prone to be an order when a general asks a soldier to clean the room, while the same utterance is more likely to be a suggestion when it is performed by a soldier to his general. A superior usually makes a command to his/her subordinate, whereas a request is more likely performed when the speaker and the hearer are equals.

The fifth difference is "the way the utterance relates to the interests of speaker and the hearer" (1979: 6). Congratulations and condolences differ from each other in that the former is offered in situations that are in the interest of H while the latter is not. Requests and offers also differ in this dimension. An offer is made for the benefit of H while a request for the benefit of S. Requests and suggestions have the same illocutionary point but differ in the interest. A request is performed for the benefit of S, whereas a suggestion is more often than not performed in the best interest of H (Koike, 2006: 257), or for the mutual benefit of S and H. When a suggestion is made in the best interest of S, who attempts to get H to accomplish the suggested act, it is possibly an indirect request.

An additional difference is proposed (Blum-Kulka, House and Kasper, 1989: 12) between a pre-event act and a post-event act. A request refers to a future course of action, while an apology is an act expressing one's regret for something done in the past. The distinction can be used to differentiate a genuine act of thanking from

thanking with the illocutionary point of request. The expression “Thanks for not smoking” is an actual thanking if H is a smoker and did not smoke for the benefit of S or someone else. The same expression can be a request if S asks H not to smoke by expressing S’s attitudes towards the felicitous performance of the requested act. In business communication, *THANKS FOR* (an unperformed) X has become a conventionalised request asking H to do the thanked for but unfilled action.

Illocutionary acts are grouped into five classes by Searle (1979: 1-30) according to their illocutionary force: assertives, directives, commissives, expressives and declarations. Assertives commit S to something being the case (1979: 12). Their direction of fit is word-to-world. Their sincerity condition is Belief. Asserting and stating fall into this category (Searle, 1969: 66; 1979; 13). Directives attempt to get the hearer to perform an act desired by S (1979: 13-14). The “attempt” may be very modest as in a suggestion, and it can be much stronger as in the case of requesting. Their direction of fit is world-to-word. Their sincerity condition is Want or Desire. Directives include requesting, suggesting, etc. Commissives commit S to some future course of action (1979: 14). Their direction of fit is world-to-word, and their sincerity condition is Intention. Both directives and commissives have a world-to-word direction of fit. The basic difference between the two lies in that directives attempt to get H to do things, whereas commissives commit S to doing things. Commissives comprise promising, offering, threatening, etc. Expressives “express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content” (1979: 15). There is no direction of fit in expressives, for the truth of the expressed proposition is presupposed. Their sincerity condition is various psychological states expressed in the performance of the illocutionary acts in this class. Examples of expressives are thanking, welcome, etc. Declarations bring about a change in a situation or status of S, H, or a third party. Its direction of fit is both word-to-world and world-to-word. It has no sincerity condition. Declarations include naming (a ship), firing (a person), etc. Classifying illocutionary acts lays a good foundation for differentiating similar but not identical illocutionary acts in the same category, as is shown in the next section.

2.2.4. Felicity Conditions for Illocutionary Acts

Different cultures may have different speech acts, and the same speech act may behave differently in different genres. Searle (1969) proposes a set of semantic rules dubbed felicity conditions successful speech acts must meet. These conditions are preparatory, propositional content, sincerity and essential conditions. The propositional content condition refers to the constraints on the set of propositions that can be taken as the propositional content of a given act in a context of utterance (Vanderveken, 1990: 112). The preparatory condition is the condition necessary for the successful and non-defective performance of speech acts (Vanderveken, 1990:114). The sincerity condition concerns the psychological states expressed by S about the state of affairs represented by the propositional content (Vanderveken, 1990: 117). The essential condition denotes the essential feature of a speech act, which determines other conditions (Searle, 1969: 69). Searle provides felicity conditions for a number of speech acts, which can be used to define speech acts in English. Requests are the focus of discussion in this dissertation since communication taking place in international business is largely concerned with asking various parties to carry out certain tasks. The felicity conditions for requests are exhibited in Table 2.2.4.1.

Conditions	Request (Searle, 1979: 44)
Propositional content	S predicates a future act A of H.
Preparatory	H is able to do A.
Sincerity	S wants H to do A.
Essential	Counts as an attempt by S to get H to do A.

Table 2.2.4.1 Felicity conditions for requests

Requests are often made in the form of assertions and statements. That is, assertions and statements can be performed with the illocutionary point of request. To differentiate assertions and statements from requests, the felicity conditions for statements are listed in Table 2.2.4.2.

Conditions	Assert, State (Searle, 1969: 66)	Request (Searle, 1979: 66)
Propositional content	Any proposition <i>p</i> .	S predicates a future act A of H.
Preparatory	S has evidence (reasons, etc.) for the truth of <i>p</i> . It is not obvious to both S and H that H knows (does not need to be reminded of, etc.) <i>p</i> .	H is able to do A.
Sincerity	S believes <i>p</i> .	S wants H to do A.
Essential	Counts as an undertaking to the effect that represents an actual state of affairs.	Counts as an attempt by S to get H to do A.

Table 2.2.4.2. Felicity conditions for assertions and requests

The critical difference between the two lies in the sincerity condition and the essential condition. The sincerity condition for assertions is *S believes p*, but a request is *S wants H to do A*. The essential condition for assertions is that the utterance is an undertaking by *S* to represent the actual state of affairs. The essential condition for requests is that *S* attempts to get *H* to do *A*. When a statement is made with the illocutionary point of request, *S* attempts to get *H* to do something for *S* in addition to representing an actual state of affairs.

Questions are a type of requests (Schiffrin, 1994: 70-71). The middle column of Table 2.2.4.3 indicates the felicity conditions for questions. The difference between questions and requests is that *S* solicits information in the former, which is more specific, while *S* wants *H* to do the requested act in the latter, which is more general (Schiffrin, 1994: 71).

Suggestions are included in directives. The verb *suggest* is defined as putting forward a plan or idea for *H* to think about (COBUILD, 2001: 1560). There may be two major differences between a request and a suggestion. The first difference is in the degree of the attempt to get the hearer to do things (Searle, 1979: 13). A suggestion is a very modest attempt, for the ideas or plans are put forward for *H* to “think about”. On the

other hand, a request contains a much stronger attempt, since S attempts to put H under an obligation to do the act. The second difference lies in the way the utterance relates to the interest of S and H (Searle, 1979: 7). A request is performed in the interest of S, who wants the act to be done, while a suggestion is made mainly in the best interest of H (Koike, 2006: 257), or for the mutual benefits of S and H.

Conditions	Question (Searle, 1969: 66)	Request (Searle, 1979: 44)
Propositional content	Any proposition or propositional function.	S predicates a future act A of H.
Preparatory	S does not know the answer. It is not obvious to both S and H that H will provide the information at that time without being asked.	H is able to do A.
Sincerity	S wants this information.	S wants H to do A.
Essential	Counts as an attempt to elicit this information from H.	Counts as an attempt by S to get H to do A.

Table 2.2.4.3. Felicity conditions for questions

Conditions	Promise (Searle, 1979: 44)
Preparatory	S is able to do A. H wants S to do A.
Sincerity	S intends to do A.
Propositional content	S predicates a future act A of S.
Essential	Counts as the undertaking by S of an obligation to do A.

Table 2.2.4.4. Felicity conditions for promises

In the two corpora used in this dissertation, requests are frequently responded to with offers and promises. Requests can too be made in the form of offers and promises. To distinguish the two from requests, their felicity conditions are presented in Table 2.2.4.4 and Table 2.2.4.5. Promises and offers belong to the same category: commissives. Unfortunately, Searle does not offer a specific set of felicity conditions

for offers. He only provides a number of examples of indirect offers (1979: 54-55):

- I. Sentences concerning the preparatory conditions:
 - A. S is able to perform the act:
Can I help you?
 - B. That H wants S to perform the act:
Would you like some help?
- II. Sentences concerning the sincerity condition:
I intend to do it for you.
- III: Sentences concerning the propositional content condition:
I will do it for you.
- IV: Sentences concerning S's wish or willingness to do A:
I want to be of any help I can.
- V: Sentences concerning (other) reasons for S's doing A:
I think I had better leave you alone.

It seems that Searle does not draw a clear line between offers and promises, for some of the examples of offers can be indirect promises. Schiffrin (1994, 73) rightly points out that promises and offers differ in the degree of commitment of the speaker to do the act. The speaker of a promise knows that H wants the act to be done, and undertakes an obligation to do the act. On the other hand, the speaker of an offer does not know if H wants the act or not, and the offered act is subject to H's indication that H wants the act to be done. Based on Searle's examples and incomplete felicity conditions for offers and Schiffrin's account for offers, I formulate a set of felicity conditions for offers in Table 2.2.4.5.

Promises and offers are frequently responded to with expressions of thanks, whose felicity conditions are presented in Table 2.2.4.6. An expression of thanks can be an indirect request when the action thanked for is presupposed and projected into the future, i.e., S asks H to perform the action S thanks for in advance. The most noticeable difference between thanking and requests lies in the propositional content condition. The propositional content condition for a request is that the requested act is

a future act, while the propositional content condition for thanking is a past action.

Conditions	Offer
Propositional content	S predicates a future act A of S
Preparatory	S is able to do A. A benefits H. S believes that A benefits H. S does not know if H wants S to do A.
Sincerity	S intends to do A on condition that H wants S to do A.
Essential	Counts as the undertaking by S of an obligation to do A on condition that H wants S to do A.

Table 2.2.4.5. Felicity conditions for offers

Conditions	Thanking (Searle, 1969: 66)	Request (Searle, 1979: 44)
Propositional content	Past act A done by H	S predicates a future act A of H.
Preparatory	A benefits S and S believes A benefits S.	H is able to do A. S believes H is able to do A.
Sincerity	S feels grateful or appreciative for A.	S wants H to do A.
Essential	Counts as an expression of gratitude or appreciation.	Counts as an attempt by S to get H to do A.

Table 2.2.4.6. Felicity condition for thanking and requests

It has been mentioned that felicity conditions can be used to identify English speech acts since different cultures or genres may have different forms of speech acts. Additional approaches can also be used to define illocutionary acts. In business settings, a request is defined as an action by which a speaker asks a hearer to do things (Neumann, 1997: 72). When it is difficult to decide whether an utterance in naturally occurring authentic discourse is a request or not, the simplest test is to see if there is consent, compliance or objection in the reaction (Neumann, 1997: 72-88).

This suggests that an illocutionary act can be identified in relation to its consequent acts. If S asks H to deliver goods before a certain date, H must decide whether to comply with or reject the request (Neumann, 1997:72). If not, business cannot continue. Thus, the response helps identify the illocutionary force of an utterance. The response can also help determine if an illocutionary act is successfully performed or not. If S's illocutionary intention is recognized by H, the illocutionary act is communicatively successful (Bach & Harnish, 1979: 15). The comparisons made between requests and offers, questions, suggestions, assertions, and thanking draw our attention to the concept of indirectness.

2.2.5. Indirect Speech Acts

Speech acts can be direct and indirect, and indirectness has received a great deal of attention (Searle, 1979). Following Searle, an indirect illocutionary act is a case in which "one illocutionary act is performed indirectly by way of performing another" (1979: 31). Conversely, the utterance is a direct act when the syntactic form of the utterance matches its illocutionary force. There are three main sentence types: declarative, interrogative and imperative sentences. Declaratives are mainly used to make statements and assertions, interrogatives are primarily used to ask questions, and imperatives are chiefly employed to give orders and make requests. An indirect speech act is formed when the syntactic form and the illocutionary force in an utterance do not match (1969: 22-23). However, indirectness is still poorly understood.

Brown and Levinson (1987: 69) suggest that an indirect speech act can be evoked by violating Grice's Maxims (1975), which are listed below:

A The Maxim of Quantity

1. Make your contribution as informative as is required for the current purposes of the exchange.
2. Do not make your contribution more informative than is required.

B The Maxim of Quality

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

C The Maxim of Relevance

Be relevant.

D The Maxim of Manner

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief.
4. Be orderly.

Indirect speech acts can be divided into conventional and unconventional indirect acts. A conventional indirect request can be derived by addressing the felicity conditions (Saeed, 2003: 215). An unconventional indirect illocutionary act is pragmatically ambiguous with multiple interpretations (Blum-Kulka, 1989: 45).

A new perspective on the concept of conventional and unconventional indirect speech acts has been developed by Panther and Thornburg (1998), who distinguish conventional and unconventional indirect requests by the conceptual distance between the target meaning and the source expression. A request is conventionally indirect when the target meaning is prominent, and unconventional indirect when the source meaning is prominent. Based upon Panther and Thornburg's model, Stefanowitsch (2003) proposes a construction-based approach to indirect speech acts. He (2003:110-112) identifies three construction properties of conventionalised indirect requests: 1) possible preverbal co-occurrence of request markers such as *please* and *kindly*, 2) conditional modals used to express politeness instead of conditionality, and 3) proposed sub-ordinate clauses providing reasons for making the request. He claims that

Any construction that directly evokes the core of the speech act scenario (i.e. any request construction) can occur with a subordinate clause referring to the periphery of the scenario, while non-conventionalized indirect speech acts, which themselves refer to the periphery, cannot take such a clause (2003: 117).

The construction-based approach provides a useful instrument for distinguishing between conventional and unconventional indirect requests in unfamiliar genres.

The discussion of indirect speech acts brings up the question of the motivation behind indirectness. According to Searle, “politeness is the most prominent motivation for indirectness in requests, and certain forms tend to become the conventionally entrenched ways of making indirect requests ” (1979:76). Leech (1983) links indirectness with tact: to minimize cost to other is to show consideration for other in what to say and do and to avoid offence. He claims that it is possible to increase the degree of politeness by using more indirect illocutions. Brown and Levinson (1978) claim that the greater the weightiness of the request, the more indirect the strategy becomes. Blum-Kulka, House and Weizman (1989) agree that politeness can be the motivation for indirectness but argue that indirectness is not necessarily motivated by politeness, nor is directness essentially associated with impoliteness. In the U.S., where positive politeness dominates, directness might signal friendships, and indirectness insincerity in certain situations. On the other hand, indirectness is valued in China, and directness is found offensive.

Different levels of directness are selected according to a number of factors. Ranks of imposition, relative power, and social distance are the most important parameters (Brown & Levinson, 1987). Culture, media, communicative purpose, requestive goals, age, and gender are also significant factors affecting the choice of levels of directness (Blum-Kulka, House & Kasper, 1989: 4; Bhatia, 1993: 13). Cultural factors will be discussed in Section 2.3 and communicative purpose in Section 2.4. Illocutionary acts in written discourse are claimed to be more direct than those in spoken discourse. Requestive goals can be distinguished between requests for action and for permission. The strategies to carry out action requests are more direct, whereas permission requests are less direct (Blum-Kulka, House & Kasper, 1989). Age and gender will not concern us further in this dissertation.

Gibbs (1994, ch. 7; 1999: 72-73) proposes an Obstacle Hypothesis based on both naturalistic and laboratory experiments to account for why particular indirect

strategies are preferred over others. The basic idea is that S selects the type of indirect request strategies according to the type of obstacle s/he assesses. The potential reason for H's non-compliance will be viewed by S as the potential obstacle preventing H from doing the requested act. Accordingly, S will formulate an utterance to deal with the obstacle. Suppose a speaker wants to borrow a blue sweater from a hearer, and he thinks that the greatest potential obstacle preventing H from complying is H's ability to carry out the requested action. S may address H's ability rather than his willingness, asking: "Can you lend me your blue sweater?" instead of "Would you mind lending me your blue sweater?" Therefore, according to Gibbs, conventionality is formed by an appropriate match between forms and the assessed obstacles. This hypothesis is useful when trying to explain why certain request strategies are chosen over others. Gibbs' Obstacle Hypothesis is generated from the perspective of cognitive linguistics. Another two cognitive linguists, Panther and Thornburg (1998), offer a systematic account of indirect speech act theory, fusing speech act theory with cognitive semantics.

2.2.6. The Request Scenario

Searle's speech act theory is innovatively incorporated into cognitive linguistics by Panther and Thornburg (1997, 1998, 1999, 2003, 2005; Panther, 2007a), who present a series of papers postulating a scenario approach to speech acts. A speech act scenario is "an idealized cognitive model (Lakoff, 1987) that represents the conceptual structure of a speech act as a semantic network whose nodes are connected by metonymic links" (Panther & Thornburg, 2005). The metonymic links refer to the motivated links between indirect speech acts and the direct speech acts they seem to be based on. A conceptual metonymy is defined by Panther and Thornburg (2007b: 242) as "a cognitive process where a source content provides access to a target content within one cognitive domain". A metonymic expression is often referred to as a synecdoche when the source content and the target content are compared from a part-whole relationship. The basic idea of a speech act scenario is that a component of a speech act scenario can stand for the whole act in the same way as a person's face can stand for the person. A speech act scenario incorporates the

complete set of felicity conditions for a speech act and other factors. Activating one aspect of the schema can evoke the whole act, which is “a special ability of the human mind that can draw metonymic inference part from whole or whole from part” (Gibbs, 2003: 62).

A request scenario is organized along three branches: the Background Branch, the Motivational Branch and the Realization Branch. The Background Branch includes existential presuppositions and preparatory conditions. The Motivational Branch consists of the sincerity condition and other reasons for doing the act. Subcomponents in the Presuppositional Branch may also be linked to those in the Motivational Branch. The Realization Branch covers the satisfaction condition of requests and other consequences (Panther & Thornburg, 1998: 761). The three branches provide “the set of practical-reasoning premises that underlie actor’s decision to convey his intent” (Brown & Levinson, 1987: 138), which includes but is more comprehensive than Searle’s felicity conditions. Lined along the three branches are four scenario components: BEFORE, CORE, RESULT and AFTER, more or less equivalent to the felicity conditions for requests. These components are linked to each other and to CORE by metonymic links, which can be used to measure the conceptual distance between source and target.

CORE is situated at the centre of the scenario. Representing the essential condition in which S puts H under a (more or less strong) obligation to do A, CORE stands for requests realized through the imperative mood and explicit performatives, and is thus the target meaning of indirect requests. Since the two most direct requests are located in CORE, their conceptual distance to CORE is shortest, hence requiring the least amount of inferencing. Examples of CORE are¹:

- (a) Open that window, John.
- (b) I ask you to open that window, John.

BEFORE is situated immediately before CORE, including the conditions that must be fulfilled if a request is to take place. Shared by the Background Branch and the

¹ Examples in Section 2.2.6 are provided by Panther and Thornburg.

Motivational Branch, BEFORE includes two components: WANT and CAN. The former is on the Background Branch standing for H's ability to do A. The latter is on the Motivational Branch representing S's desire that H do A. With regard to the directness of CAN and WANT, Panther (2007)² asserts:

I think that CAN is probably more conceptually removed from the CORE than WANT. One could argue that it is only reasonable for S to want H to do something if it is assumed that H is able to carry out the action. In this sense, (S assumes that) 'H can do A' is a pragmatic presupposition of 'S wants H do A'.

Thus, WANT is more direct than CAN. Examples of BEFORE are:

- (c) Source: I want you to open that window, John.
Target: I ask you to open the window, John.
- (d) Source: You can open that window, John.
Target: I ask you to open that window, John.

Defined as the immediate outcome of a felicitous performance of a request, RESULT is positioned immediately below CORE. Modal verbs such as *must/should/ought to* are distinctive devices used to form RESULT, as in the example of (e):

- (e) Source: You should open that window, John.
Target: I ask you to open that window, John.

Below RESULT is AFTER, which is the intended consequence of the act. As it is connected to CORE through RESULT, its conceptual distance to the target meaning is two metonymic links. AFTER is equivalent to the propositional content condition, and it describes the intended consequence of the action. That is, it is a future act of H, which can be illustrated by (f) and (g):

- (f) Source: You will open that window, John.

² The proposal was made in an email as a suggestion to the author of this dissertation.

- (g) Source: Will you open that window, John?
Target: I ask you to open that window, John.

The requested act, which is the action that H is supposed to carry out, is located in AFTER. In (g), the action of opening of the window by H is the requested act, indicating the realization or satisfaction of the request.

Since BEFORE, RESULT and AFTER represent the felicity conditions for a request, and addressing them can create conventional indirect requests, their relation to CORE is metonymic. That is, a salient feature – a felicity condition – can automatically evoke the whole scenario. As such, the relation among BEFORE, RESULT, AFTER and CORE is a stand-for relation, and BEFORE, RESULT and AFTER are connected to CORE and to each other through metonymic links whose strength is determined by their conceptual distance to CORE. The closer a component is to CORE, the stronger the link is, and the quicker an utterance will be understood as a request. In other words, the shorter the conceptual distance between CORE and the other components, the more direct the request is. As such, WANT and RESULT are more direct than CAN and AFTER.

At the periphery of the scenario are unconventional indirect requests. According to Panther and Thornburg (2005), unconventional indirect requests have four salient features. First, their forms and meanings are not paired to create entrenched pragmatic meanings. In addition, they are conceptually located at the periphery of the request scenario, hence unable to evoke the request scenario automatically. Third, they present clues leading H to one or more of the scenario components, which will in turn evoke the request scenario. Finally, the loose relationship between target and source makes the target meaning more cancelable. Consequently, the intended meaning has to be derived from the context.

At the outer end of the Background Branch are preconditions of requests, such as the existence and availability of the object requested by S. Below is an example of a request to close the door:

- (h) Source: There is a draft in here, John.
Target: I ask you to close the door, John.

(h) is a requestive hint, by which S asks H to close the door through asserting the existence of a draft. The draft is undesirable. If H is accommodating, s/he should do something to get away the draft. An easy way to do it is to close the door. Thus, a request to close the door is evoked. At the end of the Motivational Branch are motives and situations providing incentives for the requested act. The following are two examples of requests for salt:

- (i) Source: I always eat my eggs with salt.
Target: I ask you to pass me the salt.
- (j) Source: The soup is a bit bland.
Target: I ask you to pass me the salt.

(i) provides a reason for requesting salt. S states that s/he always eats eggs with salt, suggesting that it must be desirable for S to eat eggs with salt. If a speaker states his/her preference in a situation associated with that preference, s/he might be conveying his/her desire and asking H to satisfy it. In (j), S does not express his desire for salt, but specifies the situation in which a person might want salt. If S asserts that the soup is bland, H will know from the shared background knowledge that bland soup does not taste good. If H is willing to help, s/he should end the undesirable situation by providing S with the salt. Not appearing in the text, the word *salt* has to be inferred. Thus, (j) is at least one more step back from CORE than (i). Accordingly, (j) is less direct than (i).

At the end of the Realization Branch are other consequences of the felicitous performance of requests, such as “gratitude” and “relief” obtained from performing the act. A case in point is:

- (k) Source: I would be grateful if you opened that window, John.
Target: I ask you to open that window, John.

These requests are realized not through addressing the felicity conditions but through indicating the preconditions, motivations, and consequences of performing the acts, which do not produce form-meaning pairs to evoke the target meaning directly. They only provide clues pointing to or hinting at the scenario components, which will subsequently evoke the target meaning. Hence, the relationship between the unconventional indirect requests and CORE is not metonymic. As the conceptual distance between CORE and source increases, the illocutionary acts become more indirect. The longer the distance, the less likely the indirect act is to be conventionalized. However, it is important to note that conventionality is a continuum (1998: 764).

According to Panther and Thornburg (2005), a speech act scenario includes not only a speech event, but also socio-cultural factors establishing form-meaning pairs between the target meanings and different kinds of presuppositions, motivations and consequences of the requests. In more direct cultures, a shorter conceptual distance might be sufficient to express politeness, while in more indirect cultures a longer distance is required to achieve the same politeness value. The more frequently a fact is encountered about a concept, the more strongly that fact will be associated with that concept, and the more rapidly the concept can be activated when the fact is encountered (Anderson, 1995: 153). Similarly, the more frequently a linguistic expression is used to make a request in any given culture, the more conventionalized the approach is, and the quicker the interlocutors in that culture will arrive at the intended illocutionary point.

The directness scale in Panther and Thornburg's speech act scenario serves as a good basis to measure the levels of directness of directives, due to its compatibility with Searle's theory of speech acts, which is the main theoretical framework of this dissertation. Thus, Panther and Thornburg's scale of directness and indirectness will be adopted as a measure of the directness of the head act of the requestive strategies investigated.

2.2.7. Propositional Directness and Indirectness of Requests

Since a complete request is composed of two variables: ! and (*p*), the propositional content of requests should be taken into consideration in the examination of the directness and indirectness of requests. Weizman (1989: 76) points out that there are two types of opacity (which can here be understood as ambiguity or vagueness.): the illocutionary opacity and the propositional opacity. When an utterance is opaque in its illocutionary force, it can be taken as having more than one illocutionary force. When an utterance is opaque in its propositional content, the illocutionary force can be clear, but ambiguity or vagueness may arise in its proposition. For example, if the illocutionary act is a request, there may be more than one interpretation as to what is requested. The opacity can be an intentional attempt to leave a possibility of opting out for both the requester and the requestee, and it is up to the requestee to fill the gap between the literal meaning and the intended meaning. As such, the investigation of directness and indirectness should be carried out on both the illocutionary and propositional variable. Weizman looks into the composition of requestive hints. She claims that the propositional content of the head act of a request includes a number of components (1989:79):

1. The requested act
2. H's involvement in carrying out the requested act
3. Other components related indirectly or in various ways to the requested act, including the object of the requested act, Beneficiary, etc.

Weizman provides an example to facilitate the understanding of the components of the propositional content:

- Please clean up the kitchen for me.

The explicitly expressed main propositional components in the above utterance include the requested act (*clean up*), the object of the requested act (*the kitchen*), the beneficiary (*for me*), and H's involvement (the second person imperative). In this dissertation, I explore two of the crucial propositional components in Weizman's

definition: the requested act and its object that constitute the requested act.

2.2.8. Head Act and Perspectives

Illocutionary acts do not occur alone in naturally occurring authentic discourse. They are normally accompanied with other non-essential elements assisting the functioning of the illocutionary act called the head act, which is the illocutionary act proper. One type of the accompanying elements is termed *supportive moves* (Blum-Bulka, House & Kasper, 1989: 17). For example, in

Judith, I missed class yesterday, do you think I could borrow your notes? I promise to return them by tomorrow.

I missed class yesterday is a supportive move indicating the reason for borrowing the notes. *Could I borrow your notes?* is the head act. *I promise to return them to you tomorrow* is another supportive move minimizing the degree of imposition. The head acts can be made from different viewpoints or perspectives. There are four types of perspectives: (a) hearer-oriented, (b) speaker-oriented, (c) inclusive “self”-oriented, and (d) impersonal (Blum-Bulka, House & Kasper, 1989: 17):

- (a) Can you lend me your book?
- (b) Could I borrow your book?
- (c) Could we tidy up the kitchen now?
- (d) It needs to be cleaned.

The four perspectives are potentially applicable in a single situation. However, they have different social meanings. Not naming H as the actor of the request may function to mitigate face-threat. Perspectives can either increase or decrease the level of directness.

2.3. Politeness Theory

Politeness plays a critical role in the study of speech acts. Brown and Levinson’s

theoretical framework (1987) is the most influential (Eelen, 2001: 3), and can be used to explain why specific levels of directness are chosen by business practitioners in particular circumstances in spite of the critiques on their theories. Their politeness theory is based on the notion of “face”, which refers to “the public self-image that every member of society wants to claim for himself” (1987: 61). Face is divided into positive and negative face. In their model, positive face refers to the positive consistent self-image or personality claimed by interactants, and negative face is the basic claim to freedom of action and freedom from imposition (1987: 61). FTAs are acts that intrinsically threaten face because their nature runs contrary to the face wants of H and/or S. Requests are potentially face threatening. They threaten H’s negative face because compliance with the request interferes with H’s desire for autonomy (1987: 65). According to their theory, rational persons not only act to protect their own face, but are also aware of the addressee’s needs to maintain face, which leads to the employment of politeness strategies to mitigate face threat.

2.3.1. Politeness Strategies

Brown and Levinson propose five politeness strategies: 1) Bald-on-record, 2) On-record with positive politeness, 3) On-record with negative politeness, 4) Off-record, and 5) Don’t do the act (1987: 69). Bald-on-record strategies are direct strategies, whereby S communicates an FTA directly without taking effort to mitigate face threat. There are several situations where Bald-on-record strategies are exercised (1987: 95-97):

- Maximum efficiency overrides face concern.
- Attention is focused on tasks, and face work is therefore irrelevant.
- S’s want to save H’s face is small. This may happen when requests are performed by superiors to subordinates.
- The act is done for the benefit of the addressee.

On-record with redressive actions can be further categorized into On-record with

positive or negative politeness strategies. On-record with positive politeness strategy is brought into play when the actor goes on record but uses positive politeness to mitigate face threat. Positive politeness is solidarity-oriented, addressing positive face (1987: 101). Forms of positive politeness dealt with in this dissertation include claiming common ground, conveying that the interactants are cooperators, and fulfilling H's want for some *x*. One of the ways to claim common ground is using in-group identity markers, which includes mutual use of first name between equals or use of first name to strangers, which can claim solidarity (Fasold, 1990: 8; Brown & Levinson, 1997: 107). To switch from deferent to intimate forms of address may signal shortened social distance.

Brown and Levinson claim that positive politeness can be achieved by expressing that S and H are cooperatively involved in the relevant activity. If S and H are cooperators, they share goals in the same domain. Thus, conveying that they are cooperators can serve to redress H's positive face want (1987: 125). Offers and promises, as consequent acts to requests, are among the most efficient ways to achieve positive politeness: S wants H's wants and complies with the requested act. The cooperative relationship can be represented by using inclusive *we*, when what S really means is *you* or *me* (1987: 127). A frequently used strategy in business discourse is assuming or asserting reciprocity. The formula *I will do X for you if you do Y for me* explicitly indicates the mutual benefits of complying with the request, thereby softening the face threat.

On-record with negative politeness strategy is avoidance-oriented, addressing negative face. Forms of negative politeness involved in the discussion of requests in this dissertation include using conventional indirectness, not coercing H, not naming or impersonalising S and H, etc. (1987). *Not coercing hearer* is being pessimistic about H's compliance with the request, minimizing imposition and paying deference to H. To pay deference to H is to humble and abase self and to raise H as if H is of higher social status than S. Examples can be found in the use of honorifics, which may denote respect and distance (Brown & Levinson, 1987: 178-179; Brown & Gilman, 1960).

Not naming S and H can be achieved through the choice of syntactic forms (Brown & Levinson, 1987: 190 – 191). Explicit performative requests and imperative requests are both direct requests. A performative request is the expansion of an imperative request, but S and H are absent in the surface structure of the imperative request. The absence of S and H in the surface form makes imperative requests less coercive than explicit performative requests. Another way to avoid naming S and H is using passive voice (1987: 194). *The letter must be typed immediately* is substantially less face-threatening than *You must type the letter immediately for me*.

The fourth strategy is Off-record, which is truly indirect and “is done in such a way that is not possible to attribute only one clear communicative intention to the act” (1987: 211). Brown and Levinson offer a method to test if an utterance is off-record or not by asking the question “Is there a viable response to a challenge of doing an FTA that avoids responsibility for a serious FTA?” (1987: 212).

Off-record strategies can be realized with hints and associated clues. Hints made by violating the Maxim of Relevance are both indirect and unconventional (Weizman, 1989: 73). Hints can be realized by stating motivation, the situations that provide the motives, the set of practical reasoning premises (Brown & Levinson, 1987: 138), and by asserting the conditions for the requested acts. A second type of Off-record strategy made by violating the Maxim of Relevance is realized by mentioning some associated clues to the requested act. This is achieved by either addressing a precedent in the shared experience of H and S, or by mutual knowledge irrespective of their interactional experience (1987: 215). For instance, if both S and H know that X is positively associated with Y, and S mentions his/her desire for X, H may infer that S wants Y. Such associated clues are considered as more indirect hints by Brown and Levinson, who claim that cross-cultural interpretability of such hints is not expected (1987: 216). Some Off-record strategies go on record when they become entrenched, since the clues derived from these strategies provide H with only one really viable interpretation (1987: 212). The last strategy is “Don’t do the act”. Language is not involved in this strategy; hence, it does not concern us further.

Brown & Levinson and Panther & Thornburg use different terms to refer to roughly the same thing. On-record strategies more or less correspond to CORE. Off-record strategies are generally comparable to unconventional indirect strategies, i.e., POINT-TO, because it is impossible to attribute only one clear communicative intention to Off-record strategies (Brown & Levinson, 1987: 211), and there are no entrenched form-meaning pairs in POINT-TO requests. Conventional indirect strategies refer to indirect requests made by questioning and asserting the felicity conditions (1987: 212). They can be the former Off-record strategies fully conventionalized as a way of doing that FTA (1987: 70).

In their book, Brown and Levinson draw attention to the payoffs and drawbacks of each politeness strategy. The main payoffs of On-record strategies are claimed to be clarity, outspokenness, and demonstrable non-manipulativeness. The main advantage of Bald-on-record strategy is efficiency. The speaker can claim that “other things are more important than face, or that the act is not an FTA at all” (Brown & Levinson, 1987: 72). Its major limitation is that it does not mitigate face threat, which may offend H.

The chief advantages of the Off-record politeness strategies are claimed to be more negative politeness toward H, S’s avoiding the responsibility of having performed certain acts, and simultaneously giving H freedom to interpret the illocutionary force of x (1987, 71-73). Its main disadvantages include uncertainties and inefficiency, as it requires the mastery of a rather complex set of devices and the sharing of many specific assumptions for both sides to arrive at the intended meaning. Costly and risky, Off-record strategies require more processing time for both S and H (Dascal, 1983: 159).

In business correspondence, positive politeness is demonstrated by using directness, inclusive *we*, mutual use of first name, and by offering benefits; whereas negative politeness is displayed by indirectness and honorific titles (Myer, 1992: 194). The appropriate politeness strategy is usually chosen according to the situation and the social role of the interactants (Neumann, 1997: 77).

2.3.2. Weightiness of Face-threatening Acts

Brown and Levinson (1987: 80) claim that the weightiness of an FTA is the major motivation for choosing a specific level of directness. Weightiness refers to the seriousness of an FTA, which is an estimation of the social situation assumed by the speaker (1987: 74). Brown and Levinson offer a formula to measure the weightiness of an FTA (1987:76):

$$W_x = D(S, H) + P(H, S) + R_x$$

in which “ W_x is the numerical value measuring the degree of dangerousness of the FTA_x , $D(S, H)$ is the value representing the social distance between S and H, $P(H, S)$ stands for the power differential that H has over S, and R_x indicates the degree to which the FTA_x is rated an imposition in that value”. Brown and Levinson claim that the greater the seriousness of the FTA, the more likely an indirect strategy is chosen, although not all FTAs should be carried out in the least direct strategies, since they tend to increase imposition on the part of H (1987: 83). The following sections will describe each parameter in detail.

2.3.2.1. Imposition

Imposition is one of the variables incurred when a speaker asks a hearer to do things involving time, effort and financial or psychological burdens (Fukushima, 2000: 88). The rank of imposition is described by Brown and Levinson (1987: 77) as

[a] culturally and situationally defined ranking of imposition by the degree to which they are considered to interfere with the agent’s wants of self-determination or of approval (his negative- and positive wants) .

Imposition is defined by Thomas (1995: 130) as the value of what is asked for, i.e., how big the request is. Imposition is identified by House (1989: 115) as “the perceived degree of difficulty in realizing a request”. Scollon and Scollon (1995: 43) identify imposition with importance, i.e., how important the topic of discussion is for

the interlocutors. Brown and Levinson (1987:77) classify ranks of imposition into two grades: a ranking of impositions in proportion to the expenditure (a) of services (...) and (b) of goods (...). Scollon and Scollon distinguish between routine daily business activities and unusual actions (1995:43). If a man talks to his boss about a routine business matter, a routine activity is carried out, and its face strategy is quite predictable. However, when a person approaches his boss to ask for a promotion, which is unusual, a much more indirect strategy is used (1995: 43). Some linguists include rights and obligations in imposition, whereas some do not (Fukushima, 2000: 84). Imposition decreases when S has a right to make and H an obligation to comply with a request. If the participants have no rights or obligations to make or comply with the request, imposition increases. Rights and obligations are included in Brown and Levinson's definition of imposition (1987: 77).

Imposition is influenced by situational reasonableness. It is situationally reasonable to ask for a dime when standing beside a telephone booth, but unreasonable to ask for a dime in the middle of a street for no apparent reason (Brown & Levinson, 1987: 79). Reasonableness diminishes imposition, whereas unreasonableness increases imposition (Fukushima, 2000: 89). Situational reasonableness is sometimes associated with standard situations. House (1989: 106) distinguishes between standard situations and non-standard situations. In standard situations, H has a high obligation to comply with the request, S a strong right to make the request, and the degree of difficulty in performing the requested act is low. Non-standard situation is just the opposite. In standard situations, imperative requests occur relatively frequently, and they are apparently socially licensed. A number of other factors also influence the rank of imposition. In different cultures, the same request may be perceived in markedly different ways in terms of the degree of difficulty in performing the act and the participants' rights and obligations to make and comply with the request (House, 2005). Employment factors lessen the degree of imposition, which is also decreased when the requested act is to comply with the law or regulations.

2.3.2.2. Power

Power is defined by Brown and Levinson (1987: 77) as “the degree to which H can impose his own plans and his own self evaluation (face) at the expense of S’s plan and self-evaluation”. In other words, power is the strength to control. Brown and Levinson point out that “the reflex of a great P differential is perhaps archetypally ‘deference’ ” (1987:77), and people in general are much more indirect towards others who enjoy higher social status and tend to be more direct towards people who have lower social status. Scollon and Scollon (1995: 45-46) observe three politeness systems consisting of two variables: power and social distance. The first is the deference politeness system, in which the participants are equal but distant. The second is the solidarity politeness system, in which the participants are equal and close. The third is the hierarchical politeness system, in which the participants are unequal and can be either distant or close. In international business communication, the hierarchical politeness system is common when the demand relation is asymmetrical. Scollon and Scollon (1995: 46) claim that in hierarchical politeness system the superior will use positive politeness strategies and the subordinate negative politeness strategies, i.e. be indirect, as is shown in the following examples:

- (a) Excuse me sir, would it be all right if I smoke?
- (b) Mind if I smoke?

(a) is more likely to be said by an employee to his/her boss, and (b) by the boss to his/her employee, since (a) is more indirect and deferent while (b) is more direct due to its simplicity (Levinson, 2000: 33). A number of power bases are identified: physical strength, wealth, education, membership in particular families, or alliance, etc. (Brown & Gilman, 1960: 155; Scollon & Scollon, 1995: 46). Brown and Levinson maintain that the value of power is attached not to individuals but to roles or role-sets (1987: 78). Connor (1999: 125) observes that brokers use more polite and more correct language when assuming the seller role than when they assume the buyer role.

2.3.2.3. Social Distance

Social distance is defined by Brown and Levinson (1987: 76 - 77) as “a symmetric social dimension of similarity/difference within which S and H stand for the purposes of this act”, and it is frequently accessed by the frequency of interaction between S and H. Distance is described by Thomas as (1995: 128):

If you feel close to someone, because that person is related to you, or you know him or her well or are similar in terms of age, social class, occupation, sex, ethnicity, etc., you feel less need to employ indirectness in, say, making a request than you would if you were making the same request to a complete stranger.

This definition suggests that directness may signify closer social distance. Holmes suggests that directness rises when social distance is shortened, and decreases when social distance is increased (1992: 290). Social distance has been mainly defined by others in the following ways:

- Familiarity or closeness (Fukushima, 2000)
- Frequency of contact (Slugoski & Turnbull, 1988)
- Familiarity or how well people know each other (Holmes, 1990)

In American English, mutual exchange of first names can claim solidarity. Switch from the use of mutual title plus last name to mutual first name denotes shortened distance between the interactants (Fasold, 1990: 8). Social distance between speakers and hearers may change from moment to moment. A case in point is shrinking and widening distance between sellers and buyers during negotiation due to conflicting desires (Brown & Levinson, 1987: 231). Another example is given by Brown and Gilman (1960: 261). Social distance between French mountaineers who are not close at the bottom of the mountain shortens a great deal at a certain altitude where their forms of address switch from V to T, since their lives hang by a single thread at that point.

2.3.2.4. Power, Distance and Imposition as Independent Variables

According to Brown and Levinson's theory, the three parameters in the weightiness formula are related (1987: 78-81). Imposition diminishes when S's power is greater than H's. When distance and H's power are greater, imposition increases, and an Off-record strategy will be used even when imposition is small. An Off-record strategy will be chosen when imposition is very great even when S and H are intimates. If power (H over S), distance and imposition are all small, a more direct strategy will be applied. People are graced with charm and are considered tactful if they are skilled at assessing the proportions of the three parameters in communicative interaction and the circumstances in which they vary (1987: 78). Brown and Levinson claim that power, distance and imposition are not the *only* elements deciding the degree of weightiness of an FTA, but that they subsume all other factors that have a principled effect on such assessment.

2.3.2.5. Criticisms of Brown and Levinson's Theory

Brown and Levinson's theory is criticized mainly for its over-generalization of British norms and neglect of cultural differences. Their claim "the bigger the face threat, the more indirect the strategy becomes" is disagreed by most linguists. Eelen maintains that culture plays a determinant role in the field of politeness (2001, ch. 5). In most cultures of European origin, directness is viewed as a virtue and indirectness considered a waste of time for H (House, 2005). Nonetheless, in most Asian cultures such as China and Japan, directness is considered rude and offensive (Victor, 1992:139). This issue is dealt with by Leech (1983), who argues that different cultures have different ways of expressing politeness.

The Chinese linguist Gu (1990) disagrees with Brown and Levinson on the notion of negative face. He points out that Brown and Levinson's politeness theory cannot account for Chinese politeness phenomena, because impeding the freedom to act does not threaten Chinese negative face, but rather the failure to live up to what is claimed by the person and what the person has done is likely to incur ill fame or reputation

(Gu, 1990: 242). Gu introduces four unique Chinese politeness maxims; two of them are relevant to this dissertation. The first is the Self-denigration Maxim, which consists of two notions: denigrating oneself and honoring other. A case in point is introducing-each-other interaction, in which one denigrates oneself and elevates other. The second maxim unique to Chinese is the Address Maxim, which requires the interactants to use appropriate terms of address based on the notion of respectfulness and attitudinal warmth.

Ide (1989), another Eastern linguist, objects to Brown and Levinson's claim that the selection of a linguistic strategy is motivated by the weightiness of an FTA, and that the selection of linguistic strategies is volitional, i.e., active, in all languages. She (1989: 230) states that "The practice of polite behavior according to social conventions is known as *walimae* in Japanese. To behave according to *wakimae* is to show verbally and non-verbally one's sense of place or role in a given situation according to social conventions". She suggests that in Japanese it is discernment (*walimae*) rather than face that underlies politeness, and the choice of linguistic strategies is selected according to the speaker's social obligations in conformity to his/her ascribed roles and positions in relation to the hearer's. Eelen (2001:21) agrees with Ide and states that "what is socially appropriate depends on the speaker's social position (in relation to hearer)".

Radically deviating from Brown and Levinson, Watts (2005) distinguishes politeness into politic verbal behavior and politeness. In his theory, many of the strategies of positive and negative politeness suggested by Brown and Levinson are understood as politic behavior, or socio-culturally appropriate behavior. He states that politeness is a subset of politic behavior that makes other people have a better opinion of oneself, which is more than merely politic (2005: 51). Watts argues that many of the so-called polite linguistic strategies such as indirect speech acts and honorifics "do not in themselves constitute politeness" (2005: 56). Inappropriate use may be interpreted as non-politic behavior. These strategies become polite only "if they go beyond their normal usage as socio-culturally constrained forms of politic behavior" (2005: 52).

Although every one criticizes Brown and Levinson's model, every one is still working with their framework. This phenomenon might be accounted for by House (2005), who proposes a model of politeness operating on four levels: 1) a biological, psycho-social level, 2) a philosophical level, 3) a level of culture-specific norms of behavior, and 4) a level of linguistic phenomena. According to this model, all cultures share certain basic politeness principles due to the same human nature, while possibly differ in the surface forms of politeness due to different cultural values and languages. Brown and Levinson's "universal stance can be upheld if it refers to levels 1 and 2 only" (House, 2005: 18). Relating to directness, some cultures value directness and some indirectness. As such, the claimed universal phenomenon of politeness – the more indirect the strategy, the more polite – does not hold. Despite all these critiques, Brown and Levinson's theory is a good starting point to investigate politeness. Their weightiness formula will be used in this dissertation to examine how varying levels of directness are used to accomplish business requests.

2.4. Culture

Speech acts are culturally entrenched actions (Panther, 2005). "Culture is the total sum of learned beliefs, values and customs that serve to guide the behavior of members of a particular society" (Schiffman & Kanuk, 1978: 462). The way of performing speech acts in a society is also regulated by culture, and "such cultural ways of speaking provide an important domain for the exploration of speech acts as cultural phenomena" (Blum-Kulka, House & Kasper, 1989: 5). Following these observations, culture is expected to have an effect on the choice of particular levels of directness of illocutionary acts in particular circumstances.

The participants of the international business discourse community are influenced by two cultures: the culture of his/her origin and the culture of the business profession. The members of this discourse community share the same profession with the same goal, but are situated around the world with different mother tongues and cultures, and the majority of them are not native speakers of English (Graddol, 2000: 60). As such, the community has its own professional culture, norms of politeness and

appropriate levels of directness to achieve communicative goals in recurrent situations. Neumann (1997: 74) points out that business people are result-oriented, and they use money and time economically. When these attitudes are applied to business communication, they attempt to formulate their messages in ways that will ensure success and efficiency. Business people are also profit-oriented. One of the principal pricing goals is maximizing profits (Kotler & McDougall, 1985). If business people do not make money, there is no point in doing business. Failure to comply with the two norms of international business culture, business practitioners and organizations cannot continue to exist. This should be kept in mind when analyzing business discourse.

International business practitioners are also influenced by their cultures of origin consciously or sub-consciously. An influential theory regarding how cultural differences determine directness and indirectness is proposed by Hall (1990). His concept of high-low context refers to the amount of information surrounding an event. In high-context cultures such as China and Japan, people are closely involved with each other with resultant extensive information networks; thus, meaning is encoded in the context. As such, high degrees of indirectness can be exploited in high context cultures to convey messages, as Geis puts it: the more we know, the less we have to say (1997: 137). In low-context cultures such as Germany, the US and Switzerland, the majority of people are committed to their jobs and accustomed to short-term relationships. Compartmentalized connections always call for detailed information. Accordingly, meaning must be always explicitly expressed verbally (Hall, 1990: 6-29). Most American business textbooks recommend that business writers adopt a straightforward style in business communication, and express their meaning directly when little knowledge is shared (Victor, 1992: 139).

A most comprehensive study of how cultural values influence people's attitudes in the work place is conducted by Hofstede (1983, 1991), who proposes five dimensions of culture, in which the dimension of individualism-collectivism is most relevant in this study. In his theory, Individualism-Collectivism refers to whether people see themselves as individuals or as members of bigger groups. Two expressions are used

by Victor (1992: 102) to show the difference between individualism and collectivism: the American expression “Everyman is for himself and God is for us all” and the Japanese proverb “The nail that stands up will be hammered down”. In the former, self is the focus. In the latter, individuals identify themselves as members of the group. In individualism-oriented cultures, people “stress such traits as self-freedom” (Victor, 1992: 102), which might be extended to the freedom to use directness in communication. Thus, only a short conceptual distance is needed to express politeness in individualism-oriented cultures (Panther & Thornburg, 2005). In collectivism-oriented cultures, people pay a great deal of attention to the emotion of others in communication in order to maintain social harmony, which results in the preference for indirectness.

In the famous Chinese fiction “The Dream of the Red Chamber” (Cao, during 1715-1763), a poor old woman wants to borrow money from her rich relative, who rejects her request. Both request and refusal are performed by using hints. The poor woman dwells on the details of her need for money, and the rich woman explains in detail how her big family is short of money as well. Both parties recognize the other’s communicative intention without threatening each other’s face, thereby maintaining an acceptable relationship. Performing speech acts with hints is a salient feature of Chinese culture, which is evidenced by the well-known Chinese proverb: *dian-dao-wei-zhi*, i.e., *Marginally-touching-the-point* (Liao & Bresnahan, 1996: 727):

dian	dao	wei zhi
点	到	为止
Point	to	is end
Stop when the vulnerable spot is touched.		
Marginally touching the point		

Marginally-touching-the-point is a pervasive Chinese strategy, whereby a complete event or action is decomposed into a number of sub-events or actions. S merely mentions one part of a whole event or action to make H aware of S’s intention without explicit explanation of the message. This strategy originated from a rule in

Chinese martial art contests, in which the goal of the contest is to determine a winner and a loser, not to endanger the competitor's life. That is, a competitor wins by demonstrating his power and accuracy through marginally touching the vulnerable spots of his challenger in the contest. The advantage of this strategy is to fulfil S's purpose without hurting social harmony. Marginally-touching-the-point is extended to communication, in which S suppresses all the face-threatening components and foregrounds the undamaging part to put across S's message.

In fact, implicitness is viewed as beauty in Chinese culture. To provide only a little fraction of the complete meaning offers an opportunity for the audience to feel, appreciate and recover the whole, thereby creating the effect that there is an end to the words but not to the message. On the other hand, directness generates meaning explicitly, leaving no chance of reproduction, which is felt to be tasteless and redundant by Chinese.

Americans can be very indirect in certain situations, and using hints may not be unusual in American English, as Geis states (1995:72):

... among many, if not most or all, speakers of American English, it is understood that if one person has some evident need or desire and some other person makes evident **either** a willingness **or** an ability to satisfy that need or desire, this latter person is understood to be committed in principle to satisfying this need or desire.

Thus, American English can be very indirect in certain circumstances.

Which culture, the culture of origin or the culture of the international business profession, is more influential to international business practitioners? There is no existing literature that answers this question. However, Maslow's theory of hierarchy of needs (1943) might provide clues to this question. In his theory, human needs are classified into five levels and arranged in order of decreasing importance: physiological needs, safety needs, belonging needs, esteem needs, and self-actualization needs, as illustrated in Figure 1.

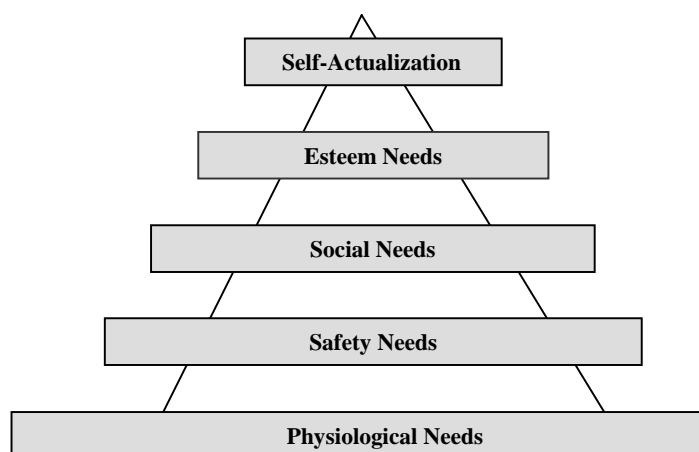


Figure 1. Maslow's Hierarchy of Needs

The more important needs must be met first. Once these needs are fulfilled, the higher level of needs comes into play. This suggests that in the international business discourse community, the culture of the business profession might be more influential, since business success satisfies business people's physical needs, while the culture of origin mainly satisfies their spiritual needs. Without meeting the cultural norms of the business profession, business practitioners and their companies would not survive. At any rate, the interactants in the international business discourse community are all human beings with the same basic needs and wants (House, 2005). In addition, the relationships between the business interactants are working relations, and the communicative purpose of the discourse in this dissertation is to get business done, not to socialize (Akar & Louhiala-Salminen, 1999: 212-213). Thus, the values of the business culture such as efficiency and profit-orientation may play a more important role in the determination of the linguistic strategies.

2.5. Genre Theories

The study of speech acts are related to genre (Zhu, 2005: 39). There are three traditions of genre: (a) English for specific purposes (ESP), (b) the Social Constructionist Approach, and (c) systemic functional linguistics. This dissertation

is more concerned with the first two traditions.

Swales is the leading representative of the ESP genre tradition. His major criterion defining genre (1990: 58) is the shared and recognized communicative purpose (Louhiala-Salminen, 1999: 106). According to Swales, speech acts in business discourse and casual conversations differ due to their different communicative purposes. The all-encompassing communicative purpose of the international business genre is 'to achieve the goals of buying-selling negotiation' (Akar & Louhiala-Salminen, 1999: 212-213), thereby getting business done. On the other hand, casual conversation interactants communicate with each other largely for socialization (Lehrer, 1975). Changes in the communicative purpose affect genre (Bhatia, 1993:13), resulting in different features of speech acts. Communicative purpose is related to the illocutionary point of an utterance. Communicative purpose is the general purpose of a conversation, while an illocutionary point is the intention of a speaker in making a particular utterance in the conversation (Searle, 1979:2). The former defines and guides the latter. When it is difficult to determine the illocutionary point of an utterance, identifying the communicative purpose of the conversation may facilitate the analysis.

Swales made an important contribution to genre theory by suggesting the concept of discourse community. A discourse community differs from a speech community, which is "A community sharing rules for the conduct and interpretation of speech, and rules for the interpretation of at least one linguistic variety" (Hymes, 1986: 54). According to Swales (1990: ch. 2), a discourse community is a group of people who possess expertise, have common vocabularies in certain topics, and share a set of assumptions about writing or speaking. A discourse community may generate the same genre enabling its members to communicate effectively within the group. It suggests that a discourse community may have its own beliefs, attitudes, and norms of performing speech acts.

Another prominent figure of the ESP Approach is Bhatia, whose explanation of genre provides important answers to why certain groups of people write the way they do

and why particular genres take particular forms (1993: 12-41). He states that due to their long experience in the community and their occupational training, the specialist members of a discourse community know very well the communicative purpose of their community and the structure of their genre. This suggests that nonconformity to the standard practice may raise doubt to the in-group status of the writer, resulting in possible rejection of further communication.

The Social Constructionist Approach has revolutionized the traditional concept of genre that treats genre as a group of text types characterized by textual features. It proposes that genre is located in the social context and essentially shaped by the environment. This approach offers a richer description as to how socio-cultural contexts influence meaning and affect the way a writer writes (Bhatia, 1993:18-19). The most used definition of genre from the Social Constructionist Approach is that genre is “typified rhetorical actions based in recurrent situations” (Miller, 1984: 159). Recurrent rhetorical situations are described by Bitzer (1969: 13) as follows:

From day to day, year to year, comparable situations occur, prompting comparable responses: hence rhetoric forms are born and a special vocabulary, grammar, and style are established. The situation recurs and, because we experience situations and the rhetoric responses to them, a form of discourse is not only established but comes to have a power of its own – the tradition itself tends to function as a constraint upon any new response in the form.

From this it follows that certain forms of requests in business emails, absent in casual conversations, are special response to recurrent situations in business communication. Following Miller’s concept of genre, Yates and Orlikowski (1992: 301) offer a specific concept of genre of organizational communication:

Genres are typified communicative actions characterized by similar substance and form and taken in response to recurrent situations. Substance refers to social motives, themes, and topics. Form refers to structural features, language, and media.

Bruffee (1986: 774) asserts that “entities we normally call reality, knowledge, thought, facts, texts, selves, and so on are constructs generated by communities of like-minded peers”. Viewed from the perspective of discourse community, the same international social context, the same occupation, the same substance, and the same all-encompassing communicative purpose might give rise to the same patterns of performing illocutionary acts in international business emails absent elsewhere.

2.6. Summary

In Chapter 2, I introduced the main subjects of this study. In Section 2.2, I reviewed the theoretical framework guiding the research on speech acts in international business emails, which includes the fundamental speech act theories, Panther and Thornburg’s speech act scenarios, the motivations of indirectness, the Obstacle Hypothesis, the construction-based approach to indirect requests, and other topics. I presented politeness theories in Section 2.3. Brown and Levinson’s theory is the focus in spite of its noted shortcomings. A close look was taken at the advantages and limitations of different politeness strategies. Brown and Levinson’s weightiness formula measuring the seriousness of face-threatening acts was examined closely. Culture, the decisive factor shaping the directness and indirectness of illocutionary acts, was dealt with in Section 2.4. Two influential cultural theories were explained, and a description of a typical Chinese way of performing speech acts was given. I introduced genre theories in the last section, which is part of the research methods of this study.

Chapter 3.

Business Background

3.1. Introduction

Chapter 3 aims to introduce theories about international business. Being familiar with business theories helps us understand why international business practitioners prefer certain forms of requests. In Section 3.2, I will introduce the environment of international business, which has three salient features: high risks, complexity and long business cycles. In Section 3.3, I will review forms of international business, which can be divided into international trade and international strategic business alliances. Three business terms are clarified in this section as well. In Section 3.4, I will describe international channels of distribution. The discussion focuses on the analysis of channel power, which not only determines the power relations between business interactants, but also influences the choice of requestive strategies. In Section 3.5, I will present the pharmaceutical industry, from which the data of this study are collected. Business laws and regulations concerning pharmaceutical products such as cGMP and EDMF will be explained. Section 3.6 is a brief introduction to business negotiation settings related to this dissertation.

3.2. The Environment of International Business

Business is identified as “work related to the production, buying and selling of goods

or services” (COBUILD: 2001, 202). Business can be classified into domestic and international business. This dissertation has to do with international business. International business collectively refers to business operations engaged in international trade or investment. The salient features of international business are high risks, complexity, and long business cycles. Recognizing these features enables better understanding of why members of the international business discourse community are more likely than others to perform requests in a specific manner (Bhatia, 1993: 18), and why particular levels of directness are chosen in particular circumstances.

3.2.1. Risks

International business is risky politically, economically, financially and culturally (Kahal, 1994). Political risks can be catastrophic in the business world. An apparently stable country may get involved in a war overnight. The company’s import and export license can be cancelled, their properties may be confiscated by the government, and the goods may be banned by the import country. Surrender of political sovereignty of governments may occur that can deeply affect international business (Kahal, 1994). Economic and financial risks are common to business organizations. The sellers may suffer from non-payment for any reason from the buyer’s sudden bankruptcy to refusal of the goods at the port of destination. The buyers may sustain loss or damage of goods during the course of transit or storage. Payment in international business can be extremely risky. Letters of Credit are the most secure payment method in international business. Nevertheless, even Letters of Credit cannot protect business organizations from financial risks, since a seemingly good Letter of Credit can be rejected because of slight differences in the wording of the terms of trade (Writing Team, 1989: Unit 7), and the exporter will not get paid after the goods have been shipped across the boarder. Financial risks may arise from currency fluctuations. A seller loses money when the currency received for selling his/her goods depreciates.

Various cultural factors as well as the possibility of misunderstanding may affect

business activities conducted by business partners of different cultural origins who may have to communicate with a language that is not their own (Taggart & McDermott 1993:43). The situation deteriorates when hundreds of familiar cues unconsciously gained during the course of growing up are lost in cross-cultural communication (Oberg, 1976: 43). Thus, international business people are obliged “to make special effort to avoid misunderstanding and miscommunication arising from cross-cultural factors in the use of the language” (Bhatia, 1997: 317).

3.2.2. Complexity

The international business environment is characterized by complexity, which is rooted in its involvement in three different environments: the domestic environment, the foreign environment and the international environment (Kahal, 1994: 4). An enterprise must deal with legal, technological, political, socio-cultural and physical environments as well as with customers, suppliers and competitors in the domestic market. The same factors are also encountered in the host country where the products are sold. The international environment is the interaction between the domestic and foreign environments, which encompasses international economic and political forces. Thus, the realities of international business are far more complex than those of domestic business (Kahal, 1994). To deal with such complexity, clarity in communication becomes a necessity.

3.2.3. Length of Transaction

An international business transaction typically takes longer than a transaction in the domestic market. The process includes some or all of the following steps:

- 1) Searching for potential business partners
- 2) Offering and inquiring
- 3) Ordering goods
- 4) Designing, producing, packaging and inspecting goods
- 5) Insuring goods and preparing documents
- 6) Shipping

- 7) Collecting money from the bank or collecting goods at the port of destination.

Any step that goes wrong causes economic loss. The three salient features of international business: high risks, complexity and long business cycle will account for the dominance of direct requestive strategies in this study.

3.3. Forms of International Business

International business can be conducted in various forms. A firm can enter the international market by exporting goods or by manufacturing the goods in a foreign country. One form of foreign manufacturing is international strategic business alliances. The data of this study comprise two corpora. One of them is an email negotiation on forming a strategic business alliance, and the other includes emails engaged in international trade. The following two subsections will outline the two forms of international business.

3.3.1. International Trade Practice and Process

International trade is the exchange of goods and services between countries. A complete process of international transaction encompasses the following procedures. International trade begins with searching for new business partners. In order to survive, let alone expand, business organizations always need to develop business connections. Searching for new business opportunities and trying to establish business relations are therefore always two of the important undertakings in the international business world. The emails sent out to search for new business partners are called First Contact if the seller and buyer exchange emails for the first time (Writing Team, 1989: Unit 2).

First Contact begins with information on how the addressee's name and address are obtained. In the second paragraph, some information about the products the trader deals with and the strengths of their company is given. Stressing the strong points of the company is a good approach to strengthening the position of the trader. Hence, it is always an important part of First Contact to introduce the advantages of the

business company in order to attract the addressee if the company is not well known. The trader states in the third paragraph what s/he wants to buy or sell. The addresser offers various benefits in the last paragraph to encourage communication. A good example can be found in a promise to supply detailed information to the addressee with the illocutionary point of request, whereby the addresser asks for a reply from the addressee (Writing Team, 1989: Unit 2).

Buyers who make enquiries to get information about the goods to be ordered, such as prices and catalogues, can initiate the process of international trade. An enquiry is called First Enquiry if it is sent to a supplier the buyer has not dealt with previously. An enquiry is usually responded to by an offer, which is a promise to sell goods at a stated price within a certain length of time (Writing Team, 1989: Unit 5). An offer can be accepted, rejected, or responded to by a counteroffer, whereby the party who is offered the price can make changes by adjusting the price of the original offer, for example. If an offer or counteroffer is accepted, an agreement of sale is reached. A formal contract is signed if the order is large.

Before signing a contract, buyers and sellers can always go elsewhere to search for potential business partners and enter into business talks with them. A contract can be drafted by the first party, who sends two copies of the draft contract to the second party. The second party may sign the two copies of the draft contract and sends them back to the first party who subsequently countersigns the contract. Keeping one of the copies for record, the first party then sends the other copy to the second party, which ends the process of contract signing. Some firms require that potential business partners sign a confidentiality agreement before they enter into detailed business discussions that may expose their business secrets.

Payment in international business is highly risky (Writing Team, 1989: 139). The problem of payment arises when buyers and sellers are in different countries and shipment of goods takes weeks, even months. Should the buyer go to the seller's country to make the payment, or should the seller go to the buyer's country to collect the money? It is not fair that the seller has to wait for several months before s/he

collects the money, if the seller ships the goods first and is paid only after the buyer receives the goods. The seller may also suffer from non-payment when delivery is made before payment. It is not reasonable either if the buyer makes payment before seeing the goods. Moreover, the buyer has to wait several weeks to receive the goods if the buyer pays before the shipment of the goods. To solve these conflicts, agents are needed to arrange payments for exporters and importers in the importers' countries. The generally used mode of payment is Letters of Credit or L/C for short. An export Letter of Credit is "a contract between an importer and a bank that transfers liability for paying the exporter from the importer to the (supposedly more creditworthy) importer's bank" (Crosse & Kujawa 1995: 478).

L/C is a common and secure method of payment, especially in new business relationships. The process of establishing a L/C is illustrated below:

- (1) A buyer goes to his/her bank with all necessary documents to open an irrevocable L/C.
- (2) The buyer's bank asks its correspondent bank in the seller's country to confirm the L/C and advises the seller of the establishment of the credit.
- (3) If the seller is satisfied with the conditions set in the L/C, the seller prepares the goods and documents and arranges for the shipment of the goods.
- (4) The documents standing for the title of the goods are forwarded to the seller's bank with a bill of exchange.
- (5) The seller's bank pays the seller and forwards the documents to the buyer's bank.
- (6) The buyer's bank notifies the buyer of the arrival of the documents.
- (7) The buyer pays the bank, obtains the documents and collects the goods.

It takes several weeks for the buyer and seller to go through the process (Ball, & McCulloch, 1985: 470-472). The buyer gets his/her goods and the seller his/her money probably at the same time.

Shipping is an important step in the process of international trade. Goods must be shipped to the buyer within the period stipulated in the L/C, and must be identical to

the specifications made in the L/C. Anything different from the specifications will result in non-payment by the seller's bank and non-acceptance of the goods by the buyer. Shipment in international trade is usually made by ocean vessels. With the expansion of international trade, container service has become popular and regular. Containers are large boxes that the seller fills with goods in his/her own warehouse. The use of containers provides an efficient form of transport by road, rail and air (Ball & McCulloch, 1985: 481). Airfreight has a great impact on international business because of its high speed. Airlines guarantee overnight delivery from China to Europe or North America (Ball & McCulloch, 1985: 482). As such, goods shipped by ocean vessels requiring 30 days can arrive at their destination in one day if shipped by air. Such a speed requires payment before shipment, since the buyer can collect goods before payment if the payment is made by L/C.

The last step in the procedure of international trade is collecting goods and payment. The seller prepares documents according to the specifications in the L/C. If every item in the seller's documents is proper, the bank pays the seller on behalf of the buyer. The buyer then pays his/her bank for the documents when they arrive. Subsequently, the buyer goes to the shipping company to claim his/her goods with these documents, which marks the end of the export and import procedure (Writing Team, 1989)

3.3.2. International Strategic Business Alliance

The notion of international trade can be enlarged by manufacturing the goods in the host country, which is referred to as foreign manufacturing. One form of foreign manufacturing gaining importance in China can be seen in international strategic business alliances, which are partnerships between companies in different countries to work together for better results. The joint effort can involve anything from getting a better price for goods by buying in bulk to producing goods together with each of the business partners providing a part of the product. The rationale behind strategic alliances is that two or more companies can complement each other to minimize risks while maximizing profits in the international marketplace (Segil: 1996).

Corpus I is a business negotiation to form a strategic business alliance between an American and a Chinese company. Two forms of strategic business alliance are involved in Corpus I: Licensing and contract manufacturing (Ball & McCulloch, 1985: 50-55). Licensing is a business arrangement in which the licensor grants the licensee the right to use their trademarks for one or more of the licensor's products. The licensee generally pays a fixed sum when signing the agreement, and continues to pay a royalty from 2 to 5 percent of sales for the duration of the contract. If Manufacturer X, for example, agrees that Manufacturer Y's technology can be used to produce Manufacturer X's products, the two parties may enter into a license agreement, and Manufacturer Y will grant Manufacturer X the permission to use Y's technology (Ball & McCulloch, 1985: 53).

Contract manufacturing involves hiring a manufacturer in the foreign country to make products locally according to the hiring company's specifications and under the hiring company's trademark. The hiring company's own sales force will market the products (Ball & McCulloch, 1985: 54). Contract manufacturing is common in the international pharmaceutical industry. As a form of export, contract manufacturing is popular in China for its low risks, because the hiring company is responsible for marketing the products. These two forms of strategic business alliance may create more benefits than individual effort. The weaker party may increase its competitiveness, while the stronger party may enhance its profitability, both improving continuously.

Li Tang, the native speaker of Chinese and the vice president of the Chinese company in Corpus I, is interested in both forms of international business discussed above. In the email dialogues, he is looking for an opportunity to form a strategic business alliance, so is Henry Brown, the native speaker of English and the vice president of the American company. The above discussion indicates that forming strategic business alliances will have a decisive influence on business organizations. Business activities involved in forming business alliances are termed consequence activities in this study due to their abilities to influence companies in a long run.

3.3.3. Other Relevant Concepts

Three further concepts in international business must be explained in order to understand why certain forms of requests are favored by business practitioners. The first concept is trademark licensing. A trademark protects the seller's exclusive right to use the brand name and/or brand mark (Kotler & McDougall, 1985: 181). To grant a trademark license to another firm means permitting that firm to use the owner's trademark in return for a certain amount of royalty.

Royalty is defined as payment to an owner for the right to use his/her invention or service. In Corpus I, Henry Brown, who owns a drug trademark in the U.S., wants to sell his trademark license to Li Tang. The drugs produced by Li's company are of high quality. However, it takes a great deal of time, effort and money to promote their drugs. If Li can sell their drugs under Brown's trademark, their products can gain immediate marketing success. If Brown permits Li to use his trademark, Brown can gain additional profits. As such, it is beneficial to both companies to enter into a trademark license cooperation.

The second term that needs clarification is Return on Investment (ROI for short). In Email 27 of Corpus I, Li makes a comment on the business proposal made by Brown and requests that Brown's company do a ROI analysis. Return denotes the monetary gains or losses. With ROI, an investor evaluates the investment by comparing with a number of pennies brought back by a dollar in one trip through the system and the number of times a dollar makes the trip through the system during a period. The third term is COA. In Email 1 of Corpus I, Li asks Brown to read the attached COA. COA stands for Certificate of Analysis. A COA describes quality control data for a particular lot of a product.

A business transaction is accomplished by carrying out numerous business activities. The overwhelming majority of these business actions are routine activities taking place every day. Examples of these activities include checking business documents, sending samples and reading product lists. In this study, these numerous simple activities are termed routine activities.

3.4. International Channels of Distribution

3.4.1. Complexity of the International Channels of Distribution

A brief introduction to the nature of complexity of international business has been given in 3.2.2. The current section will focus on the complexity of the international channels of distribution. Distribution channels refer to “the set of firms and individuals that take title, or assist in transferring title, to the particular product or service as it moves from the producer to the consumer” (Kotler & McDougall, 1985: 503). Compared to domestic business, the international distribution channel is much more complex. A simplified description of the international distribution channel begins with the domestic producer, which either exports its products directly to foreign companies or sells the products through an export agent, who subsequently sells the products to importers. The importers will then sell the goods to retailers, whose customers are final users (Ball & McCulloch, 1985: 340). These channel members have competing desires, since each one wants to maximize its own profits. To solve this problem, certain channel members must exercise leadership to manage channel conflicts.

3.4.2. Distribution Channel Power

The leader of a channel is the channel member that has the most power. In marketing, power is defined as the ability to influence the action of other distribution channel members (Beckman, Kurtz, et al, 1982: 483). French and Raven (1959:150-167) propose five forms of power: legitimate power, reward power, coercive power, expert power and referent power. Legitimate power comes from the position a person holds within an organization. Reward power refers to the power gained from the ability to give rewards, while coercive power is the power to punish. Expert power results from the power-holder’s knowledge or skills. Referent power stems from group members’ respect for or attraction to the power-holder. All five power bases can be applied to understand power differentials in international business discourse community.

Drawing on French and Raven’s framework, legitimate power, derived from business

institution, is the chief power base in the international business discourse community. Legitimate power in distribution channels mainly comes from the following factors: business roles, the size of the company, and the type and quality of products a business organization deals with. Based on the theory of microeconomics (Mansfield, 1985), power is mainly attached to business roles – whether the interlocutors are buyers or sellers.

Every market is composed of two sides: supply and demand, as shown in Figure 3.4.2:

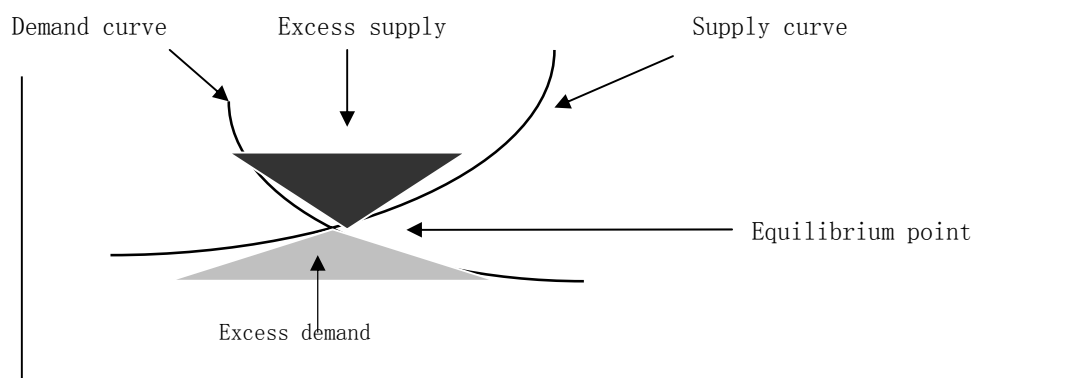


Figure 3.4.2. Demand relationship between supply and demand

In an idealized free-enterprise economy, the market demand curve slopes downward to the right, whereas the market supply curve slopes downward to the left. This means that the quantity of demand more often than not increases when price falls: if too many people buy the product, there will be a shortage of the product. As a result, sellers will increase the price to maximize their profits. Nevertheless, if the price is too high, fewer people are willing to pay. Consequently, the demand will decrease, which leads to price cuts. Price changes constantly according to the changes of the relationship between demand and supply. The point where the two curves intersect is called the equilibrium price, which is the price where the quantity demanded equals the quantity supplied (Mansfield, 1985: 32). When a price is higher than the equilibrium price, it will result in an oversupply that will push the price down. Once a price is lower than the equilibrium price, there will be a shortage of the product. The

excess demand will push the price up. A market where demand exceeds supply is called a seller's market, in which the sellers have more control over the buyers. A market where supply exceeds demand is called a buyer's market, in which the buyers have more control. The assumption that buyers have more control over sellers is supported by the metaphor "The customer is king", in which the customer is compared to a monarch, and the seller is the king's servant. The metaphor vividly pictures the power differentials between buyers and sellers.

The products discussed in the corpora are pharmaceuticals, including both pharmaceutical ingredients and finished medicines. In the international market of pharmaceutical ingredients, the amount of supply is typically higher than that of demand. Hence, the international market of pharmaceutical ingredients is typically a buyer's market. As such, buyers are empowered with more control over sellers, and "the sellers, on the other hand, accept the buyer's control over the situation" (Connor, 1999: 125). Since legitimate power is attached to roles rather than persons, power in this study shifts with role. Connor (1999: 125) observes that brokers use more polite and correct language when assuming the seller role than when assuming the buyer role. However, there might be exceptions in the market of finished medicines. It will be shown in Section 3.5.1 that novel drugs are special commodities able to treat diseases that ordinary medicines cannot; therefore, they can offer patients a greater chance to survive. Such unique benefits offer great profits to both manufacturers and their agents. To gain the right to be the agent of novel drug manufacturers means becoming a millionaire overnight, which empowers sellers with more control over buyers. This blurs the power distinctions between buyers and sellers.

Based on French and Raven's framework, expert power is adopted in this study as the power acquired in developing and marketing novel drugs and possessing necessary business skills. Manufacturers possessing expert power are likely to be distribution channel leaders. Reward power is the power to offer orders at favorable prices, to grant agency rights, etc. Coercive power is the ability to threaten economic punishment, for example, to cancel future orders. Referent power is modified in the context of international business as the ability to bring the hearer to compliance.

Personal factors such as the speaker's position in his/her own company, age, gender, ethnic identity, nationality, and situational factors may all assert influence on the addressee.

3.5. The Pharmaceutical Industry

The data of this dissertation are provided by companies dealing with pharmaceutical products. The pharmaceutical industry is engaged in researching, developing, marketing and distributing drugs. Acquiring basic knowledge about the industry may raise our awareness of why particular illocutionary acts take particular forms.

3.5.1. Pharmaceutical Products

In the international pharmaceutical market, pharmaceutical products normally include both pharmaceutical ingredients and finished medicines. Pharmaceutical ingredients refer to a variety of pharmaceutical raw materials required in the manufacturing process of drugs. Examples of pharmaceutical ingredients include Amlodipine Besylate and Carboplatin. Finished medicines are final manufactured goods of pharmaceutical products. Medicines are special products concerning human life. More effective medicines are always needed for the treatment of tough diseases. Take antibiotics for example. A person sick with strep throat must be treated with antibiotics. However, the existing antibiotics sometimes do not work well against bacteria. Thus, the treatment of strep throat has a tendency to rely on novel antibiotics, without which the patient might have kidney infections and other diseases.

As each type of bacteria changes and becomes stronger in the last decade, novel antibiotics have become increasingly necessary for severely sick patients (Chen & Hu, 1997: 144). With a population of 1.3 billion, China is always in need of novel medicines, novel antibiotics in particular. To gain the right to distribute these products has become one of the goals of pharmaceutical trading companies. To save the lives of severely sick patients, doctors are likely to prescribe new antibiotics, which are expensive. Yet, patients and their relatives are willing to pay high prices.

This leads to two assumptions. First, the authority to decide which medicines to purchase is left to the doctors, not to the patients or their relatives. Second, price is not a big concern when decisions have to be made to save lives. Hence, selling novel drugs can be especially profitable, which affects the power relations between the buyers and sellers of novel drugs.

3.5.2. Business laws

In Chapter 7, I will show that RESULT is the ideal or standard strategy for business activities involved in business laws and regulations. This necessitates an understanding of business laws and regulations relating to pharmaceutical products and companies. Pharmaceutical products are special products. As a result, strict laws are created to protect human lives. The most well known are the regulations enforced by FDA – Food and Drug Administration, which is the part of the U.S. Department of Health and Human Services responsible for ensuring that all drugs are safe and effective. One set of regulations for pharmaceutical products created under the authority of the Federal Food, Drug, and Cosmetic Act are named Good Manufacturing Practice, commonly known as GMP, which has the force of law. GMP demands that manufacturers of drugs make sure that their products are safe, pure, and effective. Violations of GMP result in very serious punishments such as recall, seizure, fines and jail time. GMP is sometimes called “cGMP”. The “c” denotes “current”, which is used to encourage the manufacturer to improve their technology and systems continuously so that their products can meet the regulations. FDA and cGMP are referred to frequently in both Corpora. USP, appearing in Corpus I, stands for the United States Pharmacopeia, which is the official public standards-setting authority for all medicines manufactured and sold in the United States. It sets standards for the quality of pharmaceutical products and works with healthcare providers to help them reach the standards (USP, 2007).

The equivalent of FDA regulations in Europe is the European Drug Master File or EDMF for short. EDMF is a document by which the applicant demonstrates that the quality of the active substance of pharmaceutical products has been sufficiently

controlled according to the specifications proposed by the applicant. The main objective of European Drug Master File process is to allow valuable know-how of the active substance manufacturer to be protected while at the same time allowing an applicant to take full responsibility for the quality control of a medicinal product containing the active substance. EDMF is frequently mentioned in Corpus II. Business activities involved in business laws, regulations or standards are termed regulation activities in this study.

3.6. Business Negotiation Settings

In Chapter 7, I shall discuss why less coercive conventional indirect strategies are used to carry out business activities relating to negotiations. This calls for an explanation of business negotiation in this chapter. Negotiation is defined as formal discussions attempting to reach an agreement (COBUILD, 2001:1029). Bargaining is a prototypical business negotiation, which is described by Wagner (1995:12) as a situation, in which A has goal X, B has goal Y; X is controlled by B, and Y is controlled by A. A and B have to negotiate. In bargaining, buyers and sellers may have conflicting desires. With other terms of trade being equal, buyers want to buy at the lowest price, and sellers hope to sell at the highest price. They bargain over price and other terms of trade. Since neither party can control the other, and the goals of each party are controlled by the other, they have to negotiate: "If you want to reach your goal, you have to help me to reach my goal" (Wagner, 1995, 22). To achieve success in such a situation, tactfulness and clarity are vital. Tactfulness is crucial to maintain friendly relations for cooperation, and clarity is critical to getting the message across. Business activities involved in negotiations are termed negotiation activities in this study.

3.7. Summary

In Chapter 3, I introduced international business theories, the knowledge of which is essential for the understanding of why specific forms of speech acts are used in particular circumstances. In Section 3.2, I described the international business

environment. Three salient features of international business – high risks, complexity and long business cycles – were illustrated. In Section 3.3, I explained two business forms in order to assist in computing the weightiness of requests. In Section 3.4, I introduced the international channels of distribution, which sheds light on the power differentials between buyers and sellers. In Section 3.5, I presented the pharmaceutical industry to facilitate comprehension of the interactants in the corpora of this study. The last section was given to negotiation settings.

Chapter 4.

Research Design and Methodology

4.1. Introduction

Chapter 4 gives an overall view of the research design and methodology of this study. I will raise two research questions and posit four working hypotheses in Section 4.2. Section 4.3 will present the data of this dissertation. Detailed information will be given on Corpus I in 4.3.2 and Corpus II in 4.3.3. Section 4.4 is an introduction to the qualitative and quantitative research methods of this dissertation. I will offer a brief account of the medium of the data in Section 4.5.

4.2. Research Questions and Working Hypotheses

This dissertation aims to examine the directness and indirectness of requests in an international discourse community. I will attempt to answer two research questions:

- (1) How are varying levels of directness of requests used to ask business practitioners to carry out business activities?
- (2) Why do business practitioners perform requests the way they do?

In order to answer the research questions, I will test four hypotheses. Brown and Levinson propose that the weightiness of an FTA is the major motive for the choice of certain levels of directness (1987: 81), and the weightiness of an FTA can be computed with the following formula:

$$W_x = D(S, H) + P(H, S) + R_x$$

Arising from this formula are four hypotheses on requests in international business emails:

Hypothesis I: Imposition affects the choice of the level of directness of requests. The greater the imposition, the more indirect the strategy becomes.

Hypothesis II: Power affects the choice of the level of directness of requests. The more powerful participants use more direct strategies, while the less powerful participants use less direct strategies.

Hypothesis III: Social distance affects the choice of the level of directness of requests. Familiar interactants are more direct with each other, while unfamiliar ones are less direct.

Hypothesis IV: Brown and Levinson's weightiness formula can account for the choice of requestive strategies in international business emails.

4.3. Data

4.3.1. Features of the Data

The data of this dissertation are international business emails in two corpora: Corpus I and Corpus II. The data have six salient features:

- The speech acts take place in an international discourse community.
- They are business communications.
- They are collected from naturally occurring authentic data.
- The medium of the data is computer-mediated electronic mail.
- Corpus I is a complete collection of a business negotiation.
- Corpus II contains 444 requests from 44 countries.

Cohen (1996: 391-392) argues that naturally occurring data have advantages over data collected by role-play, discourse completion tests, multiple-choice questionnaires, etc. Fukushima summarizes Cohen's arguments on the advantages of naturally occurring data (2000:137) as follows:

- The data are spontaneous.
- The data reflect what the speakers say rather than what they think they would say.
- The speakers are reacting to natural situations rather than to contrived and possible unfamiliar situations.
- The communicative event has real world consequences.
- The events may be a source of rich pragmatic structure.

There may be fundamental differences between what the speakers say in naturally occurring authentic communication with real world consequence and what they imagine they would say. Language users have to be responsible for what they say in naturally occurring communication, but not in elicited data or written questionnaires. The difference in the attitudes toward doing speech acts may give rise to different performance of speech acts.

Even certain types of naturally occurring data, casual conversation, for example, might not precisely represent what people really feel or think, since to a certain extent it does not matter whether people mean the same thing by the words they use or not (Lehrer, 1975: 901). Unfortunately, casual conversation is the primary source from which naturally occurring data are collected. To overcome this drawback, I select business discourse, in which huge economic gains and losses are at stake in the choice of proper strategies. Good performance of illocutionary acts may lead to efficient communication and produce quick results, which facilitates business transactions in a constantly changing world. In contrast, poor performance may cause miscommunication and misunderstanding, resulting in economic losses.

The medium of the data of this dissertation is electronic mail, which is known to possess the features of both spoken and written discourses, which will be discussed in

Section 4.5.1 in depth. Unfortunately, not much effort has been dedicated to the study of illocutionary acts in emails, which is another reason for the choice of electronic mail as the medium of the data for this dissertation.

Two corpora are employed in this dissertation: Corpus I and Corpus II. A unique feature of Corpus I is that it is a business negotiation consisting of a string of 29 emails between two chief interactants. Accordingly, it creates a valuable opportunity for us to see how illocutionary acts are motivated, performed and reacted to. Another strong advantage is its ability to demonstrate and compare the consequence brought about by the changes of relative power and social distance between the interactants in different phases of the business negotiation. However, the volume of the data is too small to represent international business discourse – there are only two chief interactants and 83 requests in Corpus I.

Corpus II offers a solution to the drawback of Corpus I. Consisting of 444 requests in 221 emails from 44 countries, Corpus II may be able to offer a horizontal picture showing how illocutionary acts are performed in the international business discourse community. However, there are no long strings of emails similar to the one in Corpus I. Thus, it is difficult to examine and trace the consequence of the illocutionary acts. In view of the advantages and limitations, the two corpora are complementary to each other. Below are detailed discussions of the two corpora.

4.3.2. Corpus I

Corpus I is a complete collection of an email business negotiation. Starting on June 22 and ending on August 17, 2005, the business negotiation lasted 56 days. Not including the number of words in the email addresses and the signature blocks, Corpus I consists of 2949 words, 1311 by two native speakers of English, and 1638 by a native speaker of Chinese.

Corpus I is about forming a strategic business alliance between an American and a Chinese company. The American company, named W&B Pharmaceuticals Co. Ltd (henceforth W&B), is located in the Northeastern United States. W&B is a middle-

sized pharmaceutical manufacturer capable of carrying out its own product development and research. W&B is looking for a Chinese partner to cooperate in a wide range of business activities in order to reduce its costs and increase its competitiveness in the international market. The Chinese company, named Eastarr Co. Ltd (henceforth Eastarr), is a medium-sized private pharmaceutical company situated near Shanghai, China. Primarily interested in forming strategic business alliances with companies in North American and European countries, Eastarr is looking for business opportunities in the international market. Hence, both companies are in search of business partners in the other country. There are three interactants in Corpus I. Two of them are native speakers of English from the U.S. company. The chief interactant from the American company is Henry Brown, the vice president in charge of international business. In his fifties and having a bachelor's degree in chemistry, Henry Brown is a highly competent international business executive experienced in dealing with pharmaceutical products, FDA registration in particular. He is the author of 13 emails in Corpus I. The other American interactant is Bob White, the president of the American company. He is engaged in this email conversation only when he is asked to make the final decision about the Confidentiality Agreement between the two companies. Being native speakers of American English, Henry Brown and Bob White are typically individualism-oriented, hence direct and straightforward. Since Brown and White mainly have the characteristics of buyers, they are dubbed 'BI', which is the abbreviation for *the Buyer(s) in Corpus I*.

The third interactant, Li Tang, male, in his forties, is a Chinese American representing a Chinese company. *Li* is his last name, and *Tang* the first name. Li Tang contributes 15 emails in Corpus I. Li Tang's first language is Mandarin Chinese. He had thirteen years of formal English training and got his bachelor's degree in international trade in China. After that, Li went to the U.S. and obtained the degree of MBA from one of the top U.S. universities. He became a new immigrant in the 1990s, found a good job in one of the largest American companies, and worked there for a number of years. His current post is the vice president of Eastarr in charge of international business. Having lived and worked in both the United States and China,

Li is quite familiar with the American and Chinese cultures. Although Americanized, Li's is still heavily influenced by his culture of origin. He tends to be indirect, and is inclined to interpret business issues in terms of basic human emotions and interests to build rapport between business partners. With rich experience drawn from having worked in the field of international business for 17 years at the time when Corpus I was donated, Li is one of the most successful executives in the pharmaceutical industry in China. In this dissertation, Li is termed 'SI', which is the abbreviation for *the seller in Corpus I*.

Brown and Li meet each other at an international business fair held in Shanghai, China. They are interested in each other's businesses and intend to continue the conversation to form a strategic business alliance. The first email is from Li to Brown, in which Li asks Brown to resume the conversation on working together towards cooperation. The email conversation proceeds smoothly until Li fails to receive the countersignature from Brown, who is travelling in Europe, after Li has signed the initial agreement. The misunderstanding is cleared up – White sends three successive faxes to Li in one day when Li's fax machine happens to be broken. The email conversation takes up again after Brown is back in the U.S. An initial contract is signed and the two parties meet with each other in the U.S. The last email signals a win-win conclusion of the first phase of the negotiation on forming a strategic business alliance. It also indicates Brown's satisfaction on the smooth progress of the business negotiation. It is known from one of the interactants in Corpus I that the negotiation was finalised three months later, which may suggest that the performance of illocutionary acts in Corpus I is at least satisfactory.

Corpus I is essentially a macro request: the native speaker of Chinese asks the native speakers of English to do business together. As such, requests are the focus of the study. Revolving around the requests is a wide range of illocutionary acts such as assertions, offers, thanking, promises and apologies.

In order to keep the authenticity of the data, Li's language errors are not corrected, and Brown's language lapses such as misspellings, repeated words and incomplete

sentences are preserved, as they are the features of authentic written dialogues. The names of the interactants, the companies they represent, the addresses, the prices and the names of the products in the emails have been modified in order to protect business secrets. The full text of Corpus I appears in Chapter 5.

4.3.3. Corpus II

Corpus II are collected from a discourse community whose members are scattered around the world with different cultures and mother tongues. It may be interesting to examine how illocutionary acts are performed and comprehended in such a discourse community.

The majority of emails in Corpus II were collected over a period of four non-consecutive weeks: two weeks in February and two in June in 2003. Two groups of emails from different companies were collected. The first group comprises 204 emails contributed by Highfar GmbH, a Chinese international trading company based in Hamburg, Germany. The major components of the first group of emails are First Contact (44.3%), Information Requesting/Giving (26.7%) and Transaction (23.5%). Most of the First Contacts are from exporters worldwide in response to Highfar's soliciting emails searching for finished medicines. First Contact functions to persuade the potential buyer to buy the seller's products and services (Bhatia, 1993: 45), and to serve as the first link between a potential buyer and a seller. To accomplish the task, First Contact must encourage further communication between the writer and the reader. The move to accomplish this task is soliciting response, which is characterized by "a rather extravagant use of politeness markers and by its promise of a free, no-obligation and most often personalized service" (Bhatia, 1993: 54). An example of soliciting response is telling the reader that the writer will be all too willing to answer any questions that the reader may have about the product or service, as in "Please call me if I can be of any service."

The second group of emails were donated by an international trading company based in Hefei, China. The name of the company is Welcome Co. Ltd. The emails from

Welcome Co. Ltd are composed of Transaction (1.8%), Information Exchange (2.7%), Bargaining (1.4%) and Complaint (1.8%). Table 4.3.3.1 exhibits the proportions of the five categories of emails in Corpus II.

Name	First Contact	%	Transaction	%	Information Exchange	%	Bargaining	%	Complaint	%
Highfar	98	44.3	48	21.7	53	24.0	3	1.4	2	0.9
Welcome	0	0	4	1.8	6	2.7	3	1.4	4	1.8
Total	98	44.3	52	23.5	59	26.7	6	2.8	6	2.7

Table 4.3.3.1. Categories of emails

The out-going emails were sent to companies listed on the CPHI – a CD-ROM published by an international pharmaceutical organization comprising more than 20,000 members. The basic structure of the out-going emails is consistent (see below), but the wording varies according to the situation of the company and products:

Dear Madam/Sir:

Highfar Trading GmbH is an overseas company of China based in Hamburg, Germany. We have factories in Hainan and Anhui provinces, China. We have wide sales networks all over China and are represented in almost every hospital. Our annual sales are U.S.\$ nine hundred million.

We are searching for finished medicines for the Chinese market. We are very much interested in your Wobenx and are highly confident in the promotion of your product, as it is one of the most effective multiple enzyme antibiotics in the world. If you are interested, pls contact us and provide us with detailed information about your company & products.

Best Regards.

Minwei Lu

Corpus II is composed of 221 emails from 44 countries, which suggests that the writers of the emails are scattered around the world with different cultures and mother tongues. Countries in Corpus II are: Armenia (2), Australia (2), Austria (2), Bangladesh (2), Belgium (1), Brazil (5), Bulgaria (2), Canada (5), China (56), Cyprus (1), the Czech Republic (1), Denmark (1), Germany (16), Netherlands (8), Egypt (7), France (11), Greece (3), India (8), Iran (6), Ireland (2), Israel (2), Italy (5), Jordan (1), Korea (4), Lebanon (1), Malaysia (2), Nigeria (1), Mauritius (1), Pakistan (1), Poland (1), Russia (3), South Africa (1), Slovakia (4), Spain (6), Sri Lanka (1), Sweden (1), Switzerland (7), Syria (1), Turkey (1), U.K. (13), Ukraine (1), United Arab Emirates (2), U.S.A. (15) and Yemen (5). The numbers in the brackets stand for the number of emails written by business people from the respective countries.

The distribution of the sizes of the sub-corpora classified according to continents is demonstrated in Table 4.3.3.2¹. The largest sub-corpus is from Europe, with 8828 words, and the smallest one from Oceania, with only 156 words. When the texts of Corpus II are divided between native and non-native speakers of English, the sub-corpus of native speakers contains 3051 words, and the non-native speaker sub-corpus 17448 words. The volume of the sub-corpus of non-native speakers of English is 5.7 times that of the native speaker of English.

Total	Europe	Asia	North America	Africa	Latin America	Oceania
20499	8828	7678	1799	1741	297	156

Table 4.3.3.2. The number of words in each continent

All addresses in Corpus II are deleted to ensure confidentiality of the companies and the individuals. Lists of product names are deleted to protect business secrets. The full text of Corpus II is attached in Appendix.

¹ The figures in Table 4.3.3.2 include the number of words of product names and addresses deleted to protect business confidentiality.

4.4. Research Methodology

To investigate the linguistic realization of illocutionary acts in international business emails, I shall analyse the illocutionary acts qualitatively and quantitatively. I will adopt a descriptive stance in the study of the illocutionary acts in international business emails. In the analysis of cultural phenomena, I will take the position that all cultures are equally good, since they serve to provide “tried and true” methods to satisfy the psychological, personal and social needs of the human race (Schiffman & Kanuk, 1978:331).

In order to analyse requests performed by business practitioners qualitatively, I have read a number of academic books on international business. I assumed the role of an international business practitioner in a trading company for three months in order to collect first-hand and in-depth information about the international business discourse community, the requirements of well-written business emails, and the desires and attitudes of the business practitioners and their goals in doing business.

I made numerous visits to international business specialists to discuss the meaning and intention of each sentence in Corpus I. Telephone calls were made and questionnaire surveys were carried out to get information about the international business practitioners. I made semi-controlled telephone interviews to investigate whether business practitioners make active choices pertaining to linguistic strategies. The native speaker of Chinese in Corpus I stated that he intentionally selected particular strategies to accomplish business activities. According to his observations, direct strategies should be used to carry out standard actions, while indirect strategies ought to be explored to accomplish important and difficult tasks when the participants do not have particular rights or obligations to make or comply with the requests. He commented that using the right linguistic strategies was part of the basic behavioural norms². Violating these rules might be viewed as ethically or intellectually problematic in at least the Chinese business culture, since the violation is not in keeping with the particular rights and obligations holding in business settings, and it

² That is, 为人处事 in Chinese.

does not reflect the contextually determined responsibility interlocutors have to one another (House, 2005:14). The native speaker of Chinese stated that he drafted and revised his emails deliberately. This means that he actively pre-planned all the strategies in his emails.

In addition to interviews, I have double-checked the analyses of the illocutionary force of each utterance in Corpus I against the reactions of international business specialists in China, and some sentences against the reactions of the native speaker of Chinese in Corpus I. All these steps help me understand the meaning of each sentence, and assist in finding out why most members of this particular professional community are more likely than others to perform illocutionary acts the way they do (Bhatia, 1993:18).

Being a complete collection of business negotiation consisting of a string of 29 emails written over a period of 56 days, Corpus I creates an ideal opportunity to examine illocutionary acts in relation to their consequent acts and other speech acts, allowing requests to be identified, traced and confirmed in authentic context. The salient features of Corpus I enable us to identify requests not only by the addresser's intention, but also by the addressee's response to the acts as well as other speech acts uttered, since "any utterance is a link in a very complexly organized chain of other utterances" (Bakhtin, 1986: 69).

With regard to quantitative research, statistics are used to test the hypotheses and answer the research questions. The two corpora are classified into BI, SI, BII and SII based on power differentials, i.e., whether the speaker is a buyer or seller. The former has more power than the latter, as was discussed in Section 3.4.2, and will be tested and confirmed in Chapters 5, 6 and 7. The reason for the choice of relative power rather than imposition or social distance as the basis of classification is that power differential is the only reliable and obvious factor of categorization. Table 4.4 exhibits the sizes of the sub-corpora classified.

Table 4.4 shows that in Corpus I, the total number of words written by SI is 1.3 times that of BI, and the number of requests made by SI is 3.2 times that of BI. In Corpus II,

the number of words written by SII is 6.5 times that of BII, and the number of requests made by SII is 3.6 times that of BII. Since the four sub-corpora differ in size, it is illogical to compare them using their raw figures. As such, computing and comparisons will be made in percentages. A special notice has to be made here that all examples and utterances used in this dissertation are taken from the data unless indicated otherwise.

Based on number of words				Based on number of requests			
Role	Corpus I	Corpus ³ II	Total	Role	Corpus I	Corpus II	Total
Buyer	1311	2732	4043	Buyer	20	97	117
Seller	1638	17767	19405	Seller	63	347	410
Total	2949	20499	23448	Total	83	444	527

Table 4.4. Sizes of the four sub-corpora

4.5. Medium of the Data

4.5.1. Features of Emails

The medium of the data – electronic mail – should be taken into consideration as it affects the way requests are performed. “Media are the physical means by which communication is created, transmitted, or stored” (Yates & Orlikowski, 1992: 319). Emails, as a mode of communication derived from telephone communication, are computer-mediated messages sent electronically from one computer to another. Combining features of spoken discourse with those of written discourse (Gimenez, 2000: 238-242; Harrison, 1998), electronic mail is a new genre in terms of the study of illocutionary acts. The spoken and written characteristics of emails are summarized by Yates & Orlikowski (1993) as follows:

³ The figures in Table 4.4 include the number of words of product names and addresses deleted to protect business confidentiality.

Spoken:

- Informality
- Electronic interaction
- Conversationality
- Incomplete sentences
- Textual indication of oral emphasis on words or phrases with capital letters.
- ...

Written:

- The ability to reflect on, edit, and shape the message before sending it
- Careful composition into written text
- Use of formatting devices and related language primarily or exclusively used in writing such as Attention Line, Subheadings
- Containing lists or attachments
- formality
- ...

Since emails have the characteristics of both spoken and written discourse, the participants will be represented as addressors and addressees in this study, instead of writers and readers. Email is primarily designed for information exchange (Mulholland, 1999:74); hence, brevity in language use, which improves communicative efficiency, is becoming the preferred style of computer-mediated communication. In the field of international business, efficient cross-cultural communication is a prerequisite for business success. As electronic mail offers immediacy, practical efficiency, and organizational exigency collectively, it has become the accepted business communication practice worldwide (Louhiala-Salminen, 1999: 103).

4.5.2. Layout of Emails

Specific features of layout give rise to specific forms of requests. The knowledge of the layout of emails will help us understand why requests in electronic mails differ from those in spoken discourse. For example, thanking requests at the end of an email are employed not only to end the email as a preclosing, but also to thank and to

request. Moreover, the information enclosed in Header, Salutation, Preclosing and Signature Block provides further evidence to support the analysis of requestive strategies.

4.5.2.1. Email Header

Modern technology has given rise to a new layout of business correspondence, which results in special forms of requests. The inside address of traditional letters is replaced by the Email Header comprising “From”, “Date”, “To” and “Subject”. Linked to ‘Subject’ is Attachment. In order to make email text look concise and not to exhaust the reader, long texts can be placed in a separate document and attached to the email. Attachments are especially helpful in international business email communication, for price lists, product lists, contracts, business plans, etc. are normally attached to the email. Near the Header is “Toolbar” containing “Delete”, “Reply”, “Forward” and “Move”. The function of “Reply” enables the writer to reply to the message automatically without typing the address of the recipient. This function creates a string of copied originals and replies in sequence, which enables the interactants to derive the intended meaning from the previous emails (Mulholland, 1999:71-73).

4.5.2.2. Salutation

Immediately before the body of an email comes the salutation. Nickerson (1999:50) claims that first name is the norm of salutation in organizational emails, and using first name can claim solidarity. Since forms of address have social meanings, and politeness is systematic, examining how terms of address are used in email dialogues and when they change from formal to intimate forms, or vice versa, may help determine the social distance between S and H. Table 4.5.2.2 indicates the distribution of salutation in the two corpora.

It shows that title plus last name and title plus full name are the most common practices, constituting an average of 44.8% of terms of address. The two forms are considered together because they may share the same pragmatic meaning in

international business correspondence. This is because last name has different positions in different languages, and international business people sometimes use title plus full name to avoid mistaking last name. The second highest frequency in Corpus I is held by first name, and the third last name. It is commented by an American informant that the use of last name without title in the BI sub-corpus is nothing but an error. Probably Brown intended to use first name to express solidarity, but he confused Li Tang's first name with his last name due to different orders of English and Chinese names, and due to the fact that it is the norm to use first name in American organizational emails (Nickerson, 1999: 50).

Salutation	BI	SI	BII	SII	Salutation	BI	SI	BII	SII
TLN /TFUN ⁴	57	33	42	47	FN	0	54	11	1
Full name	0	13	5	1	No Salutation	0	0	17	18
Sir/sirs	0	0	17	28	Company name	0	0	3	1
LN	43	0	5	1	Other	0	0	0	3

Table 4.5.2.2. Salutation titles (%)

It is interesting to note that Brown and Li share the same pattern. Both use more title plus last name or full name in the first ten emails before Li signs the Confidentiality Agreement, and regular first name in the last six emails after both parties have signed the confidentiality Agreement. Mutual exchange of title plus last name suggests a relationship of acquaintance, while mutual exchange of first name signals intimacy (Fasold, 1990: 8). Changing from mutual exchange of title plus last name/full name to mutual exchange of first name suggests shortening of the social distance between the two parties. The same pattern is repeated by a string of emails between a Chinese seller and an Egyptian buyer in Corpus II: they begin to use less formal addresses when they are more familiar with each other. The findings of the patterns of the forms of address are consistent with the choices of requestive strategies employed to carry out Routine, Negotiation and Consequence Requests, which will be shown in Chapter 7.

⁴ FUN stands for full name

4.5.2.3. Preclosing

Preclosings are words or phrases signaling the end of an email. The following are some of the most frequent preclosings employed in the two corpora:

- We look forward to your reply.
- If you have any interest/questions, please do not hesitate to contact us.
- ... and thank you very much for your cooperation.

Most of the preclosings have the function of soliciting response from the addressees, which is a significant step made to stimulate communication.

4.5.2.4. Signature Block

The Signature Block encompasses a number of lines presenting information on the writer of the email, such as the name and address. How the writer represents him/herself has social meanings. A close look at the signatures by Brown and Li reveals that full name is used mainly at the beginning of the email negotiation, while first name is utilized regularly when they have had more contacts with each other. Since reciprocal use of first name expresses solidarity between the interactants (Fasold, 1990:8), the social distance seems to be shortened between the interactants when first name is used regularly. This progress roughly parallels the patterns of the salutations and the requestive strategies, which will be discussed in Chapter 7. The findings show that the frequency of full name is 60.8%. As such, the social distance between the interactants in international business emails is clearly larger than that between the interlocutors within the same company or country. This may suggest that requestive hints may be used infrequently in the two corpora.

4.6. Summary

In Chapter 4, I made a detailed introduction to the research design and methodology of this dissertation. In Section 4.2, I raised two research questions and posited four working hypotheses that must be tested before the research questions are answered. In

Section 4.3, I described the distinctive features of the data of this dissertation, in which detailed facts about Corpus I and a thorough knowledge about Corpus II were supplied. In Section 4.4, I introduced the research methodology of this study. I explained the layout of emails in the last section of this chapter.

Chapter 5.

Identifying Requests

In International Business Emails

5.1. Introduction

Chapter 5 focuses on the identification of requests in international business emails. This step is necessary due to the assumption that forms of requests in business emails may differ from those occurring in spoken and non-business discourse, and that context is needed to determine the illocutionary forces of utterances in authentic discourse. The analysis is based on Corpus I, which is an email negotiation intended to reach an agreement between a native speaker of American English and a native speaker of Chinese. The long string of emails offers us a valuable opportunity to observe how illocutionary acts are motivated, performed, and reacted to.

Chapter 5 is divided into three sections. Section 5.2 includes nine emails. In this section, I will identify the basic forms of requests in international business emails. Emphasis will be laid on six genre-specific forms of requests infrequently appearing in spoken and non-professional discourse. In order to investigate requests in relation to their consequent acts and to other speech acts in an interdependent way, a few other illocutionary acts such as thanking and offers will be examined. Section 5.3 begins with Email 10 and ends with Email 24. In this section, I will present an email dialogue on the Confidentiality Agreement, whereby a specific Chinese way of

performing requests will be illustrated. The rest of the emails are organized into Section 5.4, in which I will mainly compare a number of requests with roughly the same requestive goals, yet realized with different strategies. In this section, I will also contrast offers, thanking, assertions and wishes with requests whose secondary acts are offers, thanking, assertions and wishes. The last email shows that the email negotiation is successful. In this dissertation, R stands for the addresser, and E stands for the addressee.

5.2. Basic Forms of Requests in International Business Emails

Email 1.

From: Tang.Li@Eastarr.com
To: Henry.Brown@W&B.com
Cc: Millie
Sent: Tuesday, June 22, 2005 11:27 PM
Subject: ProductA and ProductB

Dear Mr. Henry Brown,

(1.1) It was my pleasure to meet with you at the pharmaceutical exhibition in Shanghai, (1.2) and I highly appreciate your interest in our products and business. (2) As you mentioned during the meeting, we will develop a long-term business relationship and partnership in a strategic way, which is beneficial to both of us. (3) Therefore, if you have any requirement, please don't hesitate to contact me. (4) I am glad to serve your needs as much as possible.

(5) Attached is the COA of ProductA for your reference. (6) At the same time, I have found the source of ProductB, 2KG/Tin with reference price of \$3/kg FOB. (7) I am awaiting your instruction for next move.

(8.1) Once again, it was nice to meet you (8.2) and thank you very much for your cooperation.

(9) Best

Li Tang

Vice President
Eastarr Imp. & Exp Co, Ltd
A Division of LNG Pharmaceutical Group Co, Ltd
Tel: 0086-512-7769134 ext 132

Mobile: 013805300980

Fax: 0086-510-7769782

Email: Tang.Li@LNG-Group.com; Tangli@Eastarr.com

The email conversation took place in 2005. The first email was written by Li Tang (SI) to Henry Brown (BI) only a few days after they met with each other at an international pharmaceutical exhibition in Shanghai. They showed interest in each other's business and decided to continue the conversation on forming a strategic business alliance between the two companies.

(1) (1.1) It was my pleasure to meet with you at the pharmaceutical exhibition in Shanghai, (1.2) and I highly appreciate your interest in our products and business.

In (1.1), SI asserts his delight in meeting with BI. (1.2) is a statement with the illocutionary point of thanking.

(2) As you mentioned during the meeting, we will develop a long-term business relationship and partnership in a strategic way, which is beneficial to both of us.

In (2), SI repeats BI's proposal to do business with Eastarr, which is mutually beneficial to both parties. A closer examination reveals that (2) is a requestive hint. Literally, SI repeats BI's assertion. However, having no personal relationship with BI and being extremely busy as the head of the company, SI's purpose of initiating a long string of emails, which causes a great deal of work on the part of SI, should not be a mere restatement of BI's remarks. It is a reminder of BI's previous proposal with the illocutionary point of request, whereby SI asks BI to form a strategic business alliance, since developing a long-term business relationship and partnership mutually beneficial to both SI and BI is the purpose of the email dialogue. The selection of the most indirect strategy at the beginning of the email may reflect a greater need for tentativeness at the initial stage of an important negotiation, especially when the requester is a seller whose culture of origin values indirectness.

(3) Therefore, if you have any requirement, please don't hesitate to contact me.

(3) is an offer with the illocutionary point of request, whereby R asks E to contact R. The felicity conditions for requests and offers are compared in Table 5.2.1.

Conditions	Offer	Request (Searle, 1979)
Preparatory	S is able to do A. S believes that A will benefit H. S does not know if H wants S to do A.	H is able to do A.
Sincerity	S intends to do A on condition that H wants S to do A.	S wants H to do A.
Propositional content	S predicates a future act A of S.	S predicates a future act A of H.
Essential	Counts as the undertaking by S of an obligation to do A on condition that H wants S to do A.	Counts as an attempt by S to get H to do A.

Table 5.2.1. Felicity conditions for offers and requests

According to Table 5.2.1, (3) meets the felicity conditions for both requests and offers, which is illustrated and compared below:

Preparatory	Offer	SI is able to fulfill the requirement expressed by BI. SI believes that telling SI BI's requirement may benefit BI. SI does not know if BI wants SI to fulfill BI's requirement.
	Request	BI is able to contact SI.
Sincerity	Offer	SI intends to fulfill BI's requirement on condition that BI wants SI to fulfill the requirement.
	Request	SI wants BI to contact SI.
Propositional	Offer	To fulfill BI's requirement is a future act of SI.
	Request	To contact SI is a future act of BI.

Essential	Offer	(3) counts as the undertaking by SI of an obligation to fulfill BI's requirement on condition that BI wants SI to fulfill his requirement.
	Request	(3) counts as an attempt by SI to get BI to contact SI.

It is apparent that the addresser uses (3) to provide something to, and solicit response from the addressee simultaneously. The question is which act, the request or the offer, is primary and which secondary. To determine the primary act of an utterance, it is necessary to find what the primary intention of R is in carrying out the act. Li writes Email 1 to initiate a new business relationship. Due to the fierce competition in the international market, every company loses or drops old customers and needs to acquire new ones in order to fill the gap or expand the business. As a result, all companies are constantly in the process of looking for new customers. Once a potential customer is identified, the next step is to communicate with him/her. R initiates the email correspondence but cannot force E to write back. He must use effective strategies to stimulate response. Even a negative answer is better than silence, because this allows the initiator to identify problems from the reply and take measures to remedy the situation. The strategy used by R in Email 1 is to offer to meet E's requirement if the latter should contact him. Normally, business people will not do anything merely for the purpose of offering willingness to meet the requirements. They do it to further their business. Hence, the primary intention of (3) is to get a response from E, and the offer is the means to do the act. Speech acts are intentional actions (Bach & Harnish, 1979). As such, the primary act of (3) is a request, and the secondary act is an offer.

(4) I am glad to serve your needs as much as possible.

Sentence (4) is a statement with the illocutionary point of promise, by which the Chinese seller commits himself to doing his utmost to serve the American buyer's needs.

The first paragraph is a cohesive unit, in which each sentence functions as a part of a

larger intention to get E to do business with R. In (1), R states the two parties' positive attitudes towards doing business together. In (2), R performs a requestive hint, asking E to form a strategic business alliance by repeating E's proposal to do business together at a previous meeting. In (3), R asks E to contact R, which is an essential move towards starting a business relation. In (4), R promises to satisfy E's needs if E should respond. The first paragraph forms a chunk with the illocutionary point of request, by which R asks E to establish business relations with R. Thus, the different acts in the first paragraph are combined to form a higher level of request, in which (1) is a lead initiating the first email and paving the way to the following important act. The core of the paragraph is (2), by which R asks E to do business together. (3) encourages E to respond, and (4) offers an incentive for response. Thus, the request is accomplished not by a single sentence, but by a configuration of four. Omitting any one might weaken the pragmatic force of the request as a whole. The requestive interpretation is confirmed by E's consequent act (11) from Email 2, whereby BI indicates a precise recognition of the intention and reacts to the request with an indirect promise to do business with SI.

Business practitioners comment that three factors motivate the employment of the indirect request. First, E has no obligation to do business with R, or answer the email. The request can be rejected even by not responding. The two parties are supposed to be equals in the international business world, and a strategic business alliance can only be formed based on mutual interest and willingness. Second, following Brown and Levinson's claim (1987: 78-80) that social distance is frequently measured on the basis of the frequency of interaction, and language users tend to be indirect with unfamiliar people, R is not supposed to use direct requests to ask E to start a new business relation, because the two parties are not familiar with each other. If he did, he would cause offense. The following direct strategies sound rude in the business settings:

- Buy my products.
- I request that you do business with me.
- You must import my products.

- I want you to form a strategic business alliance with us.

Thirdly and crucially, what the initiator requests is for E to agree to a mutually beneficial business relationship. The significance of the request requires careful treatment. The lower level of directness of this request functions to mitigate coerciveness, thereby to facilitate the accomplishment of the required act.

Many expressions of positive affect and judgment are used in the first paragraph: *pleasure, glad, interest, appreciate, long-term business relationship* and *beneficial*. It seems that construing the business issue in terms of basic human emotions and interests is part of SI's strategy to build rapport through positive politeness. By doing so, he wishes to enhance the possibility of establishing business relations with W&B. The frequent employment of these expressions suggests that SI is influenced by his culture of origin, which is collectivism-oriented and high-contexted. Thus, SI is expected to be indirect in the performance of speech acts.

(5) Attached is the COA of ProductA for your reference.

(5) is a statement with the illocutionary point of request. As a statement, it informs E of the attached Certificate of Analysis. Nonetheless, it would be contextually strange if R attaches the document to his email without an intention to get E to read it. The over-all communicative purpose of business communication is to achieve the goals of buying-selling negotiation (Akar & Louhiala-Salminen 1999: 212-213), the particular communicative purpose of this email negotiation is to form a strategic business alliance, and reading the certificate is the initial step toward getting the potential buyer to want the product. To achieve his purpose, SI attaches the COA for BI to read. As such, (5) is an indirect request, whereby R asks E to read the document. As *ATTACHED IS X* does not address any of the felicity conditions for requests directly, it is temporarily classified as an unconventional indirect request.

The form *ATTACHED IS X* might be motivated by a recurrent situation in business, in which sellers frequently find themselves in a position where they must get their buyers to read the documents, while the buyers have no obligation to comply with the

request. (5) is a case in point. A COA is typically asked for by buyers when they want to buy the products. Nonetheless, SI offers the certificate in the first email when BI has little knowledge about and little interest in the product. For that reason, E has no obligation to read the document. Moreover, R is a seller, and E is a buyer. It has been mentioned in Chapter 3 that buyers are more powerful than sellers in a buyer's market. Hence, E is more powerful than R in the first email. Situational unreasonableness, lack of obligation to comply with the request on the part of E, and R's lower power status deprive R of the right to make the request directly. To solve the problem, R merely informs E of the attachment of the document, and leaves to E the decision whether to read it or not. If E is a professional businessperson engaged in a conversation to get business done, E will recognize the illocutionary point of the utterance. If E does not, s/he is not qualified. Consequently, there would be no point in continuing the conversation. *ATTACHED IS X* marks an ambiguous request for reading the attached documents with humbleness and tolerance.

(6) At the same time, I have found the source of ProductB, 2KG/Tin with reference price of \$3/kg FOB.

(6) is an indirect non-firm offer quoting price for SI's product. An offer is normally responded to with an acceptance, a counteroffer or a rejection.

(7) I am awaiting your instruction for next move.

(7) is an indirect request. *AWAIT/WAIT FOR X* denotes *look forward to X expectantly* (Lu, 1993: 2136). If a person looks forward to something expectantly, the person wants that thing. If R tells E that s/he is waiting for something from E, R is likely asking E to give R that thing. Thus, (7) is a request.

By now the illocutionary force of (7) is clear. The second question is what is asked for in (7). SI asks BI to give him an *instruction for the next move*, which normally presupposes a relationship between a superior and a subordinate within the same

institution. Nevertheless, this relation does not exist between BI and SI. What could SI have said here? What kind of information does (7) allow?

SI initiates the email conversation for the purpose of forming a business alliance, which restrains the meaning of (7). In using *instruction*, SI puts himself in an inferior position and BI in a superior position. This simulates forming a strategic business alliance, in which BI is the manager, SI is an employee, and the employee asks the manager to give *an instruction for the next move*. As such, what is requested in (7) is on the one hand that BI take the next step towards forming a strategic business alliance, and on the other hand BI respond to the offer made in (6). The inference is supported by the power relationship between a buyer and a seller in a buyer's market, where the buyer has more control over the seller. The adage "The customer is king" reflects this type of relationship. The inference is further supported by Chinese politeness maxims. The use of *instruction* is the result of the application of the Chinese Self-denigration and Address Maxims: R denigrates himself and honors E.

In (7), the present progressive aspect is used to make BI aware of the fact that the action of waiting is in progress, and that SI would probably continue to wait until he receives the *instruction*. Since American culture values efficiency (Schiffman & Kanuk, 1978: 364), and time is viewed as a precious property, it is not polite to keep a person waiting. As such, the progressive aspect might create pressure on BI, pushing him to act promptly. This might be offensive. The possible unpleasantness is lessened by using the word *instruction*. When he uses this word, SI is assuming an asymmetric relationship in which he holds an inferior role. In this way, he pays respect to BI by humbling himself, which might function to rebalance the coercion caused by the present continuous.

(8) (8.1) Once again, it was nice to meet you (8.2) and thank you very much for your cooperation.

(8.2) is a thanking with the illocutionary point of request. Table 5.2.2 offers the felicity conditions for thanking and requests.

Conditions	Thanking (Searle, 1969: 67)	Request (Searle, 1979:44)
Preparatory	A benefits S and S believes A benefits S.	H is able to do A.
Sincerity	S feels grateful or appreciative for A.	S wants H to do A.
Propositional content	Past act A done by H.	S predicates a future act A of H.
Essential	Counts as an expression of gratitude or appreciation.	Counts as an attempt by S to get H to do A.

Table 5.2.2. Felicity conditions for thanking and requests

The differences between the two types of acts for (8.2) are presented below:

Preparatory	Thanking	The cooperation benefits SI. SI believes that the cooperation benefits SI.
	Request	BI is able to cooperate with SI.
Sincerity	Thanking	SI feels grateful for or appreciative of cooperation.
	Request	SI wants BI to cooperate with SI.
Propositional	Thanking	* BI cooperated with SI.
	Request	The cooperation is a future act of BI.
Essential	Thanking	* Counts as an expression of gratitude or appreciation.
	Request	Counts as an attempt by SI to get BI to cooperate with SI.

(8.2) completely meets the felicity conditions for requests. Nevertheless, it only meets the preparatory and sincerity conditions for thanking. The essential condition is only partially met, while the propositional content condition is not met at all. The propositional content condition for thanking requires that the thanked for action of a thanking be constrained to a past act, but the thanked for action in (8) is a future action desired by R. The essential condition for thanking is that the expression counts as an expression of gratitude or appreciation. However, in (8), SI attempts to get BI to cooperate with him in addition to expressing his gratitude for the future cooperation. Thus, (8.2) is an indirect request, and thanking is its secondary act.

Thanking requests are both coercive and polite. They are coercive because the requested acts are presupposed in the propositional content of the requests, as if what R wants to be done is going to be done unquestionably. As such, R thanks E for the requested acts in advance. The expressed gratitude for something E has not done indebts E, who may have to do the requested acts in order to repay the debt. Thanking requests are polite because the requests are embedded in the expressions of gratitude. Chiefly used in business communications, thanking requests are formal with three main functions: to request, to thank and to end the email.

The first paragraph of Email 1 constitutes a request sequence by which R asks E to do business with R. The second paragraph is to engage E in business activities. The last paragraph mainly repeats and emphasizes the illocutionary acts made in the previous paragraphs. All three paragraphs share the same general goal to get E to do business with R. Thus, Email 1, as a whole, is a request.

Email 2

From: Henry.Brown@W&B.com
Sent: Friday, June 25, 2005 8:38 AM
To: Li Tang
Subject: Re: ProductA and ProductB

Dear Mr. Li,

(10) Thank you for the opportunity to meet with you during pharmaceutical show. (11) Would like to work with your company.

(12) PLEASE OPEN THE ATTACHED FILE FOR MORE INFORMATION.

(13) I have spoken to my partner and he also would like to start a business relationship with your company.

Sincerely,

Henry C. Brown

Vice President of International Marketing
W&B LLC
Phone 001-786-901-2294

FAX 001- 786-901-2295

Cell 001- 786-301-8290

Email 2 is written by Brown in return to Email 1, in which R is BI, and E is SI.

(11) Would like to work with your company.

(11) is a statement with the illocutionary point of promise. When Brown uses *Would like* to produce an effect on E that R intends to put himself under the obligation of doing the act, BI is making an indirect promise addressing the sincerity condition. The past form of *will* plus *like* works to modify the degree of certainty, tone down the force of volition, and weaken the degree of commitment. All these function to create more room for possible later adjustment. The indirectness of this promise might reflect the nature of the business and the working relation between SI and BI. An importer who is the vice-president of a pharmaceutical manufacturer is almost prohibited from saying “I promise to work with your company” at the initial stage of a negotiation. As a promise, (11) is a response to SI’s request in Email 1 to establish business relations, which in turn confirms the analysis that utterance (2) from Email 1 and the complete Email 1 are requests for doing business together.

(12) PLEASE OPEN THE ATTACHED FILE FOR MORE INFORMATION.

(12) is a request realized in the imperative mood. IMPERATIVES are direct requests that should be normally used with great care due to their associated impoliteness (Carter & McCarthy, 2006: 544). Four reasons might account for the employment of the direct strategy in (12) despite of its directness. To begin with, (12) is written by an American buyer who values directness. Next, the business role of the American buyer in a typical buyer’s market allows him to be more direct. Further, reading the document is not a difficult task. Finally, reading the file is the obligation of the seller, who promises in Email 1 to satisfy the buyer’s requirement. Preference for directness, easy performance, higher power status, and E’s obligation to comply with the request justify the use of the direct strategy in (12).

Email 3

From: Li Tang
To: Henry.Brown@W&B.com
Sent: Monday, June 28, 2005 9:17 PM
Subject: RE: ProductA and ProductB

Dear Henry Brown,

(15) Thank you very much for your prompt reply. (16) The following is the information addressed to your questions.

- a. (17) ProductA is manufactured by our workshop, which is also one of two CFDA registered manufacturers qualified to sell in China market.
- b. (18) ProductB is manufactured by other factory, but we have a good connection to reach the material.
- c. (19) The above two products are not USFDA approved, nor are the factories inspected by the USFDA.

(20) With your expertise in the U.S. market and FDA documentation, and our solid connection with China manufacturing base, I believe that we can form a strategic alliance to work together in two markets. (21.1) On the one hand, not only can we offer the products of our own workshop, (21.2) but also we can source other material as your distributor in China. (22) On the other hand, you can help China manufacturers in FDA registration and marketing in the USA. (23) Anyway, the idea will depend on your company's business strategy. (24) I will do as much as possible to satisfy your needs.

(25) If possible, I will discuss the details with you as I go to the USA in Sept. (26) Once again, I highly appreciate your cooperation, and look forward to your comments.

(27) Best

Li Tang¹

Email 3 is sent to BI from SI. Two utterances in this email are particularly interesting for the investigation.

(25) If possible, I will discuss the details with you as I go to the USA in Sept.

(25) is an assertion with the illocutionary point of request. It is identified as a request

¹ Signature block is omitted from Email 3 and the following emails in order to save space.

request because it is the first time that “the two parties meet to discuss the details” is mentioned by SI who is more eager to do business. If R will discuss something with E, R anticipates that E will discuss it with R, which may further suggest that R wants E to discuss the details with R; hence, (25) is an indirect request. Semantically, *will* in (25) indicates both future action and volition, which inherently assumes that E’s activity is under R’s control. The declarative form and its speaker-orientation create an impression of egocentrism. Nonetheless, SI informed the author of this dissertation that he was not aware of the volition sense of *will*.

(26) Once again, I highly appreciate your cooperation, and look forward to your comments.

In (26), the form *S looks forward to x* is an indirect request realized through expressing the requester’s *want*. The *want* is not expressed directly, but inferred through the process: if a speaker looks forward to something that is going to happen, s/he wants it to happen. Expressing R’s desire addresses the sincerity condition, thereby evoking a request. Since the act is evoked through inferred WANT, its conceptual distance to CORE is longer than WANT. Consequently, its level of directness ought to be lower than WANT.

Email 4

From: Henry.Brown@W&B.com
Sent: Tuesday, June 29, 2005 11:29 PM
To: Li Tang
Cc: White, Bob
Subject: Re: ProductA and ProductB

Dear Mr. Li,

(28) Thank you for your email response, we look forward to meeting with you upon your arrival in the U.S. (29) Where do you live in China? (30) Does Eastarr have a U.S. Agent or are you the U.S. Agent for Eastarr?

(31) One of my Chinese contacts suggested that we work with a Chinese domestic product manufacturer and use our our trademarked name on a product. (32) Is this something that would interest Eastarr?

(33) Regards,
Henry C. Brown

In Email 4, BI is R, and SI is E. In (29) and (30), BI asks SI where SI lives, and whether Eastarr has a U.S. agent, or SI is Eastarr's agent. (31) and (32) are a part of a reply to (20) from Email 3, by which SI asks BI to form a business alliance.

(20) Source With your expertise in the U.S. market and FDA documentation, and our solid connection with China manufacturing base, I believe that we can form a strategic alliance to work together in two Markets.

Target I ask you to form a strategic alliance to work with us in two markets.

Recall the term “trademark licensing” introduced in Chapter 3. Trademark licensing is a form of strategic business alliance, in which the licensor grants the licensee the right to use their trademarks for one or more of the licensor's products. The licensee generally pays a fixed sum when signing the agreement, and continues to pay a royalty from 2 to 5 percent of sales for the duration of the contract.

In (31) and (32), BI asks SI if Eastarr is interested in trademark licensing, which presupposes that BI is interested in forming a business alliance with SI, because trademark licensing is one of the forms of strategic business alliances. (31) and (32) can only be performed on condition that BI has recognized SI's illocutionary point in (20). Otherwise, BI could not have proposed a specific form of business alliances. As such, (31) and (32) confirm that (20) from Email 3 is a request.

(31) and (32) themselves form an indirect request. They constitute an offer with the illocutionary point of request. They might be mistaken for an offer, because it seems that in (32) BI is offering the trademark to SI. However, we have to realize that BI makes money by selling their trademark to SI, which BI believes that it is in the best interest of BI. Hence, asking E whether E is interested in R's trademark may be understood as a question about whether E wants R's trademark, which in turn can be understood as a request, by which R asks E to buy R's trademark, as shown below:

- (31) Source One of my Chinese contacts suggested that we work with a Chinese domestic product manufacturer and use our our trademarked name on a product. (32) Is this something that would interest Eastarr?
- Question Do you want to buy our trademark?
- WANT I want you to buy our trademark.
- Target I ask you to buy our trademark.

In addition, (31) and (32) meet all the felicity conditions for requests, but do not meet the essential condition for offers. The essential condition for offers is that the utterance counts as the undertaking by S of an obligation to do A on condition that H wants S to do A. Nonetheless, BI wants to sell their trademark to SI, not to offer the trademark to SI free of charge. (31) and (32) are an attempt by BI to get SI to buy their trademark. As such, (31) and (32) are an indirect request.

The directness of this request is decreased by avoiding addressing E directly. If the request were realized with the form *Are you interested in that*, SI would have to indicate his own personal opinion. If the answer were a refusal, it would threaten BI's face. In contrast, *Is this something that would interest Eastarr* has to do with the attitude of the company, which involves the owners and other members of the management team. The treatment distances E from the request and leaves E the option to refuse.

Email 5

From: Li Tang@Eastarr.com
 Sent: Tuesday, June 29, 2005 11:29 PM
 To: Henry.Brown@W&B.com
 Cc: White, Bob
 Subject: Re: ProductA and ProductB

Dear Mr. Henry Brown

- (34) Thank you very much for your prompt reply. (35) I live in Hefei but my wife is in N.Y. (36) I regularly travel between two countries. (37) As handling Eastarr's international marketing, I also work as a distributor for some U.S. companies.
- (38) Eastarr is absolutely interested in using your trademarked name for FDA Approval. (39)

I want to know your trademarked name is for processed pharmaceutical or raw materials. (40)
If possible, would you please tell me the specific details?

(41) Thanks and best regards

Li Tang

In Email 5, SI is R, and BI is E. In this email, two requestive hints are formed by providing extra information. (35) and (36) are SI's answer to BI's question in (29) from Email 4 about SI's geographic location in China.

BI (29) Where do you live in China?

SI (35) I live in Hefei but my wife is in N.Y.

(36) I regularly travel between two countries.

SI obviously provides more information than asked for. SI not only informs BI that he lives in Hefei, but also makes a special effort to inform BI that his wife is in New York, and that he travels regularly between the U.S. and China. Giving extra information violates the Maxim of Quantity. This triggers an inference: SI may request BI to do business together. The reason is that the extra information deliberately provided demonstrates SI's strengths in forming a business alliance: SI is quite familiar with American culture, which can be a positive factor to increase his competitiveness as a potential partner. Deliberately demonstrating one's strengths in forming a strategic business alliance in a negotiation on forming a business alliance might be understood as a request to form a strategic business alliance, because strengths in doing business are the prerequisites to establishing business relations.

Exhibiting business strengths presents clues leading to the BEFORE component, which will evoke CORE subsequently. Since the indirect request is made not by addressing the felicity conditions, but by providing clues pointing to or hinting at the BEFORE component, (35) and (36) are an unconventional indirect request.

BI (30) Does Eastarr have a U.S. Agent or are you the U.S. Agent for Eastarr?

SI (37) As handling Eastarr's international marketing, I also work as a distributor for

some U.S. companies.

(37) is performed to answer the question raised in (30). In (37), SI again provides extra information: he informs BI that he has been working as a distributor for other U.S. companies. The additional information suggests SI's knowledge, experience and expertise in working with American companies. The motivation behind the special effort SI takes to demonstrate his strengths is likely to be his desire to establish business relations with BI. Thus, (37) can be interpreted as an instance of unconventional indirect request, although the same illocutionary act may have different interpretations in different cultures.

Email 6

From: Henry.Brown@W&B.com
Sent: Thursday, July 01, 2005 8:26 AM
To: Li Tang
Cc: White, Bob
Subject: Re: ProductA and ProductB

Dear Mr. Li,

(42) Thank you also for your quick response. (43) Our trademarked name is for finished medicines and will be used to market our approved ANDA products in the U.S. (44) The manufacturers that we plan to partner with must meet the requirements of an FDA inspection for their X facilities. (45) In addition, we may be willing to use our trademarked name in China on finished domestic product that would benefit from the use of our name and would offset some of the cost for meeting the FDA compliance requirements.

(46) Do you market processed pharmaceutical domestic products in China?

(47) I would like to send to you a Confidentiality Agreement for our two companies before we go into

further details. (48) I will send it to you by email to your email address below your signature.

(49) If this is acceptable, we can have it sent to you by the end of the week.

(50) We will be out of the country from July 3-10, but I will have my laptop with me so we can continue to communicate.

(51) Regards,

Henry

Email 6 is written by BI. In this email, R is BI, and E is SI.

(44) The manufacturers that we plan to partner with must meet the requirements of an FDA inspection for their X facilities.

(44) is a statement with the illocutionary point of request, whereby R asks E to meet the requirements if they want to partner with W&B. (44) is a RESULT request. Though indirect, the modal verb *must* is extremely coercive, indicating that compliance with business law is compulsory and non-negotiable. It is noteworthy that the requestee of (44) is *The manufacturers that we plan to partner with*. It can be E or anyone that wants to collaborate with R. Phrasing the requestee in this way implies that anyone who wants to collaborate with W&B must comply with the requirements, which are public, and that R does not want to threaten E's face, but is forced to do so by the law.

(47)	Source	Would like to send to you a Confidentiality Agreement for our two companies before we go into further details.
	Target	We ask you to sign a Confidentiality Agreement before we go into details.

(47) is an offer of a Confidentiality Agreement with the illocutionary point of request, whereby R asks E to sign the agreement. However, R merely states his desire of sending E a Confidentiality Agreement before they go into further details without mentioning his purpose of sending the document – to get E to sign the agreement. Yet, any professional business practitioner knows why a Confidentiality Agreement is sent before business secrets are discussed, and why R suppresses the key verb *sign* – to mitigate face threat. The exclusion effectively reduces face threat while maintaining intelligibility.

Email 7

From: Tang.Li@Eastarr.com
To: Henry.Brown@W&B.com
Sent: Thursday, July 01, 2005 2:26 AM

Subject: RE: ProductA and ProductB

Dear Mr. Henry Brown,

(52) Thank you very much for your information. (53) The following is my understanding to the situation:

- (1) (54) I am very glad to partner with your company in the USA and China. (55.1) Not only can we export the Xs into the USA, (55.2) but also we welcome contract manufacturing under your trademarked name for USA or China market. (56) Would you please let me know the specific product names and quantity?
- (2) (57) Eastarr is willing and capable of meeting the requirement of FDA inspection for their X facility. (58) For your information, the facility with full capacity and capability is just approved by China NFDA for GMP inspection. (59) In addition, we have two R&D labs supporting the technology development and process improvement, (59) which will make it easy conforming to regulatory requirement.
- (3) (60) With annual sales of USD\$70 millions, Eastarr's 90% business is generated from processed products sold in China. (61) Therefore, we have a wide marketing network in charge of domestic market, and own the pharmaceutical chain stores. (62) If you intend to sell your finished medicines in China, we are able to help not only in production but also in marketing & sales. (63) Attached is the list of our part finished medicines for your reference.
- (4) (64) It is fine that you send me a Confidentiality Agreement by email. (65) If a signature is required, I will fax it to your office.
(66) I look forward to your early reply, (66) and wish you a great holiday (July 4th).
(67) Best Regards

Li

In Email 7, SI is the addresser, and BI is the addressee. In this email, (55.2) is a welcome with the illocutionary point of request.

- | | |
|---------------|---|
| (55.2) Source | ..., but also we welcome contract manufacturing under your trademarked name for USA or China market. |
| Target | We ask you to allow us to be your contract manufacturing under your trademarked name for USA or China market. |

The verb *welcome* could be an explicit performative, showing SI's attitude towards contract manufacturing. In this case, SI welcomes the opportunity of acting as W&B's contract manufacturer. Yet, an explicit performative of expressives should have no direction of fit between world and word, since the truth of the expressed proposition is presupposed. Nonetheless, the context shows that being a contract manufacturer is one of the goals SI wants to achieve, and SI writes (55.2) with the intention of becoming W&B's contract manufacturer. This suggests that there is a direction of fit between the external reality and SI's words: world to word. As such, (55.2) is an indirect request, by which SI asks for the opportunity to act as W&B's contract manufacturer in China.

(57) is a promise to meet the FDA requirements in response to the RESULT request performed by BI in (44) from Email 6.

BI (44) The manufacturers that we plan to partner with must meet the requirements of an FDA inspection for their X facilities.

SI (57) Eastarr is willing and capable of meeting the requirement of FDA inspection for their X facility.

The promise shows that the requestee is not offended by the most coercive strategy of requests, since fulfilling the regulations is a prerequisite for the entrance into the U.S. market. (64) and (65) are responses to (47) from Email 6.

BI (47) I would like to send to you a Confidentiality Agreement for our two companies before we go into further details.

SI (64) It is fine that you send me a Confidentiality Agreement by email.

(65) If a signature is required, I will fax it to your office.

(65) is an offer, by which SI offers that if a signature is needed, he will send the signature by Fax. The offer indicates that a request to sign the Confidentiality Agreement has been evoked. Thus, (65) confirms that (47) is a request, and the WANT request in (47) stands for the direct request *Sign the Confidentiality*

Agreement.

Emails 8

From: Bob.white@W&B.com
Sent: Friday, July 02, 2005 2:52 AM
To: Tang.Li@Eastarr.com
Subject: W&B Confidentiality Agreement

Dear Mr. Li,

(68) Please find attached our Confidentiality Agreement covering W&B and its related entities. (69) Once signed, please fax a copy to 786-901-2094.

(70) After speaking with Mr. Brown, we are extremely interested in pursuing further discussions of potential cooperations between our companies. (71) We look forward to hearing from you soon.

(72) Sincerely,

Bob White

Email 9

From: henry.Brown@W&B.com
Sent: Friday, July 02, 2005 5:06 AM
To: Li Tang
Cc: White, Bob
Subject: ProductA and ProductB

Dear Mr. Li,

(73) Thank you for the valuable information. (74.1) We have sent to your attention a Confidentiality Agreement for signature (74.2) and request that it be returned by **FAX**. (75.1) We are very interested in your company as a Chinese partner, (75.2) and will send to you a copy of our business plans and product list (75.3) as soon as we receive the returned Confidentiality Agreement. (76) We will then also be able to discuss in more detail how we think that we can work together and arrange to meet upon your arrival.

(77) Regards,

Henry Brown

Email 8 comes from Bob White, the president of W&B, and Email 9 from Brown. The two emails deal with the same thing: asking SI to sign the Confidentiality Agreement. In (74.1), BI asks SI to sign the agreement.

- (74) (74.1) We have sent to your attention a Confidentiality Agreement for signature (74.2) and request that it be returned by **FAX**.

The action *sign the contract* is positioned in the prepositional phrase at the end of the clause (74.1). In the second clause, BI requests that SI fax the signed copy. It is the only explicit performative request in Corpus I. The most direct form reflects the importance of the action – faxing the signature, as a signed email did not count as a legitimate document in business when the conversation took place. Handwriting is required for the signature to take effect. This justifies the use of the most direct strategy.

5.3. Marginally-touching-the-Point

Section 4.3 focuses on a specific Chinese way of performing speech acts – Marginally-touching-the-point. Fifteen emails starting from Email 10 and ending with Email 24 are exchanged between BI and SI in this section, which are exhibited below.

Email 10

From: TangLi@Eastarr.com
To: Bob.white@W&B.com
Cc: Millie
Sent: Friday, July 02, 2005 10:22 PM
Subject: ProductA and ProductB

Dear Bob White

(78) I have faxed the Confidentiality Agreement to your office. (79) After signing, would you please fax it back to my office at 00-86-510-7769782 for my record? (80) It is also my pleasure to contact you and explore the potential projects with your company. (81) After receiving the specific business plan, we will go into more details. (82) Your comments will be highly appreciated. (83) If you have any questions, please feel free to contact me.

(84) Thanks and best regards.

Tang Li

Email-11

From: Tang.Li@Eastarr.com
Date: 2005/07/05 Mon AM 02:03:02 EDT
To: " Henry.Brown@W&B.com
Subject: RE: ProductA and ProductB

Dear Brown,

(85.1) The Confidentiality Agreement has been faxed back, (85.2) and please check it. (86) If possible, would you please send us a copy of business plan and product list so that we will outline the project. (87) At the same time, the details will be discussed one by one. (88) It is best that we can reach agreement before I go to the USA.

(89) Thanks and best regards

Li

Email 12

From: Tang Li@Eastarr.com
To: Brown@W&B.com
Cc: Millie
Sent: 06 07 2005 11:27 PM
Subject: ProductA and ProductB

Dear Henry,

(90) So far, I have not received return signature Confidentiality Agreement. (91) Is there any progress in your business plan and product list? (92) I am sorry to bother you in your busy schedule.

(93) Best regards

Tang Li

Email 13

From: Brown@W&B
Sent: Tuesday, July 06, 2005 4:31 AM
To: Tang Li
Subject: Re: RE: ProductA and ProductB

Dear Li;

(94) I am currently in Europe with limited email. (95) Will keep in touch and will be back in the country July 11th. (96) Will provide business plans upon return.

(97) Regards,

Henry

Email 14

From: Tang Li@Eastarr.com
To: Henry.Brown@W&B.com
Cc: Millie
Sent: July 07, 2005 08:30 PM
Subject: ProductA and ProductB

Henry,

(98) Have a nice trip! (99) I will wait for reply upon your return. (100) Meanwhile, check with Bob if he received Confidentiality Agreement when my email to him was returned.

(101) Best

Tang Li

Email 15

From: Brown@W&B
Sent: July 08, 2005 8:41 AM
To: Tang Li
Subject: Re: RE: ProductA and ProductB

Dear Li;

(102) Bob has indicated that he has completed the Confidentiality Agreement and has sent it back to you. (103) I am currently out of the country and I am not sure whether he sent it by fax or by mail. (104) If you do not receive it by the end of this week please let me know and as soon as I get back in the office on Monday I will contact Bob.

(105) Regards,

Henry

Email 16

From: "Tang Li"
To: Brown@W&B.com

Sent: Monday, July 12, 2005 2:34 AM
Subject: RE: RE: ProductA and ProductB

Dear Mr. Henry Brown,

(106) Have you come back to the office, and checked Confidentiality Agreement faxed to you? (107) I believe that we can continue the conversation about our cooperation.

(108) I look forward to your early response.

(109) Thanks and best regards.

Tang Li

Email 17

From: Henry Brown
Sent: Monday, July 12, 2005 11:37 PM
To: Tang Li
Cc: White, Bob

Dear Mr. Li,

(110) Yes, thank you for your promptness on the Confidentiality Agreement. (111) We have just returned and will check the FAXed copy today and send you a copy of the Business Plan and product list. (112) I have also updated Enduker on our communications and that we are reviewing each other's documents

(113) Regards,

Henry

Email 18

From: Tang Li@Eastarr.com
To: Henry.Brown@W&B.com
Cc: [Millie](#)
Sent: July 13, 2005 13:12 PM
Subject: ProductA and ProductB

Dear Henry,

(114.1) Many thanks for your information, (114.2) and await your business plan and product list.

(115) Best regards

Tang Li

Email 19

From: Henry Brown
Sent: Tuesday, July 27, 2005 8:48 AM
To: Tang Li
Cc: White, Bob
Subject: ProductA and ProductB

Dear Li,

(116) By now you should have received the signed copy of the Confidentiality Agreement from Bob. (117) We are interested in continuing our discussions about products and marketing opportunities.

(118) I just returned to the office but leave almost immediately for China, I would like to discuss with you when I return more specific details about our concept and how we can start working together. (119) I will return on August 11th.

(120) Regards,
Henry C. Brown

Email 20

From: Tang Li
To: 'Henry Brown'
Sent: Tuesday, July 27, 2005 4:01 AM
Subject: RE: ProductA and ProductB
Dear Mr. Henry

Dear Henry

(121) As a matter of fact, I have not received the signed copy of the Confidentiality Agreement from Bob. (122) I want to know what your schedule will be at China. (123) If possible, I hope to meet with you in Shanghai if you go to there. (124) Anyway, I look forward to continuing our discussion of products and project plan.

(125) Your early response is highly appreciated.

(126) Best Regards

Tang Li

Email 21

From: Henry Brown
Sent: Wednesday, July 28, 2005 12:33 AM

To: Tang Li
Cc: White, Bob
Subject: Re: ProductA and ProductB

Dear Mr. Li,

(127) I will only be in China for three days to meet with a client in Hankou and then return home via Hainan. (128.1) I expect to be in China within the next few months for a longer period of time (128.2) and I would like to meet with you at that time.

(129) I have talked to Bob and he will resend your signed Confidentiality Agreement to you again.

(130) Regards,

Henry

Email 22

From: Tang Li@Eastarr.com
To: Henry.Brown@W&B.com
Cc: Millie
Sent: July 29, 2005 15:49 PM
Subject: ProductA and ProductB

Dear Henry

(131) I understand your busy schedule. (132) When I will be in the states in end Sept or you are in Hainan next months, we can have opportunity to meet. (133.1) Meanwhile, if you are able to send us product list and business plan, (133.2) we can make preparation and initiate the project earlier.

(134) I just received a fax cover sheet from Bob, but missed the signed page. (135) Would you please let Bob to fax it again (fax no. 0086-510-7769782). (136) I am sorry for inconvenience.

Best

Tang Li

Email 23

From: Henry Brown
Sent: July 30, 2005 9:36 AM
To: Tang Li
Subject: Re: ProductA and ProductB

Henry

(137) I just refaxed the signed Confidentiality Agreement to Li's attention. (138) It has now been faxed 3 different times (at 9,10,11 on 7/04). (139) The fax number it is being sent to is 86-510-7769782. (140) If this is not correct, please let me know, and I will refax it to the right number. (141) Sorry for the difficulty.

Bob

Dear Mr. Li,

(142) Bob has resent the last page of the Confidentiality Agreement to you at the following number: 86 510-7769782, he has sent it 3 different times to that number (at 9,10,11 on 7/04). (143) If this is not correct, please let me know and he will refax it to the right number. (144) Sorry for the difficulty.

(145) Regards,

Henry

Email 24

From: TangLi@Eastarr.com
To: [Bob.white@W&B.com]
Cc: Millie
Sent: July 30, 2005 9:52 PM
Subject: Business Plan

Dear Henry

(146) Thank you for prompt delivery of documents, I will revert to you as soon as possible after reviewing those documents.

(147) Best Regards

Tang Li

During the period of the time in which the 15 emails are exchanged, SI sends the signed agreement to W&B, but is unable to get the countersigned agreement due to poor communication: BI is traveling outside of the U.S. with limited email access, and SI's fax machine is broken, thus unable to receive the faxed document from White. Unaware of the faxed agreement, SI repeatedly asks BI to send the document.

Retrieved from the original data, the following are the utterances involved in the Confidentiality Agreement. In the email dialogue, B stands for BI, and S stands for SI:

- S1 I have faxed the Confidentiality Agreement to your office. After signing would you please fax it back to my office at 00-86-510-7769782 for my record?
- S2. The Confidentiality Agreement has been faxed back, and please check it.
- S3. So far, I have not received return signature Confidentiality Agreement.
- B1. I am currently in Europe with limited email. Will keep in touch and will be back in the country July 11th.
- S4. ... Meanwhile, check with Bob if he received Confidentiality Agreement when my email to him was returned.
- B2. Bob has indicated that he has completed the Confidentiality Agreement and has sent it back to you.
- S5. Have you come back to the office, and checked Confidentiality Agreement faxed to you?
- B3. Yes, thank you for your promptness on the Confidentiality Agreement. We have just returned and will check the FAXed copy today ...
- B4. By now you should have received the signed copy of the Confidentiality Agreement from Bob.
- S6. As a matter of fact, I have not received the signed copy of the Confidentiality Agreement from Bob.
- B5. I have talked to Bob and he will resend your signed Confidentiality Agreement to you again.
- S7. I just received a fax cover sheet from Bob, but missed the signed page. Would you please let Bob to fax it again (fax no. 0086-510-7769782).
- B6. Bob has resent the last page of the Confidentiality Agreement to you at the following number: 86 510-7769782, he has sent it 3 different times to that number (at 9, 10, 11 on 7/04). If this is not correct, please let me know and he will refax it to the right number. Sorry for the difficulty.

In S1, SI asks W&B to countersign the agreement and send it back to SI. Failing to receive the agreement, SI asks BI to *check* the arrival of the document in S2. In S3, SI complains that he has not received the countersigned Confidentiality Agreement. This

gives away his true illocutionary point in S2. In asking BI to *check* the document, SI is actually requesting BI to sign the document. Failing to get a specific response to his request, he repeats his request in S4 and S5. In answering S4, Brown states in B2 that Bob has *completed*, rather than *checked* the document. It is critical to be aware that the action *complete* encompasses checking, signing and other actions relating to the complete action of signing an agreement.

In B4, BI asserts that by that time SI should have received the *signed* copy, which is responded to with a complaint in S6 that SI has not received the *signed* copy. S6 is followed by a statement in B5 that a *signed* agreement will be resent to SI. In S7, SI makes another complaint that the *signature* page is missing, which is replied by BI in B6 with an explanation that three *signed* copies have been sent to Li, in addition to a promise to re fax the agreement. The context shows that what is talked about in the email conversation is the signing of the Confidentiality Agreement, and what is asked for in S2, S4 and S5 is signing the Confidentiality Agreement in addition to checking the document. However, in S2, S4 and S5, SI only asks BI to *check* if they have received the agreement. The relationship between the requests and their expressions is synecdochic, i.e., one part of the action stands for the whole. The illocutionary point of the synecdoche is recognized by BI precisely, who states in B4 that SI should have received the signed copy by the time he writes B4.

A legally effective contract must be signed by both parties, and each one should have one copy for record. The whole action of countersigning the contract in this particular case includes a number of components. It starts with checking the arrival of the document, examining the signature, countersigning the document, and faxing it back to the first signer. Checking is only the first step of the entire process, which is used to evoke the whole contract-signing action. The target meaning is cancelable, leaving to E the responsibility of deciding what is asked for.

In these requests, one part of the action stands for the whole, which is a specific Chinese way of performing speech acts named Marginally-touching-the-point. With Marginally-touching-the-point, a whole action is decomposed into a number of sub-

actions. Some of them are more face threatening and some less. A speaker will choose the most polite or salient but not rude component to represent the whole action. Mutual contextual knowledge will help E to fill in the omitted links, thereby recovering the complete action. In this way, E can recognize R's illocutionary intention while maintaining the face of the two parties in a face-threatening situation. The limitation of this strategy is its ambiguity or vagueness, which might be very difficult for non-native speakers of Chinese to recognize the intended meaning. B2 and B6 show that S2, S4, S5 and S6 have evoked the requests of signing the Confidentiality Agreement successfully. After the two parties have signed the Confidentiality Agreement, they enter into a substantive discussion comprising five emails exhibited in the next section.

5.4. Comparisons

Emails 25

From: Henry Brown
Sent: Friday, July 30, 2005 10:24 AM
To: Li Tang
Subject: Business Plan

Dear Li²,

(148) Attached are the following documents from W&B:

Cover letter for X companies

W&B Business Proposal

X Table

(149) This will provide the basic information on our concepts and how the profit sharing process works. (150) When you come to the U.S. in September, we would like to set up a meeting to discuss in detail the costing specifics and discuss ProductA, ProductB and our

² It was commented by an American teacher at the University of Hamburg that the use of last name without title in the BI sub-corpus is nothing but an error. Probably Brown intended to use first name to express solidarity, but he confused Li Tang's first name with his last name due to the different orders of English and Chinese names, and the fact that it is the norm to use first name in American organizational emails.

Risk Assessment Plan for achieving USFDA compliance for the Xs and the finished products.

(151.1) The X Table shows the products that we are interested in manufacturing, (151.2) the estimated amounts of X required (151.3) and the Royalty Bonus that would be paid to the X company. (152) The same concept is used for the processed pharmaceutical manufacturer who also shares the profits through a Royalty Bonus.

(153) I leave for China on Monday, but can be reached by email while there or if necessary on my cell phone.

(154) Regards,

Henry

Email 25 comes from BI, in which the addresser is BI, and addressee is SI. In Email 25, BI provides their business plan, profit sharing proposal and W&B's product list to SI. In Email 25, (150) is a wish with the illocutionary point of request, by which R asks E to set up a meeting to discuss cost, products and compliance with FDA regulations.

(150) When you come to the U.S. in September, we would like to set up a meeting to discuss in detail the costing specifics and discuss ProductA, ProductB and our Risk Assessment Plan for achieving USFDA compliance for the Xs and the finished products.

Email 26

From: TangLi@Eastarr.com
To: Henry.Brown@W&B.com
Cc: Millie
Sent: Agu.01, 2005 8:32 PM
Subject: Business Plan

Dear Henry

(155) Thank you very much for your quick reply.

(156) The products I mentioned are only for your reference and discussion. (157) Actually, there are more products for us to explore the possibility. (158.1) I personally believe that ProductE is a good project to pitch (158.2) and attach the market review for your suggestions.

(159.1) I have noticed the products highlighted in the excel file, (159.2) and we can work further to focus on marketing side. (160) But, the first step may center on FDA compliance. (161) Most importantly, I am pleased to see that our strategies match so well that we can reach a best solution.

(162) I look forward to meeting with you and Bob to discuss the details and outline the working schedule. (163) I will arrive in New Jersey on 17th Sept, and stay there for three weeks. (164) Hope we can meet during the period as long as your schedule allows it.

Li Tang

In Email 26, SI is R, and BI is E. (159) and (160) are the consequent acts of (151) performed by BI in Email 25.

BI (151) The X Table shows the products that we are interested in manufacturing the estimated amounts of X required and the Royalty Bonus that would be paid to the X company.

SI (159) I have noticed the products highlighted in the excel file, and we can work further to focus on marketing side.

(160) But, the first step may center on FDA compliance.

In (151), BI specifies his requirements: the products he is interested in, the product standards that must be met, and the required Royalty Bonus paid to the X company. In response to (151), SI asks BI in (159) to focus on the marketing side of the issue later. In (160), SI asks BI to concentrate on complying with FDA regulations. Without meeting with the standards, there is no business. However, instead of using *must*, which is used in (44) by BI to indicate the obligation to comply with the law, SI chooses *may* to represent the same notion.

BI (44) The manufacturers that we plan to partner with must meet the requirements of an FDA inspection for their X facilities.

The difference in directness between (160) and (44) might arise from the role difference – the buyer has to use or resell the products in a market where there are strict and non-negotiable regulations for pharmaceutical products imported from the seller. As a result, the buyer has to use a highly coercive modal verb to stress the force. By contrast, the seller is the one that has to persuade the buyer, who is at his liberty to buy or not to buy the products. As a result, the seller has to be tactful, even when the seller is asking the buyer to take measures to comply with FDA regulations. Thus, SI uses *may* to denote *must*, marginally touching the point of focusing on FDA regulations in (160).

The seriousness of the face threat of (160) is further lessened by depersonalizing the utterance, whereby SI adopts measurement rather than an actor to fill the agentive roll, distancing the requester and requestee. Changing perspectives is used once more by SI in (179) from Email 27. Instead of saying *You must do the ROI analysis in the next step*, SI says: *We may need to do the ROI analysis in next step*. The substitution of *must* with *may need* in addition to depersonalization effectively mitigates face threat.

Email 27

From: Li Tang
To: 'Henry C. Brown'
Sent: Monday, August 16, 2005 1:42 AM
Subject: RE: Business Plan

Dear Henry,

(165) First of all, I want to apologize for replying you late because I have been on business trip for several weeks. (166) I have submitted your business plan to the Eastarr's top management team, and reviewed your proposal. (167) The board of directories recognizes that the business concept and proposal is an excellent and fantastic business model to the best interest of both parties. (168) Thus, they are very interested in going further and discussing the details so as to reach an executable and realistic plan. (169) Their main points are as follows:

1. (170) The business proposal is generally acceptable and beneficial to a long-term partnership.
 2. (171.1) Eastarr is willing to work with W&B as a strategic partner in China, and (171.2) comply with USFDA regulation to obtain USFDA Product and marketing approvals. (172) As consequences, Eastarr would like to invest some capital in improving the facility and equipment if necessary, despite its GMP-approved facility.
 3. (173) Based on X Table you submitted, the quantity of ProductA and ProductB may be too small to cover the investment. (174) However, we look forward to the business potential generated by the business model and Product Development. (175) Therefore, we would like to know the possibility of penetrating into our strong product lines such as ProductD and ProductE.
 4. (176) We are also interested in working as a Contract Manufacturer. (177) If so, can we go beyond the existing product line?
 5. (178) The specific cost is not clarified. (179) We may need to do the ROI analysis in next step.
 6. (180) What's the formal process/plan if we proceed with the project immediately, particularly with Initial Risk Assessment Audit?
 7. (181) Are you interested in other products we recommend to you, such as ProductF?
 8. (182) When you come to China in near future, can you visit our factory for further discussion?
- (183) The above is just our initial thoughts. (184) I believe that we can reach the final agreement after deepening into details. (185) If you have any questions, please don't hesitate to contact me. (186) I look forward to your early response.
- (187) Best regards
- Li Tang

Email 27 is sent to BI by SI after the board of directories of Eastarr have discussed W&B's business proposal. (171) is a promise to comply with FDA laws in response to BI's request in (150) from Email 25:

- BI (150) We would like to set up a meeting to discuss in detail the costing specifics and discuss ProductA, ProductB and our Risk Assessment Plan for achieving USFDA compliance for the Xs and the finished products.

SI (171) (171.1) Eastarr is willing to work with W&B as a strategic partner in China, and (171.2) comply with USFDA regulation to obtain USFDA Product and marketing approvals.

The promise in (171.2) confirms that (150) has evoked a request scenario, and (150) is an indirect request in addition to an expression of a wish.

Email 28

From: Henry.Brown @W&B.com
Sent: Tuesday, August 17, 2005 10:06 AM
To: Li Tang
Cc: White, Bob
Subject: Re: Business Plan

Dear Li,

(188) Thank you for the email and your good news.

(189.1) The two products that you mentioned are both excellent products (189) but they are still protected by FDA (189) and cannot be used as generics in the U.S. market. (190) However, several products that are on your excel spread sheet are already in the marketplace and can be considered good candidates for our plans.

(191) Please see the attached file for the items, their required strengths and/or volumes. (192) Also all of the brands will have to be USP and meet FDA cGMP compliance regulations. (193.1) I think that we have made a good start (193.2) and we now should plan on a logical time and place to meet for more detailed discussions. (194) Bob and I are leaving on business this Saturday for three weeks in Europe, but I will have my laptop and we can be reached by email while we are gone.

(195) Regards,

Henry

Email 28 is from BI, in which R is BI, and E is SI. In (191), the buyer asks the seller to see the attached file. The same act – to read the attached file – is carried out by SI in (5) from Email 1. See below:

BI (191) Please see the attached file for the items, their required strengths and/or volumes.

SI (5) Attached is the COA of ProductA for your reference.

(191) is an imperative request, while (5) seems to be an unconventional indirect request, by which SI asks BI to read the attached document. There is a dramatic difference in the levels of directness between (191) and (5). The difference may be caused by the participants' rights and obligations to make or comply with the requests as well as the power differential between the buyer and the seller. In Corpus I, the seller asks the buyer to do business with him enthusiastically. As such, the buyer has a right to ask the seller to read the attached file in (191), which is the prerequisite for the seller to sell his products. In (5), on the other hand, the buyer, as the reader of the first email, has no obligation to read the attached certificate, as was discussed in Section 5.2. Further, the buyer is more powerful than the seller, which gives the buyer more freedom in using directness. Having or not having obligations to comply with the request and the existence of power differential result in the wide gap in directness between (191) and (5).

(193.2) is a suggestion with the illocutionary point of request, by which BI asks SI to meet for more detailed discussion. (193.2) is classified as a request, for it would be strange if BI utters it without the desire to get SI to meet him. (193.2) can also be understood as a response to SI's requests asking for meetings made in the previous emails, as is shown below:

SI (81) After receiving the specific business plan, we will go into more details.

SI (123) If possible, I hope to meet with you in Shanghai if you go to there.

SI (132) When I will be in the states in end Sept or you are in Hainan next months, we can have opportunity to meet.

SI (164) Hope we can meet during the period as long as your schedule allows it.

BI (193) (193.1) I think that we have made a good start, and (193.2) we now should plan on a logical time and place to meet for more detailed discussions.

Hence, (193.2) can serve as a response to the previous requests made by SI asking for meetings in (81), (123), (132) and (164). (193.2) also confirms that the above

utterances are requests. *On a logical time and place* indicates the difference between BI's request for a meeting and SI's requests: BI requests that the meeting be held on a logical time and at a logical place, while SI just asks for meetings. It is noteworthy that BI uses RESULT while SI uses WANT and AFTER to make more or less the same request. It suggests that BI is more direct than SI, which might be the result of the power differential and cultural difference between the two.

Email 29

From: <mailto:Brown@W&B.com>
Sent: Tuesday, August 17, 2005 10:06 AM
To: Li Tang
Cc: White, Bob
Subject: Re: Business Plan

Dear Li,

(196) We want to thank you again for taking the time to meet with us last week. (197.1) We believe that the meeting was beneficial to both parties and (197.2) we look forward to working with you in the near future. (198) Bob is in the process of creating an expanded product list that will include both X and finished products with quantities, unit prices and royalty bonuses. (199) Once you get the list please match up the products to your factories so you and I can start planning the risk assessment audits for January 2006.

(200) If you or your company have any questions please contact us and we will answer them as quickly as possible.

(201) Regards

Henry

Email 29 is the last email written by BI. Having been discussing indirect requests whose secondary acts are assertions, thanking, wishes and offers in the previous emails, I will present four illocutionary acts: an assertion, a thanking, a wish and an offer in the last email.

- (196) We want to thank you again for taking the time to meet with us last week.
- (197.1) We believe that the meeting was beneficial to both parties.
- (197.2) ..., we look forward to working with you in the near future.
- (200) If you or your company have any questions please contact us and we will answer them as quickly as possible.

(196) is not a request but a thanking, for the action thanked for took place in the past. (197.1) is not a request but an assertion, as R commits himself to the truth of the expressed proposition referring to something having taken place. (197.2) is not a request but a wish expressing R's attitude towards working together, because it does not meet the essential condition for requests: it is the seller that attempts to get the buyer to do business with him. (200) is an indirect offer, not a request, for it is done for the genuine benefit of E.

Email 29 brings the email dialogue to its end. It is informed by one of the interactants in Corpus I that the project is finalized three months later. The finalization suggests that the performance of the illocutionary acts in this email negotiation is at least satisfactory.

5.5. Summary

In Chapter 5, I identified requests in business emails in context and in relation to their consequent acts. In Section 5.2, all basic forms of requests were studied in context. The basic forms include *S ASKS H TO DO A*, *DO A*, *H MUST DO A*, *S WANTS H TO DO A*, *H WILL DO A*, *S CAN DO A*, etc. In this section, I examined six genre-specific indirect requests in detail: *S LOOKS FORWARD TO X*, *S THANKS H FOR X* (unperformed), *IF H HAS QUESTIONS, PLEASE DON'T HESITATE TO CONTACT S*, *S WAITS FOR X*, *ATTACHED IS X*, *S IS INTERESTED IN X*. In Section 5.3, I looked into a specific Chinese way of performing speech acts: Marginally-touching-the-point, which is a pervasive Chinese strategy. With this approach, the addresser decomposes a complete illocutionary act into several components, and singles out the most salient or polite one to represent the whole action. In Section 5.4, I mainly

compared requests with the same requestive goals but realized with different strategies. In the last email, a thanking, an assertion, a wish and an offer were presented to contrast to those requests whose secondary acts are thanking, assertions, wishes and offers. Examining requests in context and in relation to their response helps identify requests in international business emails, thereby laying a good foundation for the analyses in the next three chapters.

Chapter 6.

Requestive Strategies

6.1. Introduction

This chapter aims to investigate the degrees of directness and indirectness of requestive strategies. Panther and Thornburg's (1998) directness hierarchy in the speech act scenario will be used as the measuring scale of the illocutionary directness. Based upon Weizman's account of propositional components (1989), I will look into the directness and indirectness of the propositional content. The discussion will focus upon two crucial propositional components: OBJECT and ACTION that constitute the requested act. Alternation of perspectives of requests will too be examined.

Chapter 6 is divided into five sections. Section 6.2.1 presents the directness scale. In a request scenario, there are three branches with six levels of directness situated on them. Section 6.2.2 introduces three levels of directness of OBJECT and ACTION in addition to the definitions of the two components. In Section 6.3, requestive strategies will be discussed one by one. INTERMEDIARY, which makes up nearly one third of the requests in the two corpora, are discussed in depth due to their unfamiliar forms. It is essential to not only identify their illocutionary force, but also position them on the directness hierarchy. I will argue that INTERMEDIARY is a conventional indirect strategy, although it has some features of unconventional indirect requests. Section 6.4 discusses the distribution of the requestive strategies. In Chapter 6, round brackets indicate the numerical order of sentences in Corpus I, and square brackets the numerical order of the examples used in this chapter.

6.2. The Directness Scale

6.2.1. Illocutionary Directness Scale

Panther and Thornburg propose that directness is mainly determined by the metonymic links between the components and CORE of the request scenario. Drawing on their theoretical framework, I propose a scale of six levels of directness that will be used to measure the illocutionary directness and indirectness of requests. The six levels are compiled into three main categories: direct requests, conventional indirect requests and unconventional indirect requests, as shown below in order of decreasing directness:

Direct Requests:

- 1 PERFORMATIVES
- 2 IMPERATIVES

Conventional Indirect Requests:

- 3 RESULT/WANT
- 4 AFTER/CAN
- 5 INTERMEDIARY

Unconventional Indirect Requests:

- 6 POINT-TO

PERFORMATIVES refer to requests containing explicit performative verbs, and IMPERATIVES are requests realized through the imperative mood. The category of INTERMEDIARY refers to a conventionalized indirect strategy. It is genre-specific with the features of both conventional and unconventional indirect requests. I will argue that the level of directness of INTERMEDIARY is between CAN/AFTER and unconventional indirect requests. A new term is introduced here: main illocutionary (in)directness indicator, which signifies the illocutionary directness and indirectness, or the primary level of directness of requests in Neumann's definition (1997). The

prototypical main illocutionary (in)directness indicators of requests are the explicit performative verbs in PERFORMATIVES, the imperative mood in IMPERATIVES, *must/should/ought to* in RESULT, *want/need/hope* in WANT, *will/would* in AFTER, *can/could* in CAN, and *thank for (unperformed action) /be interested in/wait for/attached be/look forward to* in INTERMEDIARY. There is no entrenched main illocutionary (in)directness indicator in POINT-TO.

6.2.2. OBJECT and ACTION

Weizman (1989:79) claims that the propositional content of a request contains a number of components: the requested act, the object of the act, H's involvement, the beneficiary, etc. Based on Weizman's model, I will examine the directness and indirectness of the requested act of the head act of requests, which comprises two basic elements:

- OBJECT: the object of the requested act in Weizman's definition
- ACTION: the requested act in Weizman's definition

The reason for the examination of these two elements is that they are the main sources that produce the propositional ambiguity and vagueness. The constituents of a requested act are exemplified in the following two sentences, in which OBJECTS are marked in bold, and ACTIONS are italicized:

- I ask you to *open* **the door**.
- I want you to *open* **the door**.

Each component of a requested act can be graded at three levels of directness: direct, indirect and suppressed. "Direct" stands for the target or intended meaning of the component. "Indirect" refers to the modified expression of the target meaning with more than one interpretation. "Suppressed" denotes a component present in the target meaning but absent in the source expression. Three examples illustrate these levels. In (D), the component marked in bold is a direct OBJECT, because it is the intended

meaning of the OBJECT. That is, the target meaning and the source expression of the OBJECT are the same thing – a response from the addressee.

(D) Source I look forward to your early **reply**.
 Target I ask you to give me a **reply**.

(I) Source I am awaiting your **instruction** for the next move.
 Target Please give me a **reply**.

In (I), written by SI in Corpus I, the source expression of OBJECT marked in bold differs from its target meaning in bold. *Instruction* is an authoritative direction to be obeyed and normally used between superiors and sub-ordinates in the same organization. Such a relationship does not exist between the requester and the requestee in Corpus I. The word is used to pay deference by way of enhancing the social status of E and humbling R. As *Instruction* is a modified *reply*, it is therefore an indirect OBJECT. In (S), OBJECT is suppressed. The target meaning of the sentence is asking the buyer to establish business relations with R, but the OBJECT – *business relations* does not exist in the source expression:

(S) Source I live in Hefei but my wife is in N.Y. I regularly travel between two countries.
 Target Establish **business relations** with us.

ACTION is the requested act in Weizman's definition. In the following sentences, ACTION is indirect in (I), which is the source expression of (D). The target meaning is suppressed in (S):

(I) Source We are able to **provide** you with a wide range of API.
 Target I ask you to **buy** some API from us.

(S) Source Attached is our product list.
 Target Please **read** our product list attached.

↑

6.3. Results and Discussions of Each Strategy

There are 83 requests in Corpus I. Twenty of them are performed by BI and 63 by SI. The requests performed by SI is 3.2 times the amount performed by BI. There are 444 requests in Corpus II. 97 of them are performed by BII and 347 by SII. Requests performed by SII are 3.6 times the amount performed by their business partners. Sellers perform requests at much higher frequencies than their counterparts, which might be the result of the role difference between buyers and sellers. Sellers must make full use of every opportunity to get buyers to do business with them. Table 6.3 demonstrates the distribution of requestive strategies, in which *Perf* stands for PERFORMATIVES, *Imp* stands for IMPERATIVES, *Inter* stands for INTERMEDIARY, and *Point* is POINT-TO. The frequencies found for each strategy will be discussed in the following sections.

Strategies		BI	%	SI	%	BII	%	SII	%	Σ	%
Direct	Perf	1	5.0	0	0	5	5.2	6	1.7	12	2.3
	Imp	8	40.0	2	3.2	53	54.6	121	34.9	184	34.9
Conventional Indirect	Result	5	25.0	0	0	5	5.2	3	0.9	13	2.5
	Want	2	10.0	5	7.9	8	8.2	22	6.3	37	7.0
	After	1	5.0	8	12.7	5	5.2	2	0.6	16	3.0
	Can	0	0	16	25.4	7	7.2	16	4.6	39	7.4
	Inter	3	15.0	23	36.5	12	12.4	126	36.3	164	31.1
Unconventional Indirect	Point	0	0	9	14.3	2	2.0	51	14.7	62	11.8
Total		20	100	63	100	97	100	347	100	527	100

Table 6.3. Distribution of requestive strategies in Corpus I.

6.3.1. Direct Strategies

Describing the essential features of the requesting action, direct requests are the CORE of a request scenario incorporating PERFORMATIVES and IMPERATIVES.

6.3.1.1. PERFORMATIVES

PERFORMATIVES are the most direct strategy. They are realized with performative verbs. That is, in making PERFORMATIVES, S explicitly names the illocutionary force of requests. The standard form of PERFORMATIVES is *S ASKS/REQUESTS H TO DO A* (Panther & Thornburg, 2005), which explicitly contains not only the addresser and addressee, but also the performative verb. As such, they can be understood much more readily than IMPERATIVES. In addition, it is impossible to deny the requestive illocutionary force as in the case “I request that you open the door, but I am not putting you under an obligation to open the door.” Nonetheless, naming S and H with the face-threatening performative verb makes PERFORMATIVES not only the most direct but also a highly coercive strategy. This might be the reason for its lowest occurrence in the data. The following are three PERFORMATIVES taken from the two corpora:

- [1] (a) We have sent to your attention a Confidentiality Agreement for signature and (b) request that it be returned by **FAX**.
- [2] We kindly ask you to send the list of your pharma raw materials with prices quotation.
- [3] AGAIN I ASK YOU NOT TO TRY TO MAKE ME FORGO ANY OF MY COMMISSIONS.

[1] is taken from Corpus I, in which [1.b] is the only PERFORMATIVE request. It is performed by BI when a critical notice has to be made to remind the seller that the signed contract must be returned by fax. Handwriting is required for the legitimacy of the signed contract. If an email signature were used, the buyer would have to send another email to the seller asking for a faxed signature. The exchange of extra emails would cost both parties precious time and effort. In a world where time is a valuable resource, asking E to do business together in a legitimate way with utmost clarity is meant to save both parties time, which means more business and profits. As such, the most direct form is employed to benefit both parties. In [1], clarity, obedience to business rules and the mutual benefits obtained from directness override face concern. In [2], taken from Corpus II, R uses the most direct form to ask E to send

their product list. PERFORMATIVES can also be used intentionally to force E to comply with the request, as exhibited by [3].

The rightmost column of Table 6.3 indicates that the portion of PERFORMATIVES is 2.3%, which is the lowest frequency of all strategies. The tiny fraction suggests that there are far too few occasions for PERFORMATIVES to be used appropriately in international business emails. Table 6.3 shows that BI's frequency of PERFORMATIVES is 5.0%, BII's frequency is 5.2%, SII's is 1.7%, and SI does not use them at all. It is clear that buyers use more PERFORMATIVES than sellers. 100% of OBJECTS and ACTIONS in this strategy are represented directly.

6.3.1.2. IMPERATIVES

IMPERATIVES refer to requests realized with the imperative mood. The standard form of IMPERATIVES is *DO A*. They are the second most direct strategy, because the imperative mood represents directives encompassing requests, command, etc. An imperative sentence can also be an indirect offer if the beneficiary is the hearer. As such, determining the specific illocutionary force of an imperative sentence requires inferencing. A case in point is [4]:

[4] Eat it.

[4] can be a command if it is said by a father to his child when a refusal is not tolerated – his parental role gives him the power to issue the order. [4] can be a request if the beneficiary of the act is S, and refusals are tolerated. It can be an offer if the beneficiary is H. The following are IMPERATIVES taken from Corpus I:

[5] PLEASE OPEN THE ATTACHED FILE FOR MORE INFORMATION.

[6] Please find attached our Confidentiality Agreement covering W&B and its related entities.

[7] Once signed, please fax a copy to 786-901-2094.

[8] Please see the attached file for the items, their required strengths and/or volumes.

IMPERATIVES can be ambiguous. A case in point is [9], in which the ACTION is indirect, because the addresser wants the addressee to not only check the document, but also sign and fax it to R. *check* is the first step of the entire action. The relationship between what is asked for and what is expressed in [9] is synecdochic. That is, one part of the ACTION stands for the whole, which in turn stands for the whole act. Non-professional business people may be aware that a request is made in [9], but might not know what is asked for. Hence, [9] is direct in its illocutionary force, but indirect in its propositional content. The unusual formation of the request makes the target meaning rather difficult to recognize if E is not familiar with the business procedure. Hence, such an indirect strategy ought to be avoided if efficiency is preferred.

[9]	Source	Meanwhile, <i>check</i> with Bob if he received Confidentiality Agreement when my email to him was returned.
	Target	<i>Check, sign and fax</i> the Confidentiality Agreement to me.

The rightmost column of Table 6.3 shows that the frequency of IMPERATIVES is 34.9%, which is the largest portion of all strategies. This might be accounted for by two reasons. First, IMPERATIVES are syntactically simple and clear, which increase communicative efficiency. The requestive illocutionary force is derived from its imperative mood, its verb is in the base form, and R and E are pragmatically implied. In *Open the door*, if the addresser is a speaker, the addressee must be the hearer. The built-in speaker and hearer contribute to clarity. Although less direct than PERFORMATIVES, the illocutionary force of IMPERATIVES is clear enough for the interactants to arrive at the intended meaning without difficulty. These features reduce the difficulty of performing requests for non-native speakers of English who have to communicate in a language that is not their own. The consequence is increased communicative efficiency. Second, R and E do not exist in the surface form, hence avoiding naming R and E explicitly. This makes IMPERATIVES more polite than PERFORMATIVES.

Both PERFORMATIVES and IMPERATIVES are direct strategies, but the former

has the lowest frequency, while the latter the highest. The latter occurs 15.2 times as frequently as the former. The sharp difference may be accounted for by the fact that IMPERATIVES are clear enough in their illocutionary force but significantly less face-threatening than PERFORMATIVES. Efficiency and an acceptable level of politeness in business settings make IMPERATIVES the most popular strategy in the two corpora.

Only SI's portion of IMPERATIVES is low, at 3.2%, merely one tenth of the frequencies of BI, BII and SII. This might be the result of SI's lower power status as a seller of pharmaceutical ingredients and his cultural background that values indirectness.

In IMPERATIVES, 100% of OBJECTS are expressed directly, and 98.9% of ACTIONS are expressed clearly. Requesters and requestees are pragmatically implied in the imperative mood, contributing to clarity. However, the suppression avoids naming the interactants explicitly. Therefore, while PERFORMATIVES and IMPERATIVES are both direct strategies, IMPERATIVES are more polite than PERFORMATIVES, which explicitly mention addressers and addressees.

6.3.2. Conventional Indirect Strategies

6.3.2.1. RESULT

RESULT and WANT are the most direct conventional indirect strategies. RESULT stands for the immediate outcome of a felicitous performance of a request, whose conceptual distance to CORE is one metonymic link. The ideal form of RESULT is *H MUST/SHOULD/UGHT TO DO A*. As its prototypical main illocutionary (in)directness indicators are *must*, *should* and *ought to*, RESULT is the most coercive strategy, because it not only attempts to get H to do the act, but also brings about a special effect obliging H to do the act. As such, RESULT is more coercive than direct requests. To mitigate coerciveness, 93.3% of the requestees and 86.7% of the requesters are modified or suppressed. The following are instances of RESULT requests from the two corpora:

- [10] Also all of the brands will have to be USP and meet FDA cGMP compliance regulations.
- [11] The product must be licensed by FDA.
- [12] The X manufacturers that we plan to partner with must meet the requirements of an FDA inspection for their X facilities.

In [10] and [11], both requesters and requestees are excluded. In [12], the requestee, which really means *you*, is modified. In contrast to the requesters and requestees, which are represented at the lowest degree of explicitness, all OBJECTS and ACTIONS are represented directly. Expressing OBJECTS and ACTIONS directly ensures intelligibility, while modifying and suppressing R and E function to distance the two parties, thereby mitigating face threat.

All three RESULT requests deal with FDA regulations. Therefore, RESULT may be related to laws and regulations in the two corpora. Table 6.3 shows that RESULT is the second smallest group (2.5%). This suggests that RESULT does not stand for normal business relations in the international business discourse community, and its use may signal a special relation. Table 6.3 shows that BI's frequency of RESULT is 25%, BII's frequency is 5.2%, and SII's 0.9%, while SI does not employ RESULT at all. Buyers use RESULT much more often than sellers. Buyers of pharmaceutical products are more concerned with laws and regulations, for they are the ones who hold responsibility for the pharmaceutical products in their markets once the title to the goods are transferred to them.

6.3.2.2. WANT

WANT is one of the two BEFORE components standing for the conditions that must be met before a request is to take place. As with RESULT, there is only one metonymic link between WANT and CORE. The portion of the WANT strategy is 7% of the total number of requests. Table 6.3 shows that BI's frequency of WANT is 10%, SI's 7.9%, BII's 8.2% and SII's 6.3%. The ideal form of WANT is *S WANTS H TO DO A*. However, it is absent in the two corpora consisting of 37 WANT requests. It indicates that the ideal structure of WANT – *S WANTS H TO DO A* – is rarely used

in international business emails. If a WANT is made to ask H to pay attention to S, it can be made in the following forms:

- [13] (a) I want you to pay attention to me.
 (b) I want to draw your attention to me.
 (c) I want your attention.
 (d) I want attention.

In [13a], there is an ideal arrangement of the components of WANT. [13b] is a variation of [13a], and they are converses: if S wants to draw H's attention, S must want H to pay attention to S. In [13b], two components are modified. First, the ACTION changes from *pay (attention)* to *draw (H's attention)*. Second, the requestee changes from the actor of the action expressed in the infinitive phrase – *you (to pay attention to me)* – to the possessive adjective *your (attention)*, which is part of the object of the action expressed in the infinitive phrase *to draw your attention to me*. When a hearer hears the utterance that S wants to draw H's attention to S, H will automatically infer that S wants H to pay attention to S. The modification requires H to convert the source meaning into the target meaning so as to understand the requested action. This makes [13b] less direct than [13a]. [13c] differs from [13b] in that [13c] has no ACTION. The lack of ACTION requires H to infer what type of event is involved in the act, which is context-dependent. The longer inferencing process makes [13c] less direct than [13b]. [13d] is the least direct sentence: it contains only the requester and OBJECT. Thus, H has to figure out whose attention is wanted in addition to the inferencing of the type of event involved. This adds at least one more inferencing step to that of [13c], which makes [13d] the least direct of all. The following are instances of WANT taken from the two corpora:

- [14] Source I would like to send to you a Confidentiality Agreement for our two companies before we go into further details.
 Target I ask you to sign the Confidentiality Agreement before we go into further details.

[15] Source I want to know your trademarked name is for processed food or raw materials.

Target I ask you to tell me whether your trademarked name is for processed food or raw materials.

[16] Source I hope to receive your sample, soon.

Target I ask you to send me your sample soon.

The examples indicated above are identified as requests because they have activated the request scenario in their context. As such, they stand for CORE. In [14], the speaker BI in Corpus I attempts to get the hearer SI to sign the document by offering to send the addressee a Confidentiality Agreement. SI's response to [14] is made in Utterances (64) and (65) from Corpus I:

(64) It is fine that you send me a Confidentiality Agreement by email.

(65) If a signature is required, I will fax it to your office.

(65) indicates that a request has been evoked since SI offers to fax a signature to BI if a signed signature is needed. Thus, [14] stands for the direct request *Sign the Confidentiality Agreement*. In [15], R attempts to get E to provide him with certain information by demonstrating his desire to get information about the trademark. In [16], R attempts to get E to send him the sample by demonstrating his desire for the sample. If E does not take these utterances as requests and responds to the literal meanings, namely, neither complies with nor rejects the requests, the communication will break down, and business between them will stop. *Hope* in [16] is included in WANT because there is an implicative relationship between *want* and *hope*, for we want what we hope for, and hope for what we want. A major difference between the two lies in that *want* is an expression of stronger desire, while *hope* is a weaker one.

6.3.2.3. AFTER

AFTER is the intended consequence of the act. Connected to CORE through RESULT, its conceptual distance to the target meaning is two metonymic links. The

portion of AFTER is 3% of the total number of requests. Table 6.3 shows that BI's frequency of AFTER is 5%, SI's 12.7%, BII's 5.2% and SII's 0.6%.

AFTER is realized through addressing the propositional condition; hence, it is a future act. Since a future action may also be the result of H's volition to do the act, AFTER includes indirect requests realized by addressing H's volition. The prototypical characteristics of AFTER are the assertion *H WILL DO A*, and the question *WILL H DO A*. In certain context, *S WILL DO A* can be requests. The following are five AFTER requests:

- | | | |
|------|--------|---|
| [17] | Source | You will prepare the offer according to this schedule and terms and condition. |
| | Target | I ask you to prepare the offer according to this schedule and terms and Conditions. |
| [18] | Source | If possible, would you please tell me the specific details? |
| | Target | I ask you to tell me the specific details. |
| [19] | Source | I will discuss the details with you. |
| | Target | I ask you to discuss the details with me. |
| [20] | Source | The details will be discussed one by one. |
| | Target | I ask you to discuss the details with me one by one. |
| [21] | Source | (The X Table shows) the Royalty Bonus that would be paid to the X company. |
| | Target | I ask you to pay the X company the Royalty Bonus shown in the X Table. |

[17] is taken from Corpus II. It has the standard construction *H WILL DO A*, in which the action is to be done by E. Following the Obstacle Hypothesis (Gibbs, 1994, 1999) introduced in Chapter 2, S will consider the potential reason for H's non-compliance to be the potential obstacle preventing H from doing the requested act. As a result, S will formulate an utterance addressing the obstacle. According to the Obstacle

Hypothesis, [17] is coercive, because it stands for the intended consequence of the act predicted by R, as if the action is under the control of R. That is, R does not believe that E's willingness to comply with the request is an obstacle to carrying out the requested act.

In contrast, it seems that the speaker of [18] assesses that the potential obstacle to fulfillment is E's willingness to tell R the specific details. Therefore, the speaker formulates the request by asking E's willingness to fulfill the request.

The ACTION in [19] is R's future action involving E. If R will discuss something with E, R anticipates that E will discuss it with R. Thus, *S WILL DO A WITH H* and *H WILL DO A* might be converses denoting more or less the same real world reality. However, saying *H WILL DO A* is highly coercive. In contrast, saying *R will do something with E* can be a statement specifying R's future action or intention requiring the cooperation of E. How to interpret the utterance and whether to comply with the request are up to E. The options created make the request reading of [19] more polite than that of [17].

[20] is depersonalized without requestee or requester. To arrive at the target meaning usually calls for inference from the context: who is the requester and who the requestee.

What is asked in [21] is payment to X company, which is the intended consequence of the requested act. To soften the coerciveness, *will* is replaced by its conditional form *would* to suggest a hypothetical possibility. The other potential obstacle to fulfillment of requests mentioned by Gibbs (1994, 1999) is H's ability, which will be discussed in the next section.

6.3.2.4. CAN

CAN is the second BEFORE sub-strategy. CAN is more conceptually removed from CORE than WANT, because in R's assumption *H CAN DO A* is perhaps a pragmatic presupposition of *S WANTS H TO DO A* (Panther, 2007). Table 6.3 shows that the

portion of CAN is 7.4% of the total number of requests. The frequency of CAN performed by SI is 25.4%, BII 7.2% and SII 4.6%. CAN is absent in BI. According to the Obstacle Hypothesis (Gibbs, 1994, 1999), *CAN H DO A* may be selected when S estimates that H's ability to carry out the requested act is the obstacle in the way of the fulfillment of the request. The following are three examples taken from the two corpora:

[22] E's present ability as obstacles:

When you come to China in near future, can you visit our factory for further discussion?

[23] E's past ability as obstacles:

- (a) COULD YOU SHIP EARLIER AFTER HAVING RECEIVED FIRM ORDER?
- (b) Could you specify especially since publication of the new Chinese regulations?

[22] takes place in a context in which R wants E to visit R's factory, but E is extremely busy, and perhaps not able to comply with the request. Therefore, R formulates a question asking if E has the ability, hence the possibility, to visit his factory with the illocutionary point of request. In [23a], the buyer asks the seller to ship the goods earlier after E receives the firm offer. However, it is not easy to find vacant shipping space ahead of schedule. Under such circumstances, the ability to find vacant shipping space ahead of schedule is assessed as the potential obstacle to fulfillment, and R formulates an indirect request addressing E's ability to fulfill the task. In [23b], R attempts to get E to tell him about the new regulations of registration process for allergen products in China. This requires special knowledge and experience. It seems that R is not sure about E's ability to provide this information, and consequently formulates a question with the illocutionary point of request, asking E to specify the new regulations. [22] is realized by addressing E's present ability to do A. The two utterances in [23] are realized by addressing E's past ability to do A. The space created by the past tense makes the requests in [23] more polite than [22].

The prototypical forms of CAN are the assertion *H CAN DO A* and the question *CAN H DO A*. These forms can be transformed to *S CAN DO A*, *S AND H CAN DO A*, *A*

CAN BE DONE, etc. Compare:

- | | | |
|------|--------|---|
| [24] | Source | We are able to provide you with a wide range of API. |
| | CAN | You can buy some API from us. |
| | Target | I ask you to buy some API from us. |
| [25] | Source | Detailed information about our company can be found in our website: ... |
| | CAN | You can read detailed information about our company on our website: ... |
| | Target | I ask you to read detailed information about our company on our website:
... |

[24] is speaker-oriented. When the perspective changes from hearer-orientation to speaker-orientation, ACTION has to change from *buy* to *provide*. There is no requestee in [25], but it can be used to convey a request, for it would be contextually strange if the seller merely states that the information can be found on their website without intending for E to visit it. The contextual inappropriateness will force E to choose the request reading.

In the two corpora, 44.4% of CAN requests are hearer-oriented. Thus, nearly 45% of CAN requests have standard or near standard forms. 22.2% of CAN are speaker-oriented, and 27.8% are inclusive *we*-oriented. 50% of CAN performed by SI are inclusive *we*-oriented. This frequency is very high, which might relate to SI's assessment of the potential obstacle to E's compliance with his requests. SI's communicative purpose of carrying out this email dialogue is to form a business alliance with BI. He might consider that the reason for BI's non-compliance with his requests could be the inability of the two parties to build a strategic business alliance. According to the Obstacle Hypothesis, S selects the type of indirect request strategies in line with the type of potential obstacle s/he assesses. Accordingly, SI stresses the ability of the two parties repeatedly in his requests.

Below CAN and AFTER is INTERMEDIARY.

6.3.2.5. INTERMEDIARY

Table 6.3 shows that the portion of INTERMEDIARY is 31.1%, making up the second largest group. This might be the result of the larger size of the two seller sub-corpora, which contain more INTERMEDIARY requests than the buyer sub-corpora. The frequency of INTERMEDIARY performed by BI is 15%. The portion performed by SI is 36.5%, BII 12.4%, and SII 36.3%. The sellers' portions are at least twice as large as those of the buyers'. INTERMEDIARY is **mainly** constituted by the forms exhibited in [26] to [30], whose requestive interpretations were discussed in Chapter 5:

- [26] *S IS INTERESTED IN X.*
- [27] *S LOOKS FORWARD TO X.*
- [28] *ATTACHED IS X.*
- [29] *S THANKS H FOR X.*
- [30] *S AWAITS(WAITS FOR) X.*

These forms are definitely not direct requests. The issue is to establish whether they are conventional or unconventional indirect requests. This is important because they make up a large portion of the data. In Chapter 5, they are labeled requestive hints when they appear separately. I will argue that the former hints have developed into conventional indirect requests, because they are used routinely, resulting in the adoption of a stronger illocutionary force. This constitutes evidence supporting the claim that they have upgraded to conventional indirect requests. I put them in a separate category whose level of directness is higher than POINT-TO, but lower than CAN and AFTER, in spite of the fact that they have the properties of unconventional indirect requests. The reasons are provided in the following sections.

6.3.2.5.1. High Conventionality

The five forms of INTERMEDIARY are highly conventionalized. Their frequencies are higher than PERFORMATIVES, RESULT and AFTER in this study. The frequencies are demonstrated in Table 6.3.2.5.1.

S AWAITS X has the lowest frequency among the five forms of INTERMEDIARY: 3.2%. Yet, it is more frequent than PERFORMATIVES (2.3%), RESULT (2.5%) and AFTER (3.0%). *S LOOKS FORWARD TO X* appears in every 11th email, while RESULT appears in every 38th email. Off-record strategies go on record when they become entrenched. As such, the five forms of INTERMEDIARY, which tend to be categorized as hints in spoken discourse, have adopted a stronger force through

Forms	Number	%
<i>S AWAITS (WAITS FOR) X</i>	17	3.2
<i>S IS INTERESTED IN X</i>	20	3.8
<i>ATTACHED IS X</i>	23	4.4
<i>S THANKS H FOR X</i>	26	4.9
<i>S LOOKS FORWARD TO X</i>	48	9.1

Table 6.3.2.5.1. Distribution of INTERMEDIARY

routinization, and developed into a conventional indirect strategy in business emails. Another evidence to support the claim that INTERMEDIARY requests have developed into a conventional indirect strategy is that the majority of them can “occur with a preposed subordinate clause giving the speaker’s reason for making the request” (Stefanowitsch, 2003: 111), which are shown below:

- [26] (a) Since we want to enter the market, we are interested in your market review.
- [27] (a) Since we want to enter the market, we look forward to your market review.
- [29] (a) Since we want to enter the market, we would be grateful if you could
send us your market report.
- [30] (a) Since we want to enter the market, we await your market review.

According to Stefanowitsch (2003: 117), only conventionalized indirect requests can co-occur with a subordinate clause referring to the periphery of the scenario, while unconventional indirect requests cannot take such a clause. Since four of the five forms of INTERMEDIARY can be preceded by a preposed subordinate clause giving the speaker’s reason for making the request, INTERMEDIARY requests are conventionalized. Nevertheless, the five forms of INTERMEDIARY lack some

properties of conventional indirect requests.

6.3.2.5.2. Lack of Properties of Conventional Indirect Requests

INTERMEAIRY requests do not have some features of conventional indirect requests. They are not realized by addressing the felicity conditions for requests directly. *S LOOKS FORWARD TO X*, *S IS INTERESTED IN X* and *S AWAITS X* are inferred WANT, encoding the meaning of *want*. Thus, their intended meaning is WANT, whose target meaning in turn is *S ASKS H TO DO A*. This means that the three forms are associated with WANT, which evoke the BEFORE component of the request scenario. In the same way, *S THANKS H FOR X* is associated with AFTER, for “gratitude” obtained from performing the act is another consequence of the felicitous performance of requests. *ATTACHED IS X* is related to CAN, because E can read the document only when a document is attached to the email. Below are two examples indicating how these forms evoke a non-CORE component in the request scenario, which sequentially evokes CORE.

[31]	Source	I look forward to your early response.
	WANT	I want you to give us an early reply.
	Target (b)	I ask you to give us an early reply.

[32]	Source	We would be interested in receiving your inquiries.
	WANT	We want you to send us inquiries.
	Target (b)	We ask you to send us inquiries.

The source expression *I look forward to your early response* in [31] activates WANT: *I want you to give us an early reply*, which stands for Target *I ask you to give us an early reply*. This inference may be supported by the addressee’s response – BI answers SI’s email on the same day. In [32], the source expression *We would be interested in receiving your inquiries* may have evoked WANT: *We want you to send us inquiries*, which in turn evokes the Target *We ask you to send us inquiries*. Since the five forms of INTERMEAIRY are linked to WANT, CAN and AFTER, they are less direct than WANT, CAN and AFTER. In other words, they are indirect WANT,

CAN and AFTER, which is shown graphically in Figure 6.3.2.5.2.

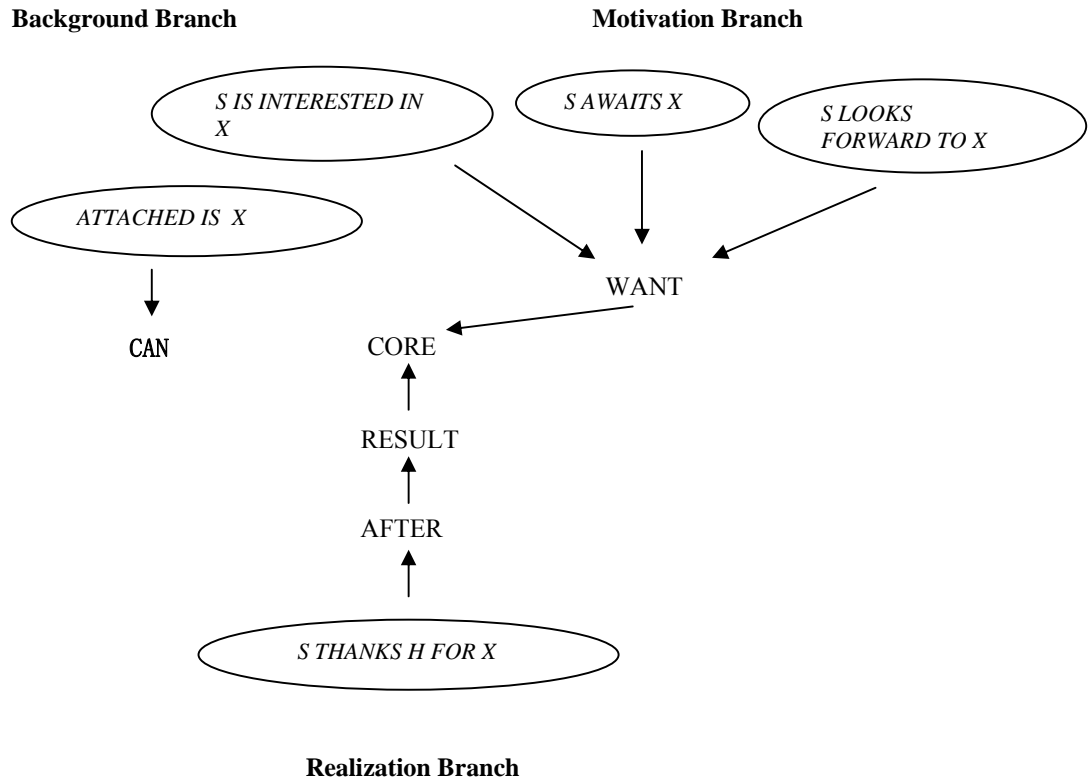


Figure 6.3.2.5.2. INTERMEAIRY

Secondly, INTERMEAIRY requests do not meet some of the properties of conventional indirect requests suggested by Stefanowitsch (2003:110-117). The five forms do not co-occur with preverbal request markers such as *please* and *kindly*. Inserting them makes the following sentences unnatural at the least:

- [26] (b) *We *please* are interested in your market review.
 [27] (b) *We *please* look forward to your market review.
 [28] (b) **Please* attached is your market review for your reference, ...
 [29] (b) **Please* thank you for your market review.
 [30] (b) *We *please* wait for your market review.

In the five forms, politeness cannot be expressed by using the past tense. Since there

are no modal verbs in them, the past tense will be used to test whether politeness can be expressed through them. The findings show that the past tense cannot be used in the majority of them to express politeness, for it tends to change their illocutionary forces.

- [26] (c) We *were* interested in your market review.
- [27] (c) We *looked* forward to your market review.
- [28] (c) Attached *was* your market review for your reference, ...
- [29] (c) * *Thanked* you for your market review.
- [30] (c) We *awaited* your market review.

The above five structures appear in neither Corpus I nor Corpus II. Google searches¹ were used to examine these replacements. One hundred search results for each form show that when the present tense is substituted with the past tense, *S was interested in x*, *S awaited H's x*, *S looked forward to x* and *Attached was x* are statements², not requests. Examples are given below:

- [33] a. We were quite interested in something John Vinocur had to say.
- b. I looked forward to college with great expectation and in the fall of 1941, I entered Smith College.
- c. Also attached was a copy of the monthly report, which was referred to the Western Plains Drainage District Committee for discussion at their recent meeting.

S awaited H's x and *S thanked H for* (unperformed) *x* were not found. Thus, the past tense cannot be used to express politeness in the five forms.

6.3.2.5.3. Positioning

It is evident that the five forms of INTERMEDIARY possess the features of both conventional and unconventional indirect requests. The problem is where to locate INTERMEDIARY on the directness hierarchy. I argue that INTERMEAIRY should

¹ I typed the key words of each form of INTERMEDIARY requests in the Search Box of Google Search.

² Retrieved from Google search on November 30, 2007.

be classified as conventional indirect requests, and their position is between CAN/AFTER and POINT-TO. Three reasons are offered below.

First, INTERMEAIRY requests are conventional indirect requests because of their established form-meaning pairs. For example, *S LOOKS FORWARD TO X* is highly conventionalized in business correspondence. It appears in every 11th email, while RESULT appears in only every 38th email. Since the more frequently a fact is encountered about a concept, the more strongly that fact will be associated with the concept, and the more rapidly the concept can be activated when the fact is encountered (Anderson, 1995: ch. 5), the clues derived from the structure provide E with only one possible interpretation. It is almost impossible for a reader not to take *I look forward to hearing from you soon* as a request for a reply. The inferencing processes involved should be much shorter than truly unconventional indirect requests, which do not have established form-meaning pairs, and whose illocutionary force is completely context-dependent.

Second, INTERMEAIRY requests are indirect WANT, CAN and AFTER, therefore less direct than WANT, CAN and AFTER. Third, it is unreasonable to put them into the category of unconventional indirect requests. The portion of INTERMEDIARY is 31.1%. If they were put into the unconventional indirect category, 42.9% of requests in the two corpora would be unconventional indirect strategies. This is unlikely, because the overwhelming majority of the interactants in international business discourse community do not know each other personally. It is highly impossible that they would use hints nearly 43% of the times to talk about their business while their money is at stake, particularly when cross-cultural interpretability of hints is not expected (Brown & Levinson, 1987: 216). It is important to note that the classification of these forms as conventional indirect requests is genre-specific due to their high conventionality in international business email discourse. In casual conversations, *S WAITS FOR X* and *S IS INTERESTED IN X* can be unconventional indirect requests.

In INTERMEDIARY, 99.9% of OBJECTS are expressed clearly, and 49.8% of

ACTIONS are represented directly. [34] is a good example.

[34] Source: Attached is our product list.

Target: I ask you to read our product list.

[34] is a statement with the illocutionary point of request, which has been discussed in Chapter 5. It is very indirect not only in its illocutionary force but also in its propositional content. In [34], the requestee and ACTION are suppressed, and the requester is expressed indirectly with a possessive adjective. Only the OBJECT – *our product list* – is directly expressed in [34].

6.3.2.5.4. Causes for the Uniqueness of INTERMEDIARY

The special properties of INTERMEDIARY are the product of the uniqueness of the international business email genre. In international business discourse community, similar business situations occur day after day, year after year, provoking comparable responses. As a result, specific forms of requests develop to satisfy the needs and wants of business people. Those that work best stay become entrenched in the international business email genre.

Difference in media is one of the decisive factors accounting for the special properties of INTERMEDIARY. A case in point is *ATTACHED IS X*, which can only be used in written discourse since documents cannot be attached to sound in oral communication. Another example is *S THANKS H FOR X*, which is formal and is most used in business correspondence to match the formality of written business discourse.

The greater power differentials in international business emails may be another reason accounting for the use of the humble INTERMEAIRY whose level of directness is the second lowest. Due to the huge economic gains the sellers can obtain from the buyers, the sellers have to be more indirect when they ask the buyers to read their documents, to cooperate with them, to respond to their emails, etc. Owing to the fierce competition in the international market, the sellers have to ask the buyers to

buy their products repeatedly. The high frequencies of the repetition contribute to the large portion of INTERMEDIARY.

There are five strategies in the conventional indirect area. RESULT is the most coercive strategy of all. WANT requests are not expressed in the prototypical form *S WANTS H TO DO A*. Rather, they are represented as expressions of the speaker's wishes. As such, WANT requests are not coercive in the two corpora. Compared to RESULT, WANT/AFTER/CAN/INTERMEDIARY are less coercive, and they are therefore termed the less coercive conventional indirect strategies in this study.

6.3.3. Unconventional Indirect Strategy: POINT-TO

POINT-TO refers to unconventional indirect requests without metonymic links between the target meaning and the source expression. It is the most indirect and complex strategy, as it is least direct in both the illocutionary force and the propositional content. The difference between INTERMEDIARY and POINT-TO is that the former is constituted of entrenched form-meaning pairs, while the latter is not. POINT-TO makes up 11.8% of the data. It is completely absent in BI's sub-corpus, which supports the claim that the native speakers of American English are direct. SI's frequency of POINT-TO is 14.3%, BII's 2.0% and SII's 14.7%. The sellers' frequencies are much higher than the buyers'. POINT-TO can be classified into three sub-categories corresponding to the three branches developed by Panther and Thornburg (1998): the Background Branch, the Motivational Branch and the Realization Branch.

6.3.3.1. Background POINT-TO

In this study, Background POINT-TO corresponds to unconventional indirect requests realized by exhibiting availability. The percentages of Availability POINT-TO are 22.2% in SI, 17.6% in SII and absent in BII. A typical example of Availability POINT-TO is [35], in which R makes E aware of the availability of the bulk generic products in R's company, thereby evoking BEFORE, which then evokes CORE:

- [35] Source Finally, we sell as well bulk generic products (Isotretinoin, Clarithromycin, Lisinopril, Alendronate and Amlodipine).
 CAN You can buy bulk generic products from us.
 Target I ask you to buy bulk generic products from us.

A more complex instance of Availability POINT-TO is Utterance (106) from Corpus I. (106) is realized through notifying the reader of the availability of the document, which is a precondition of a request by which SI asks BI to sign the document:

- (106) Source (a) Have you come back to the office, and (b) checked Confidentiality Agreement faxed to you?
 CAN You can check, countersign and fax the Confidentiality Agreement to me.
 Target I ask you to check, sign and fax the Confidentiality Agreement to me.

SI asks BI in (106a) if BI has come back, and in (106b) if he has checked the document. Nevertheless, SI's real intention is to ask BI to countersign and fax the agreement to SI, because the two parties have to sign the contract first if they are to do business with each other. Checking for the arrival of the document is the precondition for countersigning the document. R states the precondition of the requested act, thereby activating the BEFORE component – E can check, countersign and fax the agreement to R, which subsequently evokes CORE.

6.3.3.2. Motivational POINT-TO

Motivational POINT-TO refers to unconventional indirect requests realized by stating motives, reasons and situations providing incentives for the requested act. Of the unconventional indirect strategy, 55.5% in SI, 100% in BII and 70.6% in SII are Motivational POINT-TO. A case in point is [36]:

- [36] Source YOUR PRICES ARE TOO HIGH AND CAN NOT COMPETE IN THE MARKET, HOW CAN I FIND YOU NEW CUSTOMERS.
 WANT I want you to reduce your price.
 Target I ask you to reduce your price.

In [36], the speaker complains that E's price is too high to compete in the international market, and R cannot find new customers for E. The situation complained about is not desirable, and R does not want the high price. If E is nice, E should change the situation, i.e., do something to the effect that the undesirable thing goes away. This evokes the request *Reduce E's price*. The complete request should include both the source expression and the target meaning, but R deletes the direct request and leaves the reason alone to function as a request. The semantic network of the sentence is presented in Figure 6.3.3.2, in which *p* stands for the source expression.

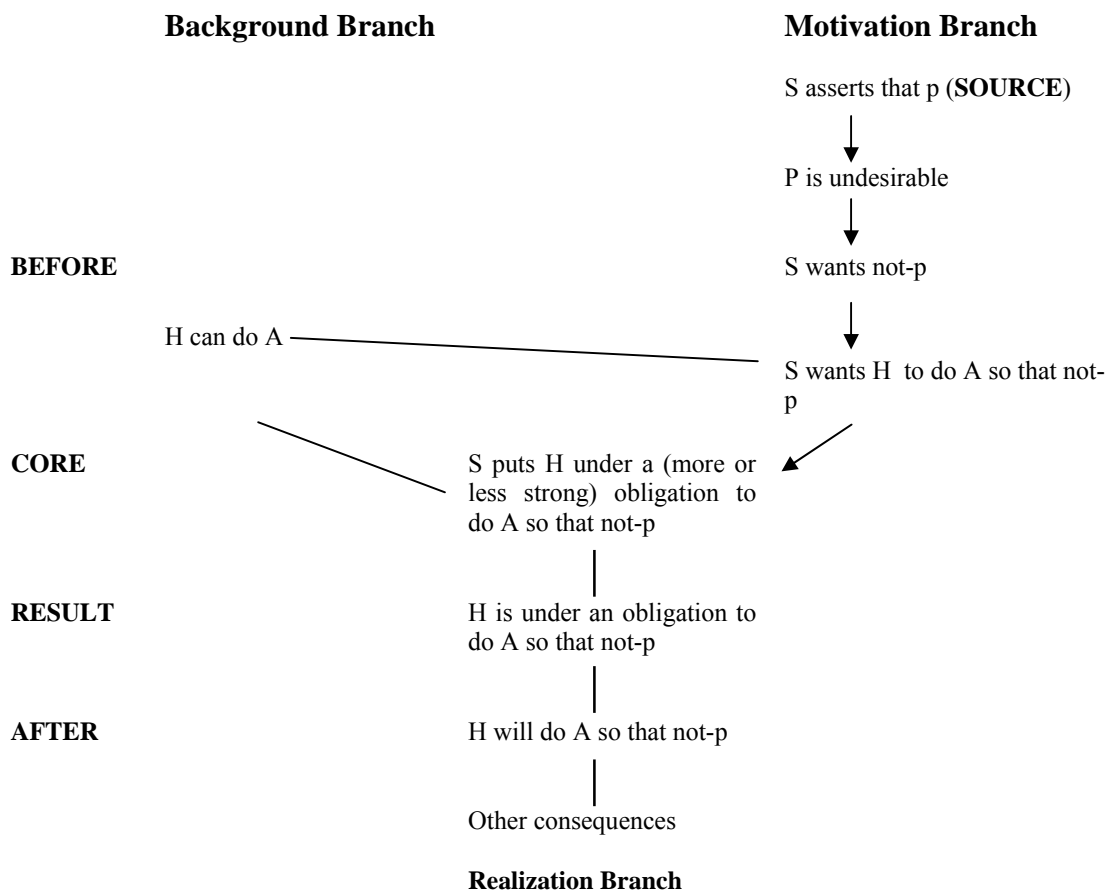


Figure 6.3.3.2 Semantic network of [36]

More examples of Motivational POINT-TO are shown below:

- [37] Source The specific cost is not clarified.
 WANT I want you to clarify the cost.
 Target I ask you to clarify the cost.
- [38] Source We do not have a partner yet, who will take care of the final production (filling), marketing and distribution of Lactulose in China.
 WANT I want you to act as our business partner, who will take care of ...
 Target I ask you to act as our business partner, who will take care of ...

A more indirect Motivational POINT-TO is to get the addressee to do business with the addresser by demonstrating the addresser's strength. Demonstrating R's strengths provides clues positively associated with doing business: if you want to do business, we are the best prospective business partner, and we have the best products you could want to buy. This gives reasons for doing business with R in a less direct way. 33.3% and 45.1% of the POINT-TO requests in SI and SII are realized by demonstrating the strengths of the sellers. BII does not use this type of POINT-TO. This reflects the characteristics of business discourse: demonstration of strength is mostly used by the sellers to get the buyers to do business with them. Utterances (35) and (36) from the fifth email in Corpus I are a good example. They are the response to BI's question in (29) from Email 4 in Corpus I:

- BI (29) Where do you live in China?
- SI (35) Source I live in Hefei but my wife is in N.Y. (36) I regularly travel between two countries.
 WANT I want to do business with you.
 WANT I want you to do business with me.
 Target I ask you to do business with me.

In (35) and (36), the seller not only tells the buyer that he lives in Hefei, but also that his wife is in the U.S., and that he regularly travels between the two countries. He provides extra information that he is a Chinese American. The extra information

demonstrates the seller's strength as an expert in both the American and Chinese cultures. This is an important factor contributing to successful cooperation in international business, since business collaboration requires mutual understanding. As such, the seller's expertise in both cultures constitutes a situation providing incentives for the requested act. However, there is no entrenched relationship between demonstrating one's expertise in culture and establishing business relations, and the request interpretation is cancellable: "I only indicated that I knew a lot about American and Chinese cultures, but I did not ask you to do business with me." Thus, it cannot evoke any aspect of the request scenario directly, but rather a possible motivation of doing business together, which in turn evokes CORE.

Demonstrating strength is a favourite strategy in international business emails by the party more eager to get business done. The following are more examples of strength demonstration:

- [39] We are pleased to introduce ourselves as a leading marketing and trading group...
- [40] We have over 30 years experience in the healthcare industry, ...
- [41] We are the world's first product for assessment of bone markers at point of care.
- [42] We are the sole distributors in the UK for various manufacturers ...
- [43] With the most advanced technology, we produce the best calcium citrate in China.

In [39], the speaker introduces their company as a *leading* marketing and trading group. This means that the speaker's company is one of the best companies. In [40], the speaker asserts that his company has over 30 years of experience, which suggests that the company is very competitive. Otherwise, it would have been eliminated through competition. Superlative phrases such as *the first product* in [41], *the sole distributors* in [42] and *the best calcium citrate* in [43] are frequently employed to demonstrate R's business strengths so as to convey the message that R is competent and wants to do business with E.

6.3.3.3. Realization POINT-TO

Realization POINT-TO refers to other consequences of the felicitous performance of

requests. In business discourse, *other consequences* include establishment of business relations, accomplishment of a business transaction, etc. Namely, S attempts to get H to do things by pointing out the happy consequence of compliance. A case in point is [44] from Email 6 in Corpus I:

[44] Source As you mentioned during the meeting, we will develop a long-term business relationship and partnership in a strategic way, which is beneficial to both of us.

AFTER We will develop a long-term business relationship and partnership in a strategic way, which is beneficial to both of us.

Target I ask you to form a strategic business alliance with us.

In [44], *we will develop a long-term business relationship and partnership in a strategic way, which is beneficial to both of us* is the happy consequence of the felicitous performance of the requested act: R and E form a strategic business alliance. The portion of Realization POINT-TO is 22.2% in SI, absent in BII and 11.8% in SII. Another Realization POINT-TO is shown below:

[45] Source Fresenius will enter China anyhow, because we believe in this market and we know that even two Lactulose producers will not be able to cover the future demands of Lactulose in China.

AFTER You will buy our Lactulose products.

Target I ask you to buy our Lactulose products

POINT-TO is absent in BI. There are only two POINT-TO requests in BII, which are both Motivational POINT-TO requests. It suggests that buyers rarely use the least direct strategy. If they do, they generally tend to get the sellers to do things by stating motives, reasons or the situations leading to the motive. On the other hand, sellers use more POINT-TO requests, and they attempt to get the buyers to do business with them by demonstrating their strengths, exhibiting the availability of the products and pointing out the happy consequences of compliance.

POINT-TO is least direct not only in the illocutionary force, but also in the expressions of the requested acts. Only 74.3% of OBJECTS are represented directly,

while 100% of OBJECTS are expressed explicitly in the other seven strategies. In POINT-TO, 23.9% of ACTIONS are represented directly, which is the lowest frequency among all the strategies. In 4.8 % of POINT-TO, both ACTIONS and OBJECTS are suppressed. [46] below is a representative example:

[46] Source: Matter is top most urgent.

Target: I ask you to solve this problem as soon as possible.

6.4. Distribution of Requestive Strategies

6.4.1. Illocutionary Directness and indirectness

Table 6.4 summarizes the distribution of each strategy in percentage.

	Direct		conventional indirect					Unconvention al Indirect
	Perf	Imp.	Result	Want	After	Can	Inter	Point
Corpora								
Buyer	1.1	11.6	1.9	1.9	1.1	1.3	2.8	0.3
Seller	1.1	23.3	0.6	5.1	1.9	6.1	28.3	11.4
Total	2.3	34.9	2.5	7.0	3.0	7.4	31.1	11.7

Table 6.4. Distribution of requestive strategies (%)

The Total Row shows that IMPERATIVES hold the highest frequency: 34.9%, which is followed by INTERMEDIARY (31.1%). The third largest category is POINT-TO: 11.7%. The portion of direct strategies is 37.2%, conventional indirect strategies is 51.0% and unconventional indirect strategy 11.7%. If a comparison is made between the sizes of the strategies and those of the Cross-Cultural Speech Act Realization Project (Blum-Kulka, House and Kasper, 1989: 47, CCSARP henceforth)³, we will find that the portion of IMPERATIVES is very unusual. In the CCSARP project, the

³The data of CCSARP are used here due to the fact that they are constituted by statistics from five countries, which might be most comparable to the data of this study comprised of emails from 44 countries.

average portion of direct strategies in Australian English, Canadian French, Hebrew and Argentinean Spanish is 26.7%. The direct strategies in that project include PERFORMATIVES, IMPERATIVES, RESULT and WANT. If RESULT and WANT are classified as direct strategies in this study, the portion of direct strategies is 46.7%. This is truly significant.

The frequencies of the conventional indirect strategies are also unusual. Their portion is very small compared with the CCSARP project. The conventional indirect strategies in the CCSARP project include CAN, AFTER and suggestory formulae, which make up 67.1% of all the requests. In my data, CAN, AFTER and suggestory formulae only constitute 11.4% of the requests. These unusual phenomena have been discussed in Section 6.3.1, and will be further discussed in Chapters 7 and 8.

6.4.2. Directness and Indirectness of OBJECT and ACTION

Table 6.4.2 shows that the cells to the left are more direct than the cells to the right, and the cells at the top are more direct than the ones at the bottom. Three implications might be drawn from these observations.

	OBJECT (%)				ACTION (%)				Avrg
	BII	BI	SII	SI	BII	BI	SII	SI	
Perf	100	100	100	-	100	100	100	-	100
Imp	100	100	100	100	100	100	100	0	99.5
Result	100	100	100	-	100	100	100	-	100
Want	100	100	100	100	25.0	50.0	36.4	40.0	82.4
After	100	100	100	100	80	100	100	87.5	90.6
Can	100	-	100	100	100	-	87.5	68.7	91.0
Inter	100	100	100	96.1	33.0	67.0	29.4	69.6	66.5
Point	50.0	-	82.0	91.0	0	-	17.7	30.0	50.0

Table 6.4.2. Distribution of OBJECT and ACTION (%)

First, the levels of directness of the main components of the propositional content of requests are more or less consistent with those of the main illocutionary (in)directness indicators. On the whole, the more direct the main illocutionary (in)directness

indicators, the more direct the main propositional components. Almost all OBJECTS and ACTIONS are represented directly in the most direct strategies: PERFORMATIVES, IMPERATIVES and RESULT. Compared with RESULT and AFTER, WANT displays low average frequencies of direct OBJECTS and ACTIONS. 100% of them are represented as wishes in the data. The lowest average frequencies are found in INTERMEDIARY and POINT-TO, which are least direct in the illocutionary force.

Second, OBJECTS are more direct than ACTIONS. This might suggest that OBJECT is more important than ACTION. Finally, the directness and indirectness of a complete request is determined not merely by the main illocutionary (in)directness indicator. It is also shaped by the directness and indirectness of the components of the propositional content. The main strategy of the head act of [47] is very direct, but its propositional content is very indirect, for *check* is only part of the ACTION. Two of the three requested activities – *sign and fax* – have to be inferred. E has to recover the excluded activities before he can realize that he is asked to sign and fax the document in addition to checking the file. In contrast, [48] is very direct in its propositional content, although its main strategy is conventional indirect.

[47] Source: The Confidentiality Agreement has been faxed back, and please check it.

Target: I ask you to check, sign and fax the Confidentiality Agreement to me

[48] Source: ..., could you send us your products list?

Target: I ask you to send us your products list.

6.5. Summary

This chapter investigated the directness and indirectness of requestive strategies based on Panther and Thornburg's theoretical framework of speech act scenario. In Section 6.2.1, I presented the directness scale. In Section 6.2.2, I defined two crucial propositional components: OBJECT and ACTION, which are the basic elements of

the requested act. In Section 6.3, I discussed the research results of each strategy. PERFORMATIVES and IMPERATIVES are direct strategies. The former displays the lowest frequency, while the latter the highest, as IMPERATIVES are both direct and have an acceptable level of politeness. RESULT is the most coercive strategy with the second lowest frequency. 100% of WANT requests are represented as wishes in the data of this study. The portion of AFTER is rather small. The frequency of CAN is 7.4%. It is absent in the BI sub-corpus. INTERMEDIARY possesses the characteristics of both conventional and unconventional indirect requests. Owing to their entrenched form-meaning pairs, they are classified as a conventional indirect strategy. POINT-TO is an unconventional indirect strategy consisting of three sub-categories: Background, Motivational and Realization POINT-TO. Buyers seldom use POINT-TO. If they do use it, they tend to use Motivational POINT-TO. On the other hand, sellers tend to use POINT-TO to demonstrate their business strengths in order to attract buyers. In Section 6.4.1, I presented the distribution of the strategies of requests. In Section 6.4.2, I summarized the findings of the two main propositional components: OBJECT and ACTION, which also shape the directness and indirectness of a complete request. Their levels of directness and indirectness are roughly in line with those of the main illocutionary (in)directness indicators.

Chapter 7.

Directness and Indirectness of Business Requests

7.1. Introduction

Chapter 6 explored the directness and indirectness of requestive strategies that were used to carry out the requested business activities. Chapter 7 will investigate the weightiness of business requests. It will test the four hypotheses postulated in Chapter 4, thereby to answer the research question of how varying levels of directness of requests are used to ask business practitioners to carry out different business actions.

In international business communication, buyers and sellers ask each other to do things. Requests, however, threaten H's negative face, because compliance with a request interferes with H's desire to remain autonomous. Therefore, before S chooses a strategy to make a request, S first decides the weightiness of the request in order to determine how much indirectness is needed to mitigate face threat. Brown and Levinson claim that the weightiness of an FTA is mainly determined by imposition, power and distance. Imposition will be analysed in Section 7.2, in which it is classified into four categories based on the degrees of difficulty, importance and participant's rights and obligations to make or comply with the requests. In this study requests are classified on two bases. The first is linguistic classification, distinguishing requests as IMPERATIVES or WANT, for example. The second is

situational classification, distinguishing requests as Routine or Negotiation Requests, for example. I will discuss power in Section 7.3, in which power differential will be distinguished between buyers and sellers. The former are more powerful, hence more direct. Section 7.4 will focus upon social distance, which is measured according to the degree of familiarity. The findings indicate that there is a relation between social distance and the choice of requestive strategies. However, familiar interactants are not always more direct than unfamiliar ones in all types of business activities. In Section 7.5, I will use a weightiness formula to examine how directness and indirectness are used to realize business requests. The impacts of culture, media and communicative purpose on the choice of the levels of directness will be discussed in the last section.

7.2. Imposition

7.2.1. Definition of Imposition

I assume that difficulty and importance are the essential elements creating the degree of imposition of an FTA in business settings. I also assume that the participant's *rights and obligations* to make or comply with the requests should be included in imposition, because they are the indispensable elements determining the rank of imposition in business settings. As such, difficulty, importance and rights and obligations are the three dimensions of imposition in this study. Accordingly, I define imposition as the degree of importance and difficulty in performing the requested business activity, which is subject to the participant's rights and obligations to make or comply with the request. I will discuss the three dimensions in the following sections.

Difficulty arises from the physical, temporal and financial burdens required to fulfill the requested business activities. Examples of business activities are listed below in order of decreasing degrees of difficulty:

- Forming business alliances
- Negotiating
- Checking documents

Forming business alliances is typically the most difficult action because it requires more physical, temporal and financial burdens than negotiating and checking documents. Further, it includes negotiating and checking documents, but not the other way around. Checking documents is the easiest activity because it is a simple action. Negotiating stands between the two points.

The second dimension of imposition is importance. Importance refers to the possible outcome of the requested act affecting business organizations. Three business actions are listed below in order of decreasing degrees of importance:

- Abiding by the law and business regulations
- Forming business alliances
- Checking files

Obeying the law and regulations is of utmost importance because failure in compliance prevents the company from entering the market. Forming a business alliance is more important than checking files due to its long-term impact on business organizations.

The degree of difficulty and importance is subject to the participants' rights and obligations to make or comply with the requests. I grade rights and obligations at three values: low, medium and high. The degree of rights and obligations is high when the law and regulations must be abided by. Since the data of this study are collected from the pharmaceutical industry, and pharmaceutical products are related to human lives, the law and regulations must be complied with before the products can enter the target markets. Failure to meet regulations causes enormous economic loss to both parties. Accordingly, R has absolute rights to ask E to comply with the law or regulations, and E is absolutely obliged to comply with the requests. Refusals are not allowed. The degree of rights and obligations is low when R has no sufficient reasons to make or E no obligations to comply with the request. An example of the last can be found in the following two situations:

- (a) A buyer asks a seller to provide the pictures of the seller's own products.

- (b) A buyer asks a seller to provide the pictures of the products of other suppliers.

Example (a) is situationally reasonable because it is the seller's duty to provide the pictures of his/her own products. (b) is unreasonable since the seller may not have the pictures of the products produced by others. More importantly, other suppliers are the seller's competitors. Providing their pictures means promoting his/her competitor's products. Situational reasonableness stands between the two extremes, where R has a right to make the request, and E an obligation to carry out the requested business activities. However, refusals are tolerable when the degree of rights and obligations is medium.

7.2.2. Imposition of Business Requests

Imposition arises when a business activity is asked to be carried out. Based on the three dimensions of imposition, I classify the requested business activities in my data into four categories: routine activities, negotiation activities, consequence activities and regulation activities. I name the requests asked to carry out these activities Routine Requests, Negotiation Requests, Consequence Requests and Regulation Requests, respectively.

7.2.2.1. Routine Requests

Requests asked to carry out routine business activities are called Routine Requests. Routine business activities refer to the numerous simple daily recurrent business actions. Examples of routine activities include checking documents, reading emails and sending samples. Requests asked to carry out routine activities are requests for action as opposed to requests for permission. The most salient feature of Routine Requests is that they are performed by virtue of business duty. When a Routine Request is made, the two parties of the communication may share the same goal – to go through the procedure of business transactions to make profits. Prototypical Routine Requests have the following properties:

- Difficulty: low
- Importance: low
- Rights and obligations: medium

Examples of Routine Requests taken from my data are listed below:

[1] Please check the list.

[2] If possible, please contact Qing.

[3] Please read our products list attached.

[4] ... and also pls tell us which sea port we should ship to.

[5] Please offer.

Sentences from [1] to [5] are prototypical Routine Requests performed daily and easily by virtue of business duties. They are all realized with IMPERATIVES. Prototypical Routine Requests take place in standard situations (House 1998: 106), in which the degree of difficulty in carrying out the requested activities is low, and the participants have specific rights and obligations to make or comply with the requests. Table 7.2.2.1 provides the distribution of the strategies chosen to realize Routine Requests:

Routine Requests	Perf	Imp	Result	Want	After	Can	Inter	Point
%	2.3	51.7	0	4.3	2.6	3.1	33.7	2.3

Table 7.2.2.1. Distribution of strategies of Routine Requests

There are 350 Routine Requests, which make up a portion of 66.4% of the total number of requests. 51.7% of the Routine Requests are realized with IMPERATIVES. The high frequency suggests that IMPERATIVES are the ideal strategy to realize Routine Requests. Such a large portion of IMPERATIVES is rather unusual, since imperative requests are direct and should be used with great care (Carter & McCarthy, 2006: 544). Three reasons may justify the use of IMPERATIVES as the ideal or standard strategy for Routine Requests.

First, imperative sentences are syntactically simple, short and clear, thus easy to use in a discourse community consisting of largely non-native speakers of English. Simplicity, brevity and clarity are achieved by the built-in R and E as well as the imperative finite verb that has no endings for number or tense. This can save the non-native speakers of English a lot of trouble determining the right inflection and tense, which suits the needs of business people who prefer to use time economically. Second, routine activities are actions easy to perform. The low degree of imposition socially licenses the directness of IMPERATIVES. Third, prototypical Routine Requests are done by virtue of business duty; hence, R has a right to make the requests. The features of simplicity, brevity and clarity help the interactants increase efficiency, enabling them to concentrate on the more important information exchange. This is in the best interest of the business people. As such, directness fulfils the want or desire of the business practitioners in the accomplishment of standard business actions, and functions as positive politeness in a very complex, highly risky and constantly changing international market. As a result, IMPERATIVES become the ideal and normal strategy to realize prototypical Routine Requests.

Nonetheless, 33.7% of the Routine Requests are realized with INTERMEDIARY. Of these requests, 72.0% and 22.0% are performed to solicit response or ask E to read documents when they have no obligation to comply with the requests. The failure to meet one of the three criteria of Routine Requests makes these Routine Requests peripheral. Of these INTERMEDIARY requests, 95.8% are made by the sellers, and only 4.2% by the buyers. This suggests that power differentials are at work. Lack of obligation to comply with the requests plus weak power status leads to the use of a very indirect strategy to carry out these peripheral routine activities.

7.2.2.2. Negotiation Requests

Requests relating to business negotiations are named Negotiation Requests. They differ from Routine Requests in that they are not done by virtue of business duty, but through exchanges of *give* and *take*: R attempts to get E to do things by offering E what E may desire. Negotiation Requests typically come about in situations in which

R and E have conflicting desires, and each party wants to maximize his own goals. Prototypical Negotiation Requests have the following properties:

- Difficulty: medium or high
- Importance: medium
- Rights and obligations: low

The degree of difficulty of Negotiation Requests can be medium or high. If a seller is requested to reduce a price by 50%, the requested action is certainly more difficult to be carried out than checking documents. The degree of importance of Negotiation Requests is medium. Asking E to cut price is more important than checking documents but less important than forming a business alliance. The degree of rights and obligations of Negotiation Requests is low. When a buyer asks a seller to reduce a price, the seller normally has no obligation to comply. [6] and [7] are examples of Negotiation Requests:

[6] If you can confirm by latest tomorrow morning, we can ship the goods before New Year.

[7] If you can match US\$ 13.60... prompt shipment before 20th July we can consider offer.

[6] and [7] are requests occurring in bargaining, which is a process whereby “two or more parties attempt to settle what each shall give and take or perform and receive in a transaction between them” (Rubin & Brown, 1975: 2). The trade-off between *give* and *take* makes a bargaining request a prototypical Negotiation Request.

There are 87 Negotiation Requests, which make up 16.5% of the requests in the data. Statistics in Table 7.2.2.2 show that 82.8% of the Negotiation Requests are concentrated in WANT, AFTER, CAN and INTERMEDIARY, which are the less coercive conventional indirect strategies. Tact and clarity are the requisites for business negotiations: to maximize one’s benefits while maintaining good relations to reach agreement. Being indirect and clear, less coercive conventional indirect strategies are ideal devices meeting the requirements.

Negotiation Requests	Perf	Imp	Result	Want	After	Can	Inter	Point
%	1.1	2.3	3.4	13.8	8.1	25.3	35.6	10.3

Table 7.2.2.2. Distribution of strategies of Negotiation Requests

7.2.2.3. Consequence Requests

Requests asked to carry out business activities relating to important decision-making are named Consequence Requests. Examples of such important activities include forming business alliances and signing contracts, which either have far-reaching impact on or can bring huge benefits to business organizations. The salient feature of Consequence Requests is the significant consequence of the actions requested. Prototypical Consequence Requests have the following properties:

- Difficulty: high
- Importance: high
- Rights and obligations: low

The high degree of difficulty of Consequence Requests generally goes hand in hand with their high degree of importance in business settings. Their degree of rights and obligations is low, because business people normally have no obligations to comply with requests relating to important decisions. Examples of Consequence Requests are listed below:

- [8] I would like to send to you a Confidentiality Agreement for our two companies before we go into further details.
- [9] Have you come back to the office, and checked Confidentiality Agreement faxed to you?
- [10] The Confidentiality Agreement has been faxed back, and please check it.
- [11] It is best that we can reach agreement before I go to the USA.
- [12] I live in Hefei but my wife is in N.Y. I regularly travel between two countries.
- [13] As handling Eastarr's international marketing, I also work as a distributor for some US companies

An interesting case of Consequence Requests is the requests to sign contracts illustrated in sentences [8] - [11]. Although the action is merely writing one's name on the contract, the act stands for the decision of official agreement on a business project. Its important consequence makes the decision to sign a contract complex and difficult. It is interesting to note that the verb *sign* does not appear in the four signing requests. It is either suppressed or substituted with words representing one of the phases of the whole signing event, which was discussed in Section 5.3.

A prototypical Consequence Request is *S ASKS H TO DO BUSINESS WITH S*, as in [12] and [13]. When a seller asks a buyer to do business with the seller, the buyer has no obligation to comply. The authority to decide whether to do business with the seller is controlled by the buyer. The seller has to ask the buyer to establish business relations with him/her by demonstrating his/her strong points in order to attract the buyer. Such requests are typically realized with very indirect strategies.

There are 69 Consequence Requests, which is 13.1% of the requests in my data. Table 7.2.2.3 shows that 62.3% of the Consequence Requests are realized with POINT-TO, 4.3% with direct strategies, and 33.2% with conventional indirect strategies. This suggests that POINT-TO is the ideal or standard strategy to carry out Consequence Requests.

Consequence Requests	Perf	Imp	Result	Want	After	Can	Inter	Point
%	2.9	1.4	0	11.6	1.4	4.3	15.9	62.3

Table 7.2.2.3. Distribution of the strategies of Consequence Requests

7.2.2.4. Regulation Requests

Requests asked to abide by the law, regulations and to reach business standards are named Regulation Requests. They are marked by the participant's absolute rights and

obligations to make and pursue the requests. Regulation Requests have the following properties:

- Difficulty: low, medium or high
- Importance: high
- Rights and obligations: high

The degree of difficulty of Regulation Requests can be low, medium, or high. It is low when E is asked to return a document by fax as in [15b]. It is high as in [14a] when E is asked to meet cGMP standards, which not only requires great effort but also creates huge financial burdens to improve the production facilities or the quality of the products. The degree of importance is high, for non-compliance with the law means no business. The degree of rights and obligations is high, because participants have absolute rights and obligations to make or comply with the requests pertaining to business laws and standards. The following are Regulation Requests in the data:

[14] R asks E to comply with the law.

- (a) Also all of the brands will have to be USP and meet FDA cGMP.
- (b) The product must be licensed by FDA.
- (c) The X manufacturers that we plan to partner with must meet the requirements of an FDA inspection for their X facilities.
- (d) It must be from any European country.
- (e) ... but, the first step may centre on FDA compliance.

[15] R asks E to meet with business standards.

- (a) The X Table shows ... the estimated amounts of X required and ...
- (b) ... and (we) request that it be returned by fax.
- (c) We may need to do the ROI analysis in next step.
- (d) Also shipping must be made by air as shipping by sea will take longer time.
- (e) If shipping by air the buyer has to pay first.
- (f) If the payment is by L/C, the shipment should be by sea not by air.

Utterances in [14] are prototypical Regulation Requests: R asks E to comply with the

law or regulations. Four of the five utterances in [14] are realized with the most coercive strategy: RESULT. Among the four requests, three main illocutionary (in)directness indicators are *must*, and one is a softened *must: will have to*. Coincidence or not, all RESULT requests in [14] are related to FDA, cGMP and EUDMF requirements that must be met before the products are introduced into Europe or North America.

[15] consists of six utterances, by which the addressers request the addressees to conform to business standards such as the specific amount of chemical components in the products. [15d], [15e] and [15f] relate to the mode of payment and shipment. The addresser of [15d] requests the seller to ship the medicines by air for better goods protection when payment is made by a Letter of Credit. Payment by Letters of Credit calls for about several weeks to go through all the procedures before the seller can get payment. The addressee of [15d] is the addresser of [15e] and [15f]. In response to [15d], the speaker of [15e] and [15f] firmly requests the buyer to make the payment before shipment if the goods are shipped by air. The buyer fears that the goods could be damaged if shipped by sea, while the seller is afraid of non-payment if the shipment is by air. The three requests, relating to business standards, are rather coercive. Failure of compliance may lead to economic loss.

Regulation Requests in [14] are more important and coercive than those in [15]. A closer look reveals that only 50% of the utterances in [15] are realized with the most coercive strategy: RESULT, while 80% of the Regulation Requests in [14] are realized with RESULT. This signals a positive correlation between importance and the compelling force of obeying the law or regulations. That is, the greater the importance of the law or regulations requested to abide by, the more coercive the strategy becomes. It should be noted that coerciveness in Regulation Requests does not have much negative effect. Below are [16] and [17], which appear in Corpus I. [16] provides an instance of using a RESULT request to carry out a Regulation Request. [17] is the response to [16]:

[16] The X manufacturers that we plan to partner with must meet the requirements of an

FDA inspection for their X facilities. ...

- [17] Eastarr is willing and capable of meeting the requirement of FDA inspection for their X facility.

It is evident that the addressee of the RESULT is not offended by the coerciveness. The seller indicates his cooperative attitude towards the request, which might be accounted for by business gains brought about by compliance. If E were not made aware of the obligation to comply with the law, there would be no business at all. This could result in loss on both sides. Thus, coerciveness is employed for the mutual benefits of both parties. Shared understanding of the application of RESULT lessens the imposition of Regulation Requests. There are 14 Regulation Requests, making up a portion of 2.6% of the data in this study. Table 7.2.2.4 shows that 71.4% of the Regulation Requests are realized with RESULT.

Regulation Requests	Perf	Imp	Result	Want	After	Can	Inter	Point
%	7.1	0	71.4	0	7.1	14.2	0	0

Table 7.2.2.4. Distribution of the strategies of Regulation Requests

The concentration of RESULT and its lowest frequency among the four types of business requests may lead to the assumption that the relationship symbolized by Regulation Requests does not represent the normal relationship between buyers and sellers. It may instead correspond to a relationship between business people and business regulations, to which both sellers and buyers must adhere. The coerciveness of Regulation Requests does not stand for the authoritative compelling force of one party over another, but for the authority of the law to business people including both buyers and sellers. In other words, it is not the interactants who use RESULT who are coercive, but the law.

7.2.2.5. Summary of the Properties of Business Requests

Table 7.2.2.5.1 summarizes the properties of each type of prototypical business

Table 7.2.2.5.1. Summary of the properties of business requests

Dimensions of Imposition	LOW	MEDIUM	HIGH
ROUTINE REQUESTS			
Difficulty	LOW		
Importance	LOW		
Rights & obligations		MEDIUM	

NEGOTIATION REQUESTS			
Difficulty		MEDIUM	HIGH
Importance		MEDIUM	
Rights & obligations	LOW		

CONSEQUENCE REQUESTS			
Difficulty			HIGH
Importance			HIGH
Rights & obligations	LOW		

REGULATION REQUESTS			
Difficulty	LOW	MEDIUM	HIGH
Importance			HIGH
Rights & obligations			HIGH

requests in terms of imposition discussed in Sections 7.2.2.1 to 7.2.2.4. In the ‘HIGH’ Column, Regulation Requests have three positive indicators, Consequence Requests two, Negotiation Requests one and Routine Requests none. This means that Routine Requests have no dimensions with high degrees of imposition, and Regulation Requests have high degrees in all three dimensions, with the others in the middle. Still, Regulation Requests might have the highest rank of imposition, but their relationship to the law lessens their degree of imposition (Brown & Levinson, 1987:77). The result is that Consequence Requests take on the highest rank of imposition, and Routine Requests the lowest, with Negotiation and Regulation Requests standing between the two. Table 7.2.2.5.2 shows the frequencies of all the

strategies for each type of business requests.

Business Requests	N.	PERF	IMP	RESULT	WANT	AFTER	CAN	INTER	POINT
Routine	350	2.0	51.7	0	4.3	2.6	3.1	33.7	2.3
Regulation	14	7.1	0	71.4	0	7.1	14.2	0	0
Negotiation	89	2.2	2.2	3.4	13.5	7.9	24.7	36.0	10.1
Consequence	69	2.9	1.4	0	11.6	1.4	4.3	15.9	62.3

Table 7.2.2.5.2. Distribution of business requests (in %)

The cell with the highest frequency in each row is shaded in gray so as to draw attention to the most frequently used strategy in each type of business requests. The statistics provide strong evidence that Consequence, Negotiation, Regulation and Routine Requests have different degrees of imposition and are therefore typically realized with different linguistic strategies. The highest frequency of Routine Requests is in IMPERATIVES: 51.7%. Routine Requests are simple actions. Their lower degrees of imposition give the speaker more freedom to use directness. The large number of Routine Requests requires an efficient strategy to handle the requests. IMPERATIVES are efficient and have an acceptable level of politeness in business settings. As such, they can best fulfil the requirements of Routine Requests. Accordingly, they become the ideal or standard strategy to realize prototypical Routine Requests.

The highest frequency of Regulation Requests is in Result: 71.4%. This is 5 times the next highest frequency in CAN, showing its absolutely predominant status. The phenomenon can be justified by the fact that RESULT has the most coercive main illocutionary (in)directness indicators, which is the best device to express the most compelling force to obey the law. As such, RESULT becomes the ideal or standard strategy to realize prototypical Regulation Requests.

The highest frequency of Negotiation Requests is in INTERMEDIARY: 36.0%.

Negotiation Requests differ from other business requests by not having an exceptionally strong preference for a particular strategy. The frequencies of the less coercive conventional indirect strategies are close to each other in Negotiation Requests. Thanks to the entrenched relationship between their forms and functions, the illocutionary points of the less coercive conventional indirect strategies are clear. Indirect but clear, the less coercive conventional indirect strategies are good devices to achieve bargaining goals while maintaining good relations for future cooperation. As a result, less conventional indirect strategies become the ideal or standard approaches to realizing prototypical Negotiation Requests.

The highest frequency of Consequence Requests is in POINT-TO: 62.3%, which is 3.9 times the next highest frequency in INTERMEDIARY. This prominence can be accounted for by the fact that 56.9% of the POINT-TO comprise requests uttered by the sellers asking the buyers to do business with them. However, the buyers have no obligations to comply with such requests. Consequently, the sellers have to ask for the establishment of business relations with the least direct strategies. POINT-TO, accordingly, becomes the ideal or standard strategy to realize prototypical Consequence Requests.

The above data show that the four types of business requests have different degrees of imposition and are typically realized with different strategies. Failure to apply the ideal or standard strategies can be recognized by business practitioners: the experts of the international business email genre. Violating the conventions without good reasons might raise doubt regarding the in-group status of the writer, resulting in possible rejection of further communication, since it is risky to do business with non-professionals. The following are four groups of requests. In each one, (a) represents the ideal, standard strategy to carry out the business request expressed in the title. (b), (c) and (d) have the same requestive goal as (a) but are realized with atypical strategies:

[18] Routine Requests

(a) Please offer.

- (b) Can you offer?
- (c) Someone should indicate the terms of trade.
- (d) You must offer.

[19] Negotiation Requests

- (a) If you can match US\$ 13.60 before 20th July we can consider offer.
- (b) Match US\$ 13.60 before 20th July.
- (c) You must match US\$ 13.60 before 20th July.
- (d) We could offer if you could do something for us.

[20] Consequence Requests

- (a) As you mentioned during the meeting, we will develop a long-term business relationship and partnership in a strategic way, which is beneficial to both of us.
- (b) Establish business relations with us.
- (c) You must establish business relations with us.
- (d) I want you to establish business relations with me.

[21] Regulation Requests

- (a) The product must be licensed by FDA.
- (b) FDA license is important.
- (c) I wish that your product could be licensed by FDA.
- (d) Get a license for the product from FDA.

[18a] is a prototypical Routine Request performed by a buyer to a seller, which should be realized typically with IMPERATIVES. When the ideal strategies for Negotiation and Consequence Requests are used to realize a Routine Request, as in [18b] and [18c], E might be surprised by the extra indirectness: there is no need to hint at E or to question E's ability to do something that should be done by virtue of duty. It could trigger the question: "Is the requested act more face-threatening than usual? If it is, what is happening?" The extra coerciveness of [18d] makes the request provocative, which can be damaging. The exporter is enthusiastic to make an offer, since it could lead to an order. Hence, there is no need to compel the exporter to indicate his/her price. As such, [18b], [18c] and [18d] cannot replace [18a] while power and distance remain constant.

[19a] is a prototypical Negotiation Request realized with a conventional indirect strategy. If it is realized with IMPERATIVES or RESULT, as in [19b] and [19c], the expected tactfulness is gone. If the Negotiation Request is realized with a POINT-TO, it is hard for E to know what is requested precisely. Thus, [19b], [19c] and [19d] cannot replace [19a] while power and distance remain constant.

[20a] is a prototypical Consequence Request realized with POINT-TO, whereby R asks E to authorize a business partnership with R. Under such circumstances, E is at his liberty to comply or not. If such a request is realized with IMPERATIVES, RESULT or WANT, it is doomed to fail. It becomes clear that [20b], [20c] and [20d] cannot replace [20a] while power and distance remain constant.

Finally, [21a] is a prototypical Regulation Request realized with RESULT. The main illocutionary (in)directness indicators in [21b], [21c] and [21d] do not have the ability to express the compelling force of abiding by business law or regulations, and are thus unable to replace [21a] as long as power remains constant.

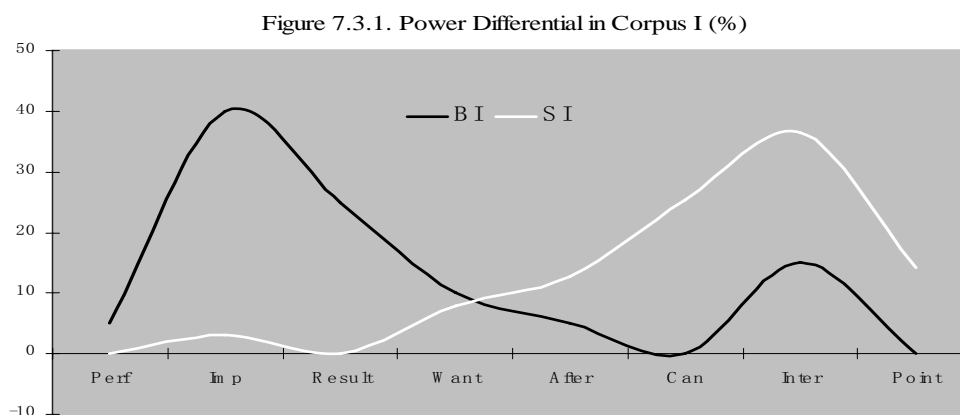
In short, each category of business requests has a different rank of imposition, and is carried out with different linguistic strategies. The findings point to a pattern: to accomplish Consequence, Negotiation and Routine Requests, the greater the imposition, the less direct the strategy becomes, which is consistent with Brown and Levinson's prediction. Nevertheless, Regulation Requests are not in line with their claim. As such, Hypothesis I is partly confirmed: there is a relation between imposition and the choice of requestive strategies, but the findings do not support the claim that the greater the imposition, the more indirect the strategy becomes.

7.3. Power

It was discussed in Chapter 3 that in business settings, the main power base is in the business roles as buyers or sellers, and the buyers have more control over the sellers in a buyer's market. The investigation of the impact of power on the choice of requestive strategies in this study begins with a classification of the speakers into two groups according to business roles: whether the addresser is a buyer or seller. The

findings of Corpus I are exhibited in Figure 7.3.1, which is expressed in percentage.

The black curve in Figure 7.3.1 represents requests performed by BI. It reaches its peak at IMPERATIVES, and slopes downward along the directness and indirectness continuum till INTERMEDIARY, at which it rises a bit, and finally drops to the bottom at Point-to. The behaviour of the white curve representing requests performed by SI is roughly opposite to the black curve. Its highest point is at INTERMEDIARY and the second peak is at IMPERATIVES. The two curves have a reversal pattern, which may partially be the consequence of power differential between BI and SI. In Corpus I, SI wants to form a strategic business alliance and sell raw materials to BI in a market where supply exceeds demand. As the achievement of the goal could bring huge profits to SI, and the authority to allow the opportunity is mainly controlled by BI, there is a large power differential between BI and SI, which is reflected by the wide discrepancy of directness between the two interactants. The pattern supports Brown and Levinson's claim that the more powerful the speaker, the more direct the speaker is (1987:77).



Cultural difference might also be at work in the formation of the reversal directness pattern. Brown's culture of origin is low-contexted. People in low-context cultures are generally committed to their jobs and accustomed to short-term relationships, which always requires thorough information for interactants. Hence, meaning must be explicitly spelt out, which justifies the use of directness. In addition, American

culture is solidarity oriented, which makes directness less face-threatening. In contrast, Li's culture of origin is high-contexted, although he is an American immigrant. In high-contexted cultures such as China and Japan, people are closely involved with each other with resultant extensive information networks; thus, meaning can be encoded in the context, and explicit information may be viewed as unnecessary. As such, high degrees of indirectness can be exploited to convey messages. Further, Li's culture of origin is long-term relationship oriented, in which indirectness may help maintain social harmony (Fukushima, 2000).

The impact of power on the choice of the level of directness of requests can be seen in Table 7.3.1, in which the strategies with the highest frequencies are highlighted in grey. In Consequence Requests, BI's preference appears in the more direct WANT, while SI's is in the least direct Point-to. In Negotiation Requests, BI's highest frequency – 40% – appears in INTERMEDIARY, while SI's total frequency in INTERMEDIARY and POINT-TO is 40%. In Regulation Requests, BI's strongest tendency appears in RESULT, while SI's is in CAN. In Routine Requests, BI uses IMPERATIVES most frequently, while SI employs INTERMEDIARY most frequently. The statistics suggest that when imposition remains the same, BI is more direct than SI in the accomplishment of almost every type of business requests.

Requests	Crps	Perf	Imp	Result	Want	After	Can	Inter	Point
Consequence	SI	0	0	0	0	7.7	23.1	23.1	46.2
	BI	0	0	0	100	0	0	0	0
Negotiating	SI	0	0	0	10.0	16.7	33.3	30.0	10.0
	BI	0	0	20.0	20.0	20.0	0	40.0	0
Regulation	SI	0	0	0	0	0	100	0	0
	BI	20.0	0	80.0	0	0	0	0	0
Routine	SI	0	5.5	0	11.1	22.2	0	61.1	0
	BI	0	89.0	0	0	0	0	11.0	0

Table 7.3.1. Distribution of strategies of requests in corpus I (in %)

The impact of power can be further evidenced by the fact that the same activity with the same degree of imposition may be realized with different levels of directness by buyers and sellers. *S ASKS H TO READ X*, for instance, can be represented variously. *PLEASE FIND ATTACHED X* and *ATTACHED IS X* are the most common forms. There are 26 of the former and 23 of the latter. The former is direct, whereas the latter is ambiguous not only in its illocutionary force but also in the propositional content. *IMPERATIVES* are applied by both buyers and sellers, although the ratio between them is 4.3:1. *INTERMEDIARY* requests are used exclusively by the sellers. All the facts indicate the influence of power differentials between buyers and sellers. Further, buyers are bombarded with sales emails and other documents from the sellers every day. Reading the documents definitely increases their workload. While this strategy creates more space for the buyer to misunderstand, it also indicates the seller's willingness to mitigate imposition. This could appease the addressee, thereby getting the message across to the extremely busy buyers.

Further evidence to support the hypothesis that the choice of directness and indirectness is influenced by power differential is the different treatment of Consequence Requests by buyers and sellers. Table 7.3.2 displays the distribution of the strategies used to accomplish Consequence Requests. It shows that the buyers tend to use more direct strategies (33.3%) to ask the sellers to carry out important actions, whereas the sellers typically use the least direct strategies (63.7%) to ask the buyers to do important things. Power differentials certainly play a crucial part here, since buyers have the reward power, i.e., the choice of suppliers.

	Direct	Conventional indirect	Unconventional indirect
BI & BII	33.3%	33.3%	33.3%
SI & SII	3.0%	33.3%	63.7%

Table 7.3.2. Distribution of strategies of Consequence Requests

The following are three pairs of utterances taken from the data. In each pair, S stands for the seller, and B for the buyer.

- [22] S. Look forward to meeting with you and Bob to discuss the details.
B. We now should plan on a logical time and place to meet for more detailed discussions.
- [23] S. Would you please let me know the specific product names and quantity?
B. Please advise us your lowest best price.
- [24] S. But, the first step may center on FDA compliance.
B. The product must be licensed by FDA.

[22] contains two utterances asking E to hold a meeting. The seller uses an INTERMEDIARY request, while the buyer uses a RESULT request. [23S] uses AFTER to ask for information, whereas [23B] uses IMPERATIVES to do the same thing. [24S] uses CAN to get E to comply with FDA regulations, while [24B] uses RESULT. It is evident that the buyers are more direct than the sellers, which displays the expected influence of power differential on the choice of requestive strategies. All the findings indicate a positive correlation between the addressee's power over the addresser and indirectness. The findings confirm Hypothesis II: in international business emails, power affects the choice of the level of directness of requests. The more powerful participants use more direct strategies, and the less powerful less direct strategies.

7.4. Social Distance

In the data of this study, the relationship between the interlocutors is a working relationship established mainly for the purpose of selling and buying. As such, social distance is primarily determined by the degree of familiarity, i.e., how long and how often the interlocutors have been doing business together. As the interactants are normally located in different countries working for different business organizations, social distance between the interactants may be large. Based on the degree of familiarity, distance can be distinguished between current and prospective business partners. Current business partners are more familiar with each other than prospective partners. Hence, the social distance between current business partners tends to be

shorter than that between prospective business partners. In Corpus II, current business partners perform 21% of the requests and potential partners 79%. Table 7.4.1 shows the frequencies of the strategies chosen by current and prospective business partners, respectively.

	Direct	Conventional indirect	Unconventional indirect
Current partners	64 %	31%	5%
Potential partners	37%	51%	12%

Table 7.4.1. Current vs. prospective business partners

Current business partners use nearly twice as many direct strategies as prospective business partners. At the same time, prospective business partners use more than twice as many POINT-TO strategies. These unconventional indirect strategies are used to exhibit the seller's strengths in doing business. This striking difference may reflect the different strategic focus of the current and prospective business partners. For prospective partners, negative politeness is important not only to show deference to the addressees, but also to avoid cornering them. For current partners, the need for efficiency overrides the need for face concern. Consequently, they tend to reduce politeness formulae to a minimum to concentrate on the more important information exchange.

Social distance between interlocutors varies at different stages of negotiation. Distance may be shortened when prospective business partners have made substantial progress towards establishing business relations. In Corpus I, Email 1 is the first email SI sends to BI. Email 27 is the one written by SI after the two parties have signed a Confidentiality Agreement to do business together, which may be viewed as an accomplishment shortening the distance between SI and BI. Table 7.4.2 shows that in Email 1, all requests are realized with the two least direct strategies, but in Email 27, only 50% of requests are realized with the least direct strategies. This may be viewed as a signal of a step towards more directness. With the signing of the Confidentiality Agreement, a sense of connection and solidarity may arise between BI and SI, shortening the distance between them. Of course, other factors such as

cheerfulness generated by this initial achievement and increased power status created by a possible business alliance may also contribute to the increase of directness on the part of SI.

Strategies	Email-1 (%)				Email-27 (%)					
	Direct Result Want After	Can	Inter	Point	Direct Result	Want	After	Can	Inter	Point
Regulation	0	0	0	0	0	0	0	10	0	0
Important	0	0	0	20	0	0	0	10	20	0
Negotiation	0	0	40	0	0	10	0	20	0	10
Routine	0	0	40	0	0	0	0	0	20	0

Table 7.4.2. Distribution of requestive strategies in Emails 1 and 27

It is interesting to note that the change in directness correlates with the changes in forms of address in these emails: both BI and SI adjust to the development of their relationship by switching from formal to informal forms of address after the two parties have signed the confidentiality Agreement. However, it seems that changes in distance have no apparent impact on Regulation Requests. Below are two Regulation Requests performed by SI:

[25] But, the first step may center on FDA compliance.

[26] We may need to do the ROI analysis in next step.

Both [25] and [26] are performed by SI. In [25], SI asks BI to take measures to meet the requirements of FDA regulations before the Confidentiality Agreement is signed. It was shown in Section 7.2.2.4 that the ideal strategy to carry out a Regulation Request is RESULT, but [25] is realized with a less coercive conventional indirect strategy – a suggestion with the illocutionary point of request. This strategy is much less direct than RESULT. [26] is a Regulation Request expressed after the Confidentiality Agreement is signed. The request is also realized with the same strategy as [25]. This suggests that the change of social distance has no apparent impact on Regulation Requests, since the relationship represented by Regulation

Requests is not between the buyers and sellers, but between business practitioners and business laws or regulations.

The impact of social distance on the choice of directness can be seen from the fact that the same business request with the same degree of imposition and roughly the same power status can be realized with different levels of directness by current and prospective business partners. The following are three pairs of examples from Corpus II, in which P stands for prospective business partners, and C for current partners:

[27] P. Could you quote your best price for the Vitamin C and Caffeine ANHY?

C. Please (make) your best offer for Vitamin C and Caffeine ANHY.

[28] P. I shall be very grateful to know who is in the position to offer the product.

C. Please let us know so that together with our factory we can work out something.

[29] P. ..., if you are interested of any of the above mentioned oil, we would be glad to receive your inquiry, ...

C. Please send your inquiry by email.

[27] contains two utterances asking the sellers to quote the best price. The prospective buyer realizes the request with CAN, while the current buyer employs IMPERATIVES. The same phenomenon repeats in [28] and [29]. The prospective seller uses INTERMEDIARY to ask for information or get E to make an inquiry, while the current seller uses IMPERATIVES to do the same thing. It is clear that current business partners are more direct than prospective partners when imposition and power remain the same.

The findings point to a pattern: to accomplish Consequence, Negotiation and Routine Requests, familiar interactants are more direct towards each other, while unfamiliar ones less direct. But Regulation Requests are not in line with Brown and Levinson's prediction: the change of social distance does not have an apparent impact on the variation of the directness and indirectness of Regulation Requests. As such, Hypothesis III is partly confirmed: there is a relation between social distance and the

choice of requestive strategies. However, the evidence does not support the claim that familiar interactants are more direct, and unfamiliar ones less direct in all types of business activities.

7.5. The Weightiness Formula and Business Requests

Brown and Levinson (1987) propose a formula to measure the weightiness of an FTA:

$$W_x = D(S, H) + P(H, S) + R_x$$

Weightiness refers to the danger of the FTA, which is an estimation of the social situation assumed by the speaker (Brown & Levinson: 73-74). In this formula, W_x corresponds to the weightiness of an FTA, $D(S, H)$ stands for the social distance between S and H, $P(H, S)$ represents the power differential H has over S, and R_x indicates the rank of imposition of the FTA. Brown and Levinson claim that the bigger the face threat, the more indirect the strategy becomes (1987: 83). In the following sections, I will examine the weightiness formula as a whole, and find out if business practitioners select the levels of directness of requests as Brown and Levinson predict.

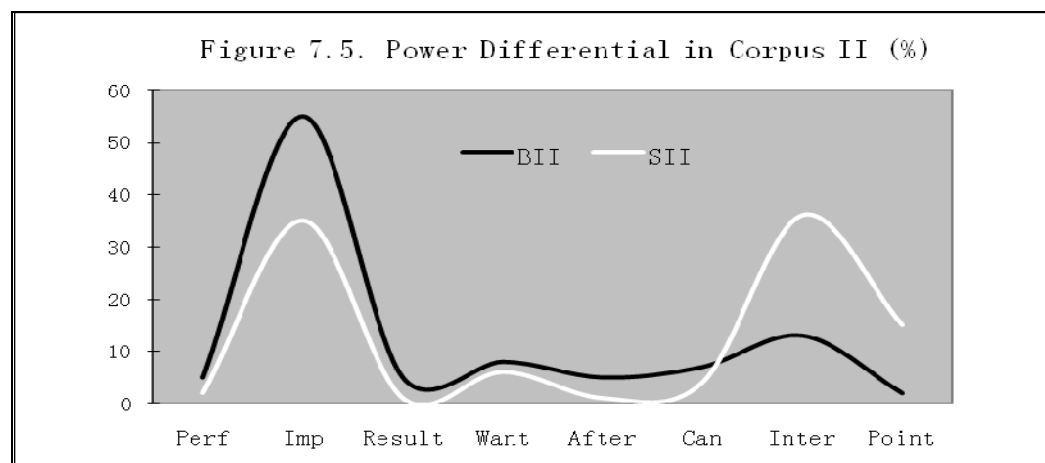
The findings obtained in the previous chapters provide us with the following assumptions. Among the four categories of business requests, Routine Requests have the lowest rank of imposition, and standard Routine Requests are ideally realized with IMPERATIVES; Consequence Requests have the highest rank of imposition, and they are preferably realized with POINT-TO. The research results also indicate that buyers are more powerful than sellers, and current business partners are closer to each other than prospective partners.

Based upon Brown and Levinson's weightiness formula, two predictions can be made. First, Routine Requests realized with IMPERATIVES performed by current buyers (lowest imposition + S's high power status + short distance) might have the smallest weightiness. Second, Consequence Requests realized with POINT-TO

performed by prospective sellers (highest imposition + long social distance + S's low power status) should have the greatest weightiness.

The buyers perform 54 IMPERATIVES to carry out Routine Requests, 77.8% of which are made by current buyers. This means that 77.8% of the IMPERATIVES performed by the more powerful buyers to familiar sellers to carry out business activities with the lowest ranks of imposition have the smallest weightiness. This suggests that when face threat is small, direct strategies tend to be used.

The sellers perform 60 POINT-TO requests to realize Consequence Requests, 97.5% of which are performed by prospective sellers. This means that 97.5% of POINT-TO requests performed by the less powerful sellers to unfamiliar buyers to carry out business activities with the highest rank of imposition have the greatest weightiness. The findings seem to confirm that the greater the weightiness of the act, the more indirect the strategy becomes.



However, there are two problems. First, Regulation Requests are not in line with Brown and Levinson's prediction, because the greater the importance of the business laws or regulations requested to abide by, the more coercive the strategy becomes, and because they are less influenced by changes in social distance. Second, imposition, distance and power cannot account for all the phenomena. Culture, media and communicative purpose also affect the choice of requestive strategies. In Figure

7.3.1, the requests performed by BI and SI have a reversal pattern, but this pattern does not appear in Corpus II, as is exhibited in Figure 7.5. The difference between Corpus I and Corpus II is partially the result of cultural difference. In Corpus I, BI's culture values directness. A short conceptual distance may be enough to mitigate face-threat. In contrast, SI's culture values indirectness. A great deal of indirectness is needed to mitigate face threat. The same request may be seen as face-threatening in SI's culture but not in BI's. The cultural difference between BI and SI, which is reinforced by power differentials, results in a reversal directness pattern. The buyer-seller power differential exists in Corpus II, too. Nonetheless, the various buyers in Corpus II come from different cultures valuing different levels of directness, and so do the sellers. A mixture of cultures results in similar patterns of directness and indirectness between BII and SII, although BII are still clearly more direct than SII. As such, the major distinction between Figure 7.3.1 and 7.5 might be generated by cultural difference.

Since each participant in the international business discourse community is mainly influenced by two cultures: the participants' cultures of origin and the culture of the international business profession, the latter also contributes to the choice of the levels of directness. That is, business practitioners are more direct when engaged in business communication owing to their needs for efficiency, which will be discussed in depth in Chapter 8.

Media and communicative purpose should also be taken into consideration when calculating the weightiness of an FTA. The portion of direct strategies is 37.2%. In the CCSARP project, the average portion of direct strategies is 26.7% (Blum-Kulka, House & Kasper, 1989: 47). Direct strategies in the CCSARP project comprise PERFORMATIVES, IMPERATIVE, RESULT and WANT. If RESULT and WANT were classified as direct strategies in this study, direct strategies would make up 46.7% of the requests. Such a large portion is very unusual since direct strategies are generally used with great care. The chief reasons for this remarkable phenomenon lie in the differences in media and communicative purpose.

Electronic mails are computer-mediated written communication. In face-to-face communication, facial expressions, body language, eye contact and the tone of voice can facilitate comprehension of speech acts. Unfortunately, these cues are lost in written discourse, in which illocutionary acts have to stand on their own. Directness has to be employed to compensate for the loss of video and audio effect. As such, directness is less face-threatening in email conversations.

Directness is also less face-threatening in business discourse. The communicative purpose of business communication is to achieve the goals of buying-selling negotiation, that is, to get business done. This requires efficiency. As directness is the best approach to achieving efficiency, which is in the interest of the business practitioners, it is preferred in business settings.

The above findings confirm that imposition, distance and power affect the choice of the level of directness of requests, but they do not support the claim that the bigger the face threat, the more indirect the strategy. In business communication, face is saved or protected mainly for the purpose of getting business done, not the other way around. In other words, getting business done is more important than face concern. Further, culture, media and communicative purpose should be added to the weightiness formula. As such, Hypothesis IV is partly confirmed.

7.6. Summary

In this chapter, I attempted to find out how varying levels of directness of requests are used to carry out business activities. In Section 7.2, I examined imposition, which is graded into four degrees based upon three dimensions: difficulty, importance, and rights and obligations. The findings partly confirm Hypothesis I: there is a relation between imposition and the choice of request strategies, but they do not support the claim that the greater the imposition, the more indirect the strategy becomes. In Section 7.3, I examined power differentials, which differ between buyers and sellers. In a buyer's market, buyers have more control over sellers; hence, buyers are more direct than sellers. The findings confirm Hypothesis II: power affects the choice of

the level of directness of requests. The more powerful use more direct strategies, and the less powerful less direct. In Section 7.4, I examined social distance, which is measured according to the degree of familiarity between the interactants. The findings show that there is a relation between distance and the choice of requestive strategies, but familiar interactants are not always more direct in all types of business requests. Therefore, Hypothesis III is partly confirmed. In Section 7.5, I investigated the weightiness of the requests taken as a whole. The findings show that with Consequence, Negotiation and Routine Requests, the greater the weightiness of the act, the more indirect the strategy. Nevertheless, this pattern does not hold for Regulation Requests, because the more important the law or regulations requested to abide by, which means the greater the weightiness of the act, the more coercive the strategy becomes. The findings also show that culture, media and communicative purpose contribute to the weightiness of requests. Different cultures value different levels of directness. Requests in written discourse have to be more direct to compensate for the lack of visual-audio cues. In addition, requests in business discourse have to be more direct because directness is the best approach to achieving efficiency. Thus, Hypothesis IV is partly confirmed.

Chapter 8. Conclusion

In this chapter, I will summarize the findings of this study, discuss the implications of the research results, answer the research questions, evaluate this study, and make suggestions for future research work.

The first question I asked in chapter 4 is how varying levels of directness of requests are used to ask business practitioners to carry out business activities. According to Brown and Levinson (1987: 80), before a speaker chooses a strategy to realize a request, the speaker first assesses the weightiness of the FTA, and then selects the right strategy accordingly. My telephone interview with Li, the native speaker of Chinese in Corpus I, shows that Li did make conscious assessment of the weightiness of a face-threatening act before he chose certain linguistic strategies to accomplish business requests. Failure in so doing might be judged problematic both intellectually and ethically in his culture of origin. Li may not represent the view of non-Chinese business people. However, the interview might at least confirm that requestive strategies can be actively chosen in the international business discourse community, in which English is the shared working language.

My research results show that calculating the weightiness of an FTA in international business emails involves six factors: imposition, power, social distance, culture, media, and communicative purpose. To examine how business practitioners deal with the rank of imposition of requests, I classified the requested business activities into four categories: routine, negotiation, consequence, and regulation activities. Each has its own degree of imposition. Routine activities refer to the numerous simple and daily recurrent business actions such as checking documents, reading emails and

sending samples. They are easy to do and are supposed to be carried out by virtue of business duty. Requests asked to fulfill routine activities are termed Routine Requests, whose rank of imposition is lowest among the four groups of business requests. Accomplishing these simple but numerous Routine Requests requires an efficient requestive strategy. Simple, short and clear, IMPERATIVES possess all the qualities for efficient fulfillment of Routine Requests. Accordingly, IMPERATIVES become the ideal strategy to realize prototypical Routine Requests, which is evidenced by the fact that 94.6 % of IMPERATIVES are used to carry out Routine Requests.

Consequence activities are related to important decision-making, which either have a far-reaching impact on or can bring big benefits to business organizations. Examples of consequence activities include signing contracts and forming business alliances. Requests asked to carry out consequence activities are termed Consequence Requests, whose rank of imposition is highest among the four types of business requests. In the data, 96.8% of Consequence Requests are performed by the sellers, who ask the buyers to sign contracts or establish business relations with them. In a buyer's market, buyers receive many Consequence Requests every day. As they cannot comply with most of these requests, they will reject the majority of them. In order to protect the face of both sides, sellers need a strategy to convey the message while avoiding the responsibility of having performed such requests and leaving a possibility of opting out for the requestees. POINT-TO, whose loose relationship between the target and source makes the target meaning easily cancelable, can best fulfill this task. Although POINT-TO is a very inefficient strategy, the small number of consequence requests can tolerate inefficiency in this group. As a result, POINT-TO becomes the ideal strategy to realize Consequence Requests, which is evidenced by the fact that 67.7 % of POINT-TO instances in the data are used to carry out Consequence Requests.

Negotiation activities refer to those actions with which two or more parties attempt to settle what each shall *give* and *take* in a transaction. A typical example of negotiation activity is bargaining. Requests related to negotiations are termed Negotiation

Requests, whose rank of imposition is between Routine and Consequence Requests. Negotiation Requests typically occur in situations in which R and E have conflicting desires, and each party wants to maximize his/her own profits. Under such circumstances, clarity is essential to getting the message across, and tactfulness crucial to maintaining good relations in order to reach agreement. Indirect and clear, the less coercive conventional indirect strategies, i.e., WANT, AFTER, CAN and INTERMEDIARY, have the best qualities to fulfill Negotiation Requests. Accordingly, they become the ideal strategies to realize Negotiation Requests. This assumption is evidenced by the fact that 82.8% of Negotiation Requests are realized with WANT, AFTER, CAN and INTERMEDIARY.

Regulation activities are business actions concerning the law, business regulations and standards. Requests asked to accomplish regulation activities are termed Regulation Requests. Failure to meet business laws or rules means economic loss or no business at all. As such, business practitioners have absolute rights and obligations to make and comply with Regulation Requests. Expressing the non-negotiable and compulsory force of Regulation Requests requires a coercive strategy. RESULT has the most coercive main illocutionary (in)directness indicators of requests, therefore it is the ideal strategy to realize Regulation Requests. The conclusion is supported by the fact that 76.9 % of RESULT in the data are used to fulfill Regulation Requests.

Table 8.1 shows direct strategies are mainly used to carry out Routine Requests. RESULT is chiefly employed to accomplish Regulation Requests. WANT/AFTER/CAN/INTERMEDIARY are preferably applied to carry out Negotiation Requests. POINT-TO is for the most part explored to fulfil Consequence Requests. These are the basic rules dealing with imposition, which are adjusted by power differential and social distance between the addressers and addressees.

Routine		Regulation	Negotiation				Consequence
PERF	IMP	RESULT	WANT	AFTER	CAN	INTER	POINT
52%		77%	83%				63%

Table 8.1. Summary of the realization of business requests

The choice of levels of directness of requests is affected by power differentials between the addressers and the addressees when imposition and social distance remain constant. The more powerful person is more direct, and vice versa. Since buyers are more powerful than sellers in a buyer's market, buyers tend to use more direct strategies while sellers prefer less direct strategies to perform the same request.

Social distance between the interactants frequently affects the choice of requestive strategies. Prospective business partners are not familiar with each other; hence, indirectness is needed to show deference and mitigate face threat. Current business partners are familiar with each other since they have been doing business together. What they need at this stage is efficiency. As directness is the best approach to achieving communicative efficiency, direct strategies are more frequently used by current partners for the mutual benefits of both buyers and sellers. However, changes in distance have no apparent impact on Regulation Requests; hence, familiar interactants are not always more direct in all types of business requests.

The choice of directness and indirectness is further adjusted by three additional factors. The culture of the international business profession attaches importance to directness, since it promotes efficiency and profits. However, business people are also consciously or unconsciously affected by their cultures of origin valuing different levels of directness. Hence, the choice of the level of directness is adjusted by culture. Media have an effect on the choice of directness. In face-to-face communication, facial expressions, body language, eye contact and the tone of voice can facilitate the interpretation of speech acts. Assisted with these cues, indirectness can be more frequently used to put the message across. In contrast, in written discourse, visual and audio cues of face-to-face communication are absent, and have to be compensated for by directness. As such, directness is less face-threatening in written discourse. Communicative purpose also affects the choice of levels of directness. Business practitioners prefer directness in business communication to get business done.

The research results show that to accomplish Consequence, Routine and Negotiation Requests, the greater the imposition of the requested act, the more powerful the

addressee, and the more distant the interlocutors between each other, the more indirect the strategy becomes. This rule does not hold with Regulation Requests. When a Regulation Request is made to obey the law or business standards, the greater the importance, the more powerful the addressor, the more coercive the strategy becomes. Social distance does not have an apparent effect on Regulation Requests, because the relationship represented by Regulation Requests is not between buyers and sellers, but between business laws and business practitioners. This is how varying levels of directness are used to accomplish business activities.

The second research question I raised in Chapter 4 is why business practitioners perform speech acts the way they do. My answer is that the way they do can help them achieve the goals of buying-selling negotiation in an effective way. From day to day, year to year, comparable situations occur, giving rise to the formation of various forms of requests. Those that can best satisfy the professional and social needs of the business communicators will stay, become popular and entrenched. The following two examples offer substantial support for my answer.

The first example is the frequency of IMPERATIVES. IMPERATIVES are direct; hence, they are normally used with great care. However, the frequency of IMPERATIVES in the two corpora is 34.9%, making up the largest portion of the data. This is very unusual. The uniqueness can be accounted for by four reasons. First, email is computer-mediated written discourse, which needs more directness to compensate for the lack of visual-audio cues inherent in spoken discourse. Second, the members of the international business discourse community are scattered around the world with different cultures and mother tongues, giving rise to miscommunication and misunderstanding. Directness is the best approach to avoiding confusion. Third, business practitioners are efficiency-oriented, and directness is the gambit to achieve communicative efficiency. An imperative sentence is easy to use for non-native speakers of English constituting the majority of the international business discourse community. The absence of verb inflection and the suppression of

requester and requestee in the imperative mood simplify the use of English requests. This provides convenience to the non-native speakers of English, thereby increasing efficiency. Finally, directness is positively polite in the accomplishment of Routine Requests constituting 66.4% of the data. Business practitioners want efficiency and profit. Directness can help fulfill this desire, thereby addressing the positive face of the business people. Though direct, IMPERATIVES are more polite than PERFORMATIVES. Being able to fulfill the needs for directness without the drawback of causing much offence in business settings, IMPERATIVES become the most preferred strategy in the two corpora.

In short, the unusually large size of IMPERATIVES is brought about by their ability to satisfy the needs of the business practitioners: the need for efficiency to compete in the international market, the need for clarity in a very complex and risky international business discourse community, the need to compensate for the lack of video-audio cues inherent in spoken discourse, and the need to satisfy the positive face of the business people in the accomplishment of the largest category of business requests.

The second example is INTERMEDIARY. They tend to be grouped into hints in face-to-face communication, but are categorized as conventional indirect strategies in this study due to their high conventionality in international business emails. This might be the result of the special features of international business email genre. First, in international business emails, the power differential between business interactants is larger than that between interactants engaged in casual conversations, which are more often than not carried out among friends or acquaintances. However, when communication is conducted between buyers and sellers when the former are at their liberty to buy or not to buy the latter's products, the power differential is larger.

Second, 67% of INTERMEDIARY requests are used to solicit response or ask the buyer to read documents, with which the buyers have no obligation to comply. The large power differential and the low degree of obligation to comply with the requests require a very indirect strategy to show deference and mitigate imposition. I was informed by business informants that the five forms of INTERMEDIARY are

remarkable strategies capable of satisfying these needs. From day to day, year to year, comparable situations occur prompting comparable responses (Bitzer, 1969: 13), hence, INTERMEDIARY is born and become entrenched. The former off-record strategy goes on record. As such, the high conventionality of INTERMEDIARY is the result of its special ability to satisfy the needs of the business practitioners when the requesters have lower power status and the requestees no obligations to comply with the requests.

There are two major strengths in this dissertation. First, the investigation is focused not only on speech acts but also on the persons who performed the speech acts. I made a great effort to understand the international business community, their attitudes and way of life in order to study the illocutionary acts performed by them. This helps offer a richer account of the illocutionary acts conducted in international business emails. The second strong point is the features of the corpora. Corpus I is a complete email negotiation written over a period of 56 days. The long string of emails offers a good opportunity to examine requests in relation to their consequent acts and to other speech acts, allowing the illocutionary acts to be identified, traced, and confirmed in naturally occurring context. This provides a dynamic approach to understand how illocutionary acts are motivated, performed and reacted to, shifting the focus of research from the speaker towards the hearer. Corpus II consists of 444 requests in 221 emails from 44 countries, which offers an opportunity to study how illocutionary acts are performed in a discourse community comprising interactants from a wide range of cultures.

A shortcoming of this study is that there are some minor limitations to its representivity. Although the data were collected from a wide range of countries and cultures, they were collected randomly, overlooking the ratios between native and non-native speakers of English in the international business discourse community. It could have been better if the ratio between the native and non-native speakers of English resembled the real world reality. According to Graddol's prediction (1997:60), the ratio between native and non-native speakers of English in 2004 could be around 1: 2.2. However, the ratio in the data of this dissertation is 1:4.4. This

drawback should be taken into consideration in future research. Another shortcoming is that the outgoing emails were mainly from a Chinese company based in Europe. Thus, the relationship among the interactants is quite limited to business relations with Chinese companies in Europe.

I have two suggestions for future research. First, more work should be conducted in professional communication. The serious consequence of professional communication could lead to discoveries of more interesting forms of speech acts. Research has focused on casual conversation. Yet, casual conversation is only one aspect of human life, and the linguistic devices used to represent casual conversation are quite restricted. Therefore, conclusions drawn from casual conversation are quite limited in representivity. Second, further research ought to be conducted to examine the relationship between communicative purpose and the choice of requestive strategies, because changes in communicative purpose bring about changes in the choice of requestive strategies.

I hope that this study will be a contribution to the understanding of how varying levels of directness of requests are used to carry out business activities, and why international business practitioners perform requests the way they do. I hope this study will be a step forward in the understanding of how illocutionary acts are performed and comprehended in an international discourse community whose members are scattered around the world with different cultures and mother tongues.

Bibliography

- Anderson, J. R. (1995) *Cognitive Psychology and its Implications*. Fourth edition. New York: Freeman.
- Akar, D. & Louhiala-Salminen, L. (1999) Towards a new genre: A comparative study of business fax. In: Nickerson C. & Bargiela-Chiappini, F., eds. *Writing Business: Genre, Media and Discourse*. London: Longman, 207-226.
- Austin, J. L. (1962) *How to Do Things with Words*. Second edition. Oxford: Clarendon Press.
- Bach, K. & Harnish, R. (1979) *Linguistic Communication and Speech Acts*. Cambridge, MA: MIT Press.
- Bakhtin, M. (1986) The problem of speech genres. In: Bakhtin, M. eds. *The Problem of Speech Genres and Other Late Essays*. Austin: University of Texas Press, 60-102.
- Ball, D. & McCulloch, W. (1985) *International Business*. Plano, TX: Business Publications.
- Bargiela-Chiappini, F. & Harris, S. (1997) *The Language of Business*. Edinburgh: Edinburgh University Press.
- Bargiela-Chiappini, F. & Nickerson, C. (1999) *Writing Business: Genre, Media and Discourse*. London: Longman.
- Beckman, M., Kurtz, D. & Boone, L. (1982) *Foundations of Marketing*. Toronto: Holt, Rinehart & Winston of Canada Limited.
- Bhatia, V. K. (1993) *Analysing Genre: Language Use in Professional Settings*. London: Longman.
- Bhatia, V. K. (1997) Introduction: Genre analysis and world Englishes. *World Englishes*, 16, 313-319.
- Bitzer, L. F. (1968) The Rhetorical Situation. *Philosophy and Rhetoric*, 1, 1-14.
- Blum-Kulka, S. House, J. & Kasper, G. (1989) *Cross-Cultural Pragmatics: Requests and Apology*. Norwood, NJ: Ablex Publishing.
- Blum-Kulka, S. (1989) Playing it safe: The role of conventionality in indirectness. In: Blum-Kulka, S. House, J. & Kasper, G., eds. *Cross-Cultural Pragmatics: Requests and Apology*. Norwood, NJ: Ablex Publishing, 33-70.
- Brown, R. & Gilman, A. (1960) Pronouns of power and solidarity. In: Sebeok, T. A., eds. *Style in Language*. Cambridge, Mass.: MIT Press. P, 253-276.
- Brown, P. & Levinson, S. (1987) *Politeness: Some Universals in Language Use*. Cambridge: Cambridge University Press.

- Bruffee, K. (1986) Social construction, language and the authority of knowledge: A bibliography essay. *College English*. 48, 773-90.
- Carter, R. & McCarthy, M. (2006) *Cambridge Grammar of English*. Cambridge: Cambridge University Press.
- Chen, Z. & Hu, S. (1997) *Family Medicines*. Hefei: Anhui Science Publisher.
- Cohen, A. D. (1996) Speech acts. In: McKay, S. & Hornberger, N. H., eds. *Sociolinguistics and Language Teaching*. Cambridge: Cambridge University Press. 383-420.
- Cao, X. Q. (1715-1763) *The Dream of the Red Chamber*.
- Collins COBUILD English Dictionary* (2001) London: Harper Collins Publisher.
- Connor, U. (1999) How like you our fish? Accommodation in international business communication. In: Hewings, M. & Nickerson, C., eds. *Business English: Research into Practice*. Harlow: Longman, 115-128.
- Crosse, R. & Kujawa, D. (1995) *International Business: Theory and Managerial Applications*. Chicago: The Library of Congress.
- Dascal, M. (1983) *Pragmatics and the Philosophy of Mind: Thought in Language*. Amsterdam: Benjamins.
- Eelen, G. (2001) *A Critique of Politeness Theories*. Manchester: St. Jerome.
- Ehlich, K. & Wagner, J. (1995) *The Discourse of Business Negotiation*. Berlin, New York: Mouton de Gruyter.
- EDMF, <http://www.china-pharm.com/ENGLISH/EDMF.htm>, retrieved 09/09/2007
- Fasold, R. (1990) *Sociolinguistics of Language*. Oxford: Blackwell.
- French, J. & Raven, B. H. (1959) The bases of social power. In: Cartwright, D., eds. *Studies in Social Power*. Institute for Social Research, Ann Arbor, MI. Institute for Social Research. 150-167.
- Fukushima, S. (2000): *Requests and Culture: Politeness in British English and Japanese*. Bern: Peter Lang.
- Geis, M. (1995) *Speech Acts and Conversational Interaction*. Cambridge: Cambridge University Press.
- Gibbs, R. (1994) *The Poetics of Mind: Figurative Language, Thought, and Understanding*. Cambridge: Cambridge University Press.
- Gibbs, R. (2003) Speaking and thinking with metonymy. In: Panther, K. & Radden, G., eds. *Metonymy in Language and Thought*, 61-76.

- Gimenez, J. C. (2000) Business email communication: Some emerging tendencies in register. *ESP*. 19, 237-251.
- Graddol, D. (1997) *The Future of English?* London: The British Council.
- Grice, H. P. (1975) Logic and conversation. In: Cole, P. & Morgan, J., eds. *Syntax and Semantics: Speech acts*. Vol. 3. New York: Academic, 41-58.
- Gu, Y. G. (1990) Politeness phenomena in modern Chinese. *Journal of Pragmatic*. 14, 237-257.
- Hall, E. T. & Hall M. R. (1990) *Understanding Cultural Differences*. Yarmouth: ME; Intercultural Press.
- Harrison, S. (1998) E-mail discussions as conversation: moves and acts in a sample from a listserv discussion *Linguistik Online* 1(1/98). Retrieved 02/09/2007 <http://www.linguistik-online.de/harrison.htm>
- Hewings, M. & Nickerson, C. (1999) *Business English: Research into Practice*. Harlow: Longman.
- Hofstede, G (1983) The cultural relativity of organizational practice and theories. *Journal of International Business Studies*. Autumn, 75-89.
- Hofstede, G. (1991) *Cultures and Organizations: Software of the Mind; Intercultural Cooperations and Its Importance for Survival*. London: Mc-Graw-Hill.
- Holmes, J. (1990) Apology in New Zealand English. *Language in Society*. 19 (1), 155-199
- Holmes, J. (1992) *An Introduction to Sociolinguistics*. London: Longman.
- House, J. (1989) Politeness in English and German: The function of please and bitter. In: Blum-Kulka, S. House, J. & Kasper, G., eds. *Cross-Cultural Pragmatics: Requests and Apology*. Norwood, NJ: Ablex Publishing, 96-119.
- House, J. (2005) Politeness in Germany: politeness in Germany? In: Hickey, L. & Stewart, M., eds. *Politeness in Europe*. Clevedon: Multilingual Matters. 13-29
- Hymes, D. (1986) Models of the interaction of language and social life. In: Gumperz J. J. & Hymes, D., eds. *Directions in Sociolinguistics: The Ethnography of Communication*. New York: Holt, Rinehart and Winston, 35-71.
- Ide, S. (1989) Formal forms and discernment: two neglected aspects of universals of linguistic politeness. *Multilingua* 8(2/3): 223-248.
- Kahal, S. E. (1994) *Introduction to International Business*. London: McGraw-Hill Book Company.
- Koester, A. (2004) Genre analysis. *Class Handout*. English Department, Birmingham University.
- Koike, D. A. (2006) Transfer of pragmatic competence and suggestions in Spanish foreign language learning. In: Gass, S.M. & Joyce, N., eds. *Speech Acts Across Cultures: Challenges to Communication in a Second Language*. Berlin: Mouton de Gruyter, 257-276.

- Kotler, P. & McDougall, G. (1985) *Marketing Essentials*. Ontario: Prentice Hall.
- Kronfeld, A. (1987) Goal of referring acts. *Proceedings of the 1987 workshop on Theoretical Issues in Natural Language Processing*, 164-170.
- Lakoff, G. (1987) *Woman, Fire and Dangerous Things: What Categories Reveal about the Mind*. Chicago: The University Press.
- Leech, G. N. (1983) *Principles of Pragmatics*. London: Longman.
- Lehrer, A. (1975) Talking about wine. *Language*: 51:901-923.
- Levinson, S. C. (2000) *Presumptive Meanings: The Theory of Generalized Conversational Implicature*. Cambridge, Mass: MIT Press.
- Levinson, S. C. (2005) *Pragmatics*. Cambridge: Cambridge University Press.
- Liao, C. & Bresnahan, M. J. (1996) A contrastive pragmatic study on American English and Mandarin refusal strategies. *Language Sciences*. 18, (3-4), 703-727.
- Louhiala-Salminen, L. (1999) From business correspondence to message exchange: What is left? In: Hewings, M. & Nickerson, C., eds. *Business English: Research into Practice*. Harlow: Longman, 101-113.
- Lu, G. (1993) *English-Chinese Dictionary*. Shanghai, Shanghai Yiwen Publisher.
- Mansfield, E. (1985) *Microeconomic*. New York: W. W. Norton & Company.
- Mao, L. R. (1994) Beyond politeness theory: 'Face' revisited and renewed. *Journal of Pragmatics*. 21, 451-486.
- Markus, M. L. (1994) Electronic mail as the medium of managerial choice. *Organizational Science*. 5 (4): 502-27.
- Miller, C. R. (1984) Genre as social action. *Quarterly Journal of Speech*. 70, 151-167
- Mulholland, J. (1999) E-mail: Use, issues and problems in an institute setting. In: Bargiela-Chiappini, F. & Nickerson C., eds. *Writing Business: Genre, Media and Discourse*. London: Longman, 57-84.
- Myer, P. (1992) Politeness strategies in business letters by native and non-native English speakers. *ESP*. 11, 189-205.
- Neumann, I. (1997) Requests in German-Norwegian business discourse: Differences in directness. In: Bargiela-Chiappini, F. & Harris, S., eds. *The language of Business*. Edinburgh: Edinburgh University Press, 72-93.
- Nickerson, C. (1999) The use of English in electronic mail in a multinational corporation. In: Bargiela-Chiappini, F. & Nickerson C., eds. *Writing Business: Genre, Media and Discourse*. London: Longman, 35-56.

- Oberg, G. H. (1979) Cross-culture awareness. In: Ellis, C. S., Luce, L. & Louse, F., eds. *Toward Internationalism: Readings in Cross-cultural Communication*. Massachusetts: Newbury House Publishers, 46-56.
- Thornburg, L. & Panther, K. (1997) Speech act metonymies. In: Liebert, W. A., Redeker, G. & Waugh, L., eds. *Discourse and Perspective in Cognitive Linguistics*. Amsterdam & Philadelphia: Benjamins, 205–219.
- Panther, K. & Thornburg, L. (1998) A cognitive approach to inferencing in conversation. *Journal of Pragmatics*. 30/6: 755–769.
- Panther, K. & Radden, G. (1999) *Metonymy in Language and Thought*. Amsterdam & Philadelphia: Benjamins.
- Panther, K. & Thornburg, L. (2003) *Metonymy and Pragmatic Inferencing*. Amsterdam & Philadelphia: Benjamins.
- Panther, K. & Thornburg, L. (2005) Motivation and convention in some speech act constructions: A cognitive–linguistic approach. In: Marmaridou, Sophia, Kiki Nikiforidou & Eleni Antonopoulou, eds. *Reviewing Linguistic Thought: Converging Trends for the 21st Century* (Trends in Linguistics: Studies and Monographs 161). Berlin & New York: Mouton der Gruyter, 53–76.
- Panther, K. (2007a) Conceptual motivation in language structure and use. In: Ibarretxe-Antunano, I, Inchaurralde, C. & Sanchez-Garcia, J., eds. *Language, Mind, and the Lexicon*. Berlin: Peter Lang, 47-67.
- Panther, K. & Thornburg, L. (2007b) Metonymy. In Geeraerts, D. and Cuyckens, H. eds. *The Oxford Handbook of Cognitive Linguistics*. Oxford: Oxford University Press, 236-263.
- Rubin, J. Z. & Brown, B. R. (1975) *The Social Psychology of Bargaining and Negotiation*. New York: Academic Press.
- Saeed, J. (2003) *Semantics*. Oxford: Blackwell Publishing.
- Sassen, C. (2005) *Linguistic Dimensions of Crisis Talk: Formalising Structures in a Controlled Language*. Amsterdam / Philadelphia: Benjamins.
- Searle, J. (1969) *Speech acts: An Essay in the Philosophy of Language*. Cambridge: Cambridge University Press.
- Searle, J. (1979) *Expression and Meaning: Studies in the Theory of Illocutionary Acts*. Cambridge: Cambridge University Press.
- Searle, J. & Vanderveken, D. (1985) *Foundations of Illocutionary Logic*. Cambridge, England: Cambridge University Press.
- Schiffman, L. & Kanuk, L. (1978) *Consumer Behaviour*. Englewood Cliffs: Prentice-Hall.
- Schiffirin, D. (1994) *Approaches to Discourse: Language as Social Interaction*, Oxford: Blackwell.

- Scollon, R. & Scollon, S. W. (1995) *Intercultural Communication: A Discourse Analysis*. Oxford: Blackwell.
- Segil, L. (1996) *Intelligent Business Alliances*. New York: Times Business Inc.
- Slugoski, B. & Turnbull, W. (1988) Cruel to be kind and kind to be cruel: Sarcasm, banter, and social relations. *Journal of Language and Social Psychology*. 7(2), 101-121.
- Stefanowitsch, A. (2003) A construction-based approach to indirect speech acts. In: Panther, K. & Thornburg, L., eds. *Metonymy and Pragmatic Inferencing*. Amsterdam & Philadelphia: Benjamins, 105-126.
- Swales, J. M. (1990) *Genre Analysis: English in Academic and Research Contexts*. Cambridge: Cambridge University Press.
- Taggart, J. H. & McDermott, M. C. (1993) *The Essence of International Business*. New York: Prentice Hall.
- Thomas, J. (1995) *Meaning in Interaction*. London: Longman.
- Vanderveken, D. (1990) *Meaning and Speech acts. Vol. I, Principles of Language Use*. Cambridge: Cambridge University Press.
- Victor, D. A. (1992) *International Business Communication*. New York: Harper Collins.
- USP: www.usp.org/about, retrieved on 21/10/2007.
- Wagner, J. (1995) What makes a discourse a negotiation? In: Ehlich, K. & Wagner, J., eds. *The Discourse of Business Negotiation*. Berlin: Mouton de Gruyter, 9-36.
- Watts, R. (2005) Linguistic politeness and politic verbal behavior: Reconsidering claims for universality. In Watts, R., Ide, S. and Ehlich, K., eds. *Politeness in Language: Studies in its History, Theory and Practice*. Berlin, New York: Mouton de Gruyter.
- Weizman, E. (1989) Requestive hint. In: Blum-Kulka, S., House, J. & Kasper, G., eds. *Cross-Cultural Pragmatics: Requests and Apologies*. Oxford: Oxford Press, 71-95.
- Writing Team of Foreign Language Center of Shanghai International Business School (1989) *Business Communication*. Shanghai: Publisher of China International Business & Economics.
- Yates, J. & Olikowski, W. J. (1992) Genres of organizational communication: A structural approach to studying communication and medium. *Academy of Management Review*. 17 (2), 299-326.
- Yates, J. & Orlikowski, W.J. (1993) Knee-jerk Anti-LOOPism and other E-mail phenomena: oral, written, and electronic patterns in computer-mediated communication. 53rd Academy of Management Meeting, Atlanta, GA: August 1993.
- Zhu, Y. (2005) *Written Communication Across Cultures: A Sociocognitive Perspective on Business Genres*. Volume in Pragmatics and Beyond Series. Amsterdam: John Benjamins.

Appendix

Corpus II

Armenia-1

Dear Weimin Hu,

Thank you for your letter.

Our company Liqvor Pharmaceuticals Co. Ltd is the leading manufacturer of intravenous solutions and ophthalmic preparations in Armenia. We are interested in searching raw materials for pharmaceuticals.

We kindly ask you to send the list of your farma raw materials with prices quotation.

Waiting for your soon reply,

Dr. Sergey Matevossian

Director

Armenia-2

Dear Wei min Hu,

At present we are exactly interested in 1 kg of Moxifloxacin HCl . Though, in the nearest future we intent to send you a list of pharma raw materials we are searching for. We'll do really appreciate if you send us the information on possibility of foregoing raw material availability and price.

Sincerely,

Dr. Sergey Matevossian

Director

Australia-1

Thank you for your email.

We are specialist producers of the active pharmaceutical ingredient Hyoscine N butyl Bromide BP99 (also known as Scopolamine N butyl bromide). We only supply in bulk - 10kg and up lots.

Please see our web site www.alkaloids.org for further details.

We currently have no sales in China and are not sure if there is any Market there for this API. If you have any interest, please advise,

Regards,

Chris Joyce

Export Manager

Australia-2

Dear Pharmaceutical Professional,

Benefit from one of the world's leading supplier of Pharmaceutical and Biotechnology information with these up-to-date Directories. Attached, please find our PDF file featuring the International Directory of Pharmaceutical Companies & Personnel 2003.... These Directories are invaluable business resources for – ...

Once you have had an opportunity to review these Directories, I will be happy to answer any of your enquiries.

Arthur Tane

Manager

Austria-1

Dear Mr. Hu,

thank you for your e-mail and your interest in a discussion about a future cooperation.

We are a producer of Lactulose and I would like to invite you to take a look at our homepage (www.lactulose.at) to get some informations on our product and our company.

Almost two years ago we started to register our Lactulose in China and we hope to get the approval beginning 2004. We do not have a partner yet, who will take care of the final production (filling), marketing and distribution of Lactulose in China. In case you are interested in the marketing of Lactulose in China, I would be happy to enter a discussion with you.

We will also have our own stand at the CPhI 2003 in Frankfurt (A 831; hall 8.0) and I would be glad to meet you there. Of course you may also contact me before.

Looking forward to your reply,

with best regards,

Mag. Thomas Dekum

Manager Marketing&Sales

Austria-2

Dear Mr. Hu,

thank you for your reply.

1. Lactulose

Lactulose is a chemical compound and it is produced according to the guidelines of the European and US Pharmacopoeia. This means that there is no difference between Lactulose and Lactulose. If the Lactulose sold in China conforms to the Pharmacopoeia there will be no advantage.

Worldwide there are 5 producers who are able to offer high quality Lactulose; we are one of them. All of them offer the same Lactulose; there is only a difference in the taste.

2. Market

Actually I don't have any market-date from China; therefore I do not know how many brands are already on the Chinese market. Even if there are already 2 Lactulose brands sold in China, there will still be a bigpotential to launch another brand. I give you an example. France has a population of about 56 million inhabitants. The market volume of Lactulose is 3.000 tons / year (= 11 million bottles of 200 ml). Lactulose is still quite new in China and I do not think that now the Lactulose market is big, but it will grow because of its potential. Fresenius will enter China anyhow, because we believe in this market and we know that even two Lactulose producers will not be able to cover the future demands of Lactulose in China.

I am sorry not to be able to give you a specific advantage of our Lactulose. All I can do in the moment is to express our belief in the market potential. Therefore I am very interested in the results of your marketing research.

Looking forward to your reply,

with best regards,

Thomas Dekun

Bangladesh-1

Dear Mr. Quan,

Thank you for your e-mail message dated 23.08.02. but you did not marked clearly anything.

Appendix

197

Please confirm us, will we purchase the tender schedule? After purchase the tender schedule we will forward it to you then you will prepare the offer according to this schedule & terms & condition then will revert to us with all relevant necessary documents with the signing & office seal in all pages of original tender schedules for submission.

With Best Regards,
Anisur Rahman

Bangladesh-2

Dear Mr. Quan ,
Happy new year.

Thank you very much for your Co-operation. Your items Injection Methotrexate 5 mg, Qty 2000 Vial & Cat. No. AMH 010 Blood bag double Qty.500 is waiting for final order but the tender authority has told to reduce prices.

In this position we will request to you please arrange to reduce your prices & let us know by return.

Other items evaluation is still going on.

Matter is top most urgent.

With Best Regards,
Anisur Rahman.

Belgium

Dear Mr. Hu,

Thank you very much for your interest in Solvay Pharmaceuticals and our products. Please be informed that we are already represented on the Chinese market through our own representative office and therefore cannot make use of your kind offer. We are sorry for this negative reply, but trust for your understanding under the circumstances.

Best regards,

J. Zimmermann

Senior Area Director East Asia / Pacific

Brazil-1

Dear Mr. HU,

Thanks for your message.

Please find below our Finished Medicine List and our Company Profile for your reference. Please check our list and inform us the products of interest for the Chinese market, indicating the quantity for importation of each product and the import reference price (C+F), so we can check the economical feasibility of the business.

Looking forward to hearing from you soon.

Best Regards

José Roberto Prado

Intl Business Director

Brazil-2

Dear Sirs,

We appreciate receiving your email message.

We are interested to be in China's market and because that could you please inform us what is the first step? As you know we are the first generic company in Brazil's market. Our website is ... I am sending a small presentation about us for your information, attached find it.

Looking forward to hearing from you soon.

Best Regards,

Dr^a Marcela Saad

Brazil-3

Dear Mr. Hu,

Thank you for your message of June 1.

In order to evaluate your request, please kindly send us your List of products that you manufacture and information of market if you're competitive.

Do not hesitate to contact us for any further comments and we're looking forward to hearing from you soon, I remain with,

Kind regards, Flávia Nery

Brazil-4

Dear Mr. Hu,

Sorry for the mistake. We do not manufacture the products you are inquiring. Please find attached our product list and company profile.

Best Regards

José Roberto Prado

Brazil-5

Dear Mr. Hu,

Thank you for your message.

We kindly invite you to visit our website ... and check our background in the chemical field as well as our Product List.

Do not hesitate to contact us for any further comments and we're looking forward to hearing from you soon. I remain with,

Thanks and Best regards,

Flávia Nery

Canada-1

Dear Sirs;

Thank you for your interest in our company.

We could provide for transfer of Adapalene and for Pramipexol technology if these might have the interest of your Chinese partners.

We used to own and operate a research facility which was divested earlier this year. The recent API development that we completed was

Adapalene and Pramipexol. We do not have any other technology available.

Our interest would be to transfer the available technology on an as is basis for a nominal sum. As payment in full we would request the exclusive representation for Canada and the US. Our regulatory department can assist in the filing and maintenance of the relevant DMF for Canada and the US. If your customer is interested on this basis, let us proceed.

Best regards,

René Hunderup

President & CEO

Canada-2

Dear Sirs:

We could potentially provide for transfer of Adapalene and for Pramipexol technology if these might have the interest of your Chinese partners.

With best regards,

For and on behalf of BahamaPDi-Pharmaceuticals, Inc.
René A. Hunderup
Chairman of the Board

Canada-3

Dear Mr. Hu,
Thank you for your interest in Carter-Horner Corp. and our brands. Unfortunately we are not actively pursuing the market in China at this time. We will keep your correspondence on file in case the situation changes in the near future.
We wish you success in your future endeavors.
Regards,
Gil McKenzie
Marketing Manager, Export

Canada-4

Dear Sir/Madam,

Anapharm is a contract research organization, therefore we have no product to offer; only services related to the pharmaceutical and biopharmaceutical industries.
For more information, please consult our Website: www.anapharm.com
Regards,
Erik Leblanc
Marketing Coordinator

Canada-5

Good morning and thank you for your e-mail.

With respect to your inquiry, it is recommended that you contact our member companies with any proposal you have. In order to be of immediate assistance, please visit our Web site (www.canadapharma.org) to access our Membership List. Once our Welcome Page appears on your computer screen, click on your language of choice. If "English," click here. Next, click on "Member Profiles". All of Rx&D's member companies are listed here, complete with their coordinates.
With kindest regards,
Robert Andrews
Manager, Publications and Information Services

China-1

Dear Sirs,
We are both manufacturer and foreign trade company. Our company has 5 chemicals plants and one trading corporation.
We export a wide range of chemicals such as citric acid, etc., and pharmaceuticals such as vitamins and antibiotics, most products are produced by ourselves and some are bought from other Chinese manufacturers. We are doing business with more than 20 countries and regions, and we enjoy a good reputation.
Adhering to the principle of "honouring contracts and keeping promises" during the past business activities, we will do our best to provide our customers with satisfactory products and service. We have already get the ISO9001 certificate in 2001. We promise that your enquiry/question will be answered within 24 hours. The attachment is our list for your reference. We'd like to inform you that our company is interested in long-term and mutually beneficial cooperation. Please do not hesitate to contact us if you need further details. We will serve you as best as we can with our best offer. We look forward to hearing from you with much interest.
I wish you success in business.
Best Regards
Licheng
Export manager

China-2

Dear Madam,
Having obtained your name and address from the CHINA NATIONAL CHAMBER OF TEXTILE about your company, we learnt that you are the importers of textiles, so we are writing you in the hope of establishing business relations between us.
We export textiles, handling various ranges of textiles, especially the domestic textiles, such as table cloth, cushion cover, curtain pillowcase, quilt bed sheets, bed cover, beach towel, handkerchief and the cloth jeans. We have steady supplies of these goods and can provide the best quality and the most fashion models in design. Our products are fashionable all the time and we have high-quality and common quality. We put the high-quality and sincere cooperation at the first place. It is our principle to begin a fresh cooperation with new customers on the basis of low price and good quality, so it is of good eye-sight for you to choose us as your new cooperation partner in CHINA. Our full name is ANHUI WELCOME FOREIGN TRADE CO.LTD. It was established in 1987 and is a multi-functional and multinational enterprise, which integrates import & export, trade, research, production with services. The variety of commodities covers more than 150 types in more than 10 categories such as the textiles, cloth, bathrobe, jeans, medicines, health products etc.
Owing to its close cooperation with many factories and suppliers from over 20 provinces cities in CHINA, the company enjoys the advantage of abundant supply of goods. And it also enjoys good reputation in business activities with customers from more than 60 countries and regions around the world. Please inform us in which items you are interested or you usually import. Upon receipt of any of your detailed requirements we will try our best to supply you with our most competitive price in the same market and we will send the samples you need. We are sure that the excellent quality can be provided. If you need any information about our company and our leading exportations, please remember our above-mentioned E-mail Add.
We are looking forward to receiving your good and soonest inquiries.
Many Thanks And Best Regards.
Yours faithfully,
Ruru,

China-3

Dear Sir:
Thank you for your enquiry and we write to you with the hope of establishing business relations. We would like to act as your reliable supplier.
We are manufacturer of CALCIUM CITRATE. Our factory, Shandong Geryon Chemicals Co., Ltd. was newly established at the end of 2002. The whole production line was designed and established strictly in accordance with the requirements of GMP. Capacity of the output is 100mt/month. With the most advanced technology, we produce the best calcium citrate in China. Geryon Chemical is the only manufacturer in China who produces MEDICINE GRADE calcium citrate. The outstanding features are: ... If you are interested in, or if you have any further requirement and question, please do not hesitate to contact us by the following: ...
We shall offer the most favorable prices. Hope to hear from you soon. Thank you very much.
Regards.
Ji Xian Wei,

Manager**China-4**

Dear Mr. Weimin Hu:

Many thanks for your email.

We are pleased to introduce ourselves as an international trading company. Jiangxi Lucky Cloud Co. Ltd. is a company with a strong R&D force.

We have been involved in the import & export of Chemicals, Pharmaceuticals, Natural Extractions and new technical products for many years.

We are dedicated to the development of Natural Health Products, including tea and bee products. Our company has a policy of providing high

quality products with passionate service to clients all over the world I am Eunice Liao and pleasure to send our products list to you. If you are

interested, please contact with us at any time.

Pls read our products list attached.

Tks n rgds

Eunice Liao

THE LIST OF NEW TECHNICAL PRODUCTS: ...

China-5

Re: Fluoro-Quinolones AntiBiotics

Very glad to learn you are dealing with pharmaceutical, so we take the liberty of introducing to you our firm. Changzhou Huaren Chemical Co.,

Ltd. is a global pharmaceutical company specializing in Fluoro-Quinolone Antibiotics, such as Levofloxacin, Gatifloxacin, Lomefloxacin and

its Intermediates.

Backed by a strong research base and extensive manufacturing and commercial skills, we provide innovative, effective medicines that make a

real difference for patients in important areas of healthcare. We aim to be the first with new ideas and innovative in all areas of our activity to

create value for our customers, shareholders, employees and the communities in which we work.

Especially as for levofloxacin, after careful marketing investigation, we already took it as one of our strategic items to develop and trust very

well it will become our fastest increasing item in the following years. We gather top chemists in China to achieve advanced technology, and

organize the production under GMP condition, which surely keeps us in the lowest cost with excellent quality. PLS kindly check it in your

market, so we can carry on our cooperation from raw material or Intermediates. If you have any requirements, PLS inform us without hesitation.

Looking forward to hearing from you soon.

Lee

China-6

Dear Weimin,

Thanks for yr email dtd.Feb.18.

We are pleased to inform you that we are one of the leading pharmaceutical exporter in China. We felt there is a big potential between us for a

mutually-beneficial cooperation, and are hoping this could grant us a good chance to establish a long-term collaboration with you and your

esteemed firms. We export Vitamins/ Antibiotics/ Veterinary/ Food Additives and other products. Enclosed pls find the attached our up-dated

product list for your good reference.

Pls feel free to let us know if there is anything we can do for you.

(Pls kindly visit ... for more info.)

Bst rgds

Tommy Xia

China-7

Dear Mr. Weimin Hu

Thank you for your e-mail. I need more information above your company.

I enclose you a new product list for your reference. and you can visit my web site : ... wish we can build a long term business relation

Best regards

Willame

China-8

Dear Mr. Rootselaar,

Pls see the following offer as the under: ...

As to 10MT, if it is not used in Pallet, It is possible to load in 1X20FCL.

B. Rgds

Ma

China-9

Hi, CHENG YU!

I RECEIVED AN EMAIL AS FOLLOWS.IF POSSIBLE,PLS CONTACT LIANG QING.I NEED HIS HELP.

PLEASE WE ARE LOOKING FOR 10MT PHTHALOCYANINE PIGMENT ALPHA BLUE TYPE 15.3 OR 15.1 OR 15.0. BE SO KIND TO

MAKE YOUR BEST OFFER ON BASIS CIF SEA ROTTERDAM FOR PROMPT SHIPMENT AND ALSO LET US HAVE FULL SPECS.

IT WILL BE USED FOR COLOURING CONCRETE AND COLOURING BITUMEN PARTS TO BE STUCK TO CONCRETE. BE SO KIND

TO OFFER US THE MOST COST EFFECTIVE TYPE.

B.RGDS

MA

China-10

Sorry!

Because of Chinese spring festival we can not offer you now.

Ma

China-11

Thanks for your inquiry

Can offer: ..

B.Rgds

Ma

China-12

Dear Mrs. Wehling,

Thanks for your order.

The vessel name is: ... Container No.. Port of landing: XinGang

B.Rgds

Ma

China-13

Appendix

200

Dear Mr.Rootselaar,
2-MERCAPTO BENZIMIDAZOLE (ANTIOXYDANT FOR RUBBER INDUSTRY) CFR St.Petersburg ...
B.RGS.
Ma

China-14

Dear Mrs.Webling,
Thanks for your order. The vessel name is: ... Container No...
B.Rgds
Ma

China-15

Dear Mr.Rootselaar,
Can offer ...
B.RGS.
Ma

China-16

Dear Mr.Friese,
Morning!
Have no any inquiry from you for long time. Why? Pls send your inquiry by email.
Thanks.
B.Rgds
Ma

China-17

Dear Mr.Rootselaar,
Now we have a chance to get one FCL. ...
If you have interest, pls make decision asap.
B.Rgds
Ma

China-18

Sorry, we have no stock now. But for Feb. delivery ex China, we maybe have 5mts. Do you have price idea for it?
B.Rgds
Ma

China-19

Dear Mr. Rootselaar,
Refer to your fax inquiry last night, we have received one page fax. Is it right?
B. Rgds
Ma

China-20

Dear Mr. Sun Hong Bin,
Pls offer ...
B.Rgds
J.Ma

China-21

Thanks for your inquiry.
Can offer...
As you know, the goods is dangerous chemical. It can be not delivered by LCL. We must ship it by FCL. So the freight is much high.
B.Rgds
Ma

China-22

Fax well received. We will arrange to send samples.
Ma

China-23

Pls send your fax again (fax maschine had no paper).
Thanks!
Stock: only Caffein Anhy and Sodium Ascorbate
B.Rgds
ma

China-24

Dear Edwin,
Yes, we can arrange the samples again, but please inform if the material is of fine powder or of crystalline powder, and if the samples are of one batch number? Awaiting for your reply.
B.Rgds
Ma

China-25

must be with pallets or not? in which packing?
Ma

China-26

Dear Mr.Wang,
please quote CFR Callao : ...
Ma

Appendix

201

China-27

Sorry, can not give 90 days payment, only 30 days.
Ma

China-28

Can accept 60days afetr B/L date.
Ma

China-29

Dear Mr. Gasser:
Thank you for your email. I shall be very grateful to know who is in the position to offer the product?
B. Regads.
Weimin Hu

China-30

We can accept as follows: ...
Pls confirm. Thanks!
B.Rgds
Ma

China-31

Thank you very much.
bluesky1119@aol.com
contact person: Mr.Ma

China-32

Thanks for inquiry.
Can offer
IFCL(22mt net) Mangnese Sulphate. We are in a position to offer at USD385/mt CFR sea Guayaquil for immediate shipment. If you can confirm by latest tomorrow Morning, we can ship the goods before New Year. If not, the earliest shipment has to be delivered at End of Feb.
B.Rgds
Ma

China-33

Dear Sir:
We would like to export our raw material heparins sodium USP to you. Our price is low and quality is good, I assure you that. Please contact me if interested.
B. Rgds.
Weimin Hu
Highfar

China-34

ATTN:DEAR MR.MA
HOW ARE YOU !
KINDLY INFORM YOU THAT THE SECOND FLIGHT DETAILS AS FOLLOWS: ...
OTHER DETAILS WILL BE INFORMED TO YOU LATER.
Best Regards
DAVID WANG
Welcome to: www...com

CHINA-35

ATTN:DEAR MR.MA
HOW ARE YOU!
KINDLY INFORM YOU THAT I SENT THE DOCUMENTS TO YOU BY FEDEX COURIER TODAY.THE FEDEX COURIER NO.IS 8380
8004 5476.YOU MAY TRACK IT THROUGH THE WEB SITE: WWW.FEDEX.COM
IF YOU HAVE ANY QUESTION,PLS LET ME KNOW.
Best Regards
DAVID WANG
Welcome to:www....com

CHINA-36

We are Trademax Chemicals (Shanghai) Co.Ltd, as a leading international supply of fine and specialty chemicals. Our products as additive materials are mainly applied into pharmaceutical and agrochemical industry. We hope our products are in terms of your need. If you are interested in our products, please send your e-mail to us so as to show our products list to you.
Wang

CHINA-37

Dear Mr. Weimin Hu:
Many thanks for your email.
We are pleased to introduce ourselves as an international trading company. Jiangxi Lucky Cloud Co. Ltd. is a company with a strong R&D force. We have been involved in the import & export of Chemicals, Pharmaceuticals, Natural Extractions and new technical products for many years. We are dedicated to the development of Natural Health Products, including tea and bee products. Our company has a policy of providing high quality products with passionate service to clients all over the world I am Eunice Liao and pleasure to send our products list to you. If you are interested, please contact with us at any time.
Pls read our products list attached.
Tks n rgds
Eunice Liao

China-38

Dear Sir:
Highfar Trading GmbH is an overseas company of China based in Hamburg, Germany. We have factories in Hainan and Anhui provinces, China. We have wide sales networks all over China and are represented in almost every hospital. Our annual sales are US\$ nine hundred millions.

We are very much interested in your Wobenzym and are highly confident in the promotion of your product, as it is one of the most effective multiple enzyme antibiotics in the world. If you are interested, pls contact us and provide us with detailed information about your company & products.

Best Regards,
Weimin Hu
General Manager

China-39

Dear sir:

Thank you for your e-mail of 19/02/2003. Attached file is our products list, please check. Our strongest items are: ...
YYchang Sanxia Pharmaceutical Co.,Ltd.

China-40

dear sir,

our products list as following:1.acyclovir 2. naproxen ,naproxen sodium: ...
Chariotter pharmaceutical factory xianju zhejiang

China-41

ATT:MR. OKEKE

PLEASE INFORM ME YOUR FAX NUMBER IN ORDER I CAN SEND NORMAL FORM FOR YOUR CHECKING FIRST. IN ADDITION,
PLEASE TELL ME YOUR ADDRESS IN DETAILS IN ORDER I WILL SEND ORIGINAL BY SPEEDPOST
REGARDS
QUAN DING

China-42

Dear Sir:

We are ANHUI WELCOME FOREIGN TRADE CO. with which you have established the business relations . From your former E-mail, we know you are special in the export of the textiles. And the detailed information about our company, we believe you have got. So if we cooperate with us in business permanently , that is very advantageous for each other. SO pls inform us in which items you are now interested or you want to import from CHINA.

We deal in cotton and fabric cloth; various different quality cloth of jeans; corduroy; and some domestic textiles. What is the most important is that we can provide you with best quality and most favourable and competitive prices. Because not only from the ability but also from the time of establishment of our company, we are the large and faithful partner to you.

At present, we would like to know the exportations you import from our country and the attached their pictures for us. Pls catch such good opportunity of cooperation, we are glad to receive any your soonest reply, and pls inform us of your right E-mail address.

Yours faithfully,

Many Thanks And Best Regards!

Miss ruru zhou,

China-43

Dear Mr. Weimin Hu

Thanks for your e-mail.

Attached please find our product list. If you have any enquiry, don't hesitate to let us know.

Best Regards

Echo Shi

P.S. We'd like to employ a foreigner to work in our office who has business experience & willing to cooperate with us. His English must be excellent. If you are interested in this vacancy, or some one you know who is interested in working in China, please contact us. Details will be negotiable.

China-44

Mr Ma

How are you ! Please send me the WEB site for playing Cards. Mr Hu knows it. Thanks

Best regards

Huang

China-45

dear sirs;

our custerm at the moment urgmtly need the following products. Pease offer as soon as possible. ...

Pls give us your price along with cetrificate analysis, and the name of maker.

Best regards,

Wang Zheng Biao

China-46

Dear Sir:

Nice day !

I wish you find this mail with your best health ,I find your information form our company 's file from CPHI and the supply side west ,and It is a long time for we didn't connect each other ,I wand to know if you still interesded in the products of Glucosamine HCL, Glucosamine Sulfate ,and if all these are in your line please kindly let me know ,and now we have a new batch above goods and the price is competitive ,if you have any demand for these please connect with me ,same if you have any questions please connect with me too ,I will give you a good reply !

Awaiting your good news !

Best Wishes

Yours Sincerely

Keynes khu

China-47

TO-ATTN. MS. DING,

THANKS FOR YOUR FLG EMAIL.

RG-1M, T VITAMIN B-2 80% FED GRADE

SHANGHI YOUG XIN.

IF YOU CAN MATCH US\$ 13.60/= PER KG CIF C2% SEA D/P SIGHT PROMPT SHIPMENT BEFORE 20TH JULY WE CAN CONSIDER OFFER.

PLS FAX COA OF SHANGHAIO YOUNG XIN FACTORY URGENTLY.
RG-OTHERS- WORKING -PLS WAIT.
B.RGDS-G.M.

China-48

dear ms Hend salama;
Thanks for your E-Mail today. Please also E-mail me the form for dopamine I just find it in a China factory. and also pls tell us which sea port we should ship to .
thanks and Rgds!
wei Min Hu

China-49

Dear Ms Hend Salama;
If shipping by Air the buyer has to pay first. After we receive the payment ,the goods will be shipped from China. Pls confirm
Thanks
Wei min Hu

China-50

Dear Ms Hend;
1.) Our products are made in China , and have never been sold to U.S.A., So our products are not approved by FDA (not licened by FDA). If you need the products approved by FDA , we can not supply.
2.) If the payment is by L/C, the shipment should be by sea not by Air. Please inform us the sea port , I OK, we can send you the offer IMMly.
Thanks & Regards!
Wei Min Hu

China-51

Pls wait, I will check and reply you. Today in Germany is Holiday, I have to inform you later.
Rgds.
weimin

China-52

sorry, we have no stock in Hamburg.
Ma

China-53

DEAR SIRs,
WE ARE PLEASED TO TAKE AN OPPORTUNITY TO INTRODUCE OURSELVES. OUR COMPANY IS A DIVERSIFIED TRADE AND INDUSTRY CORPORATION IN HONGKONG.OUR COMPANY CHINA OFFICE SPECIALIZE IN THE EXPORTATION OF CHINESE CHEMICALS AND PHARMACEUTICALS, MAINLY EXPORT FOR RAW MATERIALS AND INTERMEDIATES OF PHARMACY, CHEMICALS, FROM CHINA.WE WOULD BE INTERESTED IN RECEIVING YOUR INQUIRIES FOR ALL TYPES OF PHARMACEUTICAL RAW MATERIALS, WE SHALL BE GLAD TO GIVE YOU OUR LOWEST QUOTATIONS UPON RECEIPT OF YOUR DETAILED REQUIREMENTS.
SHOULD, BY CHANCE, YOUR CORPORATION NOT DEAL WITH THE IMPORT FOR RAW MATERIALS AND INTERMEDIATES OF PHARMACY, CHEMICALS, WE WOULD BE MOST GRATEFUL IF THIS LETTER COULD BE FORWARDED TO THE CORRECT IMPORT CORPORATION WE LOOK FORWARD TO HEARING FROM YOU.
THANKS AND BEST REGARDS
CENTRE UNION LTD.CHINA OFFICE
Mr.JACK ZHANG

54.China

DEAR SIRs,
We are pleased to take an opportunity to introduce ourselves. Our company is a diversified trade and industry corporation in Hong Kong. Our company China office specialize in the exportation of Chinese chemicals and pharmaceuticals, mainly export for raw materials and intermediates of pharmacy, chemicals, from China. We would be interested in receiving your inquiries for all types of pharmaceutical raw materials, we shall be glad to give you our lowest quotations upon receipt of your detailed requirements.
Should, by chance, your corporation not deal with the import for raw materials and intermediates of pharmacy, chemicals, we would be most grateful if this letter could be forwarded to the correct import corporation we look forward to hearing from you.
Thanks and best regards
Mr. Jack Zhang

China-55

Thanks for your e-mail dated February 10, 2003. We, B. Braun Medical (HK) Ltd., is a subsidiary of B. Braun Group. Our business include in Hong Kong & China. We have a variety medical product range.
Before we can go deeply into mutual cooperation, would appreciate if you could provide us more information about your company. May we know you are the sole agent of what pharmaceutical and health products, the percentage of direct sales to hospital in your total sales of the company, sales covering area and numbers of staff for sales promotion so that we can have our colleagues to follow-up the enquiry from you.
Looking forward to receive your reply. Please feel free to contact me either by e-mail or telephone 852-22776123, should you need further assistance.
Best regards,
Florence Tong

China-56

Dear Sirs,
I have your name and address from a chemical fair and I know you are interested in Pharmaceutical and chemical products. We wish to inform you that we are specialized in these products and shall be pleased to establish trade relations with you. Pls find the attachment of our introduction and catalogue for your reference. I hope if you have any requires, pls don't hesitate to contact me.
I'm looking forward to your ppt reply!
Best Regards

Cyprus

Dear Mr. Hu,
This E-mail refers to your correspondence dated 2/4/03 which introduces your company - thank you for the same.
Codal Synto Ltd is a generic pharmaceutical supplier, based in Limassol, Cyprus. Codal Synto Ltd specializes in the supply of quality products manufactured under the strictest EU CGMP standards. Attached please find our product list.

Currently we have a number of registrations in Hong Kong and also 1 registration in China. For our Chinese registration we are currently working with a partner to whom we have granted customer protection.

We would be interested in determining how your company can further increase the scope of our influence in the Hong Kong market as well as the Chinese market.

I thank you and look forward to receiving your further comments.

regards

Peter Halkas

Area Manager

Czech

Dear Mr. Weimin Hun,

Our plant is a producer of inorganic salts for pharma industry. We do Not produce a final products - drugs.

Regards,

Martina Belanikova

Osram Bruntal, spol. s r.o.

Denmark

Dear Mr. Hu,

We are an global operating company and have also a company in Singapore (production and sales).This company is responsible for the market area China.

Sorry but we cannot be of help to you from Europe.

Regards,

E. Henz

Germany-1

Dear Mr. Hu,

Thank you for your email dated June, 03 2003

Our company, Pharmactives, is a B2B Internet platform, our mission is to connect companies from the different sectors of the pharmaceutical industry together. We have more than 900 members from all over the world, including 200 company from China.

We would like to receive your inquiries, and we will contact our members directly and get you offers.

Appreciating you prompt response

Best regards

Omar Abdo

Germany-2

Dear Mr. Huli,

Many thanks for your kind request and your interest in our products. We are a manufacturer of blood grouping test sera. Please find attached our product list. In addition to listed products we can offer a "bedside card" for testing patient blood against donor blood directly before transfusion. At present we have no relationship with Chinese companies and would be very appreciated to start one.

Awaiting your return with best regards

Dr. Ortwin Walla

(Managing Director)

Germany-3

Dear Mr. Hu,

Thank you for your email, I will contact our members and get back to you as soon as possible.

Regards

Omar Abdo

Germany-4

Dear Mr. Hu,

Haupt-Pharma is a contract manufacturer for finished products. We have no own licences. But we can assist you in finding the right partner for you if you tell us in which products you are interested for the Chinese market.

Don't hesitate to contact me with concrete questions or needs.

Many regards

HAUPT PHARMA

Relationship Manager

Germany-5

Dear Sender,

I am not in the office, I will be back on June 16th, 2003. Your Mail will be forwarded to Carola Wegner.

Kind Regards

Wolfgang Uhrig

Germany-6

Dear Sir,

Thank you very much for your E-mail.

Unfortunately, your offer is not of interest to BASF at the moment.

Kind regards,

Pia Noack

Germany-7

Do you mean "chinese traditional medicines", or western medicine made in China?

Brgds and Nihao,

Hartmut Seidel

Germany-8

Dear Mr. Hu,

Thank you for your email looking for a business co-operation with our company. Yes we are interested in a relationship as we do not have any business in China, yet. Attached please find our company brochure along with our product list. In case of any further questions please do not hesitate to contact me.

Mit freundlichen Grüßen, Kindest regards

Dr. Andreas Wagner

Head of Area Management II

Appendix

205

Germany-9

Dear Mr. Hu,
Thank you for your e-mail.
We would like to inform you that we do not offer finished medicines, so We are not able to cooperate.
Best regards,
Anke Bachetzki

Germany-10

Dear Mr. Huli,
Thank you for your kind inquiry.
We will gladly answer you. Can you first please let us have the name and address of your company as well as your complete name? - Thank you.
I look forward to hearing from you.
Best regards,
Achim Schneider

Germany-11

Good morning.
Thank you very much for your today's message.
Please offer c + f sea Hamburg or ex whs Hamburg: ...
Thank you and best regards
JONAS & OLK
Jonas

Germany-12

Dear Mr. Ma,
pls kindly let us have your actualized quote on: ...
Thanks and regards,
Sven Behnke

Germany-13

Dear Madam or Sir,
we thank you very much for your interest in cooperating with our company. But please be informed that we are already represented in China.
Best regards,
Ulrike Wendel
(Sales Assistant Export Division)

Germany-14

Dear Mr. Ma,
kindly quote fca stock Hamburg for prompt delivery: ...
Thank you in advance.
Best regards
Susanne Kropp

Germany-15

Dear Mr. Hu,
We consider PROHEPARUM as a profitable finished medicine ("liver protection") especially suitable for the needs of chinese people. We already made according experiences however without having a particular partner in the PR of China as yet. For product specification please see attached data sheet. We offer 1000 sugar coated tablets in labelled PE bottles each (minimum order 1500 bottles) for EURO 48,65 per bottle (payment in advance at point of order ex works)
(the label design is a proposal) We are glad, if this product offer is convenient for you; please don't hesitate to contact us
Best Regards
Dr. Axel Erfurth
New Business/Marketing, Sales and TMs

Germany-16

Thank you for your mail. I am out of the office until June 6 2003. Whenever possible I will check the mailbox. For urgent matters, please contact:
Best regards and have a great day!
Fausto A. Fischer

Netherland-1

DEAR MR.WEIMIN,
PLEASE NOTE NOW WE ARE TRYING TO REGISTER SOME READY MADE PRODUCTS IN
CENTRAL & EAST-EUROPE. MAYBE SOME PRODUCTS ARE ALREADY WELL KNOWN IN CHINA NAD MAKE NO CHANCE BUT
MAYBE THERE ARE SOME PRODUCTS OF INTEREST.
OUR PARTNER DEVELOPING DOSSIERS IS MAINLY FOCUSSED ON PRODUCTS WHICH PATENT WILL EXPIRY SOON AND THEN
1 DAY AFTER EXPIRATION HAVE THE READY MADE IN ALL PHARMACISTS/APOTHEKS IN ORDER TO GET A MARKET SHARE
QUICKLY. BELOW YOU FIND A LIST OF PRODUCTS WHICH HAVE BEEN REGISTERED OVERHERE = PLEASE CHECK THE LIST
AND LET US HAVE YOUR COMMENTS. IN CASE NO PRODUCTS OF INTEREST THEN PLEASE INFORM US FOR WHICH
MEDICINES YOU ARE LOOKING!
Available dossiers in EU format 2002/2003
PRODUCT NAME...
Co-marketing with another party in certain markets
BEST REGARDS,
PAUL VAN ROOTSELAAR

Netherland-2

COULD YOU SHIP EARLIER AFTER HAVING RECEIVED FIRM ORDER = PLEASE CHECK WITH CHINA ALSO WOULD LIKE TO
HAVE 2ND CONTAINER 1 WEEKS AFTER 1ST onfiltered= IS IT POSSIBLE ?
YOU CAN DO FOR 100% EXACTLY SAME QUALITY AS :
Product: ...
Spec.: ...
BEST REGARDS / PAUL

Netherland-3

PLEASE WE ARE LOOKING FOR 10MT PHTHALOCYANINE PIGMENT ALPHA BLUE TYPE 15.3 OR 15.1 OR 15.0.
BE SO KIND TO MAKE YOUR BEST OFFER ON BASIS CIF SEA ROTTERDAM FOR PROMPT SHIPMENT AND ALSO LET US HAVE FULL SPECS. IT WILL BE USED FOR COLOURING CONCRETE AND COLOURING BITUMEN PARTS TO BE STUCK TO CONCRETE.
BE SO KIND TO OFFER US THE MOST COST EFFECTIVE TYPE.
BEST REGARDS,
PAUL VAN ROOTSELAAR

Netherland-4

DEAR MA,
PLEASE YOUR BEST OFFER FOR:
* 20 .000 KGS NETT PHOSPHORIC AIC 85% ON BASIS CIF SEA ROTTERDAM
BEST REGARDS,
EDWIN GERRITS

Netherland-5

DEAR MR.MA,
PLEASE WHEN YOU COME BACK FROM YOUR HOLIDAY PERIOD PLEASE HAVE A CLOSE LOOK TO THE FOLLOWING : WE HAVE A GOOD OLD TRADITIONAL CLIENT WHO LIKES TO BUY FROM US ON QUARTERLY BASIS THE FOLLOWING PRODUCTS (COULD BE A MIXED LCL/FCL) : - 100 KILO PICAMILON SODIUM: ...
ONLY FOR THE VERY STRONG ITEMS MAKE US YOUR OFFER ON BASIS CIF SEA ROTTERDAM AND FOR THE PRODUCTS ABOVE US\$ 40-50/KILO ALSO CIF AIR AMSTERDAM. NOTE IN CASE WE FIND ONE, TWO OR MORE PRODUCTS WE WILL HAVE REGULAR ORDERS.
P L E A S E HAVE A CAREFUL LOOK AND LET US HAVE YOUR COMMENTS !!
BEST REGARDS,
PAUL VAN ROOTSELAAR

Netherland-6

PLEASE NOTE I WILL BE OUT OF THE OFFICE UNTIL TUESDAY 11/2 = WEDNESDAY 1 AM BACK.
FOR URGENT MATTERS PLEASE CONTACT EDWIN OR CONTACT ME BY MOBILE +31 6 55 77 82 58.
BEST REGARDS,
PAUL VAN ROOTSELAAR

Netherland-7

DEAR MR.MA,
PLEASE WE HAVE DEMAND FOR PROMPT SHIPMENT OF 2 X 18MT : ...
BE SO KIND TO LET US HAVE YOUR BEST OFFER ON BASIS CIF SEA ROTTERDAM.
BEST REGARDS,
PAUL VAN ROOTSELAAR

Netherland-8

DEAR WEIMIN HU,
WE KNOW EACHOTHER FOR A FEW YEARS ALREADY !
ANYWAY PLEASE NOTE THAT THE PRODUCT LIST WITH READY MADE MEDICINES WE HAVE GIVEN YOU ALREADY. OUR FACTORY CAN PRODUCE (NOT MARKETISE) PRODUCTS UNDER A PATENT AND THEN WHEN PATENT EXPIRES THE SAME DAY THEY CAN SEND THE PRODUCTS FOR EXAMPLE THROUGH YOUR DISTRIBUTION CHANNELS TO THE CHINESE MARKET. IF THERE ARE PRODUCTS OF INTEREST FOR CHINESE MARKET WHICH ARE NOT MENTIONED ON THE LIST WE HAVE SENT YOU, PLEASE LET US KNOW SO THAT TOGETHER WITH OUR FACTORY WE CAN WORK OUT SOMETHING.
BEST REGARDS,
PAUL VAN ROOTSELAAR

Egypt-1

Dear sir,
Thank you very much for your email and for your kind attention to our company. We are an essential oil exporter , we have pleasure to offer our range of pure essential oil. ...
Please , if you are interested of any of the above mentioned oil , we would be glad to receive your inquiry , you can guarantee our good service and competitive prices. Would you have any question, please, just feel free to contact us .
Looking forward to hearing from you
Best Regards
Miss Ghada Nabih
Marketing dept

Egypt-2

Dear Mr. Hu,
Thank you for your quick response.
A.The required quantities are 35000 Amp/month for each requested item. B. As for the target prices , Pls. give us the best price you can offer. C. The required form and dosages as follows: ... The final buyer will be (Natural Egyptian Co. for drugs). As for the drug registration in Egypt we have a drug registration to import and export the inquired products.
Please advise us the following:
1- The name, address and phone number of your supplier in China.
2- The quotation for each item required as C&F.
3- The welling of your source in China that we are going to be the only presentative for their company here in Egypt as we are going to import a big quantity to Egypt monthly.
Your quick reply will be appreciated.
Thanks & best regards,
Hend Salama

Egypt-3

Dear Mr. wei Min Hu,
The dopamine form will be as follows: ... and shipping will take place from Cairo Airport
Best Regards,
Hend Salama

Egypt-4

Dear Mr. Wei min Hu,

You didn't send your offer for the required items yet. Pls. send it accompanied by the following:

1- The product must be licensed by FDA (Food and Drug Administration). see their webpage <http://www...gov/>

2- A letter from the Chinese Co. addressed to our company that we will be the sole agent for this drug in Egypt.

Payment to be by L/C (Letter of Credit). Waiting for your reply A.S.A.P. to let us know if you can supply this drug or not because our client needs it immediately.

Best Regards,

Hend Salama

Egypt-5

Dear WeiMin,

The Egyptian regulation for distributing drugs require that we must have a free sale cert. from your company and the most important cert. is the second cert. we mentioned in our previous e-mail and it must be from any European country or USA state that they are using your medication in their country. This will save us long and hard time going through complicated procedures with the ministry of health before issuing their approval. Since a cert. of European country or USA is authorized from the Egyptian ministry of health, so without these two certificates we won't be able to accept your offer.

Also shipping must be made by air as shipping by sea will take longer time & it's not as safe as Air shipping.

Thanks,

Hend Salama

Egypt-6

Dear Mr. Weimen,

Thank you very much for your email and for your kind attention to our company, we have pleasure to export our product to Germany, our Ex-works prices as follows: ...

Please, For any other question or need, don't hesitate to contact us, whenever you have a need, we will always be glad to assist. Please, find information about our company at www.....com

Best Regards,

Ghada Nabih

Marketing dept

Egypt-7

Dear Mr. Weimin Hu,

Last month we received your email in which you proposed business cooperation to export to China. We have responded by email on 12 May. It seems that you have not received that email, as we have not heard from you since then.

We are very appreciative for your contact and confirm our interest in this business cooperation that will be profitable to both companies. In brief, EIPICO is leading pharmaceutical company in Egypt in terms of production, sales and exports. Total annual turnover is around 100 million US \$, with exports reaching more than 40 countries in Africa, Asia and Eastern Europe. Our Mission is to provide healthcare, anywhere, with top quality pharmaceutical products at affordable and competitive prices.

Attached, please find our full list of products in therapeutic order. Kindly study and inform about products of interest.

We are looking forward to receiving your positive response at your earliest.

Best regards,

Ali Ammar

Export Sales Manager

France-1

Dear Mr Huli:

Thank you for your e-mail, and the interest you show concerning our company.

Anda Biologicals is a French company, localised in Strasbourg, East of France. We are specialised in diagnostic devices, in human and veterinary fields.

For 15 years, we have been working on TB diagnostic, and we have developed kits for the determination of IgG, IgM and IgA antibodies specific for mycobacterias. Our kits use ELISA method against A60 antigen. These serological tests give results in 2 hours and are not expensive. We sell our products in Europe, India, Japan, Africa, Brazil, etc, and we try to find a distributor in China. If you are interested in the distribution of our kits, we can send you : ...

Do not hesitate to contact us if you need more information.

Looking forward to reading you.

Best regards.

Philippe Cadiou

Sales manager

France-2

Dear Mr Ding

We thank you for your reply. We were indeed sending you the list of the products we are interested in. This list is enclosed at the end of this email. Could you please tell us which ones you have and what their prices are?

What are the details of the Spring Fair Trade you are going to attend to please? Are you going to attend to a fair trade later on this year (August / September)?

We thank you in advance for your attention

Kind regards

Emmanuel Ngomegni.

We want to get the drugs for these activities : ...

The treatment by ANTIBIOTIC DRUGS is very important for the infections.

France-3

DEAR MR.DING,

NOTHING COMING UP REGARDING THE EMPTY CAPSULES, BUT IF THERE IS ANYTHING COMING UP, I WILL CONTACT YOU SUDDENTLY.

REGARDING THE MINI-WASHER, PLEASE FIND THE OTHERS MODEL, THEN SEND ME THE DETAILS.

REGARDS,

VICKIE S.

4. France

Dear Sir,

Thank you very much for your interest. Our company LHS is the private label branch of the Arkopharma Group, the European leader in phytotherapy.
 Our activity consists in developing & manufacturing all kinds of galenic forms: dry forms (capsules, tablets), liquid forms (syrups, concentrates, macerates etc...) and naturals cosmetics, in our customers' own brand name.
 If you have any interest in distributing products under your own label, I am then the right person to talk to.
 Looking forward to hearing from you soon,
 Best regards,
 Eric STEIN

France-5

Dear Sir, dear Madam,
 We acknowledge with thanks receipt of your mail.
 Let us introduce ourselves : CERP Rouen is the third French Pharmaceutical wholesaler and we export pharmaceuticals and parapharmaceutical products with French leaflets and packaging.
 All the products we are exporting have the French registration and are the same as those you can find in a French pharmacy. This means that we do not hold bulk products but mostly branded products. We are buying pharmaceutical products from nearly 700 manufacturers and are selling them to the French pharmacies or exporting them abroad.
 Before starting any further business, we need to receive : A copy of your pharmaceutical wholesaler licence issued by the entitled authorities of your country. Please send all the documents to this fax number: 00.33.2.35.52.70.80
 For any details, do not hesitate to contact us at 00.33.2.35.52.70.67 / 36/44 or by mail : exportdept@cerp-rouen.fr
 We are looking forward to hearing from you.
 Best regards,
 Marie-Charlotte Bugand
 Service Export

France-6

Allerbio, 20 February 2003

Good day Mr Huli :

Thank you for your e-mail expressing your interest in our products, for which you say the market In China is exceedingly high. Does this mean you've looked into the question on our behalf ?

Allerbio is a leading allergen extract provider in France and we are effectively actively seeking to export to China.

We prepare allergy prick tests, and of course the appropriate treatments, either in injectable classic or retard form or via sublingual route.

If you'd like to take this further please let us have more detailed information on your company, and the allergy market in China, including the current corresponding product registration requirements. In France (and in Europe) allergen extracts are not registered as pharmaceutical products as they are in fact "Allergens Specially Prepared for an Individual " and by definition are prepared individually, case by case depending on concentrations required. Treatment in the form of weekly injections (treatment and maintenance) can last up to three years.

We are ever convinced as to the importance of the Chinese market and the role we could play in asthma etc, especially as we are capable of preparing individual extracts from allergens specific to specific regions of the world.

I understand that in China allergens are considered to be in the same category as "medical devices" and that registration is quite a quick process when compared to a pharmaceutical product ? Could you specify especially since publication of the new Chinese regulations since October 2002

Herewith our contact numbers (Paris office) for ease of reference :

Mr John ESSEX

Export Director

France-7

Dear Weimim Hu :

You have recently send an email to Ethypharm's internation website asking for products in Finished boxes to be imported in China. Ethypharm is already established in China through 2 Joint Ventures - 1 R&D and 1 factory Please contact us directly if you have interest in our products

best regards

Alexandre Williams

France-8

Dear Weimin Hu,

Many thanks for your e-mail and your interest to our company. We are not producer of finished medicines, only active raw materials for pharmacy, cosmetic and nutraceutic.

Best regards.

D. D I O T

C.E.O.

PLEASE VISIT OUR STAND N° T951 AT CPhI FRANKFURT 2003 OCTOBER 27-29

France-9

Dear Mr. Hu,

Thanks for your e-mail dated on June 1, 2003.

BIM SIFRAM GROUP is a French company with international presence. Through our commercial activities and other cooperations, we have established long-term relationship with many renowned French pharmaceutical companies. Please indicate us your interested medical products. Moreover, as a successful company in the pharmaceutical industry, we wish to know whether you have inventory in Hamburg or other cities in Europe. If yes, please send us a product list of your inventory.

Yours sincerely,

Andrew LI

Sales Department

France-10

Meilleures salutations, I have just change my name. Then my e-mail adress is now Thank you to take it in mind for your next messages (Rem : Nevertheless). The e-mail you have just send me has been transmit to me).

Best regards,

Marie-Anne MILESI

Marketing & Development Manager

France-11

Madam, Sir,

following a chemotherapy, I realized that the women suffering from alopecie temporary had for only choice only the port of a wig or a turban. The latter, sold primarily by American companies, are aesthetically speaking, of a rare ugliness!

This is why we decided to create a complete collection of turbans and visors allowing the women to keep all their femininity lasting their treatment of chemotherapy.

These turbans with the very current forms (with loop gilded in many colours give "good mine" and are doubled 100% cotton in order to make more comfortable the port of it, are tightened by a link which makes it possible to make a garrot of it and completely mask the capillary parts with a total comfort... As we regard this as a rendered service, the price of these turbans and visors is very studied. We hold at your disposal of kits PLV intended for the points of sale.

Here quickly described this new services. An Internet site is in preparation and we start to market these products in pharmacies Frenchwoman. We would wish that your company be interested in this new product and we propose for this purpose to forward to you a file pdf by mail if you are intéressé so that you can market these products much in demand by customers left the abandonment. I am fully at your disposal by telephone (06 12 60 87 08 GSM in France) or by mail in order to studied any form of collaboration and/or partnership.

Cordially.

Patrick Le Fauconnier

Greece-1

Dear sirs,

We are a manufacturing company of pharmaceuticals.

We provide finished products in soft gel caps, tablets, sustained release pellets, hard gel caps and sterile products. We attach our product list for your convenience. Appart from that , we provide manufacturing for third parties, particularly in soft gel products.

Finally, we sell as well bulk generic products (Isotretinoin, Clarithromycin, Lisinopril, Alendronate and Amlodipine)

Looking forward to hear from you soon.

Best regards,

S.Blatsis

Greece-2

Dear sirs,

We attach our company profile for your convenience.

We kindly inform you that from antibiotics, our recent development is *Clarithromycin (included in our list)* .

Regarding the other mentioned products we do not have any of them in our product range.

Best regards,

S.Blatsis

Greece-3

Dear Sir,

Although our website is under construction, please check our product list and ask us for an offer, if anything is interesting to you.

Best Regards

Lenia Papademou

India-1

Dear Sirs;

This has reference to your letter dt 2nd April 2001 and subsequent telephone the undersigned had with you regarding co-operation in advanced bulk raw materials required for China market. Aurobindo Pharma ltd, Hyderabad India is one of the leading bulk raw material manufacturers in India and exports to about 60 countries throughout the world covering all continents. The present turnover of the company is about US\$ 210 million for the year ended 31/3/2001 which includes about US\$ 100 million export to other countries.

Aurobindo(HK)ltd is a wholly owned subsidiary of Aurobindo Pharma ltd, India established in the last quarter of 1998 to cater to the markets of far east including China. We are selling our products on terms of ex-Hong Kong delivery. The following products in which you have shown specific interest are in process of development for manufacture of bulk raw material in India by our parent company cefepime sodium, cefpirome. As suggested by you, we will be interested in registering these products in China and to supply the bulk raw material to your factory- Hainan star pharmaceutical co., ltd., Haikou, Hainan province, China- for manufacture of finished formulations. If you are interested, we can meet in Hong Kong and with your technical people in hankou.

We are enclosing our product list for your information and ready reference. We shall be glad to hear from you in this regard. We thanks your for the keenness shown in our products and hope that we can come together to cooperate in the field of bulk raw materials.

Thanking you.

yours sincerely.

g p parasad

president

India-2

Dear Sir,

We would like to introduce ourselves as the emerging leaders of pharmaceutical technology in the manufacturing of polymers with proven capabilities in design, developments, manufacturing and delivery. ACRYCOAT & ACRYPOL Resins manufactured in our Hitech plant complies with USP XXIII specifications.

Let us have your attention on brief introduction to ACRYCOAT/ACRYPOL along with their application.

ACRYCOAT is a product for pharmaceutical industry for various coating requirements i.e. film coating enteric coating and control drug delivery system (S.R.). They can be used for dispersible tablet and also as binder for achieving faster dissolution. ...

We hope you will find our above relevant information to meet with your requirement and if you need more detail or technical understanding please contact us without any hesitation. We would be glad to receive your specific inquiries.

Looking forward to hearing from you earliest.

With regards,

For COREL PHARMACHEM

(KIRIT R. PATEL)

Executive Director

Please visit our website at <http://www.....com>

India-3

Dear Mr. Hu,

Thanks for your mail below. We are definitely interested in looking at The possibility of offering our products in China. We believe that one of our product namely, Furosemide has a good requirement in China and would like to see possibility of working through you for this market. Given below is our list of products being manufactured by us.

Kindly let us know your interest for Chinese and other markets.

Best regards,

Shailendra

General Manager – Exports

India-4

DEAR WEIMIN HU,

Thanks for showing interested start the business with vaishali group. We are sending our brief profile for your reference:

Vaishali group is a comprehensive transnational group of enterprises. Its principal business covers overseas and domestic business in different fields especially in pharmaceutical raw materials, fine chemicals, intermediates, dyes, colours, solvents, natural extracts, food additives, finished products, health products, pharmaceutical machinery & packing machinery since 1992.

We also are sending our formulation product list pl. find attachment, but you clear that what you exactly required from us after see our profile & visit our website: www.....com then we can give the proper reply for start the business for long-term basis.

Waiting for your prompt response.

With best regards

Maya Thakur (Mrs.) / Customer Service Dept.

India-5

We are waiting for your response.

With best regards

Maya Thakur (Mrs.) / Customer Service Dept.

Vaishali Group

India-6

Please note our Telephone and Fax No. has been changed as under ...

Thanks & Regards/ Rajesh Vora

Tradeimpex International,

India-7

DEAR MR. QUAN DING/GENERAL MANAGER

HEFEI METALS, MINERALS, MEDICINES AND HEALTH PRODUCTS FOREIGN TRADE CORP.) ...

We are once again in the market for the following products.

Please advise us your lowest best price. ...

Request you to kindly let us have your lowest best price.

Regards

Satish Gandhi

India-8

Dear Sirs,

With reference to your email dated 31st May for supply of formulations we would like to understand your complete requirements of finished formulations in terms of Product, Strength, Pack size, Quantity etc..

Please let us know whether you require products in Generic or Branded Finished Products. Also mention the complete Regulatory Compliance (Documents) required.

Regards,

Shailesh Naik.

General Manager

Iran-1

Dear sir,

We would take this opportunity to introduce ourselves "PCF Chemical Ind. Group" as the biggest manufacturer and exporter of chemical materials & industrial explosives in the wide ranges, having experience to export the commodities to various parts of the world.

So, our factory with a large production capacity is ready to provide the customers requirements by quoting the most athletic competition so that will never refrain from doing cooperation and assistance to our esteemed clients all the time. Besides, PCF productions meet the usual international quality and standard methods so that all the products are checked and tested by the experienced experts of our quality control department, finally.

Hence, we are keen interested in starting bilateral business cooperation with your respected corporate based on performing of honesty policy which is going to be improved, being expand through having constant transaction in a high level. More over, we are also a leading supplier of other chemicals available in Iran market, thus please don't hesitate to call us in case of needed.

In this pursuit, you are kindly re quested to specify the exact needs regarding each item of our productions, enabling us to send you more technical and business information about your pleasure chemical material or commercial explosives.

Anyhow, please find enclosed our production list for checking the items and let us have your formal inquiry afterwards, for more information.

Please study our web: www.pcf-cig.com.

With best regards

Deputy of commerce and Intl. affairs

Eng. m. Nasr.

Iran-2

DEAR SIR:

WE ARE PLEASED TO RECEIVED YOUR MAIL AND WE HAVE GENERAL TRADING OFFICE IN TEHRAN IRAN AND WE CAN ARRANGE ANY ITEMS WHICH YOU NEED FROM IRAN MARKET AS YOUR REPRESENTATIVE ON COM... BASIS SO PLEASE SEND US MORE INFORMATION TO DISCUSSES WITH GOVERNMENTAL SUPPLIER ON YOUR BEHALF

B REGARDS RAHIMI

Iran-3

DEAR SIR,

REFERING TO YOUR MAIL DATED 2.06.2003, PLEASE BE INFORMED THAT WE ARE INTERESTED TO COOPERAT IN EXPORTING AND IMPORTING. SO PLEASE FIND ATTACHED THE LIST OF OUR IMPORT AND EXPORT PRODUCTS FOR YOUR KIND CONSIDERATION.

W. B. REGARDS

Iran-4

Dear Sir ,

Thanks for your E-mail dated 08.06.2003 and your interest about our products. We are ready to export our products , you can find the details in internet Web by address of WWW. Pharmico.com

Thanks & Best regards

M. ETEBARI

Managing Director

Iran-5

DEAR SIR :

WE ARE PLEASED TO INTRODUCE OUR PLANT WHICH LOCATED IN FREE ZONE AS ONE OF THE LEADING PRODUCER AND EXPORTER OF LUBRICANTS OIL/ GREASE/ ... AND WE ARE IN POSITION TO EXPORT...
WE HAVE A GENERAL TRADING OFFICE WHICH EXPORT OTHER IRANIAN PRODUCTS IF INTERESTED PLEASE CONTACT US ACCORDINGLY

Iran-6

Dear RAHIMI,

*Please send me the following information:

FOB prices (for minimum order quantity)

Sample availability/cost

International standards met

Ireland-2

Dear Mr. Hu,

Thank you for your e-mail introducing Highfar Trading GmbH and indicating your interest in importing prostaglandins into China. We would be interested in discussing your requirements further and look forward to receiving more details.

Cascade Biochem Ltd. is a leader in the development, manufacture and supply of PROSTAGLANDIN APIs. Products manufactured, and under development, at the company's US FDA approved facilities in Cork, Ireland includes Misoprostol, Alprostadil, Beraprost and other high value prostanoid APIs. Cascade is uniquely experienced and focused on the prostanoid field and offers extensive technical and regulatory support for dosage form development and registration. Services include; provision of stabilised semi-formulations, analytical methods, degradents, impurities, isomers and metabolites, stability studies, methodologies for bioequivalence and pharmacokinetic studies together with comprehensive product dossiers, DMFs and associated regulatory documentation.

Cascade Biochem is a member of Johnson Matthey's Pharmaceutical Materials Division - a global, integrated supplier of active pharmaceutical ingredients incorporating Pharm-Eco, Macfarlan Smith and Johnson Matthey Pharmaceutical Materials - the complete supply chain provider. The Division supplies services to Pharmaceutical companies through every phase of development.

Our company brochure is attached and further information on the range of products and services available from Cascade can be found on our website at <http://www.....ie>. If you have any further questions or a specific inquiry, please do not hesitate to contact me.

Best regards,

Ian Pearson

Customer Service Manager

Ireland-2

Dear Mr. Hu,

Just a brief note to follow-up my previous mail regarding cascade. I was wondering whether you had received any feed-back from your colleagues regarding cascade's prostaglandin products in China.

I look forward to receiving your comments in due course.

Best regards,

Ian Pearson

Customer Service Manager

Israel-1

Dear Mr Weimin Hu,

Thank you for your recent email showing interest in our company. We would be very interested to receive more information about your company- company brochure, product list and the type of distribution healthcare network that is accessible by your company. In your email you mentioned your company has access to areas in and around China - we would welcome information on the healthcare system in these countries and also further information relating to China - its healthcare market and the registration requirements for exporting to China.

To briefly introduce ourselves, Rekah Pharmaceutical Group is a manufacturer, marketer and distributor of pharmaceutical products in Israel. We have over 30 years experience in the healthcare industry, with a solid foundation and understanding of the distribution network, products and competitors in this market. We are a public company traded on the Israeli Stock Market (TASE) and the Elgrabli family holds 72% of Rekah's shares.

Our aim at Rekah is to diversify our line of products and to become the leader in our fields of strength. As part of this vision, we have recently acquired another pharmaceutical manufacturing site, Vitamed. Vitamed has a preferential commercial contract with the largest sick fund in Israel covering approximately 60% of the total Israeli pharmaceutical market. This allows us to introduce new products, with a competitive price, more quickly and effectively than our competitors. Vitamed is a subsidiary of the Rekah Group and functions as a separate entity.

Our product line comprises a wide range of prescription and OTC Products in many therapeutic areas with a strong holding in antibiotics, ophthalmology and dermatology.

For more information about our company and a partial list of products, please review our company website: www.....il. Or you may use the attached list of products.

Once you have reviewed our product list and chosen the products of interest for your market, we would be delighted to receive your estimated annual quantities for these products and your indicative export price (US \$).

We look forward to a positive cooperation,

Best regards,

Viki Nicholson

Assistant to Dr Azran

Israel-2

Dear Madam/Sir,

Thank you for your mail.

Please note that in this stage we can offer only API's. Attached is our current product list. Please advice in which provinces you are most active. Do you have import licence? As far as I know, we cannot sell into China API's without having a registration per item (IDP number).

Looking forward to hearing from you.

Best Regards,

Erez Shani

Area Sales Manager

Italy-1

Dear Mr. Weimin Hu,

Thank you very much for your e-mail dated 3rd June 2003, further to which we herewith wish to give you a general idea about our company.

The Undersigned is the owner and managing director of Valpharma s.a., Via Ranco 112, 47899 Serravalle, Republic of San Marino and Valpharma International S.p.A., Via G. Morgagni 2, 61016 Pennabilli (PU), Italy (jointly called "Valpharma Group"), specialists in the research, development and industrial manufacture of modified release products for over 30 years on behalf of pharmaceutical companies world-wide, including major ones such as, AstraZeneca, Boehringer, Merck, Mitsubishi, Novartis, Pharmacia, Sanofi, Schering-Plough, etc.

In other words, starting from a conventional formulation, we modify: ...

Appendix

212

By respecting the clauses of the supply agreement we export to our clients the products manufactured with our technology in our plants in either finished tablets or capsules or pellets (= microgranules), the latter ready to fill capsules in the factory of the clients themselves.

All our products are dispatched in bulk, packed into drums or carton packs, each one containing about 15 Kg of capsules or tablets or doses (in pellets). As pharmaceutical contract manufacturers, both Valpharma San Marino and Valpharma International Italy are duly authorized by the Italian Health Authorities. Our Group has developed over 300 pharmaceutical products in modified release oral dosage forms for once or twice daily dosing, with various patents to support its own technologies.

To meet the increasing requirements of its customers world-wide, Valpharma San Marino, i.e. the oldest company of the Group, has recently more than triplicated its manufacturing capacity building the new plant of of 33.000 square meters located in Italy. Valpharma International S.p.A. has obtained by the Italian Health Authorities the following authorisations: ...

Additionally, for more information:

1) we enclose herewith: ...

2) furthermore, we are pleased to welcome you on our constantly updated web-site: www.....com

In case you are interested in collaborating with us, we are very happy to invite you to San Marino and Pennabilli (Italy) to show you our manufacturing premises and Q.C. laboratories and to discuss items of mutual interest.

We thank you very much for your attention and interest in our Group's companies.

Best Regards
Roberto Valducci
Managing Director

Encl.: as indicated above

Italy-2

as We are responsible only for the promotion of Italian products to France please contact our office in Peking: ...

yours faithfully

Francesco Montanini

Italy-3

Dear Hu,

With reference to you below message, we are plsd to inform you that we are dealing with a line of finished medicated veterinary products which you may find herewith enclosed.

You are kindly requested to check if these are of your interest. The products in the list are since long time ago registered and regularly traded, while new products are being developed in short. We remain awaiting your kind comments.

Best Regards

Monica Della Salda

Italy-4

Dear Mr. Hu,

Thanks your e-mail June 2nd.

We export APIs worldwide. Sending you relevant brochure for your evaluation. In case you are interested, kindly contact us. Shall be pleased to cooperate with you for export to PRC.

Kindest regards,

MIAT S.p.A.

Norberto de Luca

Italy-5

Dear Mr Weimin Hu,

we are writing to you with reference to your mail on 02.06.03 in order to ask you for the up-mentioned product if it is a product you or your associates you deal.

We would like to have your best quotation together with your actual specs for 500kgs.

We thank you in advance for your co-operation and looking forward to hearing from you soon,

Best Regards,

Gabriella Montani

Purchase Office

Korea-1

Dear FAR HIGH TRADING GMBH

We, J & C Trading Co., Ltd. are a specialized manufacturer and a trader of Natural Cosmetics and Health Care Products in South Korea. As one of the top companies in this field, we have dedicated ourselves to customer's health and beauty for years. Now we would like to not only offer our services as an importer of your innovative products, but also introduce you our attractive products, which should be of interest to you.

Established in 1999, we have strived to satisfy customer's needs by supplying Natural Cosmetics & Health Care Products of the best quality.

Especially "NETTERUMAN", which is Foot Patch based on alternative medicine applying to the bottom of feet absorbing accumulated wastes from a body is chosen as the best healthcare item in Korea and Japan, and also "COLLAGEN XN"-the 100% pure collagen which provides a

structure for new cells to a body increasing overall toning and elasticity of skin as a result, has been attracting Korean and Japanese market greatly.

We are confident that our products of the best quality will contribute to your business expansion, and moreover it will be appreciated if you

introduce us your innovative products we may include in our marketing strategy. The collaboration between you and us will work on mutual benefits. Please refer to our web site (www.....com) for your detail information.

We look forward to your kindest consideration upon fruitful business collaboration, we remain.

Best Regards,

Mr. Michael Jeong/ Marketing Manager

Korea-2

Dear Mr. Hu,

RE : PRODUCT LIST

Further to your e-mail of June 03, many thanks for your company introduction, and much glad to take an opportunity to introduce our company.

We, Dasan Medichem Co., Ltd. are specialized manufacturer of microencapsulated products, and all manufacturing is executed under GMP. Now we are enclosing our product list, and if you have any queries on our products, please feel free to contact us.

Thanks for your interests in our company, and hope to establish a long term and mutually beneficial business with you.

Best Regards,

Y.A. Bang / Asst. manager

Korea-3

Dear Ding

Thank you for your e-mail.

Our address is as follows: ...

I hope to receive yours sample, soon.

When you send me the sample, pls let me know when I can receive it.

Appendix

213

Best regards
Miss Kwon
Trading Dept. Assist.Manager: Miss Eun Jin, Kwon

Korea-3

Dear Mr. Hu,
Thanks for your phone call today.
Please kindly see the attached pic regarding the package of cefotiam formulation we are selling in Korea.
Sorry that the pic is too small to take a look at.
With best regards,
S. S. Lee
P.S. Waiting for your marketing proposal and plan.

Lebanon

Dear Mr./Mrs
Please read our company profile and if you find that interested for you or your company. Please contact me Mohammed Ayoub.
Nasser-Pharma Emp-Exp. is a Lebanese privately owned company, founded in 1952. The company is specialized in marketing the medical and pharmaceutical products in Lebanon, Middle East and Africa. The company has a great experience in medical, scientific and commercial fields since 1952 and has a recognizable relation with the M.O.H. and the army tender in all the countries elected up.
The founder, Mr. Adnan Nasser has created the company since 1952 in Beirut, where he became Sole agent in Lebanon of lap: Orion Finland (1978-1995), Sole agent in Lebanon of lap:Medinova-Geneve (1978-1986), Sole agent in Lebanon of lap:ABC-Turin (1974-1985) Distributer in Lebanon of lap:Torlan-Spain(1976-1980), Chief Director in Lebanon of Apo Canadex-Canada (1980-1985) and Gallia-France(1980-1998).
Since year 2000 the company has strated new marketing -strategi, which is build on greating more conections and relations with companies that are interested to market thier products in Lebanon, Middle East and Africa. Since then the company became the sole agent for 4 international companies. Alpha Pharma Pharmaceuticals (England), Lundbeck Company (Denmark), Rowa Wagner Pharmaceu- ticals Pharmaceuticals (R.Irland) and Hollister (France).
8 Medical spialists members: ...
Great exsperience in Medicine since 1980.
Five Specialties: ...
At present the company employs 20 people specialized in marketing and selling the medical and pharmaceutical products in Lebanon. The company owns 3 Pharmacies in Lebanon.
The company has greated and developed a great relationships with hospitals, doctors Organisations, clinec, Pharmacies, and drug stores all over Middle East and Africa. The capital of the company is 200000-euro. In case you are interested please contact me at my telephone... or E.mail ...l@web.de we can arrange a meeting where it suits you.
best regards
M. Ayoub (Commercial Director)

Malaysia-1

Dear Mr. Huli,
Thanks for your mail dt. 8th February 2003.
Ours is a SK Group of company. We are in Pharmaceutical business since more than 70 years. We manufacture various Bulk Drugs as well as Finished Medicines. Our export is to *EUROPEAN, AFRICAN & CIS Countries*. Our factories are of WHO Standards. We enclose herewith our product list. We can also manufacture items other than appeared in this product list. We can consider appointing you as *SOLE AGENT* once you let us know the product you have interest in as well as size of business.
We await your reply with interest.
Thanks & regards,
Bharat Shah
Partner

Malaysia-2

Dear Sir,
Thank you for your mail. We are very interested to export our products to the Chinese market. We request you to kindly guide us accordingly in this regard.
b rgds,
Mohan Menon
Malaysia,

Mauritius

Dear Mr. Weimin Hu:
Thanks for your e-mail. We are an agro-based industry producing exotic fruit paste, jams and marmalades. We do produce fresh fruit juices but it's only for the local market. We have flavor for fruit paste such as guava, pineapples, passion fruit, litchi, etc....
You can visit our website to have more information and please do not hesitate to contact me if you need any further information.
Best regards,
Réaz Gunga
Factory Manager

Nigeria

My Dear Dingquan.
Sorry for repling late. I travelled. no need for normal fax. only original is needed.
my address is: ...
So send by speed post to the above address.
Thanks.
Okeke

Pakistan

Dear, Mr, Quan ding,
Dear sir,
Thanks for your several email last week.
very sorry to reply you late, because i was not in office, regarding the registration of your company in our country Afghanistan, the new government just set up but still we are not able to register your company, because the policy of new government is very tight and they do every thing very carefully, but we will try our best.
Best Regards/Ahmad shah

Poland

Dear Mr. Hu,

Thank you for your interest in our company.

We would like to take the opportunity of introduction of Polfa Tarchomin S.A. as a producer of wide range of pharmaceuticals with 180 year tradition. Polfa Tarchomin S.A. specializes in production of antibiotics, insulin, psychotropic drugs, dermatological aerosols and veterinary products.

Our production processes include stages from synthesis of the active substances to finished forms, like tablets, capsules, syrups, vials, aerosols etc. We possess the lines for synthesis and biosynthesis process, the pilot scale for our products as well as the installation for chromatographic purification. We also carry out the research and development activities aimed at working out a new technologies and formulations of medicines. In order to help you have a better understanding of our capabilities we enclose the list of our ready made products as well as our active substances.

Please kindly review our product and active substances lists and if you are interested in any our products or some kind of cooperation please let us know by return mail or fax. We believe that our relations would have a chance to develop in a reciprocally beneficial way.

With kind regard, we remain

Ewa Budna

Cooperation Department

Russia-1

Dear Highfar Trading GmbH,

Thank you for your offer of cooperation. We produce chitosan oligosaccharides and biologically active supplements on their base. All our products are food grade.

In case you are interested in this kind of ingredients/products for your manufacture, we are prepared to consider the possibility of mutually beneficial cooperation.

Best regards

Vadim Frolov

Director.

2. Russia

Dear Sir:

Our Agency offers the following services:

1. Preparation of all documents required for the transportation of oversized, heavy and hazardous loads on the roads of the Russian Federation and internationally;
2. Arrangement of the accompaniment of oversized and heavy trucks by security cars on the roads of the Russian Federation;
3. Overhead wire removal vehicles can be provided for

AGENCY "DORTRANSSERVICE" Limited

Russian-3

Dear Mr. Weimin Hu

We were very much pleased to receive your letter dated June 3 for which we thank you.

Attached to this e-mail you will find a short introduction regarding our company and it's products. We believe that BETULIN is the product you are searching for. For further information don't hesitate to contact us any time you like.

Looking forward to hearing from you soon.

Yours sincerely

V. Vdovenko

Vice President

Slovakia-1

Dear Sirs,

thank you for your e-mail.

Slovakofarma is the largest manufacturer of finished products and active pharmaceutical ingredients in Slovakia. We are established in pharmaceutical market for ages. We are located in Hlohovec, small town cca. 70 km from our Capitol Bratislava.

We would like to send you our production list of API, to see production list of finished product please look to our internet homepage www.slovakofarma.com. Please check the situation of price level and possible customers in your region and ask for inquiries. Looking forward to hearing from you.

With best regards

Peter Mosný

Sales manager

Slovak-2

Dear Sir,

please find attached our Brief Company Profile and Actual Product List.

If you wish to learn more about our company, please visit our web-site www.biotika.sk

Regards,

J.Skovajsova

Biotika a.s.

Slovak-3

Dear Sir,

Thank you for your email we have received.

Please find attached our Actual Product List as well as Brief company profile for your information. If you wish to learn more about our company, please visit our web-site: www....sk

Best regards,

Mrs. Julia Skovaysova

Biotika a.s.

Slovak-4

ATT: MR. WEIMIN HU

For your information we are pleased to attach here our product list.

Kind regards

Commercial Dept.

mjc

South Africa

Dear Mr Hu

Thank you for your information request. I shall forward your mail to the right people, namely Passina Products - Johann Stander is the contact

person. They are affiliated with Passina Holland, but will be more than willing to assist you with regard to fruit juices and all relevant fruit juice pulps and requirements.

I am involved with beverages like dairy based fruit drinks, sports drinks, flavours and other.

Kind Regards
Mrs Adri Stander
Creative Flavors

Spain-1

Dear Sir,

Thanks for your message. Please find enclosed our product list, in case of any interest just let me know. Detailed information about our company can be found in our website: www.....es

Looking forward to receive your comments.

Best regards
Dr. Josep Iurre
Product Manager Generics

Spain-2

Dear Sirs

During the last month we have received the following requested from our customers

If you are in good position to offer please quote us on DDP Barcelona, indicating quality and delivery time...

Thank you and best Regards,

Jorge G. Fros

Spain-3

Dear Sirs

These are some of the request that we have received from our customers during this week. ...

If you have any product for prompt delivery please quote us on DDP Barcelona.

Thank you
Best Regards
Jorge G Frias

4. Spain

Dear Hu

Weekly request. ...

If you have any product for prompt delivery please quote us on DDP Barcelona (indicating quality)

Thank you in advance

With best Regards

Jorge G Frias

Spain-5

Dear Mr. Hu,

We thank you your information about your company, as well as the interest in our products.

By the way, we are very sorry to inform you that at present, our products are not interesting for your market.

Best regards,

N. CASTRO

Spain-6

Dear Sir:

We do not manufacture this products.

Best regards
Dr. Josep Iurre
Product Manager Generics

Spain-1

Dear Sir,

Thanks for your message. Please find enclosed our product list, in case of any interest just let me know. Detailed information about our company can be found in our website: www.....es Looking forward to receive your comments

Best regards

Dr. Josep Iurre
Product Manager Generics

Spain-2

Dear Sirs:

During the last month we have received the following requested from our customers

If you are in good position to offer please quote us on DDP Barcelona, indicating quality and delivery time: ...

Thank you and best Regards,

Jorge G. Frias

Spain-3

Dear Sirs

These are some of the request that we have received from our customers during this week: ...

If you have any product for prompt delivery please quote us on DDP Barcelona

Thank you
Best Regards
Jorge G Frias

Spain-4

Dear Hu

Weekly request: ...

If you have any product for prompt delivery please quote us on DDP Barcelona (indicating quality)

Thank you in advance

With best Regards

Jorge G Frias

Spain-5

Dear Mr. Hu,

We thank you your information about your company, as well as the interest in our products.

By the way, we are very sorry to inform you that at present, our products are not interesting for your market.

Best regards,

Dr. Josep Iurre

Product Manager Generics

Spain-6

Dear Sir:

We do not manufacture this products.

Best regards

Dr. Josep Iurre

Product Manager Generics

Sri Lanka

Dear Mr. Weimin Hu

Thank you for your email dated 4th June and regret the delay in replying as I was out of town.

We would be very interested in working with your firm. Currently, we are primarily into Extraction of Essential oils and Oleoresin. We also manufacture a range of Herbal Health care products. Further, we are currently adhering to the WHO standards on safe manufacturing practices and have the ISO 9001 and 14001 certification. We are also hoping to get the GMP status, SKAL organic, Kosher and Halal certification in due course. We would kindly request you to visit our website www.linknaturalproducts.com, wherein you can ascertain more information on our firm.

We are attaching a company profile and product list.

Best Regards

Fazal Mushin

Sweden-1

Dear Mr. Huli

Thanks for your inquiry. At the moment we are not open for export to your, by ourselves, though China is a interesting market. We will, however, keep your inquiry in our file and will contact you when it becomes possible.

Best regards

J. G. Smith

Jan G. Smith

Switzerland-1

Dear Mr. Hu,

We duly received your e-mail dated June 3rd, 2003, and we would like to thank you for the interest you are showing in your company.

With respect to your inquiry, for your reference we are pleased to invite you to visit our website www.cerbios.ch where you will be provided with a complete overview of the company and its products. Please kindly note that our reduced folates are widely used in cancer chemotherapy and we will be pleased to offer our active ingredients to your esteemed company. As you may notice, Cerbios-Pharma SA consists of two different Divisions; BIOFERMENT, the Biological Division and SAPEC, the Chemical Division. We would also like to draw your attention on the fact that, for some products, Cerbios-Pharma SA applies a specific policy, for example by giving the territory exclusivity to only one customer.

Therefore, in case our products should be of interest for you, we kindly ask you to contact us in order to discuss and evaluate your requirements and develop an eventual co-operation.

We thank you for the kind attention and look forward to hearing from you at your earliest convenience.

Best regards.

SAPEC Division

Switzerland-2

Dear Mr. Hu,

dear Mr. Ma,

It was nice to talk to you earlier. As discussed I like to give an introduction to our company and like to draw your special attention to our service GENERICLINE@:

ChemSwiss AG is a young, steady growing marketing partner for steroid-, hormone and peptide-producers. Our manufacturing partners are based in Europe as well as in Asia, which we represent on exclusive basis for certain products/qualities. We are able to provide you with a wide range of API [free alcohols and salts/derivates] - importan [!] with a proper documentation for registration of your finished formulation. Our activities are mainly divided in two main areas.

Marketing of API: ...

All qualities are in correspondence with the currently available monographs [BP, EP, USP, etc.]. The manufacturing process and the production is validated, documented and up to GMP guidelines. This is just one part of our success, which we like to transfer to our customers. Another one is the documentation for registration procedure [DMF, EDMF, CEP/COS] of each relevant API. Within the coming year, we can offer and supply a number APIs with CEP/COS.

EDMF available:...

PLEASE FIND ATTACHED A LIST OF AVAILABLE DOSSIERS FOR REGISTRATION. AS WELL AS THE REQUEST FORM.

Look forward to hearing your comment. In case you have any question, please do not hesitate to contact us.

Thanks for your cooperation and best regards

Jurgen Lehmborg

Switzerland-3

Do you supply raw materials (API)?

If yes, could you send us your products list

Regards

Cristina Santoro (Mrs.)

Ass. of the General Director

Switzerland-4

Dear Sir

Thanks for your mail.

We manufacture a natural Herbal Yeast Food Supplement and export the products, liquid and tablets, to 50 countries worldwide.

If you are interested please inform us and let us have further details about your company, your address and fax number.

Please also visit our homepage www.bio-strath.ch

Best regards

Alfred Habegger

Switzerland-5

Do you supply raw materials (API)?
If yes, could you send us your products list?
Regards
Cristina Santoro (Mrs.)
Ass. of the General Director

Switzerland-6

Could you quote your best price for the Vitamine C and Caffein Anhy.S
Thanks
Regards
Cristina Santoro (Mrs.)
Ass. of the General Director

Switzerland-7

Dear Sirs
After checking we found that we are not in the position to offer the requested products Cefpirome and Cefpiran.
WE sincerely regret.
Best rgds
Edwin Gasser
Senior Sales Manager

Switzerland-8

Dear Sirs
Thanks you mail to our regret we have no idea who can offer this items. We regret to reply negatively.
Best rgds
Edwin gasser

Syria

Dear friend mr. Ding:
Your e-mail dtd mar. 6, 2003 where you quoted usd. 9.66/kg c&f c5 for pvp. I have been able to persuade mr. Bourhani to raise his counter offer by 5% which makes it usd9.00x5%= usd9.45 he did this because i convinced him that he was buying high quality chemicals plus good service. However, he will confirm the purchase when i give him the samples to test.i wonder if you were able to persuade the manufacturers to lower their prices in order to be more competitive. Moreover, mr. Bourhani must buy at workable pricees in order to remain in the market and offer his customers favorable prices because in syria we have cut throat competition, either to do or die. Agian i ask you not to try to make me forgo any of my commissions, pls.re your e-amil dtd mar. 25, 2003. Mr. Bourhani also raised his price for pvp k30 by 5% which makes it usd8.50x5%=usd8.925 i have been able to persuade mr. Bourhani to wait for your positive response and not to contact any other agent or any other supplier fearing that he may get the prices he is looking for and thereby losing his order and future orders after all this hard work. So pls send me a p/i for the four items including 5% commission not Shown but expressed separately.one last word i have to say is that if Your prices are too high and can not compete in the market, how can i find you new customers.
Thanking you for your co - operation.
Best regards,
Yours sincerely,
M. Adeeb telmesani.

Turkey-1

Dear Mr. Weimin Hu,
Thank you for your e-mail of June 4, 2003.
We are one of the leading pharmaceutical companies of Turkey. You may Find information about our company at our web site: www.....com. We are producing API's and pharmaceutical dosage forms lists of which are herewith enclosed.
We are pleased to inform you that our API production facilities are FDAapproved and our formulation plants are MCA approved.
With best regards,
Oguz Kesler

U.K.-1

Attention of MR Weimin Hu
As we are seriously committed to the field of pharmaceutical and cosmetic raw materials for the formulation at pharmacies, hospitals and laboratories, we are proud to offer our product range of more than 2.000 different items promptly available from our stock in different sizes each, and at very competitive prices.
Our reputation is to despatch our customers orders in not more than 1 - 2 weeks. Efficiently backed up by the quality warranty supplied by a modern quality control laboratory, and a team of pharmacists to provide support and advice to our customers. The quality of our products meets the main pharmacopoeias and other international standards of quality and the facilities have been approved by the Health Authorities. All the above allows us to sell all over Europe and in many overseas markets.
The current list of products does not constitute an offering for sale where patents are valid and only reflects the products potentially available. We also supply ready made medicines, see our web page link below for more info on us, we would like to draw your attention to our small pack list. ...
BEWARE ITS MANY PAGES LONG IF U PRINT IT!!!!!!!
All of these are available in small packs from 1gm - to bulk packs 25-200kg or litre & may be of interest to you or any manufacturer or research/development departments you have or know of.
Please advise the items & pack size or amounts you need, so we may prepare a quotation.
Thanks for a prompt reply.
Regards,
Medex.

U.K.-2

Dear Sir/Madam,
Provalis plc, is an integrated medical Diagnostics and Healthcare company whose aim is the research, diagnosis and treatment of disease. One of our major diagnostic products is Osteosal, the world's first product for assessment of bone markers at point of care. Bone markers are excreted from the body as a result of bone resorption(breakdown). Osteosal measures the crosslaps bone marker in a urine sample with a samll handheld photometer which gives a semi-quantitative result.Physicians will use Osterosal to monitor the patient's response to drugs used to treat osteoporosis. This is a new and exciting market niche, which is now becoming recognised as an important factor in the management of Osteoporosis.
We are now looking to expand our distribution network into Germany,

Austria and Switzerland and are seeking a distributor who can sell the system to Doctors and healthcare professionals. A potential distributor will need to have a sales force that are visiting Doctors treating osteoporosis with either hormone replacement therapy or the bisphosphonate class of drugs.

If you are interested in acting as our distributor then please send me a copy of your company profile, and we can start discussions. My contact details are: ...

Thank you for your kind attention to this matter.
For P & D Pharmaceuticals Ltd.

U.K.-3

Dear Sirs
please advise for which antibiotics you have interest.
Kind regards
Andrew Macaulay
VP Business Development

U.K.-4

Dear Sir
Once you advise me what is required then I can make our offer.
Please specify exactly what is required, with volume and destination.
Best regards
Andrew

U.K.-5

Dear Mr Wu,
Thank you for your enquiry, however, SNBL is a CRO, so we do not have our own proprietary information available, nor do we require bulk supplies of raw materials.
Best wishes,
Steve Kern

U.K.-6

Thank you very much for your email. I don't know what your business is or what your marketing aims are, but I will attach media details with information about readership, geographical mix, advertising opportunities etc.
When you have had an opportunity to evaluate the media packs perhaps we can have a chat. My tel no is UK - ...
Regards
Gunilla Pluthero

U.K.-7

Medex
Thanks for your call / message, please note & or clarify the following comments. we export both pharma raw materials & finished items what do you want to buy ? pls send us some demands
Thanks for a prompt reply.
Regards,
Steve Cousens.

U.K.-8

Dear Sir/Madam:
My company has advised that you may be interested in meeting with me during my stay in Hamburg from the 25-27 June.
We are UK wholesalers of Pharmaceuticals and also export to many countries oversea. We deal only in finished products and require to meet companies who deal not only in the Germany Market but also exporters of finished products to overseas countries. We are the sole distributors in the UK for various manufacturers and are looking for expand our cooperations via Germany and hence the visit to Hamburg.
If you are interested in meeting with me, I will stay at the Maritim Hotel Reichs Hof situated on Kirchenallee 34 Hamburg 20099. You may contact me at my company in the UK or on the days that I am in Hamburg. I would very much appreciate a short discussion re the merits of selling into Germany or otherways we may be of interest to each other.
Thank you for your kind attention to this matter.
My contact details are: ...
For P & D Pharmaceuticals Ltd

U.K.-9

Dear Mr. Huli,
Thank you for your e-mail that we well received. We appreciate you Interest for Arkopharma products.
Please find here after our web site on which you will find information about our company and our products: ...
Thank you to send us your company profile.
Best regards,
C. Bischoff

U.K.-10

Dear Mr Huli
Thanks for your e-mail today.
Please advise name, address, tel and fax numbers of your company.
Best Regards
S. Wang - Managing Director

U.K.-11

Good Morning
Please delete us from your database. We are a pharmaceutical magazine published monthly and as such do not manufacture any products.
Regards
Susan Hennessy
Journal Manager

U. K.-12

Thank you for your enquiry. However, we are the UK sales offices for Bayer AG and, as such, do not export/import. I suggest that you contact either our offices in China or our HO in Germany at: |...
I hope this is of help.
Regards
Wendy Elsey

U.K.-13

Dear Weimin Hu,

Thanks for your email msg. dated 5-6-03. We appreciate your interest shown in our company.

Glad to learn about your company and its activities. We are pleased to introduce ourselves as a leading producer and exporter of Medical products & APIs in UK, producing most of our raw materials in our own USFDA & MCA approved facilities in Northern Ireland, United Kingdom.

We are producing the following Medical (human) Products: ...

Please let us know the products of your specific interest along with quantities so that we can proceed further.

We now look forward to your prompt response.

Best regards

Girish

New Business Development Executive

Ukraine

Message: Dear Sirs,

Thank you for your enquiry and your interest in our company.

Maybe you will be interested in our offer. Our Client is ready to propose the high-quality Ukrainian whole dried bee venom (the content of the melittin is 53%) supply. Other product names: ...

Payment: according to internationally accepted rules.

Transporting according to the Incoterms-2000: EXP, CPT, CIP, CIF.

The following documents could be provided: ...

Any counter offers and partnership is welcomed.

Best Regards,

Andrew Pastukhov

United Arab Emirates-1

Dear Mr. Weimin Hu

With many thanks, we are pleased to introduce ourselves as a leading marketing and trading group, focusing on valuable raw and industrial material for paints, plastics, ink, rubber and composites. We are located in the Jebel Ali Free Zone, Duabi, United Arab Emirates. Our activities have kept pace with developments in the chemical industry we have always considered ourselves as a link between producers and customers. As a specialized intermediary POLY BRAND FZCO is a reliable partner to suppliers for the marketing of their products and to consumers for sourcing their requirements.

We take the pleasure to offer our interest in doing business with a complete knowledge & background in the field of raw materials of Paint , Adhesives, Detergents, Ink, Plastic , Composites (FRP ...) etc.

If you feel interested in any of our products please do contact. We assure you the best quality and very competitive prices.

We now eagerly await your reply and look forward to develop long-term relationship.

With best regards,

MOHAMMED KHALID

UAE-2

Dear Mr.,Ding.

This is to inform you I have received your samples which you had sent but I had asked to you to send 2 boxes of gentamycin and 2 boxes of chloroquine injection you only sent 1 of each. Secondly the samples you have sent me is not properly printed on labels on ampoules if you rub on it it is coming out,SO such samples will not be acceptable in our country and it has to be manufactured in wuhan prime pharmaceutical (group) co, ltd.

Please we do not have much time left so try and arrange to send the proper samples urgently,

Regards,

Rustam lalani.

U.S.-1

Dear Mr. Hu,

Thank you very much for your note to Chemfinet. I think we can work very well together with Highfar. Let me give you a brief overview of our business.

Chemfinet is a sourcing company. We create a marketplace on the web (www.chemfinet.com) where our buyers post their requirements for materials that they need. Our buyers are generally pharma (big and small), drug discovery, biotech, and fine chemicals manufacturers. They are looking for APIs, intermediates, and sometimes more basic materials. Our list of materials wanted is attached - that will give you an idea of the types of molecules our buyers are looking for.

Our sellers come to Chemfinet looking for new opportunities to make sales. They can place bids on the molecules that are posted, communicate electronically with the buyers,etc.

Chemfinet acts as the buyer for all transactions. That is, we purchase materials from the sellers and resell to the buyers. We only have the chance to make money from transactions, because there are no fees to use the Chemfinet site.

Please take a look at the molecules attached, and I would also encourage you to register on the site (no charge, no obligations for registration!). Any questions, please call me or email me.

Best regard,s

Robert E. Rosen, Ph.D.

President

U.S.-2

Dear Mr. Hu

Here are the new compounds that our buyers have listed on Chemfinet in the past three weeks. It's a long list, but please check carefully, these are all new and serious inquiries. Quite a range, from pharmaceutical intermediates to APIs to metric ton inquiries. For more info, log in at www.chemfinet.com, or contact me directly. ...

And if you haven't already done so, please register as a seller at www.chemfinet.com. You'll be able to see in detail what our members are looking for and place bids at your convenience. Naturally, there is no cost to register. You have nothing to lose and new business opportunities to gain by registering and visiting Chemfinet on a regular basis.

Any questions, please contact me directly by email or phone.

Robert E. Rosen, Ph.D.

President, Chemfinet Services, Inc.

U.S.-3

Dear M. Hu

Our company offers Cytarabine and Streptozotocin - both anticancer drugs. If these are of interest, please let me know and I can supply further information.

Regards

David Copsey

U.S.-4

Dear M. Hu

Cytarabine is a generic anticancer drug. It is an injectable for use in acute leukaemia. Streptozotocin is an Upjohn "orphan" drug.

We have Drug Master Files for both of these products and have a European Certificate of Suitability for cytarabine.

We manufacture these in our potent compound manufacturing suite.

If you can send me your fax number and address, I can then send you some further information.

Regards

David Copsey

U.S.-5

CAS is a database producer and does not manufacture any chemicals.

Thank you,

Eric Shively

Public Relations Group Leader

U.S.-6

Dear Mr. Hu:

Thank you for your inquiry below. We publish five directories for the chemical and pharmaceutical industries. Two maybe even three of the directories would be very useful tools for your company! They are available in book, CD-Rom and on the Internet. These products are described below:

1. Directory of World Chemical Producers (DWCP) is the most comprehensive, worldwide tool for sourcing chemical raw materials (including bulk pharmaceuticals, fine, specialty, organic, and inorganic chemicals, agrochemicals, dyes, etc.) worldwide. DWCP is a list of worldwide producers with their products and complete contact details. It covers 99 countries, more than 20,000 producers, over 144,000 chemical titles and more than 240,000 production points. It is available on the Internet, CD-Rom and in book format.

2. Worldwide Bulk Drug Users Directory (WBDU) is an excellent sales and marketing tool for selling bulk pharmaceuticals (human & veterinary). WBDU will help you find USERS (CUSTOMERS) of bulk pharmaceuticals. It is a directory of dosage form medicines with complete contact details. It lists over 185,000 products and over 7,500 users of bulk pharmaceuticals in 71 countries, (including China and the rest of Asia, Latin America, Eastern Europe, etc.). It is available on the Internet and on CD-Rom.

3. FDA Base: A DMF, VMF & NDA Catalogue includes all Type II and Type IV Drug and Veterinary Master Files (DMF/VMF) on file with the FDA, including corrections. It also includes Certificates of Suitability (COS) and all new human and veterinary drug applications (NDA, ANDA, NADA, ANADA). ...

PathFinder: A Catalogue of Chemical Intermediates will help you find NEW CUSTOMERS for YOUR chemical intermediates by linking chemical intermediates with their end products (bulk pharmaceuticals, agrochemicals, dyes and pigments). It lists over 11,600 end products, over 9,900 chemical intermediates, and over 14,000 different synthesis paths. You can look up an intermediate and it tells you which end products are produced from it. Then, when used in conjunction with DWCP, it tells you the users (customers) of the intermediates. It is available on the Internet and on CD-Rom.

Worldwide Contract Manufacturers Directory (WCMD) is for finding worldwide primary contract manufacturers by different capabilities. You can search by reaction type, certification, scale, equipment and company. While the WCMD shows you capabilities of a company, it is electronically linked to the DWCP Internet version so that you can see the complete list of chemicals produced on a regular basis by a company (if any). This is a great tool to help you find the right contract partner! It is available on the Internet. Should you have an interest in any one of these products, please contact me directly.

Best regards,

Ms. Mabelle Glass

Visit us at: CPhI Worldwide - Stand E901

Messe Frankfurt

U.S.-7

We only deal direct or on a transactional cash basis from time to time.

Thank you.

RSP Amino Acids

c/o Mark Cava, President

U.S.-8

Dear Mr. Kie:

Thanks for your email. Please send us some more information on your company. Do you have a web site?

I look forward to hearing from you.

Thanks and best regards,

Ames Gross

President

U.S.-9

Dear Mr. Kie:

Thanks for your email.

As you know, Pacific Bridge, Inc. is a consulting company that helps primarily US medical companies go to Asia. We also have Asian clients (mostly importers like you) who we work for to help them find new medical companies and technologies for their local marketplace. For more information on my company, please visit our website at www....com.

As discussed above, we do help Asian medical importers find new companies and products. To do this service, we act as consultants and not exporters. We charge a fee for this service which is a monthly retainer (normally about 4,000/month, six month minimum) plus a success fee (to be determined but a flat fee of \$15,000 is our normal success fee) once you conclude a contract with a medical company that we have found for you. Our service includes finding new medical companies, sending you their product information, helping you to clarify issues and assistance with closing a deal, etc. We do not work on this kind of business on a pure commission basis.

If the above is of interest, please let me know.

Thanks and best regards,

Ames Gross

President

U.S.-10

Dear Mr. Weimin Hu,

Thank you for your inquiry.

If you can offer the material, please quote 5,000 kilos Calcium Polycarboxiphil USP.

Kind Regards,

Kathleen McClendon

Vice President Logistics

U.S.-11

Thank you for your e-mail.
However, we do not manufacture finished medicines. We are a contract manufacturer of intermediates and APIs for pharmaceuticals.
Thank you and regards
We are pleased to export our products whenever there is a demand for them.
Sincerely,
William McDaniel, PhD

U.S.-12

Thank you for your mail. I am out of the office until June 6 2003. Whenever possible I will check the mailbox. For urgent matters, please contact: ...
Best regards and have a great day!
Fausto A. Fischer

U.S.-13

Dear Mr. Hu,
Our Customer Service Dept. forwarded your message to me. We do have heparins sodium USP for export. We have a plant in the U.S. and a plant in China. We are actually the largest heparin producer in the world. Let me know how you want to proceed.
Best regards,
Yan Wang, Ph.D.
Vice President, Business Development and Research

U.S.-14

While different treatments work better for different people, it seems that many people have seen their best results (myself included) from the product called Protopic Ointment, made by the Japanese company Fujisawa Pharmaceuticals. You can read more about it on our website.
Randy

U.S.-15

Dear Weimin Hu,
Thank you for your email and interest in NeoStrata Company. Please be advised that our company does not manufacture drug treatments for vitiligo.
Kind Regards,
Dina Owies
International Affairs Coordinator

Yemen-1

Thank you for your inquiry and it is our pleasure to contact you today.
First of all, let me introduce ourselves to you; we are Al-Subbary Medical Stores, General Agencies, a pioneer importer and distributor of Medicine and Pharmaceutical products, such as, antibiotics, analgesics, Vitamins and OTC products mainly in Yemen. So as you can see, we are specialized in a wide range of products. This is in all frankness, what enables us to be the leader of importing and distributing such items not only in Yemen but also in the Persian Gulf area and some African nations like Djibouti and Ethiopia.
As a professional company in this field, we always pay a great attention to the necessary tools of a modern and up-to-date management that is why we do equip all our branches across the territories with the products of our trusted sellers. Of course, we can do this only after those sellers' full consent. Certainly, this is what makes us aware of the needed requirements to cope with all the demands of our suppliers overseas. It is in this way that we could successfully establish ourselves steadily in the Gulf and African countries.
As a matter of fact, we send this message to you for nothing but to tell you that we are very much serious and interested in making a long-term mutual cooperation with your established company. We hope that you would kindly help us to inaugurate such an ambition. Frankly speaking, we have the ability to prove our readiness to satisfy your demands. So for the sake of doing this expected business relationship, would you please send to us by email or by fax a list of your products with some catalogues and brochures. Meanwhile, if you have a web site, just inform us. And finally, many thanks for your attention and really for your cooperation.
Looking forward to receiving your earlier comments.
Yours Faithfully,
Ahmad Garabesh

Yemen-2

Attention of General Manager:
Dear Sir:
First and foremost, I would like to thank your email. And really hope that we could have a mutual and fruitful business future. Now we hope that our business will be focused on the pharmaceutical products. Naturally therefore, would you kindly send us by email or fax a list of the following pharmaceutical products that you can supply us.
Once again I do appreciate your full attention. And I am looking forward with a great interest to your earlier response.
Regards
Ahmad Nasser Al-Subbary

Yemen-3

Dear Sir,
I am still waiting for your earlier reply regarding my last email to you. You can send to us the rest documents and Site Masterfile of the three factories. Looking for your earlier reply.
Regards,
Al-Subbary

Yemen-4

Dear Sir,
I want to know whether your factories have prepared their master files or not yet, please advise.
Looking for earlier reply.
Regards,
Al-Subbary