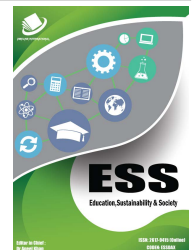


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# RESEARCH ON THE BUSINESS COMMUNICATION BARRIERS AND COUNTERMEASURES IN THE NETWORK ENVIRONMENT

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## ARTICLE DETAILS

## ABSTRACT

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Business communication in the network environment is a modern business communication which takes network media as the carrier and realizing the digital processing through virtual information space. However, there are certain obstacles and problems of business communication in the network environment. The network media, virtual "face to face" space, and digital language in the network environment are used to sort out the barriers of business communication. Suggested ways to improve the existing obstacles, such as paying attention to digital processing to avoid language communication barrier, increasing network media investment, and enhancing network security awareness are given.

### KEYWORDS

Network environment, business communication, barrier, countermeasure.

## 1. INTRODUCTION

With the rapid development of modern science and technology, the network has gradually been applied to all walks of life. Based on a study, the exchange of business information is a very remarkable example [1,2]. The way of business communication is more diversified through the network, and more efficient as well as convenient. Business individuals or enterprises with different cultural backgrounds in the country can communicate effectively through the network, and its most significant role is to promote the formation of some multinational enterprises. These enterprises are gradually expanding and developing around the world and the speed is very fast. In the past, communication between countries or regions is quite difficult due to the limitation of conditions. Thus, the operation of business usually has great limitations. At the same time, the emergence of the network makes the physical distance between the communication subjects not become a kind of obstacles more, which provides a kind of great support for the development of many multinational companies, and creates greater economic benefits [3,4].

What's more, the network has also created a more simple and efficient platform, enabling communication and cooperation between enterprises in different regions to be completed in a short period of time, and then creating greater economic benefits for the enterprise and seeking for long-term development. According to research, the internet is a double-edged sword, which brings certain obstacles to business communication and even some security risks [5]. For instance, the digital processing of network language has difficulty in receiving information. Besides, there are other problems such as virus infection of network openness, unreasonable disclosure of resource information, illegal transmission by network media, and theft of business information or intelligence, etc. [6]. Therefore, it is considerably necessary to clarify the barriers to business communication in the network environment, which is conducive to improving the efficiency of business communication and effectively avoiding security risks. Thus, we combine the concepts and characteristics of modern business communication and sort out the barriers to business communication in the network environment and propose a few of effective countermeasures and suggestions.

## 2. BUSINESS COMMUNICATION BARRIERS IN THE NETWORK ENVIRONMENT

Business communication in the network environment is also called modern business communication. The main feature is that the space of business communication has changed, and the network media enables the communicator to transform from the real physical space to the vast virtual information space. Besides, the language is digitally coded and passed to the receiver. The corresponding communication medium is transformed into the network medium, and the physical space in the communication process is transformed into the virtual space. However, the communication subject still faces cultural differences and ethnic conflicts. Therefore, we sort out the barriers to business communication through the network media, virtual "face to face" and digital language.

### 2.1 Network media barrier

Barriers to network media functions. Business communication in the network environment is also regarded as modern business communication, marked by the network media carrier. Network media has functional limitations or obstacles in spite of the advantages of convenience, beauty and environmental protection. For example, the openness of the network, insufficient investment in enterprise information, the lack of high-level professionals of software and hardware, and the poor awareness of network security of employees have brought many security problems to the business communication of cyberspace. Loss of information due to power outages or viral infections during using e-mail for information communication is another example.

Barriers to the use of network media. The speed of information update is very fast, and the system platform and products of the network media are changing with each passing day. As a result, the main body of business communication and the use skills are also followed closely. Then, there is a certain "time difference" between the rapid update of the network medium and the follow of the communication subject. Coupled with the lack of high-tech talents and related equipment in the enterprise, the use of network media is further hindered, and there are even certain security risks. For instance, the communication subject uses the network medium

intentionally or unintentionally to leak, destroy, steal important information during the communication process, etc.

Barriers to legal protection of online media. Business communication in the network environment is inseparable from many forms of network media, but the laws and regulations on network security are still very imperfect, which makes criminals happy. The diversification of online media formats, such as Weibo and forums, also diversify and conceal the criminal forms of criminals. While the network media is rapidly updated and listed, relevant laws and regulations have not been issued in time, which undoubtedly becomes an obstacle to business communication in the network environment.

## 2.2 Virtual "face to face" barrier to cyberspace

The "face to face" of cyberspace is not directly equivalent to the "face to face" in reality because the "face to face" of cyberspace is a virtual "face to face", which is different from the physical space in reality. And the "face to face" of cyberspace is less practical.

In the virtual "face to face" of cyberspace, the influence of body language declines. In the 1950s, Albert McLabin, a scholar of body language research, found that 7% of the influence of a message came from words and languages, and 38% came from sounds, such as voice, tone, etc., and 55% from body language. There are other studies that indicate that 60% to 80% decisions on the negotiating table in business negotiations are made under the influence of body language. Obviously, these statistics are the body language of "face to face" in physical space, so the influence of body language in business communication in the "face to face" of online space will inevitably be greatly reduced [7].

In the virtual "face to face" of cyberspace, the opening chill is slightly restrained. Negotiations on business communication are likely to be cross-border, cross-regional, and non-acquainted. Then, in the real "face to face" business activities, especially the first round of business negotiations or festival dates, due to international social etiquette and with respect to mutual respect and corporate culture, the host will generally give the other party a representative gift, which will help create a pleasant and relaxed opening atmosphere. Obviously, this is difficult to achieve in the virtual "face to face" of cyberspace. At the same time, when the negotiating body has stepped into the venue, the sincere handshake, embrace, and enthusiasm in the national social etiquette are also conducive to affecting the relaxed opening atmosphere, which is conducive to the smooth development of the negotiations. However, in the virtual "face to face" of cyberspace, it is often straightforward to the subject, and creating the opening atmosphere fails to play an effective role in business negotiations. In the virtual "face to face" of cyberspace, the negotiation style is limited. In addition, the negotiating table "face to face" of physical space often adopts a pressure-style, tough, principled negotiation style. Even in the face of deadlocks, conflicts, etc., conflicts and stalemates will always be negotiated rationally. The clever solution of the master is beneficial to the conclusion of the negotiation. However, in contrast, the "face to face" of cyberspace lacks the pressure and tension of the physical space. The expression and elaboration of the negotiating participants will also lack the pressure and fast pace of business activities, and even it will be conducted in the form of e-mail notification and publicity of the propaganda film. The interaction between the communication subjects is poor, which is not conducive to the elaboration and in-depth excavation of the true intentions of the business negotiations, and to the successful signing of business negotiations.

## 2.3 Digital processing has not really resolved the language barriers in reality

Business communication and negotiation in cyberspace is a digital communication or symbolization of language through a network medium, using a new communicative language. At the same time, the digital processing of language in business communication in network environment does not really resolve the language barriers in reality.

The obstacle of accuracy during digital processing. Language barriers include literal language expressions, different political backgrounds, social customs, and religious beliefs. In the business communication of physical space, the guest negotiators often hire local agents to solve the existing language barriers. At the same time, in the cyberspace, the digital processing of the language plays the role of the agent. Based on a study, the accuracy of the digital processing directly affects the process and effectiveness of the business communication and negotiation and puts forward higher requirements for the digital decoding [8]. In addition, decoding conflict processing is also an unavoidable content of language barriers. When the recipient receives the digital information that is not

respected, due to the lack of real-time interpretation and resolution of the "local agent" in the actual business communication, the receiver often directly interrupts or even terminates the negotiation, which is not conducive to timely processing and recovery. This increases the high requirements for the accuracy of digital processing.

The root of language barrier exists objectively. According to a scholar, language barriers have always been the biggest obstacle in cross-cultural business communication [9]. Besides, virtual communication in cyberspace does not avoid language barriers, and language barriers still exist objectively [10]. The roots of language barriers are regional cultural differences and ethnic cultural conflicts, such as India's nod and shaking heads, Arab women's clothing, France's national holiday in August, Britain's private space requirements, and American heroism. In cross-cultural business communication, each other's political background, cultural characteristics, and way of thinking are still insurmountable subjects of negotiation, and they are main language barriers of the business communication in the network environment [11].

## 3. COUNTERMEASURE FOR BUSINESS COMMUNICATION BARRIERS

Based on the above three types of modern business communication barriers and problems, we propose the following countermeasures.

### 3.1 Paying attention to digital processing to avoid language communication barriers

Modern business communication in the network environment, especially cross-cultural business communication, must pay attention to communication barriers caused by cultural differences and ethnic cultural conflicts. Because different cultures have differences in time, space, values and morality, and interpersonal communication, digital processors should establish awareness of cultural differences, enhance understanding of world culture, and apply multiple coding software or systems on the basis of mutual respect to improve the effectiveness and competitiveness of business communication. For managers and operators engaged in international business activities, it should be sufficient to resolve cultural conflicts and avoid communication barriers. Firstly, we must embrace and adapt to each other from cultural conflicts; secondly, strengthen communication and exchanges and establish the principle of mutual respect and cooperation; then we should train communication language and non-language, master different communication styles; finally, we must have an insight into the cultural norms and societies of different countries.

### 3.2 Increasing investment in network media

The business information communication of foreign trade enterprises mainly relies on the network. The acquisition and use of network media (the carrier of modern business communication) needs to match with certain financial and human resources. At the same time, the network security factor determines the security level of business information, and improving network security requires a lot of manpower and financial resources. However, compared with other countries, China's government and enterprises have large gaps in funding for network and information security, and they are seriously inadequate. Because of the huge investment in equipment, technology and professional talents, even if some websites realize security risks, they are not able to improve the status quo quickly due to investment problems, and this is one of the important reasons for restricting the improvement of China's network security. Therefore, the state should increase human and material input and policy support in the field of network and information security, and actively introduce diversified support policies, such as tax incentives, purchasing corresponding proportions, and promoting the sharing of equipment between government and research institutes. The security technology is tilted to support the development of the information security industry and strategic emerging industries. At the same time, enterprises should also increase investment in internal information risk prevention, timely update hardware equipment and system protection software, and cultivate high-tech to maintain or upgrade the system to ensure the efficient development of corporate business activities.

### 3.3 Enhancing awareness of cybersecurity

For information security risks, enterprises should pay attention to network security during business communication. Whether it is WeChat, email or other modern communication methods are carried out in a virtual network platform, and the two sides should do a good job in network security when communicating. Especially when enterprises are engaged in technology import and export trade, or transmit some important documents or trade secrets, they should pay more attention to network security issues, take precautionary measures, and do not cause

unnecessary losses to both parties due to network security factors. At the same time, when communicating in the business information network, it is necessary to protect the customer information and the important information about the customer in order to prevent the confidential information from being stolen. Otherwise, the enterprise may suffer from economic losses and other consequences due to the leak. In addition, enterprises should not only operate the standardization but also enhance the security awareness when using information such as mail. At the same time, enterprises should strengthen the construction of network security, improve the network security factor, and make modern business communication play a more important role in enterprise development.

What's more, legal atmosphere is necessary. Currently, the number of cybercrime cases is increasing. To ensure the effectiveness of modern business communication, corporate personnel should enhance their legal awareness. The industry insiders should actively negotiate and agree to standardize the operation behavior of online business communication, so that relevant staff members can clearly define the relationship, responsibility. For example, when a legal dispute arises between the two parties when using the network communication, if there is a law to rely on, the responsible person and his legal liability can be clarified, and the transaction dispute can be reduced.

#### 4. CONCLUSION

The business communication activities in the network environment are highly dependent on the network media, which digitally processes the voice, and completes the communication process through the virtual information space. There are many obstacles and problems: barriers of network media function, use and legal protection; barriers that the body language influence is reduced, and the opening atmosphere is poorly created, as well as the negotiation style is limited in virtual "face to face" space; language barriers caused by the accuracy of processing, cultural differences and objective existence of ethnic conflicts.

Therefore, enterprises should attach great importance to various communication barriers in the process of business communication and pay attention to digital processing to effectively solve language barriers caused by cultural differences. For instance, increase the investment in network media through the corporation of the government and enterprises, and enhance the functions and use of network media. At the same time, it's necessary to strengthen network security and focus on creating a legal atmosphere and improve the safety factor of modern business communication to avoid unnecessary security risks.

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