

Study on Lexical Characteristics of MICE and its Implication for Teaching

Guoqing Liu^{1, a}

¹College of Foreign Studies, Guangdong University of Science & Technology, Dongguan, 523083, China

^aE-mail: 517194568@qq.com

Abstract

Starting from the lexical characteristics of MICE and through empirical research, this paper summarizes the lexical characteristics of MICE, and puts forward that the vocabulary teaching of MICE should start with the core vocabulary of MICE and teach students according to their aptitude, so as to help learners improve the level of MICE more effectively.

Keywords

MICE; Lexical characteristics; Vocabulary teaching.

1. Introduction

MICE, a sunrise industry integrating business, tourism, information and other comprehensive services, is developing rapidly on the land of China at an unstoppable speed. China's exhibition industry started late, and there is a big gap compared with developed countries. This gap is mainly reflected in the gap in the number and quality of exhibition professionals. In order to make China's exhibition industry internationalized, in addition to the solid professional knowledge of exhibition practitioners, they also need to have a certain ability of English expression for communication and trade negotiation of exhibition activities. MICE is an applied language. Because of its special utility, it has gradually become independent from ordinary English, and its characteristics are just reflected in its vocabulary. As the smallest and most important independent language application unit, words play a vital role in convention and exhibition activities. This paper intends to make a discussion on the characteristics of MICE.

2. Lexical Characteristics of MICE

2.1. Involving a Wide Range of Industries and Knowledge

Before 1984, only more than 480 overseas exhibitions were held in China, while more than 400 were held in 2001. In recent years, China's exhibition industry has developed rapidly at an average growth rate of 20%, involving all walks of life, such as textile, building materials, food, science and technology, machinery and many other fields, from conference, booth introduction, exhibit transportation, booth reception, post exhibition contact to business negotiation, commodity description, contract signing, complaint, post exhibition processing and business letters. Exhibition English builds a communication bridge between businesses. For example:

- 1) If your stands are not large enough to entertain important guests; we can temporarily convert our meeting room to this use.
- 2) The new designs should offer even greater security to cities where earthquakes often take place.
- 3) We insist that you effect the shipment before July 8.

2.2. Using a Large Number of Abbreviations

Whether in daily life or professional fields, there are a large number of abbreviations in English, and Exhibition English is no exception. For example: ADIPEC (the Abu Dhabi International Petroleum Exhibition and Conference); ASEAN (Association of Southeast Asian Nations); ICCA (International Convention and conference Association), etc. In addition to the acronym beginning with the initial letter, some truncated words are often used in Convention and Exhibition English to replace longer original words, such as ads (advertisements), Expo (exposition), encl (enclosed), etc.

2.3. Possessing Plentiful Vocabulary

Due to different functional classifications and expression habits, the same Chinese needs different English vocabulary to express. For example, the expression of the word "meeting" varies according to the type of meeting: Convention (annual meeting); Conference; Seminar; Forum; Launch; Panel (Symposium); Workshop, etc. Another example is the term "booth". According to the different expressions of various countries, the British call it "stand", the Americans call it "booth" (a standard booth in the United States is 10 * 10 square feet), Europeans call the exhibition open to the public "fair", Americans call it "exhibition", etc.

2.4. Applying Concise Words and Focusing on Accuracy

Many English words with similar meanings have very different meanings in Exhibition English. For example, in general English, both "attend" and "participate in" can mean to participate, but in Convention and Exhibition English, participate in means to act as Exhibitors "participate in the exhibition", while "attend" means that customers "visit the exhibition".

3. Implications for Vocabulary Teaching of MICE

3.1. Stressing on the Teaching of Core Vocabulary

Although the vocabulary of MICE is large, miscellaneous and diverse, its core vocabulary and high-frequency vocabulary, that is, the English vocabulary used by most exhibitions, such as basic information introduction, personnel introduction, location introduction, etc., including the negotiation of exhibition contract in the later stage, can be used in general. Teachers should guide students to study this kind of vocabulary hard.

3.2. Introducing Background Knowledge of MICE

The study of MICE vocabulary is not isolated. It is not just a matter of language, but the cultivation of cultural awareness and the accumulation of professional knowledge. The author believes that in daily teaching, we should cultivate students' cultural awareness, learn western culture, including politics, economy, law and customs, and widely read this material. At the same time, it is necessary to introduce the professional knowledge of exhibition in teaching.

3.3. Cultivating Students' Language Communication Ability in Teaching

Exhibition is a complex process involving many aspects. Both parties need to actively communicate, discuss and supplement to achieve the purpose of displaying products and facilitating transactions. Therefore, in daily teaching, it is suggested to start with the core vocabulary of Exhibition English, so as to reflect the unique characteristics of MICE vocabulary, help learners correctly use professional terms, accurately express their ideas, and more effectively improve the expressive ability of MICE. At the same time, it's also vital to cultivate students' logical ability to use language.

3.4. Establishing the Teaching Principle of Being Student-centered

Reading refers to a rational process in which learners accept information from written language and obtain text meaning through their own visual recognition of semantic symbols. And also, reading teaching is a system that includes learner, teacher, goals, materials, strategies and methods, etc. In the teaching activity of reading, students are the main body of reading and the destination of reading teaching. The realization of reading teaching objectives depends on the extent to which learners participate in reading activities. Therefore, the teaching of reading should have the clear teaching objectives according to the students' mental development, optimize the teaching contents, and arrange the teaching process reasonably. In this way, in the process of college English reading teaching, teachers should change the teacher-centered and knowledge-oriented approach, establish the teaching principle of being student-centered, improve the teaching methods in practice, give full play to the main role of learners' cognition, and make them autonomously establish their knowledge system in the reading process.

3.5. Training Students' Convention and Exhibition Etiquette and Enhancing Teachers' Knowledge

When people communicate in the environment of exhibition, the requirement of etiquette is essential. If China's Convention and Exhibition wants to be internationalized, we should not only pay attention to cultivating students' language expression ability and vocabulary, but also not ignore another meaning, that is, convention and exhibition personnel should not only have the ability to communicate with people, but also the image of the brand. What's more, at present the exhibition industry is still in a process of continuous development, and more new ideas and knowledge will continue to appear. Therefore, teachers still need to learn and improve constantly. In other words, it is a compound teaching method based on the core vocabulary of MICE and the combination of various knowledge.

4. Conclusion

Through practice, the author deeply realizes that in the part of exhibition vocabulary, students can really realize the characteristics of vocabulary and the great significance of learning. The reform of teaching contents and the improvement of teaching methods will promote the improvement of teaching effects and students' understanding, so as to stimulate students' learning enthusiasm and initiative, and truly play its role as a bridge in convention and exhibition activities.

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