

# Research on the Application of Mind Mapping in Business English Discourse Reading Based on Cloud Computing Platform

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**Abstract:** Mind mapping is not only an effective tool with characteristics of intuitiveness, vividness, and structure, but also a thinking technology, which can express the knowledge clearly in a certain field and the hierarchical relationship among the internal levels. Through the study of Business English discourse reading, the application of mind mapping is in line with the language characteristics, large capacity and logical and clear mind, so that the students can quickly integrate it into the context and perceive the value of culture. This paper takes the course of Business English reading as an example, uses the mind map to express the main idea of the article intuitively and clearly, clarifying the hierarchical relationship of the article, and selects and extracts the relevant key information actively to improve the reading comprehension ability of Business English discourse.

**Key words:** Mind Mapping; Business English; Discourse Reading; Business English Reading

## 1. Introduction

Reading has always been one of the most important aspects of business English discourse learning. The purpose is to consolidate language knowledge through reading and improve the ability to acquire. Based on English for general purpose, business English discourse reading and learning aims to enrich the structure of business knowledge and develop the ability to acquire business knowledge, so as to cultivate certain reading ability. In learning, we often lack business background knowledge, professional vocabulary, and reading skills and other problems, which result in poor learning effect. Applying mind mapping to business English discourse can help us clearly understand the discourse structure and expand our vocabulary.<sup>[1]</sup> Research on the application of mind mapping in reading indicates that mind mapping can improve our reading comprehension ability to

some extent. In this paper, mind mapping is associated with reading comprehension of English, which proves the importance of mind mapping in Business English Discourse reading and learning.

## 2. Mind Mapping and Discourse Reading

### 2.1 The Concept of Mind Mapping

Mind map, is also known as brain map. It is a tool and a method of thinking, which is created by British scholar Tony Bozan in the early 1960s.<sup>[7]</sup> Tony Bozan's description of mind mapping in *Mind Mapping: Radioactive Thinking*: Mind mapping is an expression of radioactive thinking, so it is also the natural function of the human being's thinking. It is a very useful graphic technique, which is the universal key to open the brain potential.<sup>[3]</sup> Mind map spreads out from the central image or theme through a series of related branches, mimicking the process of establishing the connection of neurons in the brain (brain cells) when people are thinking, which occurs entirely and naturally. The brain's thought processes can now be observed through the advanced nanotechnology scanners or cameras. It adopts the mode of whole-brain thinking, combining the activities of vocabulary, number, list, sequence, linearity and logic of the left brain with the activities of image, color, rhythm, shape, imagination and overall concept of the right brain and makes them participate in the process of thinking and memorizing, then turning the mode of thinking into colorful, multi-dimensional and divergent.<sup>[2]</sup> The mind map of nature: the veins of leaves, the seasons of oak branches, the natural world, like humans, is constantly changing and regenerating. Mind mapping imitates the inspiration and function of natural structures. It is a tool of thinking, which derives from nature and provides a dynamic, colorful and natural thinking method, aiming at encouraging the brain to work naturally and efficiently.<sup>[4]</sup>

## 2.2 The Relationship Between Mind Mapping and Business Discourse Reading

Mind mapping can quickly spread to a knowledge network around a central concept.<sup>[8]</sup> It is intuitive and structural, and can clearly show the knowledge and internal hierarchical relationship in a certain field. It is an effective tool to help to form the graphic representation of background knowledge in text reading. With fair system, mind mapping can promote learners to develop a comprehensive thinking. In discourse reading, we can put the text as a whole, the text can be divided into several levers according to its content. Under the premise of understanding the structure and general narration of the text, the learners can master the main idea of the text, rather than understanding the single words. If they start from the single words or the single sentences, but do not consider the relationship among different parts. So it's difficult to understand the logic of the text, they also cannot understand the contents deeply. In the process of reading comprehension, there are two interactive processing modes: top-down and bottom-up, that is, the reader automatically recognizes language knowledge in reading, activates the corresponding background knowledge of the article in his mind in order to predict the contents of the article, and constructs a mind map according to the relevant knowledge, thus, helping students to understand the contents of the article and judge the intention of the author.<sup>[5]</sup>

Mind mapping, as a new and original reading strategy, can motivate us to explore the article actively, find the key words actively, and express the relationship between the main points through lines, colors, symbols, and marks etc., so as to construct the contents and structure of the discourse and enhance our understanding and memory. Applying the mind mapping to the introduction of business background knowledge, which conforms to the characteristics of business language of conciseness, large capacity and logical and clear mind, so that the readers can quickly integrate into the business context and perceive business culture. Mind mapping strengthens the organization, displays and important points of knowledge, which can effectively explore our overall thinking and divergent thinking, and improve our awareness and ability to extract information by using the characteristics of Business English Discourse reading comprehension and background

knowledge. The form of mind mapping is flexible, it can stimulate our imagination and improve our interest in reading. The construction of mind map will urge us to use all useful knowledge for information selecting, mind sorting, active analysis and establishment of well-organized business knowledge network. Mind mapping is in line with the method of brain perception, which can enhance our understanding of the content of the article and help us to remember them, so as to improve our language comprehension and application.

Therefore, in other words, the mind map "externalizes the contents and structure of the text". Through the superficial analysis of a text and based on the name of the characters, person name, the place, the time, five "W" and one "H" - Who, Where, What, Why, When and How, and other key words, one can draw a mind mapping, then the reader can dig the key points in depth and understand the central idea of the article.<sup>[8]</sup>

## 3. Mind Mapping Design in Business English Discourse Reading and Learning

### 3.1 The Research Object

The research object of this article is The second volume of the English reading, I selected theme of "Build Cross-cultural Communication" (Figure1) in Unit 2. Before studying the text, students should master some important top-related words, then to know about some top-related quotations, for example, "Culture makes people understand each other better. And if they understand each other better in their soul, it is easier to overcome the economic and political barriers. But first they have to understand that their neighbor are, in the end, just like them, with the same problems, the same questions." — Paulo Coelho (Figure 2). The importance of learning is from quotation to intercultural communication. The third step is to understand the effective intercultural communication strategy by reading the short passage Read and Think (Figure 3) as well as how to proactively learn about multicultural companies in advance, so as to understand and master certain background knowledge. Finally, analyze the cases "From the U.K. about South Korea" and "the Aflac duck is going to Japan...with a softer quack" (Figure 4) understand the different cultural patterns, as well as different intercultural communication in business environment (Figure 5).



Figure 1. Theme of “Build Cross-Cultural Communication”

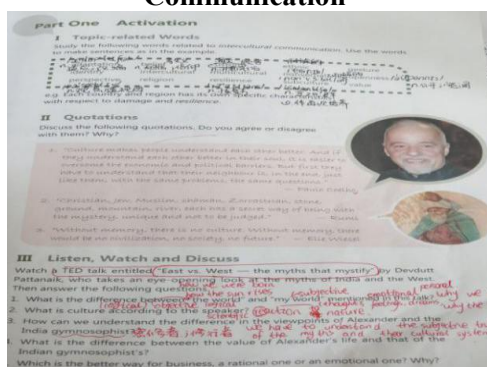


Figure 2. Paulo Coelho

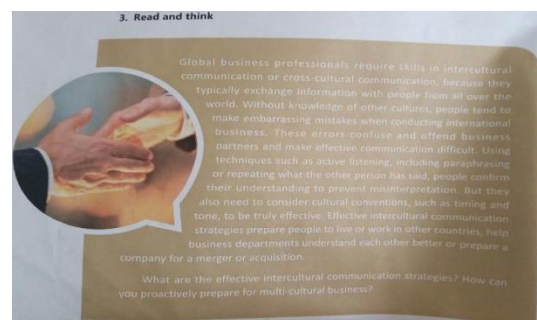


Figure 3. Read and Think

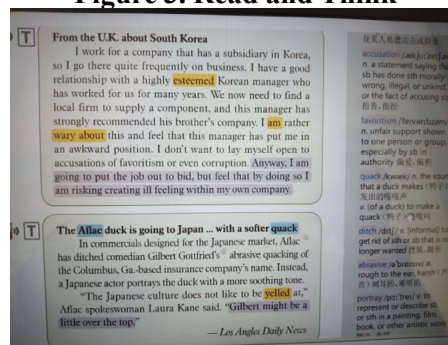


Figure 4. Background Knowledge

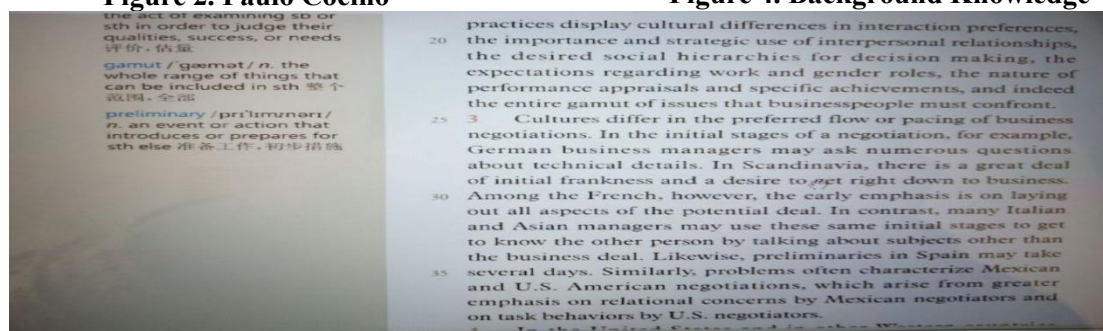


Figure 5. Different Cultural Patterns

### 3.2 Research Method: Case Study

The application of mind mapping in Business English Discourse reading and learning enables me to better understand the theme of the text, learn the relevant vocabulary in a hierarchical way, master the background knowledge of the article, and construct the text learning method. In this text, the steps of mind mapping application are as follows: (1) Import key words. The use of mind mapping can present important business background knowledge, and the determination of key words makes the construction of mind mapping an extended starting point in paragraph reading; (2) Summarize the key words. To construct a mind mapping framework, that is, to use relevant Business English Discourse reading knowledge to judge content points and hierarchical relations and to sort out the logical relations, and to organize and present them; (3) Fill in key

content for mind mapping framework. On the premise of asking questions about details, we should supplement the content and enhance its understanding of the details of the article; (4) Retell the content with mind maps. Mind map is a summary of the structure and content of an article. By mastering the mind map framework, the content of the article can be clearly presented. (5) Build the mind map of this paper. That is, the final mind map is generated after the fusion of the reading content and the topic.

From “From the U.K. about South Korea” and “the Aflac duck is going to Japan...with a softer quack” can be informed of the first case, the relationship between the British manager and the South Korean manager is good due to business negotiations. When local suppliers were needed, the British manager did not consider the South Korean company with which he cooperated, but the South Korean manager highly praised his brother’s company, which made him so

embarrassed. In the end, he chose to make an open bid, but felt that it would make the internal of the company feel uneasy. In the second case, the original comedian was dumped in an Aflac duck designed for the Japanese market because Japanese people don't like being yelled at. So the company chose another Japanese actor to take his place. The two cases then lead to the main body. We can understand that different countries have different cultures, which lead to different business models, negotiation processes, and interpersonal relationships, social hierarchy and work roles for strategic purposes.

### 3.3 Research Process and Results

#### 3.3.1 Before reading

Before learning this article, discourse learning is the central word, which rapidly diverges into the

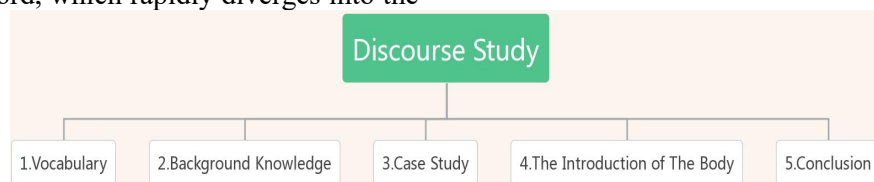


Figure 6. Discourse Study

#### 3.3.2 While reading

By vocabulary and background knowledge before reading, we probably understand the article, and then we can draw the hand-painted concrete mind mapping, reading the whole

knowledge structure. We will start from the following five aspects: Vocabulary, Background Knowledge, Case Study, Introduction of the body, Conclusion. (Figure 6) As is known to all, vocabulary is the basis of article reading comprehension. Only by mastering relevant vocabulary of article, can we better understand the main idea of text. First words ethnocentricity, preliminary, confrontational, intermediary, delegate, bureaucratic, autonomy and so on that the article should be related to ethnocentrism, bureaucracy. Secondly, in reading comprehension, background knowledge plays a crucial role in understanding. Therefore, we can combine pre-class case analysis with the main idea of the article to establish a connection and expand the cognitive diagram.

article can be divided into the Case Study and Discourse, Discourse reading. we can divide again, they are called Skimming Reading, Reading, and Appreciative Reading.<sup>[9]</sup>

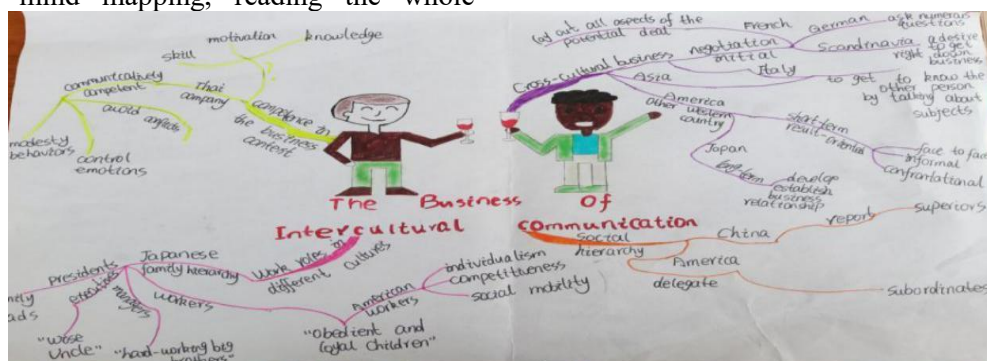


Figure 7. Mind Mapping

Through the reading (Figure 7), we can know: Cultural patterns influence the behavior of business negotiations. Business practices display cultural differences in interaction preferences, the importance and strategic use of interpersonal relationships, the desired social hierarchies for decision making, the expectations regarding work and gender roles, and issues that business people must confront.

The role of work also permeates family values with cultural differences. Among the Japanese, work roles are an extension of the family hierarchy. That is, presidents “family heads”,

executives “wise uncles”, managers “hard-working big brothers”, workers “obedient and loyal children”. American workers employed in Japanese-managed companies do not see themselves as “loyal and obedient children” and instead hold traditional American values of individualism, competitiveness, and social mobility.<sup>[10]</sup>

The knowledge, motivation, and skills make up the business environment. Most people recognize that the cultural heterogeneity of the workforce brings with special challenges and opportunities, both for companies and for the

individuals who work in them. <sup>[11]</sup>

### 3.3.3 After reading

Before and during reading, we can get the outline of the text: After studying the text, we should learn to cultivate cross-cultural awareness and further development of international trade. Culture in general is concerned with beliefs and values on the basis of which people interpret experiences and behave, individually and in groups. Within any culture, people's values, behaviour, and beliefs can vary enormously. Differences may occur due to time of arrival in a place, length of settlement, socioeconomic background, level of education, rural or urban residence, identification with cultural and religious background, and different life experiences — including the experience of migration. <sup>[12]</sup>

Articles of the mind map is the content of visualization, its structure is clear, is helpful to remember and repeat, with the help of mind mapping image memory when retelling, with discourse series points and the details of mapping, with the help of the hierarchical structure of the mind map, we are more easy to grasp the key and the corresponding detail, sum up the article which is administrative, logical to learn related words again at the same time, deepen our memory.

## 4. Conclusion

Mind maps present a radioactive three-dimensional structure, in line with our thinking characteristics. The application of mind mapping in Business English Discourse reading comprehension can help us to overcome the reading barrier in terms of business vocabulary, discourse structure, after-class practice, and other aspects to improve understanding and strengthen memory. Complex articles become easy to understand, the use of mind map can grasp the main idea of the article at a glance, in-depth understanding of the full text. But this article is in the English reading the second volume of Unit 2 Text I, for example, there are still many deficiencies, we also need to continue to study the application of mind map in the Business English Discourse reading.

## Acknowledges

This paper is one of the stage achievements of the 2025 Lanzhou Institute of Technology Higher Education Teaching Reform Research

Project titled “Exploring the Path of Teaching Reform in *Business English, An Integrated Course* Empowered by Large Language Models” (Project No. LGYJG2025-46).

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