

21 世纪高校规划教材

GUOJISHANGWU YINGYU HANDIAN
国际商务英语函电

主编 陈智钢



江西高校出版社

**English Correspondence for
International Business**

国际商务英语函电

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前 言

为培养高素质复合应用型人才,为适应高职高专国际商务英语、国际商务和国际贸易等专业国际商务英语函电教学的需要,我们在总结多年来的教学实践经验及研究、吸收现行同类教材优点的基础上,编写了本教材。

“国际商务英语函电”是一门实践性、操作性很强的课程。在编写过程中,我们尽可能贴近业务实际和学生特点,选用一些实际应用的信函范例以及合同、信用证、各种单据等实例供学生学习和操作。教材力求做到深入浅出,突出实用性和可操作性,充分体现高职高专教材“以能力为本位,以应用为目的,以学生为主体”的特点。

本书共十一个单元,按外贸业务进展的不同内容和环节进行编写。各单元包括业务介绍、国际业务往来函示例、生词和短语、词语注释、典型实用的常用语句和练习等六个部分,有些单元还补充了外贸公司的全真单据供读者学习。

本书内容新颖、重点突出、实用性强,适合高职高专院校商务英语及相关专业的学生使用,也适合高等学校商务英语及经贸专业的学生使用,还可作为外经贸从业人员的参考用书。

本书由陈智钢副教授担任主编,负责本书的体例和修审;由应红雨和周环宇担任副主编。具体编写分工如下:

江西工业工程职业技术学院的应红雨编写了第一单元和第四单元,江西财经职业学院的余薇编写了第二单元和附录,江西财经职业学院的陈智钢编写了第三单元,上饶职业技术学院的余晓琴编写了第五单元和第八单元,江西工业贸易职业技术学院的周环宇编写了第六单元和第七单元,江西工业工程职业技术学院的彭晓娟编写了第九单元,江西工业工程职业技术学院的肖文艳编写了第十单元,江西环境工程职业学院的周虹编写了第十一单元。

本书经江西师范大学外语学院王松林教授审阅,并提出宝贵意见,在此深表谢意!

在编写过程中,我们参考了有关专家、学者的著作论文和多种同类教材的内容,在此表示感谢。

由于水平有限,编写中难免出现不当和疏漏之处,欢迎广大师生和同行、专家不吝赐教。

编 者
2007年7月

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Unit One

Basic Knowledge of Business Letter Writing

Brief Introduction

Business letter writing is the basis of all business document writings. Therefore, it is necessary for us to master some knowledge of business letter writing.

I . Components/Elements of Business Letters

There are various business letters and forms, but their basic components are the same. A standard business letter consists of the following seven essential parts:

1 . Letterhead

Letterhead is the notable element of the business letters, which is usually in the middle, at the top of letter paper. It includes the essential particulars about the writer—the company's name, postal address and zip-code, telephone and facsimile number, web site and e-mail address. There are two kinds of layout of letterhead, which are "Block Form" and "Indented Form". For example:

Block form

MINNESOTA MED-EQUIP Subsidiary of Minnesota Wire Cable Co.
376 Energy Park Drive St. Paul, MN 55168 USA
Telephone: (514)732 – 1989
Fax: (514)732 – 1992
Website: mm@mwccme.Com
E-mail: mmes@tom.com

Indented form

Guangzhou Textiles Imp & Exp Corporation
12/F Guangtex Building
458 Dong Feng Road[Ⓞ]
Guangzhou, 510030
The People's Republic of China
Tel: 83325688 Cable: 1129
Telex: 44452 GZTEX Fax: 83323688

2. Date

The date should be placed two or four spaces below the letterhead to the right for indented format style or semi-block style or the left for the blocked style. It should be written in full and not abbreviated. The preferred order of the parts that make up the date is, the day of the month, the month, the year. For example:

British English: 28th November, 2006; 28 November, 2006

American English: November 28th, 2006; November 28, 2006

3. Inside Address

The inside address consists of the correspondent's name and address. It appears exactly the same way as the envelope and should be placed two spaces below the date. Like the letterhead, the layout of inside address can also be divided into two styles: "Block Form" and "Indented Form". For example:

Block form

Mr. Paolo Follini
Purchasing Manager
Cwore Sportivo
Via Nicolosi 3
20121 Milan
Italy

Indented form

Dr. R. D. Stewart, Director
Univ. of Wisconsin - Superior
Transportation & Logistics Research Center
Erlanson Hall, Room 301
Superior, WI 54880, USA

4. Salutation

The salutation is the polite greetings with which a letter begins. The customary formal greeting in a business letter is "Dear Sirs" or "Gentlemen". It should be placed two spaces below the inside ad-

dress.

5. Body

This part contains the actual message of the letter. It is the important part of a business letter, which includes the opening sentences and the closing sentence. Letters should be divided into clear paragraphs. The opening sentences can be the quotation of the date, reference, subject and basic contents of other's letter, or a brief self-introduction. Necessary background and important information should also be included in the body. The closing sentence is always a simple sentence or just a phrase which concludes the letter.

6. Complimentary Close

The complimentary close is mere a polite way of ending a letter. It should match the form of the salutation and should be placed three spaces below the body to the left for the blocked style or to the date for indented style or semi-block style. The most common sets of salutation and complimentary close are:

Formal

British English: Dear Sirs, Yours faithfully, / Faithfully yours,

American English: Gentlemen: Yours (very) truly, / (Very) Truly yours,

7. Signature

A letter should be signed by hand, and in ink. Because many handwritten signatures are illegible, the name of the signer is usually typed below the signature and followed by his job title or position. For example:

The Overseas Co., Ltd.

(Signature)

John Brown

General Manager

The Optional Parts

The optional parts of a letter are:

8. References

The references may include a file number, departmental code or the initials of the signer of the writer. To avoid confusion, they are marked "Our ref." and "Your ref.". They may be placed immediately below the letterhead.

9. Attention Line (Attn./Att.)

The attention line is used to direct the letter to a specific individual or section of the firm. It generally follows the inside address. For example:

Attn: Mr. John Edison/Att.: Mr. John Edison

Attn: Export Department/ Att.: Export Department

10. Subject Line

The subject line is often inserted between the salutation and the body of the letter to invite attention to the topic of the letter. It is introduced as "Subject/Re" or nothing. For example:

Subject: Sales Contract. 2006 - 118

Re: Damage in Transit

TV Set

11. Carbon Copy Notation (C.C./cc)

When copies of the letter are sent to others, type c.c. below the signature at the left margin.

12. Enclosure (Encl.)

Two line-spacing below the carbon copy notation the writer may indicate one or more enclosures in the letter by following any one of those examples:

Enclosures: Price lists

Encls: Catalogues

13. Postscript (P.S.)

In business letters, postscripts are used to emphasize something, not to mention something forgotten.

14. Identification Line

This line should be typed two spaces below the typed signature, which shows only the initials of the typist. If the director's name is not typed in the signature area, the identification line shows the initials of both the director and the typist. For example, if a letter is directed by Robin Seaton and typed by Helen Marsden, the acceptable forms of the identification line can be written like this:

RS/HM, RS/hm, RS:HM, RS:hm

The following letter is designed to illustrate the position of each part mentioned above:

[Specimen]

Sample 1

1 INTEGRATED COMPUTER TECHNOLOGY CO., LTD.

Rm 808, Kyo - Won - Kong - Jea 35 - 2 Yeoido

Young Dung Po

Seoul

South Korea

Tel: 822 - 782 - 4641

Fax: 822 - 785 - 4245

2 June 12, 2006

3 Dr Brenda Lincoln
ATT Computers Corp. Pte Ltd
88 Kitchener Road, # 02 - 15
Jalan Besar Plaza
Singapore 208512

9 Attn: Mr. I. Takabayashi

4 Dear Dr. Brenda Lincoln,

10 Re: Integrated Circuit Boards

5 Your company has been kindly introduced to us by Mr. Nelson, the president of Autos Company, as prospective buyers of Integrated Circuit Boards. As this item falls within the scope of our business activities, we shall be pleased to enter into direct trade relations with you at an early date.

To give you a general idea of the various kinds of products we handle, we enclose a brochure and a price list. Quotations and sample books will be airmailed to you on receipt of your specific enquiry.

We look forward to your favorable reply.

6 Yours faithfully,
INTEGRATED COMPUTER TECHNOLOGY CO., LTD.

7 Kevin Smith
Sales Representative

14 KS: it

11 cc: Kim Sang-Chul
Moon Young-Seung

12 Enclosures 2

II . Format of Business Letters

Following traditional practice, the indented style business letters are roughly divided into 3 styles: "Full-block Format", "Indented Format" and "Semi-block Format". The first one is used mainly in the United States while the second and third ones are used popularly in Britain and the old British colonies.

1. Full-block Format

The outstanding feature of this style is commencement of all typing lines, including those for the date, the inside address, salutation and complimentary close, at the left margin.

Sample 2

Allen Incorporation
1580 St. Louis Street
Los Angeles, CA 80018
U.S.A.

January 6, 2007

Guangzhou Textiles Imp & Exp Corporation
8 - 15/F Guangtex Building
438 Dongfeng Road (C)
Guangzhou, 510030
The People's Republic of China

Dear Sirs,

Your corporation has been recommended to us by John Simmon & Co. of London, with whom we have done business for many years. We take the liberty of writing to you in the hope of entering into business relations with you in the line of textiles business.

We are at present interested in your cotton piece goods and shall be glad if you will send us a copy of your catalogue and current price list.

Yours faithfully,

Allen Incorporation

James Smith

2. Indented Format

The feature of this style: the date is written at the right margin below letterhead, while inside address and salutation are at the left-margin. The beginning of each paragraph of the body is indented to 4-5 margins, and the complimentary close and signature are also written at the right margin.

Sample 3

Heibo Electrexp Co.
35 Sanlihe Street
Beijing, China
Tel: 27814554 Fax: 27814554

January 6, 2007

United Industries Ltd
Victorial Science Park
Ellingham NGT 4FE
United Kingdom

Dear Sirs,

We are indebted to your Commercial Office in Beijing, from whom we learn that you are a leading importer of electric goods in your area. As this item falls within our business scope, we are pleased to approach you for the establishment of trade relations with you.

In order to acquaint you with our business lines, we enclose a copy of our export list covering the main items now available for export. If you are interested in any of the items, please advise us and we shall be glad to make you an offer.

Your early reply will be highly appreciated.

Yours faithfully
(signature)

Jiang Lin (Miss)
Sales Manager

3. Semi-block Format

The feature of this style is mixed up indented-format with full-block format. This style is similar to indented format except that the layout of its body is similar to full-block format.

Sample 4

Furnimport Co.
313 Fuway Road
Shanghai, China
Tel: 47894534 Fax: 47894535

May 12, 2007

Stars Properties Co.
125 West Street
Chicago, IL 60698
U.S.A

Gentlemen,

We have obtained your name and address from Messrs Anderson & Co., and we are writing to enquire whether you are willing to establish relations with us.

We have been importers of office equipment for many years. At present, we are interested in extending our range and would appreciate your sending us catalogues and quotations.

If your prices are competitive, we would expect to transact a significant volume of business.

We look forward to your early reply.

Sincerely yours,
(signature)

Ma Xingjian
Assistant Manager

Reflecting the fast pace of business world, the popularity of the block style has been rapidly increasing in the recent years. Also, the wide spread use of facsimiles has further contributed to its increased use.

Busy secretaries and typists naturally prefer the blocked style to the indented style because it saves time. With this method, they do not have to use the tab at all. In addition, they can save even more time by using "Open Punctuation".

Owing to the fact that streamlined "Blocked Style" reflects modern business procedures, we consider it inevitable that it will totally replace the outdated and time-consuming indented style in the near future.

III . Addressing Envelopes

The three important requirements of envelope addressing are accuracy, clearness, and good appearance. Business stationery ordinarily has the return address printed in the upper left corner of the envelope. Name and address of the receiver should be typed above half way down the envelop to leave enough space for the postmark and stamps. Post notations such as "Registered", "Certified" or "Confidential" should be placed in the bottom left-hand corner. When a letter is mailed to a third person who is bound to pass it onto the addressee, write the third person's name down below the addressee's, write the words "care of" in front of it. For example: Mr. Zhang Hai

C/O Mr. Jone Smith

Like the inside address, there are two kinds of the format of envelope, which are "Block Form" and "Indented Form". The former is used mainly in the United States while the latter is used popularly in Britain and the old British colonies. For example:

Block form

China North Industries Corp
25 Guanganmen Nanjie
Beijing, 100053
China

(The above is the sender's name/address)

STAMP

Mr. Williams Smith
AUTOS Company
30 Broadway
New York, NY 10027
U. S. A.

(The above is the receiver's name/address)