

高等院校商务英语专业
核心课精品系列教材

Business English Writing

商务英语写作

朱慧萍 / 主 编

 首都经济贸易大学出版社

高等院校商务英语专业核心课精品系列教材

Business English Writing

商务英语写作

◎ 主 编 / 朱慧萍

◎ 副主编 / 郑月泉

◎ 编 者 / 董 玮 鲁 瑶 高福猛 朱慧萍 郑月泉 徐 浩

 首都经济贸易大学出版社

· 北京 ·

图书在版编目(CIP)数据

商务英语写作/朱慧萍主编. —北京:首都经济贸易大学出版社,2008.6
(商务英语专业核心课精品系列教材)

ISBN 978 - 7 - 5638 - 1514 - 2

I. 商… II. 朱… III. 商务—英语—写作—高等学校—教材 IV. H315

中国版本图书馆 CIP 数据核字(2008)第 012876 号

商务英语写作

朱慧萍 主编

出版发行 首都经济贸易大学出版社

地 址 北京市朝阳区红庙(邮编 100026)

电 话 (010)65976483 65065761 65071505(传真)

网 址 <http://www.sjmcb.com>

E-mail publish@cueb.edu.cn

经 销 全国新华书店

照 排 首都经济贸易大学出版社激光照排服务部

印 刷 北京地泰德印刷有限责任公司

开 本 787 毫米×980 毫米 1/16

字 数 484 千字

印 张 25.25

版 次 2008 年 6 月第 1 版第 1 次印刷

印 数 1~5 000

书 号 ISBN 978 - 7 - 5638 - 1514 - 2/H · 83

定 价 35.00 元

图书印装若有质量问题,本社负责调换

版权所有 侵权必究

前言

Preface

本教材是专门为高等院校本、专科商务英语、国际贸易、国际商务等专业商务英语写作课程而编写的。商务英语写作包括各类商业书信、通函、应用文等的撰写,它是国际商务活动中重要的书面沟通形式,也是企业、公司内部与外部信息交流的有效手段。商务写作中使用的商务语言应该规范,要体现商业活动特色;内容应具体,主题明确;表述应准确,意思清楚;语句应规范,流畅自然;用词应简洁,不用陈腐词语;语气应礼貌、委婉。以上这些方面也是学生和所有有志于从事国际商务活动的专业人士的学习目标和努力方向。

商务英语写作是一门应用型课程。本教材的编写宗旨是:教学内容具有实用性、针对性,练习设计具有可操作性、模仿性,实施语言基础与专业技能并重的训练方式,练习形式多样,由易到难,兼顾不同英语水平,适合分级教学,特别是注重应用,够用为度。在此基础上,进一步提高国际贸易、国际商务及商务英语专业学生的专业素质和实际应用能力。

本教材在编排体例方面具有以下特点:①教材内容根据实际商务活动需要选编,涵盖了实用性较强的现代通信方式如电子邮件、传真,及国际贸易书信、各类商业通函、常用会务文书及应用文等。教材中还专门安排一个单元介绍商务英语写作策略。全书内容丰富、全面,有针对性。②在单元安排上兼顾商务写作与英语写作基础提高,包括了单元概述,写作基本功介绍,提供了大量英文书信实例(包括电子邮件和传真)及各类体裁的应用文实例,以及大量相关常用句式。③每单元练习形式多样,注重实用性与交际性。练习由易到难,循序渐进,包括句子练习、词汇选择、模拟套写、按情景写作等,体现出按真实商务情景进行模拟训练的特点。练习可根据教学班的实际需要灵活使用。④本教材还在附录中提供了常用国际贸易合同样本、运输单证和实用国际贸易英语缩略语,供学生学习与参考。本书分3个部分,共21个单元,可按实际教学需要选择相关单元,或安排两个学期完成所有单元的教学内容。

本教材主要由上海对外贸易学院国际商务外语学院一支具有多年商务英语教学的青年教师团队编写,部分教师具有实际商务体验和为公司员工培训的经验。本教材由朱慧萍主编,郑月泉副主编,高福猛、鲁瑶、董玮、徐浩参加编写。朱慧萍、郑月泉对本教材各单元作了审阅。其中,朱慧萍编写第1—3单元(商业信函格式和写作策略等部分)和第19—21单元(应用文写作部分),并提供了部分合同、外贸单证和常用国际贸易缩略语。

郑月泉、鲁瑶负责编写第4—9单元；鲁瑶、徐浩负责编写第10—11单元；朱慧萍、董玮负责编写第12—18单元；高福猛负责编写21个单元中的基础写作与练习部分。在编写过程中，研究生邓慧芬、赵海燕、周莹、张瑞雪、相菊兰、章蕊寒等为本教材的编写提供了许多帮助，在此向她们表示感谢。本教材能够顺利出版，与本书责任编辑孟岩岭老师一丝不苟的审校和提出的建设性意见分不开，编者在此向他表示衷心感谢。由于本教材编写日程较紧，编者水平有限，难免存不当之处，敬请同行、专家不吝赐教，提出建议和意见。

编者

2008年5月

Contents

目 录

An Overview of Business Writing

商务写作概述	1
--------	---

Part I Letters for International Trade

第一部分 国际贸易信函

Unit 1 Electronic Correspondence(电子通信)	7
Unit 2 Layout of Business Letters(商业信函格式)	18
Unit 3 Writing Tactics for Business Letters(商业信函写作策略)	37
Unit 4 Enquiries and Replies to Enquiries(询盘与答复)	54
Unit 5 Offers and Counter - offers(报盘与还盘)	71
Unit 6 Orders and Their Acknowledgement(订单及确认)	84
Unit 7 Packing and Insurance(包装与保险)	101
Unit 8 Shipment and Payment(装运与支付)	118
Unit 9 Commodity Inspection and Arbitration(商品检验与仲裁)	134
Unit 10 Complaints and Replies to Complaints(投诉及回复)	147
Unit 11 Agency(代理)	160

Part II Business Circulars

第二部分 商业通函

Unit 12 Enquires(询问函)	179
Unit 13 Sales Letters(推销函)	190
Unit 14 Letters of Information(通知函)	202
Unit 15 Letters of Confirmation(确认函)	211
Unit 16 Letters of Application (申请函)	222

Unit 17	Letters of Invitation and Reply(邀请函及回复)	243
Unit 18	Letters of Congratulations & Thanks(祝贺信与感谢信)	258

Part III Other Business Writings

第三部分 其他商业文书

Unit 19	Practical Writing (应用文写作)	271
Unit 20	Meeting Documents (会务文书)	290
Unit 21	Publicity & Brochures(宣传资料与简章)	308

Keys to Exercises	习题答案	326
-------------------	------	-----

Appendixes	附录	387
------------	----	-----

附录 1	Contracts(合同)	387
附录 2	Documents used in foreign trade(外贸单证)	392
附录 3	Abbreviations used in international trade(常用国际贸易缩略语)	397

An Overview of Business Writing

商务写作概述

Business writing mainly refers to the writing of organizational documents and mostly the transmission of professional messages for specific and practical purposes in business settings. In this sense the term “practical writing” for business purpose is often applied interchangeably with business writing. Business writing entailed in this course-book in particular takes such forms as: (1) business letters or circulars used in the international trade and daily operation; (2) meeting documents writing for both internal and external business communication; (3) publicity and sales literature; and (4) manuals and instructions, etc.

商务写作主要是指组织机构方面的文件,大部分在商务活动中用于传递具体及实际用途的专业信息的写作。从这个意义讲,作为商务用途的“应用文”这一术语经常和商务写作通用。本书所包含的商务写作主要是以下的形式:(1)国际贸易和日常运作中使用的商务信函或通函;(2)用于公司内部和公司之间交际的会务文件;(3)宣传和促销资料;(4)手册和使用说明等等。

Today, people have come to assess the importance of writing in the context of communication, which means the process of sending and receiving messages or information. Business writing actually falls into the category of written communication. Written communication is one of the most important aspects of a business organization. A great deal of business is conducted in writing. With the wide use of fax and recent development of EDP (Electronic Data Processing), even more writing is involved in every part of business. Effective business writers can use their skill to help increase their company's sales and profits by building good rapport with their clients and the general public. For these reasons we can say that the ability to write effectively in English for business is an essential skill for business people around the world.

如今,人们开始注意到交际中写作的重要性,即收发信息的过程。事实上,商务写作属于书面交际的范畴。商务写作是商业机构中起最重要作用的一个方面,大量的生意涉



及写作。随着传真机的广泛使用和EDP(Electronic Data Processing 电子数据处理)的最新发展,写作更多地涉及生意的每个环节。有效的商务撰写者能运用他们的技巧去提高公司的业绩,与他们的客户及大众建立良好的关系。因此,我们可以这样说,能用英文进行高效的商务写作是全球生意人一项必备的技能。

Every business message is designed to achieve a specific business objective. A business message is only considered effective or successful when the receiver or the reader interprets the message as the sender intended it and, at the same time, it achieves the sender's purpose as well. In order to meet these objectives, we should consider these criteria when we try to organize our ideas and thoughts in business writing in the following aspects: (1) Clarity means that the meaning the reader gets is exactly the writer intended. The reader doesn't have to guess. (2) Completeness means all of the readers' questions are answered and problems considered. The reader has enough information to evaluate the message and can act on it promptly. (3) Correctness means all the information presented in the writing is exact and accurate. In other words, the message is free from any errors in punctuation, spelling, grammar, word order and sentence structure. (4) Efficiency means it can save the readers' time when reading the message. (5) Goodwill building means the message presents a positive image of the writer and his or her organization. It treats the reader as a person, and thus builds a good relationship between the writer and the reader.

每条商务信息都是为了特定的商务目的。一条商务信息只有在接收者或者是读者能理解发送人想表达的意思的时候才被认为是有效的。同时,发送人的目的也才能达到。为了达到上述目标,商务写作中,在我们组织观念和想法的时候,必须考虑到以下几个方面的标准:(1)表达清晰意味着读者获取的信息与发送者所要表达的完全一致,读者无需去猜测。(2)表达完整意味着读者的所有问题都必须被考虑到并作出解答。读者得到足够信息以作出评估并能迅速运用它。(3)表达准确意味着写作中所表达的所有信息都是精确无误的。换句话说,信息中绝对不会出现标点、拼写、语法、词序和句子结构上的错误。(4)信息高效意味着当读者阅读这些信息的时候不会浪费任何不必要的时间。(5)良好形象的树立意味着这些信息把作者和他(她)所在的公司以积极的形象展示在读者面前。在写作过程中,作者充分考虑读者,因此会在他(她)和读者间建立起良好的关系。

Business language ought to be normative embodying the characteristics of business activity. To be more specific: being concrete in content; clear in subject; accurate in description; explicit in meaning; standardized, fluent and natural in sentence; being concise in wording and free from being trite; and courteous in tone.

商务语言应该规范,要体现商业活动特色。具体而言是:内容具体,主题明确;表述准



确,意思清楚;语句规范,流畅自然;用词简洁,不用陈词;语气礼貌委婉。

Besides, the language we use for business writing should be natural and appropriate. Languages are products of the times and always bear the marks of a particular time. The rapid development of technology has brought changes to business writing. Fax and e-mail send messages quickly, and narrowed the distance between people in different locations. Business writing, in general has assumed a more friendly, and conversational style.

此外,商务写作的语言应是自然得体的。语言是时代的产物,势必会烙上某一特定时代的印记。科技的迅速发展也促使商务写作发生了改变。传真和电子邮件迅速传送信息,缩短了世界各地人们之间的距离。总而言之,商务写作已被看做是一种更友好、更易交流的方式。

The book is designed and compiled with an aim to let students learn some practical writing skills through reading sample letters and doing the after-text exercises, and get themselves prepared for future business career. The book, therefore, is decidedly practical in the structure and content in writing a particular kind of business letter or document, and offers sufficient samples and practice consists of three parts, part one deals with letters on international trade; part two is concerned about the business circular letters; and part three focuses on practical writing of meeting documents and publicity & brochures, etc. There are twenty one units.

本教材的主旨是使学生通过学习信函实例和以做课后练习题的方式学习一些实际的写作技巧,为将来从事的商务工作作好准备。因此,本教材在编写某种特定的商业信函或文书写作方面,尤其在结构和内容上更注重实用性,提供了大量的实例和练习。本教材分为三部分,第一部分包括国际贸易中的信函,第二部分介绍商务通函,第三部分着重介绍会务应用文、宣传资料与简章等的写作。全书一共有 21 个单元。

Part I Letters for International Trade

现代商务英语写作基础

- | | |
|---------|--|
| Unit 1 | Electronic Correspondence
电子通信 |
| Unit 2 | Layout of Business Letters
商业信函格式 |
| Unit 3 | Writing Tactics for Business Letters
商业信函写作策略 |
| Unit 4 | Enquires and Replies to Enquiries
询盘与答复 |
| Unit 5 | Offers and Counter-offers
报盘与还盘 |
| Unit 6 | Orders and Their Acknowledgement
订单及确认 |
| Unit 7 | Packing and Insurance
包装与保险 |
| Unit 8 | Shipment and Payment
装运与支付 |
| Unit 9 | Commodity Inspection and Arbitration
商品检验与仲裁 |
| Unit 10 | Complaints and Replies to Complaints
投诉及回复 |
| Unit 11 | Agency
代理 |

Unit 1

Electronic Correspondence

电子通信

1 Brief Introduction 单元概述

Many companies and institutions are now using electronic mail (known as “email” or “e-mail”) to communicate with customers and suppliers, especially if they have frequent contact. In general, e-mail messages can be written as normal letters.

Here are some tips you should pay special attention to when you write an e-mail:

A. It is a good idea to send yourself an e-mail first. That way, you can check that your name and your address are correct, and that the message is displayed correctly. (Sometimes e-mails arrive as one very long line which is extremely difficult to read! You can change this in your e-mail program.)

B. Don't write IN CAPITALS. In e-mails, capitals are the equivalent of shouting.

C. If you are writing a reply to an e-mail, don't copy the original message back to the person who sent it, unless it is important to do so. (You may need to turn this off in your e-mail program.) The person you are replying to will normally have a copy of their own message.

D. Some e-mail writers copy parts of the original message back to the addressee and then write their reply. Usually, the part that is copied has “>” in front of it. In general, copying parts of the original message into reply is not recommended, for the reasons given above. In addition, many users of e-mail feel this makes an e-mail look untidy and it can give a poor impression, unless you know the addressee very well.

E. Very often, you can “attach” a file to an e-mail message, for example a document, or a picture. Sometimes, the receiver is unable to convert the file so it is useful to say what you are attaching.



Messages sent by fax are usually similar to normal business letters. Some companies simply use their headed paper and write a normal letter which they can send by fax, while other companies use special fax “cover sheets” which show all necessary information. The fax message is usually typed but when the message is very short such as booking hotel accommodation or when companies often work with each other, fax messages are sometimes handwritten in less formal English. Some fax messages are copies of a letter, the original letter is sometimes posted separately, especially if it is important to keep the letter or have a real signature. In this case, the writer might add a statement in the fax giving the necessary explanation.

2 Writing Instructions 写作要义

2.1 电子邮件

2.1.1 电子邮件相关介绍

电子邮件是一种信息传输的方式。人们使用电子邮件可传送任何在计算机或文字处理器上的信息所制作的文案资料,如信函、报告、图像等。电子邮件与信函书写格式及有关的用词和语气等方面存在一些差异,主要表现在:

(1)信头。电子邮件的页面上没有公司信笺上那样的信头,一般只有具体办事人员的邮件地址。

(2)日期。由于计算机会自动生成电子邮件的日期,所以发件人在写电子邮件时不需再另写日期。但是,收件人计算机上一般出现的是收件时的日期,所以,有些写信人还是在邮件文本上将发件日期写上。

(3)封内地址。因电子邮件不用通过邮递,所以信函中的封内地址被收件人的电子邮件地址所取代。

(4)称呼。电子邮件中的称呼与信函中的称呼基本一致,即通常在“Dear”后面写上收件人的尊称和姓。但是,由于电子邮件的收发速度很快,且费用又便宜,邮件交换往往比信函频繁得多。有时一宗交易过程中在双方之间传递的邮件就可多达几十封,所以交换电子邮件的双方会省去称呼中只为表示礼节性含义的“Dear”一词,而且由于电子邮件的地址往往是个人的(具体经办人员),收件人很明确,因而有的电子邮件干脆将其中的称呼也省去了。

(5)礼貌结束语。鉴于与称呼中提到的同样原因,电子邮件中的结束语也往往用 Best regards, Best wishes 等代替了比较正式的信函结束语。有人甚至用更口语化的用语,如“Have a good day”,“Keep in touch”,“Take care.”等来结束电子邮件。

(6)署名。目前,电子邮件一般都不能提供手签姓名的功能,所以发件人往往在邮件



的末尾打上自己的名字。但是在让对方了解了职位名称后,如无变化,发件人是不必在每封邮件上都写上自己的职位名称的。

尽管如此,有不少人认为,为了使电子邮件富有人情味,在邮件中仍需保留称呼、礼貌用语和署名,只是语气不用像信函那样正式。

虽然电子邮件已被广泛用于日常商务书面交际活动中,但在一些重大商业活动中,传统书信的作用仍不可替代,如邀请函(包括请柬)、证明信等表示礼节或作为法律文书的信件等,往往是严格按传统的商业信函规范撰写的,由写信人亲笔签名后,通过邮递送达对方;如有需要,其副本则往往用扫描仪输入计算机,并以附件的形式先期发给对方。

现在,许多公司使用电子邮件与客户及供货商交换信息,进行业务交流。在写作电子邮件时要注意以下几点:

(1)先给自己发个邮件,这样一来可以先检查一下自己的姓名、地址是否正确,显示在屏幕上的信息是否合适(有时候,电子邮件信息出现时排成一长行,阅读起来非常不便。为了避免这种情况,你可以在电子信箱中先作调整)。

(2)不要用大写字母写作,在电子邮件中,大写字母等同于号叫。

(3)回复电子邮件时,不必将原邮件再发给发信人,除非这封邮件特别重要。通常,给你发邮件的人会留着备份。

(4)有些写电子信件的人在写回信时,将原邮件的一些内容抄上发回给写信人,然后再写上自己要写的回信内容。通常,抄上去的原文部分前加符号“>”。一般情况下,不提倡将原邮件中的内容抄到回信上,原因如前所述。另外,许多使用电子邮件的人认为这样会使邮件显得不够整洁,会给人留下不好的印象,除非你与收信人很熟悉。

(5)有时,你可以将文档里的内容如文件、图片等附在邮件里。收信人有时候不能转换文档,因此,有必要告诉收信人你的附件是什么。

2.1.2 电子邮件格式及实例

Sample 1 电子邮件格式示例

To—The recipient's name/title; company; and e-mail address

(收件人姓名/职位、公司、电子邮件地址)

From—The e-mail writer's name/title; company; and the e-mail address

① E-mail head

(写信人姓名/职位、公司、电子邮件地址)

(邮件信头)

Subject—telling what the e-mail message is about (邮件内容)

Date—day/month/year (日/月/年)

The message (相关信息)

②Body (正文)



Sample 2 电子邮件实例

Mail To: Vincenzo Pellegrini, avapellegrini@italialink.it

Subject: Re: Distributor details

Attachment: DISTRIBUTORS.DOC

Thank you for your e-mail in which you ask about distributors in Italy.

Our main distributor in Italy is Mazzerini Stock House, Via Cavour 123, Milano 14253. Tel 02-7488 × × ×. However, we also have distributors in 150 other cities in Italy. I am attaching a list of their addresses to this message. Please let me know if you have problems opening the file.

With best wishes

Henry Saffron

Sales Executive, David Clothing Ltd.

See us on web: www.david.co.uk

Sample 3 电子邮件实例

To: Support Western Electronics

Address: support@western.com

From: Alejandro Martinez

Address: a.martinez@netinter.com

Subject: MX454

Dear Sir/Madam

Please can you send me technical specifications of your MX454 computer storage systems.

Yours

A. Martinez

2.2 传真

2.2.1 传真相关介绍

传真信件一般都是信的复印件,原件有时需单独邮寄,尤其是要保存真实签名时。在这种情况下,在传真上可加上这样一句话:“I am faxing this letter now but I will forward the top copy to you for records.”(我现在将信件传真寄给你,并把正本寄上,以便存档。)现在,许多企业和公司都使用印好的标准传真首页(Printed Fax Format/Fax Cover Sheet),上印有公司名称的信头。使用传真首页可作为发送主题信息时的说明,解释随附传送的文件。

传真首页一般包括三个部分:①传真信头(Fax Head);②传真标题(Fax Headings);③传真正文(Fax Body)。传真信头包括:发件人公司名称、邮政地址和联系电话、传真号