

海关进口货物报关单

中华人民共和国海关进口货物报关单



普通高等教育“十一五”规划教材
高等院校国际贸易类教材系列

施晓燕 李红 主编

商务英语应用文写作

INTERNATIONAL TRADE



科学出版社

www.sciencepress.com

普通高等教育“十一五”规划教材

高等院校国际贸易类教材系列

商务英语应用文写作

施晓燕 李 红 主编

科学出版社

北 京

内 容 简 介

本教材比较系统地介绍了商务英语信函写作和商务英语常用文体写作的基本知识。其中涉及商务信函写作的第一部分 11 个单元,主要按商务贸易流程中各个环节的顺序编写;第二部分 5 个单元包含了商务电子邮件、备忘录、会议纪要、报告、合同等商务英语中常用的主要文体。本书将写作知识和技巧的介绍与学生写作技能的培养相结合,为学生提供了大量的范文、词汇和常用例句,以有效地提高学生的实际语言运用能力。

附录部分包括常用商务英语缩略语和常用电子邮件缩写词、首字母组合和行话。

本书适合高等院校英语、工商管理和管理类专业使用,也可供对外经贸业务人员和各类涉外企业人员参考。

图书在版编目(CIP)数据

商务英语应用文写作/施晓燕,李红主编.—北京:科学出版社,2010
(普通高等教育“十一五”规划教材·高等院校国际贸易类教材系列)
ISBN 978-7-03-028638-3

I. ①商… II. ①施…②李… III. ①商务—英语—应用文—写作—高等学校—教材 IV. ①H315

中国版本图书馆 CIP 数据核字(2010)第 158427 号

责任编辑:王京伟 / 责任校对:王万红

责任印制:吕春珉 / 封面设计:东方人华平面设计部

科学出版社出版

北京东黄城根北街 16 号

邮政编码:100717

<http://www.sciencep.com>

百善印刷厂印刷

科学出版社发行 各地新华书店经销

*

2010 年 9 月第 一 版

开本:787×1092 1/16

2010 年 9 月第一次印刷

印张:12 1/2

印数:1—3 000

字数:296 000

定价:20.00 元

(如有印装质量问题,我社负责调换〈百善〉)

销售部电话 010-62134988 编辑部电话 010-62135397-8004 (HF02)

版权所有,侵权必究

举报电话:010-64030229; 010-64034315; 13501151303

前 言

21 世纪是一个充满机遇和挑战的时代,中国在各方面都将与国际标准接轨,商务领域理应走在前列。学生毕业后从事商务英语相关业务时,往往需要娴熟的商务英语写作技巧。

随着中国对外开放的深入与自身经济的迅速发展,越来越多的工作岗位涉及英文商务书面沟通,需要经常用英语撰写商务应用文,如商务信函、备忘录、会议纪要、商务报告、贸易合同等。

商务英语写作涉及商务业务知识、惯例和做法、语言修辞等诸多方面的因素。随着商务活动范围的扩展,商务写作涉及的商务业务知识和惯例、传递信息的手段和方式,以及使用的语言也在不断地发生着变化。在国际商务活动中,如何进行有效的对外沟通,是决定业务成功与否的一个关键因素。那么,在与时俱进的前提下,如何有效提高学生的实际语言运用能力,并帮助学生学习、掌握各种商务英语相关知识和商务英语写作技巧,培养既有专业知识又能熟练运用英语的人才,是目前从事商务英语教学的教育工作者需要探讨的问题,同时也是需要人们去完成的重要任务之一。本着这样的认识,作者编写了本书。

本书主要内容分为两大部分,共 16 个单元:第一部分是商务信函写作,共 11 个单元,内容按商务流程步骤安排,主要包括国际贸易中建立贸易关系、询盘、报盘/还盘、订货、付款、包装/装船、保险、索赔等环节中相关信函的写作;第二部分 5 个单元是商务日常应用文写作,主要涉及一些常见的一般性商务应用文的写作方法,包括商务电子邮件、备忘录、会议纪要、商务报告、合同/协议等体裁。

本书具有以下特色:

1) 内容较新、较全面,系统性较强;语言简单易懂;专业性、可操作性强。

2) 在编写方法上力求专业基础知识与实际语言运用相结合,除了商务英语写作基础知识介绍和大量范文外,还配有大量相应的常用词汇和常用句子供学生写作时参考,同时每单元都配有相应的写作和翻译练习,巩固学生的实际语言运用能力和学生的专业基础知识,以期达到良好的教学效果。

3) 以附录的形式提供了较全面的“常用商务英语缩略语”和“常用电子邮件缩写词、首字母组合和行话”。

本书具体编写分工如下:施晓燕编写第 1~14 和 16 单元,李红编写第 15 单元和部分练习。本书编写得到了浙江海洋学院教务处领导的大力支持,在此一并表示感谢。

由于编者水平有限,书中不妥之处在所难免,敬请广大读者批评指正。

Contents

PART I Business Correspondence

Unit1	Fundamentals of Business Letter Writing	3
1.1	Language Style and Tone of Business Writing	4
1.2	Essential Principles of Business Writing.....	6
Unit 2	The Components and Layout of the Business Letter.....	12
2.1	The Components of the Business Letter.....	12
2.2	The Layout of the business letter	16
2.3	The Layout of the Envelope	21
Unit 3	Status/Credit Inquiries and Replies	23
3.1	Introduction to Status/Credit Inquiries and Replies.....	23
3.2	Sample Letters	26
Unit 4	Establishment of Business Relations	33
4.1	Introduction to Letters of Establishing Business Relations and Replies.....	33
4.2	Sample Letters	34
Unit 5	Inquiries and Replies.....	41
5.1	Introduction to Inquiries and Replies.....	41
5.2	Sample Letters	44
Unit 6	Quotations, Offers and Counter-Offers	51
6.1	Introduction to Quotations, Offers and Counter-Offers.....	51
6.2	Sample Letters	53
Unit 7	Orders and Replies	62
7.1	Introduction to Orders and Replies.....	62
7.2	Sample Letters	64



Unit 8	Payment and Settlement	72
8.1	Introduction to International Payments	72
8.2	Letters Concerning Payments	74
8.3	Sample Letters	76
Unit 9	Packing and Shipment	88
9.1	Introduction to Packing and Shipment	88
9.2	Sample Letters	90
Unit 10	Insurance	100
10.1	Introduction to Insurance	100
10.2	Letters Concerning Insurance	102
10.3	Sample Letters	103
Unit 11	Complaints/Claims and Adjustments	110
11.1	Introduction to Complaints /Claims and Adjustments	110
11.2	Sample Letters	112

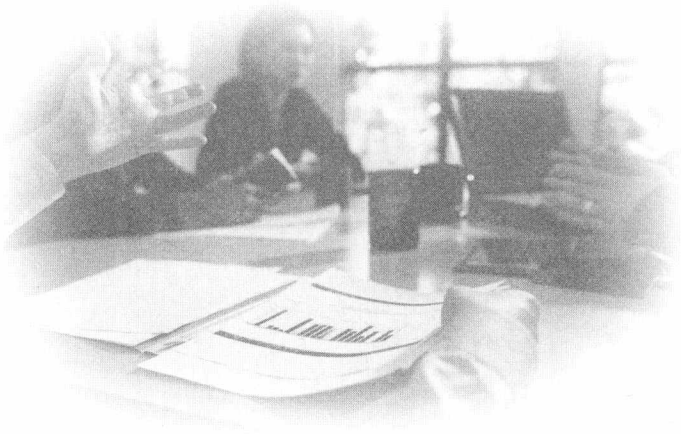
PART II Other Practical Business Writings

Unit 12	E-mail Writing	123
12.1	Introduction to E-mail Writing	123
12.2	Sample E-mails for Business Communication	126
Unit 13	Memo Writing	131
13.1	Introduction to Memo Writing	131
13.2	Sample Memos	135
Unit 14	Minutes Writing	139
14.1	Introduction to Minutes Writing	139
14.2	Sample Minutes	141
Unit 15	Business Report Writing	145
15.1	Introduction to Business Report Writing	145

15.2	Types of Reports	151
15.3	Sample Reports	158
Unit 16	Contract Writing	164
16.1	Introduction to Contract Writing.....	164
16.2	Sample Contracts.....	168
Appendix I	常用商务英语缩略语.....	178
Appendix II	常用电子邮件缩写词、首字母组合和行话.....	190
References	192

PART I

Business Correspondence



Unit 1

Fundamentals of Business Letter Writing

Objectives

After you have studied this unit, you should be able to:

- be acquainted with the language style and tone of business writing.
- understand the basic principles of business writing.

Business correspondence is an indispensable part of business communication. In business field, business people cannot afford the time for, nor the expense of, a personal visit each time they want to transact business in various parts of the country or world, they make phone calls or write letters instead. It is a process through which the parties involved establish partnership or relationship, negotiate terms, strike deals, and complete transactions. A business letter is written and sent on behalf of the company to someone in another firm or organization. Though nowadays in business communication, new information technologies are increasingly used, such as telephone, videotape, and voice mail as well as fax, E-mail, letter, memo report, resume, short message, and other electronic media, by whatever means they make business communication, the business messages, even telephone messages are usually put in writing for understanding and formal confirmation by both writer and receiver and as a source for later reference. Therefore, business letter is still very important means. One of the reasons for the survival of business letter may be owing to its being in black and white, which may be kept for later reference for it carries something undoubted or denied. Another reason is that a letter written by someone bears someone's signature, gives off a touch which may make the business not so tough or cold. Successful business letters must be presented with suitable layout, well-structured message, correct use of English, appropriate language style and tone. To achieve these, the writer has to know some basic principles of business letter writing.



1.1 Language Style and Tone of Business Writing

The traditional conventions of business writing put much emphasis on formality, what was known as “commercialesse” was commonly used. In recent decades it has gradually given way to the more modern approach, business letters have become more and more informal and relaxed today. It is recognized that the style of modern business letters tends to be more direct, concise and informal. Business writers choose short, personal, and common words and write in relatively shorter sentences. It would be awkward to write an internal memo with formal words like *endeavor* instead of *try*, or *interrogate* instead of *ask*. Of course, there are occasions which call for formal language, such as claims, complaints, letters requesting payment, etc.. Whatever style it may be, conventions of wording, punctuation, sentence structure and grammatical rules must be followed. We should bear in mind that every letter that leaves the office functions as a messenger of goodwill on behalf of the company in which you are working. Its style and appearance must be in compliance with its function. Business English writing is a process of cultural study as well as a practical writing, for its main purposes is to develop the writer’s ability to maintain pleasant relations with others. To achieve such a purpose, effective business letter language should be accurate, concise, and courteous.

Effective business writing should contain the precise presentation of an idea and exact expression of details to be accurate. To achieve these, it is suggested that a reference line be there heading the letter or the memo, because it can easily draw the correspondent’s attention, and besides, errors should be avoided.

A business writing should be tied to the topic so as to save time and money for both the writer and the receiver. The receiver’s attention is directed towards the important details. To do so, the writer should not try to use cliché but hit the point, and avoid any vague words that might give rise to misunderstanding.

In addition, business writing should be courteous, friendly, and sincere. To be polite is not only for pleasing others, but also for benefiting both sides. And friendliness is important as well. You can make your letter cozy by using friendly sounding words and expressions. Sincerity is another quality of effective business writing. You express your real wish to be of service to the recipient of the letter, and impress him with sincere attitude to make him believe what you say. To write a sincere letter, you must believe in people, in your company or organization, and in yourself.

Business writing differs from other types of writing in that its purpose is to convey the

message clearly and appropriately so as to build up business relationship. Therefore, it tends to be not only informal, concise and courteous, but also accurate both in language and in information it conveys.

Tone in business writing is very important. Tone tells many things about you—your attitude, your sense of fair play, your desire to be of service, etc.. In order to make your writing proper in tone and thus a successful one, you should adapt your writing to fit the specific needs of the receiver. Adaptation includes appealing to the receiver's point of view, avoiding statements that destroy goodwill, and projecting a positive, tactful tone. For instance, you may ask yourself before writing, "What do I want to do with this letter?" and then express yourself accordingly, being persuasive, apologetic, obliging, firm and so on, depending on the effect you want to produce.

1.1.1 Appealing to The Receiver's Point of View

Writing your letter from the receiver's point of view is a basic principle of success in the writing of business letters. If your business letter is not only concise and exact in wording, but also based on the principle of seeing things through your receiver's eyes, your letter will be more interesting and appealing, thus most likely to get the best achievements. Appropriate use of "You" conveys to receivers a feeling that messages are specifically for them.

1.1.2 Avoiding Statements That Destroy Goodwill

The tone of message conveys a writer's attitude towards the message and the receiver. In order to write business letters or memos in appropriate tone, you should first avoid expressions that irritate, or hurt the receivers, and never put the receiver down with belittling statements, which seem to connote that the communicator is temporarily coming down from a level of superiority to join the receiver on a level of inferiority. In addition, you should avoid statement of surprise, doubt and judgments. Expressions that reveal a writer's surprise or doubt about a receiver's behavior may risk conveying something like "I am accustomed to normal behavior, and yours is abnormal and therefore bad". And expressions that reveal judgment of receivers' emotional state are also risky, for such expressions may sometimes be interpreted as insults. For instance, "I'm so sorry you are upset" may be intended as a heart-felt apology, but sometimes "you are upset" may overshadow "I am sorry". This statement could be interpreted as "Your conduct is such that I recognize your lack of self-control. And because of your condition, you could not be thinking rationally."



1.1.3 Projecting a Positive, Tactful Tone

Occasions like declining an order or making complaints are a part of business communication. When this happens, writers of business messages have to express some negative ideas involving blaming the receivers in their business writings. If the writer can adopt tactful means in writing instead of stating negative ideas directly, they can avoid offending the receivers, and help build and keep good business relations with their business partners. To do so, you should follow some rules: Firstly, you should convey negative ideas by using positive language. For example, you can express a negative idea as “We cannot ship your order until you send us full specifications” in a more tactful and positive tone, “You will receive your order as soon as you send us full specifications.” Secondly, you should express negative ideas by using passive voice. When passive voice is used, the sentences retain the essential ideas, but the ideas seem less irritating, because the passive voice sentences place more emphasis on the thing that has not been done than on who has failed to do it. Thirdly, state negative ideas by using the subjunctive mood. If the writer uses subjunctive mood, the tone of the message will sound better. For instance, a negative idea is involved in the sentence “We can not offer you any refunds because the goods you returned are dirty and unusable.” In order to avoid offending the receiver and make the sentence more diplomatic, you can make the tone of the sentence more positive by stating it in the subjunctive mood, “You could obtain a refund if the goods you returned had remained clean and usable.”

1.2 Essential Principles of Business Writing

A business message is considered successful when (1) the receiver interprets the message as the sender intended it and (2) it achieves the sender's purposes. In order to meet these objectives, American experts in business communication developed six C's principles which have been known as the golden rules for business writing, i.e. Courtesy, Correctness, Conciseness, Clarity, Concreteness and Completeness. Up to now, three more C's have been added: Credibility, Considerateness, and Currency.

1.2.1 Courtesy

Review of actual business correspondence reveals that special attention should be devoted to assuring the courtesy of business communication. Courtesy means being sincerely tactful, thoughtful, and appreciative, omitting expressions that irritate, hurt, or belittle. Effective writers visualize the reader before starting to write. They will consider the reader's

desires, problems, circumstances, emotions and probable reaction to their request. Therefore, you should admit and apologize good-naturedly and courteously when you do make a mistake. If a customer's request causes extra work, don't inject any meaning of complaint into your letter, write when you are calm.

Courtesy can be presented in two ways:

- 1) Being very polite, even in asking the addressee to pay back the debts or refusing his demands, your letter still should be very mild and tactful.
- 2) Being prompt in replying to the counterpart's letter. The reply should usually be sent on the same day. If it is impossible for you to give a prompt reply in detail on the same day, you should write a short note the client explaining why.

1.2.2 Considerateness

It is quite necessary to be "considerate" in writing business letters and E-mails to our business partners. Skillful writers often suppose themselves to be the readers to visualize their needs, problems, and probable reactions to the letters they receive. Such considerateness should help to build up the good image of both you as an efficient writer and your company as a business partner, so as to build up good interpersonal relations between writers and readers. In order to show your considerateness successfully, you may find the following techniques helpful:

1. The "You-Attitude"

The "You-attitude" does not simply refer to the use of pronouns "you" or "your" as the subject of a sentence, or the use of a lot of "Thank-you", it involves thinking in terms of the other person's needs, feelings, interests, and problems and trying to see a problem from the receiver's point of view. In other words, in writing business messages, you should keep presenting your attitude that you consider or deal with anything from the perspective of your receivers rather than yourself.

2. Cultural Awareness

With the globalization of world economy, an increasing number of companies increasingly conduct business with international companies. Thus, it is quite essential for us to know how to communicate effectively with people from other countries with different cultures.

Culture is defined as a learned set of shared interpretations about beliefs, values, and norms, which affect the behaviors of a relatively large group of people. A culture may include



many things. People who share a culture typically follow the same rules and form of a social society. There are several levels of culture. A material culture provides humans a way of living. Social culture gives societies a work life and political structure. Ideological culture gives a group of people a unique way of thinking about beliefs, values, and ideals. These different aspects of culture give humans an understanding of how the world works and how they live and act in their own environment, however, they may as well create barriers to communication between peoples who behave according to their own cultural patterns. Sometimes international business activities do not go smoothly owing to misunderstandings resulting from cultural differences among people from different countries. Therefore, it is important for us to be sensitive to differences in intercultural business communication and overcome cultural obstacles by improving our cultural awareness and competence when conducting international business.

First of all, business letter writers should acquire basic knowledge about other cultures as well as their own culture, so as to be aware of the differences between them. Secondly, they should be more skillful in English writing and familiar with basic English business writing conventions, avoid using English slangs, idioms and other culture-related expressions. Thirdly, they should keep themselves sensitive to the culture differences in writing a business letter, especially the difference between their own culture and the culture from which their readers may come.

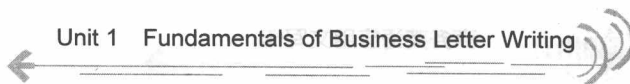
In general, a considerate business letter shows empathy and understanding to each other, and helps smooth the communication and improves the relationship between the writer and the reader.

1.2.3 Credibility

Credibility in business ethics means being honest and fair in all business dealings. It plays a crucial role in business communications. Honesty is not the most important thing—it's the only thing, because it may influence how others perceive the messages and shape their expectations and behaviors. Therefore, you should avoid not only exaggeration in all your business dealings, including claims, resumes, etc., but also euphemisms that would cause doubt and confusion. In addition, you should try to present all relevant facts the reader needs and never let personal views distort a message. And finally you should keep confidential matters private, avoid gossiping.

1.2.4 Correctness

Correct writing involves both message and language. For the former, you have to write



what you really want to, which is the right content, and provide the accurate information and data that support the message. For the latter, you have to follow grammatical rules. Correct grammar, punctuation and spelling are basic requirements for business writing. In addition, correctness means choosing the correct level of language.

Of course errors are never intentional. They are sometimes caused by carelessness, such as typographical errors, uneven typing, or poor margin balance, etc., and sometimes caused by failure to consult reference sources, such as misspelled names or words, errors in word choice and sentence structure, errors in dates and figure, errors in capitalization and punctuation, etc. Anyway, there is little excuse for them. Thus, remember: proofread every letter carefully and correct all mistakes that may cost the confidence and respect of your correspondent before sending it.

1.2.5 Conciseness

Effective writing is concise—each word, sentence, and paragraph counts. Conciseness means to write in the fewest possible words without sacrificing completeness and courtesy. Because a wordy message requires more time to write and read, business people put a high premium on conciseness in business messages. Conciseness will give emphasis to your message.

Conciseness also involves message and language. For the former, an effective business letter includes only relevant information, the information that is required to make the message clear. For the latter, you should use fewer words and shorter sentences in a business message, avoid redundancy and awkward repetitions and express ideas in plain language.

1.2.6 Clarity

Clarity means telling the reader exactly what he or she wants and needs to know, using words and a format that make your writings totally understood with just one reading. If a person must read your letter twice to understand the meaning of it, your message is not clear. In diction and syntax, short, specific, familiar words and simple, short sentences rather than long, difficult words and complex and long sentences are better for this purpose. In the discourse, you should provide clear message with enough facts, exact figures, concrete details, convincing explanation and illustrating examples when desirable.

1.2.7 Concreteness

Being concrete means being vivid, specific and definite rather than vague, general and abstract, especially when you are requiring a response, solving problems, making an offer or



acceptance, etc.. For example, if you begin a response letter to an inquiry from a partner with “Thank you for your letter”, the recipient would be puzzled about which letter you are referring to. It can be made more specific by adding a date or reference number, or mentioning the product or service he or she has inquired upon.

In order to make your letter more concrete, you should obey three rules while writing:

- a. Using specific facts and figures as well as using specific words instead of general words.
- b. Putting action in words, avoid hiding action in passive voice.
- c. Choosing vivid, image-building words.

1.2.8 Completeness

A business letter is successful and functions well only when it is complete. Completeness means including all the necessary information and data in the message without needing following letters, giving something extra, because information and data can help senders get receivers' responses and achieve desired objectives. If any necessary piece of information is lacking, the reader will have to ask you for clarification, which means that you will have to write another letter. It will not only waste time, energy and money, but also damage the image of your company.

In order to make your message complete, you should first answer all the questions asked, then, give something extra when desirable, finally, check for the five W's (who, what, when, where, why) and other essentials, such as “how”. An incomplete message may result in increased communication costs, loss of goodwill, sales, and valued customers, cost of returning goods, and wasted time trying to make sense out of the incomplete message.

1.2.9 Currency

Nowadays, things are developing fast. In order to have more effective communication with your counterpart in the business community around the globe, you have to watch closely drastic updates at home and major events in international markets. Domestic updates include names of government departments, commercial entities, and other organizations. And in language, you should use more modern versions instead of clichés. The modern version here refers to an English expression that is standard and international. Sources for modern expressions can be in-coming letters from English-speaker clients, western publications, English web pages frequently updated, and columns of magazines and newspapers in English.