



现代远程教育系列教材

# 商务英语写作

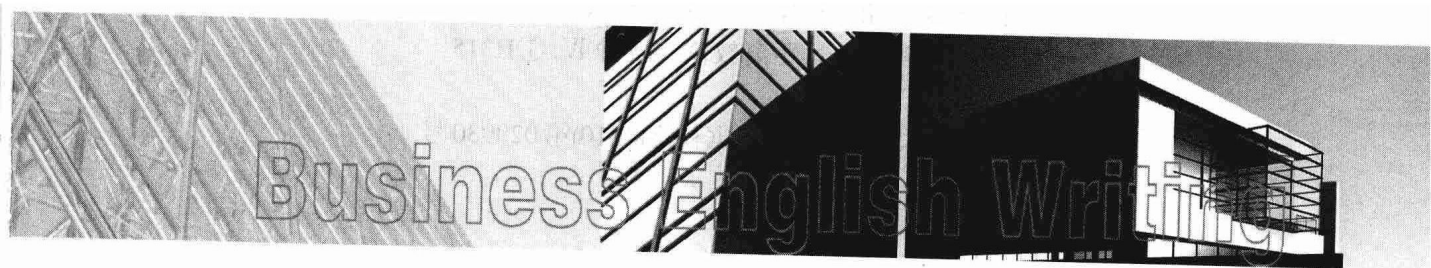
## Business English Writing

主编 周 刚 牛晓春  
主审 宋 黎



大连理工大学出版社  
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# 商务英语写作



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基于计算机网络条件下的远程教育,即网络教育,亦称现代远程教育,已经成为当今推进我国高等教育大众化的新途径。经批准,大连理工大学于2002年2月成为全国68所现代远程教育试点高校之一,并已在网络高等学历教育方面取得了显著成绩。为贯彻教育部关于网络教育要“积极发展,规范管理,强化服务,提高质量,改革创新”的指导思想,在教学方面要继续做好网络教育平台建设、网络教育资源及视听教材建设、开展好网上学习的支持服务的同时,积极组织编好具有远程教育特色的高水平纸介教材十分重要。为此,大连理工大学决定将网络教育系列纸介教材的编辑出版工作列入《现代远程教育类教学改革基金项目》加以实施。

按照教改立项的要求,要配合网络课件、视听教材的建设,制订相应的网络教育纸介教材建设计划,有组织、有步骤地开展好这项工作。

按照教改立项的要求,网络教育纸介教材必须以网络课件的教学大纲为基础进行编写,并努力凸现远程教育的特色,为培养应用型人才服务。

按照教改立项的要求,网络教育纸介教材的内容取舍、理论深度、文字处理,既要力求适合大多数网络教育学生的实际接受能力,适应网络教育学生自主学习的需要,又要确保达到网络高等教育的基本要求,为高等教育大众化服务。

按照教改立项的要求,网络教育纸介教材的编著者应有丰富的教学经验,在本学科有较厚的基础,了解本课程发展动态,有较高的学术水平,有较好的文字功底,并且优先选聘本课程网络课件的主讲教师担任编写工作。

现在,经过不断的努力,现代远程教育系列教材将陆续出版问世,特向各位编著者及审稿专家表示感谢,同时敬请社会各界同行对不足之处给予批评指正。

大连理工大学网络教育学院

2008年12月





为满足网络教育(亦称现代远程教育)学生学习的需要,根据大连理工大学网络教育学院《关于加强现代远程教育文字教材建设的意见》,编者结合在职人员学习的特点,编写了适用于网络教育学生自主学习和考试的指导教材。本书在构思和编写方面与网络课程内容一致、相辅相成,为教学提供了全方位、多角度的支持。

根据网络教育学生学习的特点,本书在编写过程中注意以下几点:

**1.实用性** 商务英语最关键的问题是实际运用的有效性,因此在选材上选用原汁原味的题材和实例。大量经典实例,大量商务素材接触,掌握每天都可以用到的、最实用的商务写作。

**2.系统性** 商务英语写作系统地展示了不同情境下的应用文的形式和不同的语言特征和文体特征。在内容上,涵盖了文化对语言的影响,同时增添了办公室环境下和公司内部商务写作的内容,在内容上有很大的突破。

**3.趣味性** 通过活动实践,增加写作体验的多样性,写作不会是一种负担,而是无形的、潜在的、快乐的积累。通过有趣的活动,注重学习过程的积累。

**4.交互性** 无论是学习还是活动,通过各个学习环境,达到学习者和学习内容之间的多角度、多方位的交互。

**5.文化性** 每单元内容都有一些商务文化内容,目的是加强文化意识,学习者在未来跨文化交流中不仅要语言表达准确、适度,而且要在商务交往中适应文化的需要。

学生通过学习和训练,能够理解并掌握商务英文函电的基本词汇、基本句型和基本格式,了解商务的英语特点和有关经贸的业务知识,能够完成适用于办公室的英文写作、公司内部所需要的基本的英文写作和商务往来信函和交际,掌握办公室商务往来礼仪,培养学生在商务情境下实际运用语言的能力。

全书共分20个单元,每个单元主要由以下四个部分组成:

1. I-Watch: Business and Workplace Etiquette 作为导学部分以口头语言介绍商务文化。
2. I-Learn: Layout Models and Top Tips 商务英语主要的学习内容。
3. I-Earn: Contextualized Writing Practice 学生取得的成绩,也是对学习内容的深化理解。
4. I-Read: Extended Reading Materials for Writing in Each Unit 拓展每单元中涉及的相关内容的阅读。

本书可供网络教育类工商管理专业学生学习使用,也可供相关专业师生参考。

全书由周刚负责设计和初稿的修改和审核,第一单元、第二单元、第四单元由牛晓春、郑笑编写;第三单元由于凤军、何静编写;第五单元、第六单元、第九单元、第十二单元、第十四单元由徐巧丽编写;第七单元、第八单元、第十单元、第十一单元、第十三单元由牛晓春编写;第十五单元、第十六单元、第十七单元、第十八单元由于凤军编写;第十九单元、第二十单元由徐巧丽、何静编写。

在本书编写过程中,感谢主审宋黎教授为本书提供了有价值的建议!感谢大连理工大学网络教育学院杨长贺副院长和吕盈主任、钟建勋老师以及资源建设中心同仁的大力支持和帮助,使得商务英语写作的网络版和纸介教材得以顺利完成!感谢英国文化交流部提供了部分内容!也感谢美国礼仪专家的资料!

编者

2010年2月

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### Introduction

Notices at office have different styles from letters. It is not quite formal writing compared with notices used in law or contract. It is a kind of written form titled “Notice”, with the person or company giving the notice.

In this section, we will be able to get to know the format of notices at office and be able to master how to write notices at office.

### I-Watch

#### Office Rules & Business Etiquette

In a business setting, we need to be aware of the rules of the office. For example, let's observe and see what is going on in this particular one.

A: Fix this. What time is it?

B: It is almost 12.

C: Hi! Sorry I am late, I had to call the doctor this morning for my son because he didn't want to eat and he didn't call back and then the traffic turned out to be hell, so sorry I am late. I am going to start off now there I guess.

This lady doesn't have it together: she is rushed, she is giving too many excuses, and did you notice her handbag? She is wearing the suit, but she is wearing a handbag that looks more like beachwear. If you want to look professional, a briefcase is always a good idea to carry and maybe a small handbag but not something that clashes with the rest of your outfit; you will not be taken seriously.

### I-Learn

Every notice should contain such factors: **the time** when the event will happen, **the people** who will be welcomed, invited or required, **the location** where the event will take place and also **the main content** of the event. The language used should be concise and clear.

## Layout 1 Notice for Lounge Change 地点变化通知

**Notice for Lounge Change**

Room B219 which once as our lounge will be changed into Associate Dean's office (for Prof. Stephen Yandle). The lock of B219 will be changed too.

Light refreshments in B219 will be moved to the administrative office. Professors and teaching assistants who need them will always be welcome to get and enjoy.

STL Administrative Office  
School of Transnational Law  
November 30, 2008

*Diagram labels: venue (Room B219), main content (Notice text), people (Professors and teaching assistants).*

## Layout 2 Notice for Moving Company 公司搬迁通知

**Notice for Moving Company**

Pleased be advised that our Hong Kong Office will be moved to the following new address with effect from January 1, 2008.

Room 401, 4/F  
Crocodile House,  
50 Connaught Road C.,  
Central, Hong Kong.  
Tel: 8524678910

PHARMEDIC INTERNATIONAL(HK) LTD.

*Diagram labels: main content (Notice text), time (January 1, 2008), venue (Room 401, 4/F), contact (Tel: 8524678910), company's name/who (PHARMEDIC INTERNATIONAL(HK) LTD.).*



**Layout 3 Notice for Holiday Leave 放假通知****Notice For Easter Holiday's Leave**

Please kindly note that the Chinese Embassy in Sweden including the Visa Section will be closed from 10 April to 13 April 2009 for Easter holiday.

time

reason

main content

Chinese Embassy in Sweden  
March 11, 2009

**Layout 4 Notice for Quitting a Job 辞职通知****Notice for Quitting a Job**

Dear Wendy,

Thank you for the opportunity to work at Valendar Trust. I have learned a lot during my time here. I truly appreciate your guidance and friendship during my time employed.

good points about job,  
what you have learned

However, the time has come for me to move on. This letter is to formally announce my resignation from Valendar Trust. My last day will be two weeks from today.

reason for leaving

date of resignation

Please let me know what I can do to make my final time here a productive experience.

Regards,  
Sullivan

### Top Tips

- ❑ 一般的通知包括通知标题, 如 Notice for ...
- ❑ 主体部分包括的因素: 时间——事情的时间; 相关人——与事件相关的人; 地点——事情的地点; 内容——事件的主要内容。
- ❑ 通知的语言简洁、清楚。
- ❑ 不同的通知内容还有区别, 如辞职通知包括在公司工作所受益之处, 离开工作的理由, 离开的日期(最早应在两周后)。

### I-Earn

#### Task 1 Write a notice as required.

一个国际青年参观团要参观我市——大连, 你负责安排他们的活动, 请起草一个通知:

日期: 7月8日(星期六)

时间: 早晨8点出发, 午饭在其中一个景点就餐, 下午5点回来

参观内容: 四大景点——星海广场, 滨海路, 水族馆, 老虎滩

欢迎每一位成员参加活动, 并在7月5日晚9点前到服务台签名。

#### Task 2 Write a notice of Lost and Found.

你捡到了一部手机, 为找到失主, 请写一个失物招领通知:

You have found a mobile phone and want to return it to its owner. Write a notice of lost and found to clearly state:

- 1) the time and place of your finding
- 2) your information for contact

#### Task 3 Please check the following notice and judge whether it is good or poor.

Prof. Douglas 将于 11 月 25 日(周五)来公司主讲的 Case Study on Financial Accounting, 时间为当天上午 8:30-11:00, 地点在公司会议室 115。

2009 年 11 月 12 日

### Notice for Case Study on Financial Accounting

The course "Case Study on Financial Accounting" by Prof. Douglas will start on 25th, November (Friday). The course for class will last from 8:30a.m. to 11:00a.m. in the meeting room No.115.

November 12, 2009

**Task 4** Find the **three** differences between the two notices in 30 seconds.

### Meeting Notice

Wednesday April 29, 2009

Plenary

- Questions to the Deputy First Minister and Minister for the Economy and Transport
- Debate on the Equality of Opportunity Committee's Report on Issues affecting Migrant Workers in Wales, their families and the communities in which they live and work
- Time allocated to the Welsh Conservatives
- Time allocated to the Welsh Liberal Democrats
- Voting Time
- Short Debate

#### Committees

- Finance Committee
- Sustainability Committee
- Legislation Committee No.1  
Currently considering Proposed Playing Fields (Community Involvement in Disposal Decisions) Measure
- Legislation Committee No.4  
Currently considering Proposed Local Government (Wales) Measure

Associate Manager  
Lake

### Notice

Wednesday April 29, 2009

Plenary

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- Debate on the Equality of Opportunity Committee's Report on Issues affecting Migrant Workers in Wales, their families and the communities in which they live and work
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Currently considering Proposed Playing Fields (Community Involvement in Disposal Decisions) Measure
- Legislation Committee No.4 -  
Currently considering Proposed Local Government (Wales) Measure

### I-Read

**1.通知** 通知可写成类似信一样的形式。例如：

### Notice

June 29, 2008

Dear friends,

Your attention, please. A tour is arranged for July 1, Saturday, to the Great Wall. Those who wish to go will gather at the Bohai Pearl Hotel. The bus will leave at 8:00 a.m. sharp.

The Principal's Office

### **The Dean's Office Notice**

An open English class will be given by Miss Swift on at 9:00 a.m. Monday May 15, 2008.  
in Room 101 of the classroom building.

All English learners are expected to attend the class.

May 7, 2008

**2.启事** 启事是一种公开性的应用文。如有什么事情向公众说明就要写一个启事。启事有招领启事、遗失启事等。例如：

### **Found**

May 16, 2009

I happened to find a purse, inside of which there is money and other things. Loser is expected to come to our reception to claim it.

Finder,  
Zhang Ming

### **Lost**

Sep. 22, 2009

Yesterday afternoon I lost my mobile phone. I will express my heartfelt thanks to anyone who has found it and will return it to me. You can reach me at 13842685477.

Loser,  
Li Zhilong

**3.便条** 便条是一种十分常用的应用文。请假条、留言等都是便条。例如：

### **Sick Leave Note**

April 10, 2009

Mr. Zhang,

I am seriously ill today and cannot go to work. I am writing to ask for sick leave for a day.

Encl. Doctor's certificate for sick leave.

Yours,  
Li Xing

**Note Left**

10:30 a.m. , March 10

Ding Ding,

Just now I came to see you, but you were out. Your colleague said you would be back this afternoon. Please give me a call when you are back. I have something important to tell you.

Mary

**4. 给房东的通知****Notice to Landlord**

Dear Mr. Peter,

My lease expires on September 6, 2007, just be safe, I expect to vacate the unit the evening previous and to return the next day. Plz have the examination-review sheet that was filled out when I did the pre-acceptance inspection.

Thanks,  
Williams

**5. 会议通知**

November 15, 2008

The Director Board will be holding a regular meeting on November 30th, 2009 at 9 a.m.. The meeting will be held in the room No. 520 at office building. In the event that any or all of the members participate in the meeting by telephone or video, a speakerphone or monitor will be available at the location noted above.

At the time this notice is being prepared, the company expects the agenda of its meeting to include the following topics:

1. policy we should take for the coming new year
2. measures taken to promotion

Where noted, the discussion of some of the above topics may be held in executive session rather than during the portion of the meeting which is open to the public.

Date of Notice: September 10, 2008

General Secretary

Lisa



# Unit 2

## Posters 海报



### Introduction

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly textual. Posters are designed to be eye-catching and convey information. Posters may be used for many purposes, and they are frequent tools of advertisers, propagandists, protestors and other groups trying to communicate a message in politics, commerce, arts, education etc.

In this section, we will get to know the types of posters and the format of the posters, especially for business purposes.

### I-Watch

#### Cell Phones & Business Etiquette

Sometimes we find that the telephone is a blessing but other times it is really intruding into our lives. Let's observe.

A: So after four years why did you leave them?

B: Well, I... I get this... Hello, Oh! please don't call me now, no... no it is in the fridge... bye... don't call me now, I will call you later, okay. Sorry, it's just the kids... where were we?

Please make sure that you turn off your phone when you are in any situation where either you have a client or you are speaking to somebody in your office because there is no reason to have a cell phone on. It's got to be turned off and did you notice that our lovely lady was also chewing gum; that is a no-no.

### I-Learn

Many business posters are used for advertising products such as films, music (both concerts and recorded albums), comic books, concerts, events and travel destinations being particularly notable examples. They have been widely used in commerce.

**Layout 1 ZAP Saturday Warehouse  
Sale Poster**  
ZAP 周末销售海报



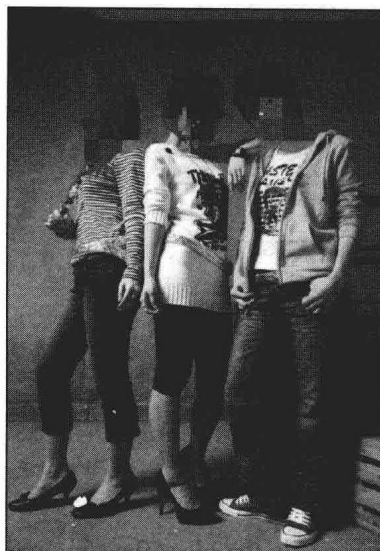
Sale poster

**Layout 2 SM Hypermarket Valenzuela's  
Labor Day Sale**  
五一销售海报



Let us all celebrate Labor Day! Shop and enjoy 3 great offers for 3 Days on May 1, 2 and 3!

**Layout 3 Costume/Clothing Poster 服装海报**



Samuel & Kevin

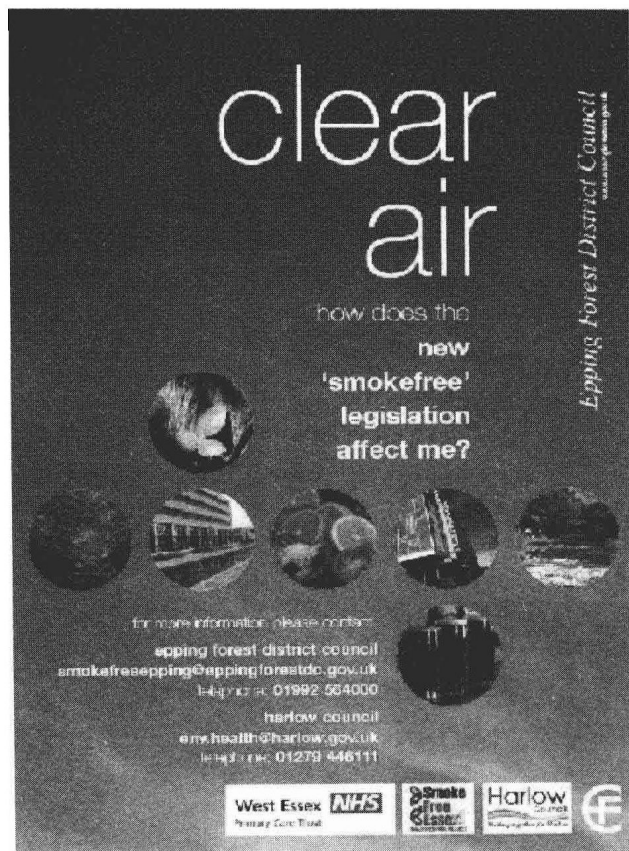
#### Layout 4 Propaganda and Political Poster 宣传政治海报

Posters for propaganda and political purposes are very important weapons in the wars or elections or events. A recent example of an influential political poster is Shepard Fairey's Barack Obama "HOPE" poster.



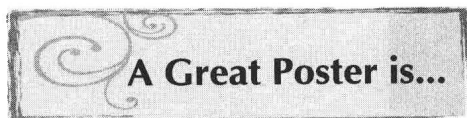
Obama's Election 竞选海报

#### Layout 5 Educational Poster 教育海报



Educational Posters are used in academic to promote and explain research work. They are typically shown during conferences, either as a complement to a talk or scientific paper, or as a publication. They are of less importance than actual articles, but they can be a good introduction to a new piece of research before the paper is published.

International Conference 国际会议



#### Readable(易读的)

Readability is a measure of how easily the ideas flow from one item to the next. Text that has lots of grammatical problems, complex or passive sentence structures, and misspellings is "hard to read".