

教程(原中央电视台及全国各大电视台热播节目)  
全新互动智能化国际商务英语教程

# 国际商务英语 互动教程

——商务信函英语

English for Business Writing



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# 国际商务英语 互动教程

The Multimedia Course of Commercial English

· 商务信函英语

深圳市佳朋科技发展有限公司

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# 前言

众所周知,英语作为国际通用语言之一,在世界经济全球化过程中发挥着重要的作用。适者生存,能者为王。为适应现代生活的需要,在本编辑部的精心策划下,我们编撰了《国际商务英语互动教程》系列丛书。相信这套丛书一定能成为您人生路上不可多得的奠基石!

《国际商务英语互动教程》是一套集秘书、公关、管理、社交、商业函电往来等工作需要而编撰的中级口语教程,全套共四本书:《办公室英语》、《商业行政英语》、《商务交际英语》和《商务信函英语》。它通过生动的情境来展现和使用英语,而不拘泥于语法分析。本套书编排合理,表演生动,语言地道。另外,为了适应读者的不同需求,帮助大家更好地理解和掌握课程内容,音像(VCD)部分穿插了中文教师的讲解。双语教学、图文并茂和音像教学等特点,完全符合认知规律,有效地提高了学习效率。

本书是这套书的第四本,即《商务信函英语》。它精选了在工作中经常会接触到的与信函相关的内容,来组织编排,非常具体实用。而且它利用口语进行教学的特点,使读者能够更快地学到英语会话的技巧。课程安排:

- 一、情景与会话(SCENES AND CONVERSATION)
- 二、基本写作技巧(KEY WRITING SKILLS)
- 三、常用表达和词汇(USEFUL EXPRESSIONS AND VOCABULARY)
- 四、练习(EXERCISES)

此外,本书附录部分还附加了每一课书课后练习的答案。

想说一口漂亮的英语,把真正的本领学到手,还需要勤学苦练,不断探索符合自己的学习方法和技巧。希望本套丛书能使广大读者终生受益!

编者

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## Lesson

## 1

## Letter Formats and Guidelines

## 书信格式与要求



Watch the video. Then study Section 1 for consolidation.  
观看录像，巩固练习第一节中的会话。

## Section 1 Scenes and Conversation

## 情景与会话

**Deborah:** ... At the top is the letterhead. That includes the company's name, the address, telephone number, fax number, etc. Next is the date, followed by the filing indices. These reference numbers (Our Ref: and Your Ref:) help both the writer and the receiver to file the letter properly. Then the inside address which includes the receiver's name, if known, his title and his address. It's helpful to have the inside address on the letter for future reference. Then the salutation — we should use the surname whenever possible, like on this letter, it's 'Mr. Brown'. Use 'Dear Sir' only when you don't know the name of the receiver. The subject line lets the reader know immediately what the letter is about. Note that there is an extra space between the paragraphs in the body of the letter. The complimentary close comes just before the

signature. We use 'Yours sincerely' when we begin the letter, with the receiver's name and 'Yours faithfully' when we begin with 'Dear Sir (sir)'. After the signature, we type clearly the signer's name and title, and the initials of the secretary who typed the letter. Finally, we mention the enclosure; here it is the invoice and the bill of lading, and the carbon copy (cc) sent to Peter Smith, International Bank.

**Deborah:** ... 在信纸的顶部是信首，包括公司的名字，地址，电话号码，传真号码等等，下面是日期，然后是文件索引号。这些相关的编号（自己的和对方的）可以帮助写信者和收信者正确地把信件归档。接着是对方的地址，包括收信者的姓名（如果知道的话）、头衔及地址。写上对方的地址有利于将来参考查阅。然后是称呼——我们应当尽可能称对方的姓，像这封信里的“Brown 先生”。只有当不知道收信者的姓名时，才用“Dear sir”（亲爱的先生）。提示行有利于对方马上知道信的大概内容。注意信件正文内每一段之间要留出空位，在签名之前是信末恭维语。如果知道收信者的名字就用“Yours Sincerely”（你忠实的）；而如果用“Dear sir”（亲爱的先生）开头的信件就应用“Yours Sincerely”（你忠实的）。在签名后，应用清晰的字体打上签名者的姓名和职位，还有负责打信的秘书的姓名缩写。最后，我们要写上随函附送的东西，这里指发票和提货单，并且写明复印件已送至 International Bank 的 Peter Smith.

## ➡【BLOCK FORM】

All lines start at the left hand margin.



# International Publishing Ltd.

62, Queen's Road, 20th Floor, Central

Tel: 5487631

Fax: 5376798

20 April, 1999

Date

Letterhead

Our ref : GH/6/99

Filing indices

Your ref : JB/3/99

Mr. James Brown,  
Purchasing Manager,  
Far East Ltd.,  
P.O. Box 413,  
Singapore.

Inside address

Dear Mr. Brown,

Salutation

Body

Your order no. 6821

Subject Line

Thank you for your letter of 15 March, 1999. I am pleased to inform you that your order will be shipped to you by M.V. Kiro Maro, which is due to arrive in Singapore on 20 May, 1999. Please feel free to contact me if you have any further questions. I look forward to hearing from you again.

Yours sincerely,

Complimentary close

Paragraphs

*George Howard*

Signature

George Howard

Signer's (Writer's name)

Marketing Manager

Signer's (Writer's title)

dm

Typist's Initials

Enclosure: invoice, bill of lading

Enclosure

cc: Peter Smith, International Bank

Carbon copy



②【对齐格式】

所有行都从左边的边缘开始。

国际印刷有限公司

中区，皇后大道 62 号 20 楼

电话：5487631 传真：5376798（信首）

1999 年 4 月 20 日（日期）

我方编号：GH/3/99

你方编号：JB/3/99（归档索引）

James Brown 先生，

采购经理

远东有限公司

邮政信箱 413 号

新加坡（对方地址）

亲爱的 Brown 先生（称谓）

你的订单号 6821（提示行）

谢谢你 1999 年 3 月 15 日的来信，我很高兴通知你，你的订货  
预定 1999 年 5 月 20 日由 M.V.KIRO MARO 号运抵新加坡。

如有问题尽量跟我联络。我希望再收到你的信。

你忠实的（结尾称谓语）

（签名）

George Howard（签名者 / 写信者的姓名）

市场经理（签名者 / 写信者的头衔）

dm（打信者的姓名缩写）

随函附寄：发票，提货单（随函附寄）

复印件送：Peter Smith，国际银行（复印件）

➤【SEMI-BLOCK FORM】

Similar to block form, except that the date, the subject line and the close begin at the centre.



**International Publishing Ltd.**  
**62, Queen's Road, 20th Floor, Central**  
**Tel: 5487631 Fax: 5376798**

20 April, 1999

Our ref : GH/6/99  
Your ref : JB/3/99  
Mr. James Brown,  
Purchasing Manager,  
Far East Ltd., P.O. Box 413,  
Singapore.

Dear Mr. Brown,

Your order no. 6821

Thank you for your letter of 15 March, 1999. I am pleased to inform you that your order will be shipped to you by M.V. Kiro Maro, which is due to arrive in Singapore on 20 May, 1999.

Please feel free to contact me if you have any further questions. I look forward to hearing from you again.

Yours sincerely,

*George Howard*

George Howard,  
Marketing Manager

dm

Enclosure; catalogue

cc: Peter Smith, International Bank

②【半对齐格式】

除日期、提示行和结尾在中间开始外，其他跟对齐格式相似。

国际印刷有限公司

中区，皇后大道 62 号 20 楼

电话：5487631

传真：5376798

1999 年 4 月 20 日

我方编号：GH/6/99

你方编号：JB/3/99

James Brown 先生

采购经理

远东有限公司

邮政信箱 413 号

新加坡

亲爱的 Brown 先生

你的订单号 6821

谢谢你 1999 年 3 月 15 日的来信。我很高兴通知你，你的订货  
预定于 1999 年 5 月 20 日由 M.V.KIRO MARO 号运抵新加坡。  
如有问题请尽量跟我联络。我希望能再收到你的信。

你的忠实的

George Howard

市场经理

dm

随函附寄：目录

复印件送：Peter Smith，国际银行

➤【INDENTED FORM】

The beginning of each paragraph is indented, usually five spaces.



**International Publishing Ltd.**  
**62, Queen's Road, 20th Floor, Central**  
**Tel:5487631 Fax:5376798**

20 April, 1999

Our ref : GH/6/99  
Your ref : JB/3/99  
Mr. James Brown,  
Purchasing Manager,  
Far East Ltd.,  
P.O. Box 413,  
Singapore.

Dear Mr. Brown,

Your order no. 6821

Thank you for your letter of 15 March, 1999. I am pleased to inform you that your order will be shipped to you by M.V. Kiro Maro, which is due to arrive in Singapore on 20 May, 1999.

Please feel free to contact me if you have any further questions. I look forward to hearing from you again.

Yours sincerely,  
*George Howard*  
George Howard,  
Marketing Manager

dm

Enclosure: catalogue

cc: Peter Smith, International Bank

【缩位格式】

每一段落的开始都缩位，通常缩五个空格。

国际印刷有限公司

中区，皇后大道 62 号 20 楼

电话：5487631

传真：5376798

1999 年 4 月 20 日

我方编号：GH/6/99

你方编号：JB/3/99

James Brown 先生

采购经理

远东有限公司

邮政信箱 413 号

新加坡

亲爱的 Brown 先生

你的订单号 6821

谢谢你 1999 年 3 月 15 日的来信。我很高兴通知你，你的订货预定于 1999 年 5 月 20 日由 M.V.KIRO MARO 号运抵新加坡。

如有问题请尽量跟我联络。我希望能再收到你的信。

你的忠实的

George Howard

市场经理

dm

随函附寄：目录

复印件送：Peter Smith，国际银行



Read carefully Sections 2 and 3.

Then replay the video and learn with Deborah.

仔细阅读第二、第三节，然后重播录像带，并跟着 Deborah 一起学。

## Section 2 Key Writing Skills

基本写作技巧



Pay attention to these key writing skills while replaying.

重播时，请注意基本写作技巧。

### ❖ The three basic rules of business letter writing

书写商业函件的三要素

- ① Courtesy 礼貌
- ② Clarity 清晰
- ③ Conciseness 简明

#### ① Courtesy 礼貌

A business letter must be polite. It should never offend the reader.

书写商业函件必须讲究礼貌，决不能冒犯收信人。

**Examples:**

**(Bad):** You must send the details to us before next week. We are very busy!

**(Good):** As we are very busy at present, could you please send us the details before next week?

#### Making a courteous request

Could you (possibly) send us the details ...

Would you be able to ...

Would it be possible to ...

- A request in question form is always more courteous than a command!

以问题的形式出现的请求，是要比以命令句的形式出现的请求显得有礼貌些。

## ② Clarity 清晰

The writing must be well organized, and it should be exact and specific. 书写时的文字应组织得当，而且要准确明了。

### Examples:

(Bad): I am interested in whatever books on travel that you publish. Also if there is any discount for schools. Especially interested in travel in Asia, and also Asian arts and crafts. Our school is doing a project on Asian travel.

(Good): Our school is doing a project on Asian travel, I am interested in whatever books that you publish on this subject, as well as Asian arts and crafts. Do you offer any discount for schools?

### To organize your writing

- a. Decide on your most important, or most basic ideas.
- b. Make each of these the topic of a paragraph.
- c. Write a topic sentence to express each basic idea.
- d. The topic sentence will usually (but not necessarily) be the first sentence in the paragraph.
- e. Group your other ideas and other information according to which topic sentence they support. Develop each paragraph by adding these supporting sentences.
- f. If possible, arrange the paragraphs in order of importance.

**Example:** *Our school is doing a project on Asian travel.*

I am interested in whatever books you publish on this

subject, as well as Asian arts and crafts. Do you offer any discount for schools?

要组织好你的文字必须：

- A、决定最重要或最基本的内容。
- B、把这些内容作为每一段的中心。
- C、每个基本内容都用一个中心句表达出来。
- D、中心句一般（但不是一定要）放在段落的第一句。
- E、根据中心句组织其他内容和资料，通过加入这些句子来扩充段落。
- F、如果可能的话，段落可根据其重要的程度来排列。

例子：我们学校正在举办一项有关亚洲旅游的活动。

我对你们出版的有关这方面以及有关亚洲艺术和手工业的书籍颇感兴趣。你们对学校购书能打折扣出售吗？

- The sentence in italics is the topic sentence. The rest are all supporting sentences.

用斜体字印的句子就是中心句，其他的都是扩充句。

### ③ Conciseness 简明

Use no more words than necessary. Don't waste the time of your reader. And don't use a lot of wordy, old-fashioned phrases.

言简意赅，不要浪费读信者的时间。而且不要使用那些冗长的、陈旧的词语。

Examples:

(Bad): We are in receipt of your letter of 4 September, and intend to comply with your instructions as you ordered by the commencement of next month.

(Good): Thank you for your letter of 4 September. We will follow your instructions by the beginning of next month.



例子：

(差)：我们已收到你们9月4的信，并准备如你决定的那样在下个月初按你们的要求做。

(好)：谢谢你们9月4日的来信。我们将于下月初按你方要求去做。

Below are some examples of wordy and old-fashioned phrases to avoid:  
以下是一些应避免使用的冗长或陈旧的词语：

Don't write	Write
We would advise ...	We would like to inform ...
Thanking you in anticipation ...	I hope you will agree...
We look forward to your favorable reply.	We look forward to receiving your reply/hearing from you
We are in receipt of your letter.	Thank you for .../We received your letter of ... (date)
At your earliest convenience...	when convenient
In my/our possession...	I/we have
It is our opinion that...	We think...
It is within our power...	We can...
prior to	before
a long period of time	a long time
at this time	now
during the time that	while
for the reason that	because
in spite of the fact that	although

## Section 3 Useful Expressions and Vocabulary 常用表达和词汇



Learn the use of these expressions and vocabulary while replaying.  
重播时，请注意学习以下表达和词汇的用法。