



21世纪全国高职高专国际贸易类规划教材

浙江省重点教材建设项目

商务英语写作

Business English Writing

步雅芸 主 编
李媛媛 李 丹 夏宁满 副主编

*Business
English
Writing*



北京大学出版社
PEKING UNIVERSITY PRESS

21 世纪全国高职高专国际贸易类规划教材
浙江省重点教材建设项目

商务英语写作

Business English Writing

主 编 步雅芸
副主编 李媛媛 李 丹 夏宁满
参 编 俞晓霞 胡 琰 李望春



北京大学出版社
PEKING UNIVERSITY PRESS

内 容 简 介

《商务英语写作》课程以大学生邱晓芸从商务助理到外贸业务员的经验为中心,从其毕业求职文书开始设计,到就业岗位工作任务,一步一步,由浅入深,把商务英语专业毕业生对应岗位的工作内容分五个进程体现,即求职应聘篇(求职信、个人简历),商务交际篇(邀请函、祝贺信、感谢信),事务处理篇(通知、备忘录、商务报告、会议纪要),对外宣传篇(名片、公司章程、推销函),业务磋商篇(询盘、发盘、还盘、下订单、拟订合同)。每一进程最后设计了与进程配套的阅读与交际活动,主题分别为面试、电子邮件、商务会议、交易会、商务谈判。

本书适合高职高专作为教学使用,感兴趣的读者也可参考。

图书在版编目(CIP)数据

商务英语写作/步雅芸主编. —北京:北京大学出版社, 2010.6

(21世纪全国高职高专国际贸易类规划教材)

ISBN 978-7-301-15328-4

I. 商… II. 步… III. 商务—英语—写作—高等学校:技术学校—教材 IV.H315

中国版本图书馆CIP数据核字(2009)第091224号

书 名: 商务英语写作

著作责任者: 步雅芸 主编

策 划 编 辑: 胡伟晔

责 任 编 辑: 成 淼

标 准 书 号: ISBN 978-7-301-15328-4/H · 2266

出 版 者: 北京大学出版社

地 址: 北京市海淀区成府路205号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62765126 出版部 62754962

电 子 信 箱: zyjy@pup.cn

印 刷 者: 北京鑫海金澳胶印有限公司

发 行 者: 北京大学出版社

经 销 者: 新华书店

787毫米×980毫米 16开本 10.75印张 235千字

2010年6月第1版 2010年6月第1次印刷

定 价: 22.00元

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究

举报电话: 010-62752024; 电子信箱: fd@pup.pku.edu.cn

前 言

在经济全球化发展的背景之下,中国与国际社会的交流日益频繁。不同政治、经济、文化背景的交往,对涉外人才的要求越来越高,运用商务英语进行交流的场合也越来越多。在国际化竞争的大环境中,准确、得体、有效的商务英语应用文必然会大大地促进双方的交流与沟通,有利于合作关系的建立。

目前市场上,根据工作流程、以真实的商务情景为背景、完成真实的实训任务的英语写作项目化教材比较少。《商务英语写作》就是为了顺应商贸发展和市场需求而编写的。编写组多为教学一线教师,对本课程有着多年教学改革与实践的经验,在编写前期又走访了相关的商贸类企业来论证项目设计的可行性。因此,整本书涵盖了商务环境下基本的英语写作类型、写作格式和写作方法。课程内容与现实商务生活紧密结合,通过大量的写作任务设计、系统的写作技能讲解和实例的拓展,训练学生用英语有条理地组织商务信息,起草规范得体、条理清晰的商务文书,合理利用商务交流中的礼节和技巧,建立有效的商务沟通。本书的总体设计具有以下特点:

首先,各章节根据毕业生的职业发展进程来设计的,有很强的岗位适应性。整个课程以大学生邱晓芸从商务助理到外贸业务员的经验为中心,从其毕业求职文书开始设计,到就业岗位工作任务,一步一步,由浅入深,把毕业生对应岗位的工作内容分五个进程体现:求职应聘篇(求职信、个人简历),商务交际篇(邀请函、祝贺信、感谢信),事务处理篇(通知、备忘录、商务、会议纪要),对外宣传篇(名片、公司简章、推销函),业务磋商篇(询盘、发盘、还盘、反还盘、合同拟订)。

其次,内容设计上突出写作能力的训练与综合素质的培养相结合,有很强的实用性。教材的编写贯穿能力本位教学理念,通过项目驱动,根据任务型教学的方法编写,并采用课内课外双线并行的设计模式,学生先练再讲的模式加上一定量案例的自主学习,使学生做中得学。每一进程最后部分 Further Ahead 增加了主题分别为面试、电子邮件、商务会议,交易会,商务洽谈的材料阅读与实践活动,增强教材的实用性和趣味性。书后的附录对商务英语写作作品的评判标准做了简要说明,供师生参考。

五个进程中每个模块的编排体例基本一致,具体使用说明如下:

Objectives

本模块的学习目标,分为知识目标和能力目标。除了提及知识点外,一般会对本模块写作类型的特点作简要的说明。

学习目标在模块训练之前提出,在模块学完后可用来自我评估。

I. Task

工作任务。下设两个活动 Communicative Activities(交际活动)和 Your Try (试试练练)。这一部分先结合企业实际提出工作任务,让学生根据自己已学知识来进行操作,检查学生现有的工作能力;在试练的同时提出一些辅助的交际活动来加深对任务的理解。交际活动的设计以提出相关问题供小组讨论为主,有的模块也设计了 role play, presentation 等互动性强的活动,来培养学生交际能力、沟通能力、分析问题能力和团队合作能力等综合素质。

工作任务可在课堂内完成,也可在课前进行布置,课内进行讨论与交际。

II. Sample Analysis

范例分析。该范例是对本模块第一部分所提出任务的参考案例。学生可以把范例与自己的写作进行对比。当一种文体在本书第一次出现时,范例旁会对格式进行标注说明。

教师可结合第三部分的要点总结对范例进行分析。

III. Summary

要点总结。该部分是对本模块写作类型的知识点进行说明与总结,一般包括概念定义、格式要求、内容编排、适用范围等,所用文字力求简明扼要。

教师可以结合范例进行讲解与说明。

IV. Individual Study

自主学习。该部分主要结合本模块主题提供更多的不同类型的范文,以便学生全面了解这一写作类型的运用。

教师可安排学生课内或课外自学,也可当作案例在课内仔细比较与分析。

V. Practices

实训任务。下设四大练习,综合训练学生从选词、造句、到段落与篇章的组织能力。学生可在课内或课外完成。

第一大题为搭配练习 (Matching), 主要提供与本写作模块的主题相关的词汇。

第二大题为翻译练习 (Translating), 提供了本模块典型句型的中英文互译。学生应当不仅会翻译,更要会使用。

第三大题与段落、篇章的组织相关,设计了填空 (Blank-Filling)、改错(Correcting)、排序(Rearranging)、改写(Rewriting)、判断(Judging)等不同题型,训练学生对语篇的灵活掌握能力。

第四大题为篇章的写作练习 (Writing), 其中设置了企业工作情景,要求学生完成与主题相关的实训任务。

本书配有相关练习的参考答案和配套课件,可从出版社网站上下载使用。

本书适用于高职高专英语专业的学生使用,也可用于国际商务、国际贸易实务、涉外

文秘专业的写作课程。此外，本书也可供企业商务人员作自我进修的教材或参考书。

本书的编写参考了国内外许多优秀的写作教材与网络资源，也得到了企业的大力配合，现特地向这些书籍和材料的作者表示感谢，向配合调研、提供意见、建议和素材的企业相关人员表示感谢。

本书编写组由湖州职业技术学院(步雅芸、李丹、俞晓霞、胡琰)，内蒙古工业大学(李媛媛)，浙江工商职业技术学院(夏宁满)，沙洲职业工学院(李望春)等院校专业骨干教师组成。

由于编者水平和经验有限，书中如有不当之处，欢迎广大读者批评指正。

编者

2010年2月

Contents

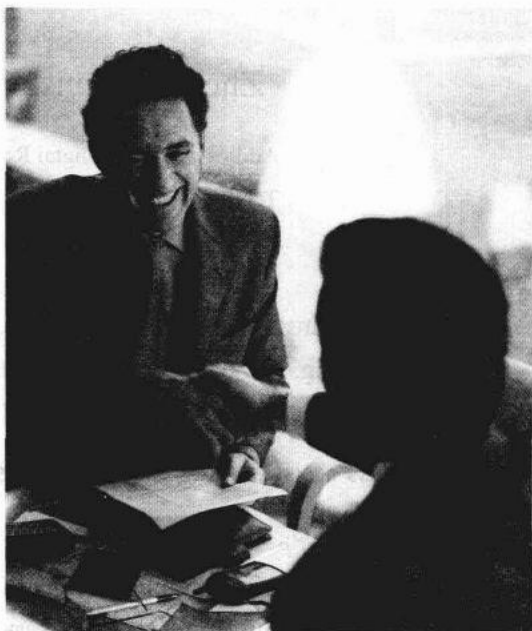
Chapter 1 Job Hunting 求职应聘	1
Module 1 Job Application Letters 求职信	2
Module 2 Résumés 个人简历	13
Further Ahead Interview 面试	23
Chapter 2 Social Communications 商务交际	27
Module 1 Invitation Letters and Cards 邀请函	28
Module 2 Congratulation Letters 祝贺信	37
Module 3 Thank-You Letters 感谢信	47
Further Ahead E-mail 电子邮件	56
Chapter 3 Office Documents 事务处理	59
Module 1 Notices 通知	60
Module 2 Memos 备忘录	67
Module 3 Business Reports 商务报告	74
Module 4 Minutes 会议纪要	85
Further Ahead Business Meeting 商务会议	99
Chapter 4 Publicity 对外宣传	101
Module 1 Name Cards 名片	102
Module 2 Company Profiles 公司介绍	109
Module 3 Sales Letters 销售函	116
Further Ahead Trade Fair 交易会	126
Chapter 5 Business Corresponding 业务磋商	129
Module 1 Inquires and Replies 询盘与回复	130
Module 2 Offers and Counter-offers 发盘与还盘	139
Module 3 Orders and Contracts 订单与合同	148
Further Ahead Business Negotiation 商务谈判	160
Appendix I Criteria of Business English Writing	163
参考书目	164

Chapter

1

Job Hunting 求职应聘

It's everybody's dream to find an ideal job. But how? Facing the fierce competition in the job market, a graduate should get well prepared for everything during the job hunting. An effective job application letter, a satisfactory résumé and an appropriate interview are the first things to pay attention to. Now let's prepare together!



Module 1: Job Application Letters 求职信

Objectives:

In this module, you are expected

to learn about the format and contents of job application letters;
to write correct, appropriate and effective job application letters.

Task

Qiu Xiaoyun, a student of HZ Vocational and Technical College, has just come back from the job market. There are several job advertisements which arouse her interest. After considering, she decides to write a job application letter according to the advertisement below which offers a position of business assistant to General Manager in Zhejiang Sunshine Cashmere Co., Ltd. Suppose you are Qiu Xiaoyun, write a letter of application according to your own qualifications.

Zhejiang Sunshine Cashmere Co., Ltd.

Address: No.25 Kangtai Road, Huzhou, Zhejiang Province, 313000

Tel: 86-572-3177777

Fax: 86-572-3177888

E-mail: hr@Sunshine.com

Zhejiang Sunshine Cashmere Co., Ltd., a modern cashmere garment company located in Huzhou, Zhejiang, has the following excellent job opportunities for creative, resourceful and energetic persons at its rapidly growing and fully owned headquarter:

Business assistant to General Manager (CP60299)

Requirements:

- Pleasant and outgoing personality;
- Flexible mind and excellent service attitude;
- Good computer skills;
- Good command of English, both spoken and written.

For Your Reference

1. The purpose of writing a job application letter is to sell yourself to the prospective employer. In other words, it is to impress the reader and get the chance of interview.
2. A formal letter should at least included 6 parts, that is, heading, inside address, salutation, body, complimentary close, and signature. Some business letters add more items, such as subject line, enclosure, postscript etc.
3. A job application letter should state the writing purpose clearly, show your best qualification and ask for an interview. It's better to mention your understanding of the target company and position.
4. Brief, concise, emphatic, polite and appropriate etc.
5. Yes. It is best to limit the job application letter to one typed page. Avoid fonts smaller than 10 point and larger than 12 point.

II Sample Analysis

299 Xuefu Road
Huzhou, 313000
Zhejiang Province

May 3, 2008

Zhejiang Sunshine Cashmere Co., Ltd.
No.288 Kangtai Road,
Zhili town, Huzhou,
Zhejiang Province

Dear Sir or Madam,

I would like to apply for the position of business assistant to General Manager (CP60299) at your company. And I'd like to introduce myself to you briefly.

As you can see from the attached résumé, I will graduate from HZ Vocational & Technical College next month. My

Heading (addresser's
address and date)

Inside Address

Salutation

outstanding record at school and some experience in business has prepared me for the work you are calling for. I used to perform several tasks in my spare time and learned a lot about how to manage my workload well. I have become skilful in interpersonal communication. In addition, I am thoroughly familiar with the use of computer, and with the Internet and E-mail as well. Having majored in English for three years, I have a good command of oral and written English. I believe that I am qualified for the position of secretary in your company.

I am looking forward to a personal interview at your convenience, if you decide to follow up on this application. Thank you very much!

Sincerely yours,

Qiu Xiaoyun

Qiu Xiaoyun

Enclosed — résumé

Body

Complimentary Close

Signature

Enclosure

III. Summary

1. The definition of a job application letter

A job application letter is a short and introductory business letter written for the purpose of getting a job. In the letter, the applicant needs to identify the job or position he wants, clarify his qualifications, and requests for an interview.

2. The format of business letters

Besides the job application letter, almost all business letters follow the following format.

1) Heading

Heading, which is also called "Letterhead", refers to the addresser's address and the date of writing the letter. They may be positioned at the center or at the left margin of the top of the page,

including your address, telephone number, E-mail and date. The date is usually placed two lines below the addresser's information. It is usually shown in the order day/month/year (English Practice) or month/day/year (American Practice). Heading makes the reader know where and when the letter is sent, which is very convenient to write back.

2) Inside Address

The address of the receiver, typed on the left corner of the letter one or two lines below the writer's address and the date, is printed as it will appear on the envelope.

3) Salutation

Salutation is placed at the left margin two lines below the inside address and two lines above the body of the letter. Generally speaking, we use "Dear + Mr./Miss./Ms. + surname" if we know his or her name. Otherwise, we often use Dear Sir/Madam.

4) Body of letter

Body, the most important part of the letter, conveys the central ideas, expresses the writer's suggestions, requests and wishes. It begins two lines down from the salutation. Generally, a job application letter contains three parts: the beginning, the details and the expected response.

The first part states the purposes of writing, what the job vacancy is and the information resource. The second part introduces the applicant's qualification in detail and usually highlights his or her value to the employer. The third part requests for an interview, and often tells the applicant's contact information, such as address, telephone number. And the appreciation is always expressed here.

5) Complimentary close

The complimentary close is simply a polite way to end a letter. The complimentary close of the letter should be coherent with the salutation. It appears either in the middle of the page or starts at the left-hand margin, two lines below the closing sentence. The common examples are "Yours faithfully/Faithfully yours", "Yours sincerely/Sincerely yours" and "Truly yours/Yours truly".

6) Signature

The addresser should sign at the end of the letter, whether it is typed or not. The typed name can be placed four lines below the complimentary close, and the handwritten one can signed between. The formal letter without signature not only shows no respect to the reader, but also becomes invalid.

7) Enclosure

If necessary, Enc. or Encs. is typed two lines on the left after the signature of the addresser

when something is sent along with the letter. Résumé, recommendation letters, or photos are usually enclosed in job application letters.

3. The writing patterns of business letters

There are three main writing patterns in business letters: full block style, modified block style, and indented style.

Full block Style means every type of each line, including the date, the inside address, the subject heading or caption and the complimentary close, is typed from the left margin of letter.

Modified block style is the same as the full block form except for the date, the complimentary close and the signature.

And indented style means the first line of each paragraph is indented more than the rest with the inside address and the salutation playing as full block style.

With full block style and modified block style, extra white lines must be left between paragraphs, while with indented one, extra space between paragraphs is common, but optional.

IV. Individual Study

You are provided more letters extracted from the job application letters to learn by yourself. You can make comparison on the samples according to what have been taught.

1. Full block style

23 Mayun Road
Suzhou, Jiangsu, 215001
China

April 21, 2010

Floor 23, Xingang Building
88 Jinshan Road
Suzhou, Jiangsu, 215001
China

Dear Sirs:

Having learned that you need a few more English-Chinese interpreters and guides in view of

the fast growing volume of tourism, I venture to submit this application for the post as interpreter/guide.

I am at present a salesman at Department Store where I have been working for nearly 6 years.

With a fairly good command of English and a sound background of modern Chinese, I believe you will find me competent for the job if I am transferred to work in your Bureau.

My leadership, fully aware of my being more useful as an interpreter/guide than a salesman, has consented to have me transferred should you find it desirable. Here with I enclose a testimonial from the Corporation attesting to my character and abilities.

I should appreciate it if you will grant me an interview at your earliest convenience.

Thank you in anticipation.

Yours sincerely,

Ding Lin

Ding Lin

Enclosures: My résumé and testimonial

2. Modified block style

June 18, 2009

Trimax Co., Ltd.
1215 International Trade Building
65 Tiaoxi Road
Wenzhou, 325000

Dear Mr. Li,

RE: Sales Representative

I am very interested in the sales representative position as advertised in *Zhejiang Daily* on Monday, June 15, 2009. Attached please find my résumé.

I have successfully completed the courses directly related to marketing during the college. In these courses, I acquired skills in marketing, management relations, cost control and communication. Besides, I am a detail-oriented individual and enjoy customer interaction. These backgrounds enable me to work effectively with employees, customers and the general public.

Additionally, during my part-time practice as a sales assistant to the sales promotion manager of Xiangshun Trading Company, I have been exposed to the real nature of business and have a very extensive training in this field. With this practical experience, I have become more interested in the marketing.

My telephone number is 82364997. I look forward to hearing from you.

Sincerely yours,

Miller Zhang

Miller Zhang

Enclosure: résumé

3. Indented Style

June 8, 2009

Dear Sir,

Your advertisement offers a most tempting job to a young man just out of college. I can't think of any job I'd like better than consumer research for a famous organization like yours. I look upon it as a wonderful opportunity, and here is what I can offer you in return. I am 22 years of age, make a good appearance and get along exceedingly well with people.

I have an inquisitive and analytical mind — I enjoy finding out about things — I have tact and good humor and the ability to draw people out.

Perhaps you will agree that these qualities — plus enthusiasm, persistence, and the willingness to work hard and long — make me acceptable for the job you offer as a beginner on your research staff.

I specialized in advertising and merchandising at New York University, from which I graduated in June and I have unusual letters of recommendation from my instructors in these subjects. I should like the opportunity of showing them to you.

I enclose a card addressed to myself, in the hope you would use it to tell me when to come for an interview. Or if you prefer calling, my telephone number is 2613458.

Sincerely yours,

Jack Sparks

Jack Sparks

V. Practices

1. Matching

【Directions】 Match the English words and phrases with their proper Chinese Meaning.

- | | | | | |
|----------|---------|--------|---------|---------|
| a. 应聘职位 | b. 客服代表 | c. 资历 | d. 胜任 | e. 方便 |
| f. 专长于…… | g. 注重细节 | h. 推荐信 | i. 销售人员 | j. 主修专业 |

- | | |
|---------------------|-------------------------------------|
| () salesman | () major in |
| () testimonial | () customer service representative |
| () qualifications | () apply for the post |
| () convenience | () be qualified for |
| () detail-oriented | () be specialized in |

2. Translating

【Directions】 Here are some typical expressions and sentences which are commonly used in the job application letters. Please translate them.

- 1) I am writing to apply for the post of salesman advertised in *China Daily* of May 21.
- 2) I can offer your firm a broad skill set with an emphasis on creativity and analysis.
- 3) Referring to my résumé, you will note that I have participated in various activities and experiences which have helped prepare me for the customer service representative position.
- 4) I would very much like to meet you to discuss career opportunities.
- 5) Thank you for your time and consideration.