

商务英语 函电 实训教程

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前言

《商务英语函电实训教程》是高职院校商务英语专业和商务管理专业的主干课程。通过本课程的学习,学生能够掌握有效的国际贸易交往技巧,提高书面英语沟通能力,并具备一定的“动手”实践操作能力。

由于本教材的编写者都是长期担任高职院校商务英语专业教学的一线教师,了解高职院校商务英语专业的人才培养目标,了解高职学生的知识水平状况,所以与国内现行的教材相比较,本教材的最大特点就是能结合高职学生的实际,讲究教材的实用性和可操作性,使学生通过对本教材的学习,不仅能够了解国际商务书信的特点和格式,还能掌握大量的外贸业务的英语表达方式和句型结构。因此,本教材特别适合高职院校商务英语专业和商务管理专业的学生使用。

除此之外,该教材有三大创新点:

▶ 每个单元都会指出学生在书写该内容的商务函电时最容易犯的一些错误,并指出表达不当的原因,同时给出更好和更恰当的语言表达方式。这些错误或表达不当的例子多是来自于学生本身,因此比较有实用价值。

▶ 每个单元内容就是国际贸易中的一个环节。为了让学生能够最大程度地掌握每个环节中的常用词汇和句子,我们在每个单元设置了 Checklist 供学生参考学习。

▶ 为了让学生具备实际的操作能力,根据国际贸易的各个环节及主要内容,我们安排了一连串的 Case Practice,每个 Case Practice 之间是相互联系和连贯的。这样就能让学生在学完每个单元后,有机会进行实践操作,体验整个国际贸易的函电操作过程,提高高职学生实践操作能力。

本教材突出了高职教学的特点,更加注重教学中学生的实践能力和操作能力,为锻炼学生的动手能力提供了必要的素材,使教师在授课中能够灵活运用教材的内容以培养学生的实践操作能力。

由于编者水平有限,编写内容难免有不妥之处,恳请专家、同行和读者批评指正。

如需答案,请与左步雷老师联系,电子邮箱:brain520@163.com。

编者

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Unit 1

Business Letters

Part I Teaching Requirements

I. Objectives

To enable students to know what a business letter is and what typical business letter styles are;

To require students to know the essential components of a business letter format;

To grasp the main order and useful sentences in each style of a business letter.

II. Contents

Introduce the business letter;

Demonstrate the three styles of the business letter;

Study the commonly used sentences, used words and phrases in the checklist;

Do the exercises according to the different formats of the business letter learnt in this lesson.

III. Focus & Difficulties

Summarize the essential components of a business letter format;

Key expressions and sentences concerning a typical business letter and the checklist;

The important sentence patterns and expressions frequently used in the exercises.

Part II Background Information

The business letter is the basic means of communication between two companies. It is

estimated that close to 100 million business letters are written each workday. It is a document typically sent externally to those outside a company but is also sent internally to those within a company. The business letter is one of the dominant international communications. With business letters, businessmen come to their business transitions effectively and efficiently.

Business letters can be challenging to write, because you have to consider how to keep your readers' attention. This is particularly the case if your readers receive large amounts of mail and have little time to read. In business writing, as in other writing, knowing your audience is critical and keeps your letters to the point, specific and accurate. In most cases, the business letter will be the first impression that you make on someone. For this reason it is important that you should be diligent in your task of writing an effective business document.

The best writers strive to write in a style that is so clear that their message cannot be misunderstood. Clarity should be the ultimate goal of your business writing style. One way to achieve a clear style, especially during revision, is to eliminate the overuse of the passive voice, which plagues most poor business writing. Reliance on the active voice to keep the pace of the letter moving, use of personal pronouns, and a positive point of view will keep a reader interested.

Part III Business Letter Styles

I. Business Letter Styles

Business readers expect to receive letters and memos that adhere to an existing format standard. There are several acceptable business letter styles available for use in the professional world. Three such business letter styles include:

Block Style: When using this business letter format, the entire letter is left justified and single-spaced except for a double space between paragraphs.

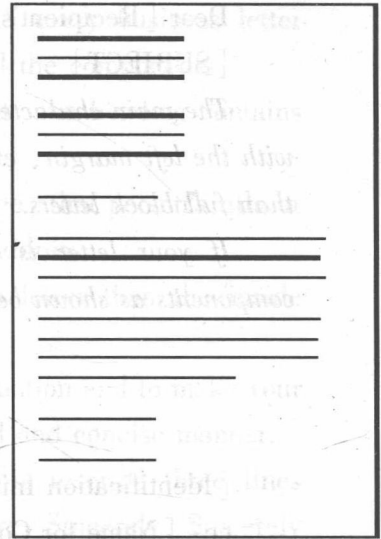
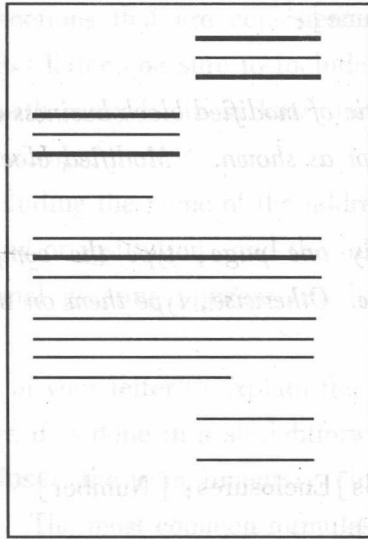
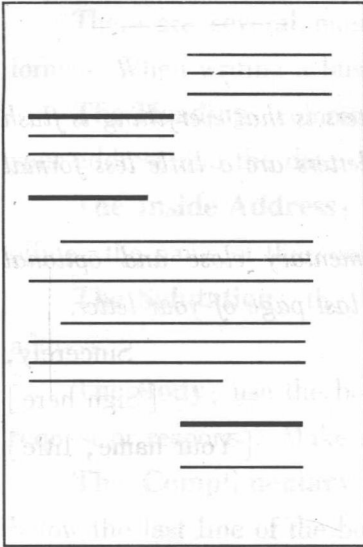
Modified Block Style: With this business letter format, the body of the letter is left justified and single-spaced. The date and closing, however, are in alignment in the center of the page.

Semi-block Style: Similar to the modified block business letter style except that each paragraph is indented instead of left justified.

Semi-block Style

Modified Block Style

Block Style



Sample Business Letters

1. Block Style

[Recipient's Name] [Company Name] [Address]

Attention [Recipient's Name]

Dear [Recipient's name] :

[SUBJECT]

The main characteristic of full block business letters is that everything (except a preprinted letterhead) is flush with the left margin. Block letters are formal.

If your letter is only one page, type the complimentary close and optional components as shown below. Otherwise, type them on the last page of your letter.

Sincerely,

[Sign here]

[Your name, title]

[Identification Initials] Enclosures: [Number]

cc: [Name for Copy]

2. Modified Block Style

[Your Name]

[Address]

[Date today]

Re: [To what this letter refers]

[Certified Mail] [Personal]

[Recipient's Name] [Company Name] [Address] [Address]

Attention [Recipient's Name]

Dear [Recipient's name] :

[SUBJECT]

The main characteristic of modified block business letters is that everything is flush with the left margin, except as shown. Modified block letters are a little less formal than full block letters.

If your letter is only one page, type the complimentary close and optional components as shown below. Otherwise, type them on the last page of your letter.

Sincerely,

[Sign here]

[Your name, title]

[Identification Initials] Enclosures: [Number]

cc: [Name for Copy]

3. Semi-block Style

[Your Name]

[Address]

[Date today]

Re: [To what this letter refers]

[Certified Mail] [Personal]

[Recipient's Name] [Company Name] [Address]

Attention [Recipient's Name]

Dear [Recipient's name] :

[SUBJECT]

Modified semi-block business letters are the same as modified block letters, except that the paragraphs are indented. Modified semi-block letters are a little less formal than full block letters.

If your letter is only one page, type the complimentary close and optional components as shown below. Otherwise, type them on the last page of your letter.

Sincerely,

[Sign here]

[Your name, title]

[Identification Initials]

Enclosures: [Number]

cc: [Name for Copy]

II. Typical Business Letter Format

There are several main sections that are consistent with every business letter format. When writing a business letter, be sure to include all the components:

The Heading: common with every business letter format, the heading contains your address and the date of writing.

The Inside Address: including the name of the addressee, that person's title or office, the name of the company or institution, and the full address.

The Salutation: the formal greeting appears two lines lower than the inside address.

The Body: use the body of your letter to explain the situation and to make your request or response. Make sure it is done in a straightforward and concise manner.

The Complimentary Close: the complimentary close is inserted three lines below the last line of the body. The most common formulas are: Sincerely, Sincerely yours, Yours truly, Yours sincerely.

Your Typed Name: in all business letters, there are usually four lines between the complimentary close and the typed name as you intend to sign it.

Your Signature: always use blue or black ink. Match your signature and your typed name.

Special Notation: lowest on the page, always flush left. Include common notations to indicate: carbon copies, enclosed documents, etc.

Notes

- (1) Heading (抬头)
- (2) Sender's name and date (发信人姓名及日期)
- (3) Inside address (收信地址)
- (4) Subject heading (事由)

Koffit Trade Co., Ltd. 1

15 Western Avenue, Shanghai China,

Telephone: +86 021 88654987

Fax: +86 021 88654988

Email: koffit@A-Z.com.cn

SVKL 2

25 January 2003

Mrs Drith Williams

Williams Trading Co., Ltd

28 Hunter Avenue Denver, CO 80206 3

USA

Re: Delayed arrival of your new glasses 4

Dear Irith, 5

Thank you for your letter of 24 January. 6

On behalf of Koffit I would like to apologize most sincerely for the problems 7

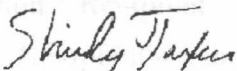
you have experienced in receiving your new glasses. This is most unlike the speedy, professional service we pride ourselves on.

As a Kiffit customer I would like to offer you a refund of \$100 to recover your traveling costs and inconvenience which you have incurred. Our cheque is enclosed.

I understand from the manufacturers that your glasses should be arriving in our store during the next few days. I will give you a call as soon as they are with us to arrange an appointment for you to come down to collect them.

Many apologies again for the problems you have experienced. 8

Yours sincerely, 9



SHIRLEY TAYLOR 10

Manager of Sales Department

Encs 11

Notes

1. Components of a Business Letter Format

To be more specific, an average business letter format will include the following components:

- (1) Heading (信头)
- (2) Sender's name and date(编号)(写信人的名字缩写字母和日期)
- (3) Inside address(封内地址)
- (4) Subject heading(事由)

- (5) Salutation(称呼)
- (6) Opening sentences(开头语)
- (7) Body(正文)
- (8) Closing sentences(结尾语)
- (9) Complimentary close(结束语)
- (10) Signature(签名)
- (11) Enclosure(附件)

Part IV Typical Email Message Format

Useful Points about Email Message Format

1. The form of business letters is substituted by that of email messages.
 2. Email is the transmission of messages over communication networks.
 3. Email is one of the most used and popular services on the Internet.
 4. An email account is a method in which you can send and receive email messages.
 5. There are several ways to access an email account, and the ways in which you can access the email account depend on the provider of the account.
 6. Typically, users select to read and write emails in software such as Outlook Express, or by visiting a web address and logging into their account from a browser.
 7. Sometimes, documents (audio, video, pictures, etc.) can be attached to email messages and sent with the messages.
 8. Email can be distributed to lists of people as well as to individuals.
 9. A shared distribution list can be managed by using an email reflector.
 10. Some mailing lists that are administered automatically are called list servers allowing you to subscribe by sending a request to the mailing list administrator.
- The following is the basic structure of email messages.

To	<u>susan.lin@pearsoned-earm.com</u>	1
From	<u>sar032@aol.com (Shirley Taylor)</u>	2
Date	Monday, May 26, 2003	3
Time	4:30:27 GMT	4
Subject	A-Z of Business Communications	5
Dear Mrs. Lin,		6
I wrote to you on 23 May describing our new Gro-More range and enclosing our latest catalogue. I have not received a reply from you and wonder if you actually received my letter?		7
I will be very happy to answer any questions you may have about our Gro-More range and explain the unique features and benefits to you. Alternatively I would be pleased to arrange for one of our representatives to visit you and bring some samples to show you.		
Your custom is very valuable to us. If there is any way I can help you, please do not hesitate to write to me.		
Sincerely,		8
Shirley		9
Shirley Taylor		10
Manager of Sales Department		
Koffit Trade Co., Ltd.		
Add: 15 Western Avenue, Shanghai, China		
Tel: +86 021 88654987		
Fax: +86 021 88654988		
Email: abccompany@alibaba.com		
Product Catalog: http://abccompany.alibaba.com		

Notes

- | | |
|----------------------------|------------------------------|
| 1. Receiver's box (收信人的邮箱) | 6. Salutation (称呼) |
| 2. Sender's box (发信人的邮箱) | 7. Body of the letter (正文) |
| 3. Date (写信日期) | 8. Complimentary close (结束语) |
| 4. Time (时间) | 9. Signature (签名) |
| 5. Subject (主题) | 10. Contact (联系方法) |

Part V Improvement

Read the following passage and then compare the statements in formal style from the sample letter mentioned above with those in informal style.

All languages have two general levels of usage; a formal level and an informal level. English is no exception. The difference between these two levels is the situation in which you use a particular level. Formal language is the kind of language you find in textbooks, reference books and business letters. You would also use formal English in compositions and essays that you write in school. Informal language is used in conversation with colleagues, family members and friends, and when we write personal notes or letters to close friends.

Formal language is different from informal language in several ways. First, formal language tends to be more polite. What we may find interesting is that it usually takes more words to be polite. For example, I might say to a friend or a family member “Close the door, please”, but to a stranger, I probably would say “Would you mind closing the door?” Another difference between formal and informal language is some of the vocabulary. There are bound to be some words and phrases that belong in formal language and others that are informal. Let’s say that I really like soccer. If I am talking to my friend, I might say “I am just crazy about soccer”, but if I were talking to my boss, I would probably say “I really enjoy soccer”.

1. **Formal:** Dear Mrs. Lin

Informal: Hi, Lin

2. **Formal:** I'd like to apologize most sincerely for the problems.

Informal: I am sorry for the problems.

3. **Formal:** I understand from the manufacturers that your glasses should be arriving in our store during the next few days.

Informal: I am told by the manufacturers that your glasses are coming in a few days.

4. **Formal:** If there is any way I can help you, please do not hesitate to write to me.

Informal: If you need my help, just write to me.

5. **Formal:** Yours Sincerely

Informal: Truly Yours

Part VI Exercises

I. Translate the following expressions.

- | | |
|---------------------------|----------|
| 1. Modified Block Style | 6. 开头段 |
| 2. Block Style | 7. 结尾段 |
| 3. Semi-block Style | 8. 电子邮件 |
| 4. business letter format | 9. 附件 |
| 5. indented style | 10. 写作原则 |

II. Read the passage below and try to fill in the blanks with suitable words.

A business letter is more formal than a personal letter. It should have a margin of at least one inch on all four edges, with six parts. The first part is 1. This contains the return address (usually two or three lines) with the date on the last line. Sometimes it may be necessary to include a line after the address and before the date for a phone number, fax number, email address, or something similar. Often a line is skipped between the address and date. That should always be done if the heading is next to the left margin. The second part is called 2. This is the address you are sending your letter to. Make it as complete as possible. Include titles and names if you know them. It also helps the recipient route the letter properly and can help, should the envelope be damaged and the address become unreadable.

The third part is 3, also called the greeting. The greeting in a business letter is always formal. It normally begins with the word "Dear" and always includes the person's last name. It normally has a title. Use a first name only if the title is unclear—for example, you are writing to someone named "Leslie", but do not know whether the person is male or female. For more on the form of titles, see Titles with Names. The fourth part is 4, which is written as text. A business letter is never handwritten. Depending on the letter style you choose, paragraphs may be indented. Regardless of formats, skip a line between paragraphs. Skip a line between the greeting and the body. Skip a line between the body and the close.

The fifth part is 5. This short, polite closing ends with a comma. It is either at the left margin or its left edge is in the center, depending on the Business Letter Style that you use. It begins at the same column the heading does. The last part is 6. Skip two lines (unless you have unusually wide or narrow lines) and type out the name to be signed. This customarily includes a middle initial, but does not have to. Women may indicate how they wish to be addressed by placing Miss,

Mrs. , Ms. or similar titles in parentheses before their names.

The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Use blue or black ink.

III. Matching Work.

Instructions: Brain Zero, a Managing Director from Changchun (Publications) Ltd., is writing to Miss Harved. Please read the following sections and put them in logical order so that a business letter is formed.

1

Miss Harved
Class 052, Computing Dept.
Shanghai Xinxin College

2

Our ref: GB/SAM
Date: September 12, 2006

3

Changchun (Publications) Ltd.

Publishers
43 Jianshe Street
Changchun, Jilin Province
Postcode: 130060; Tel: 8569938

4

Re: How to write a business letter

5

Dear Miss Harved,

6

In your previous letter, you ask me how to write a business letter. My understanding about it is to apply some specific writing principles and keep in mind some basic structures of a typical business letter. It must be friendly and courteous.

7

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which is a help to achieve the purpose. To make your writing complete, you should ask yourself: why you write the letter, what are the facts supporting the reasons, whether you have answered the questions asked or not and what the reader has expected to do. Surely, the following guidelines can help us write concretely: use more specific facts and figures; prefer active verbs to passive verbs; choose the vivid, image-building words with word order and modifiers