



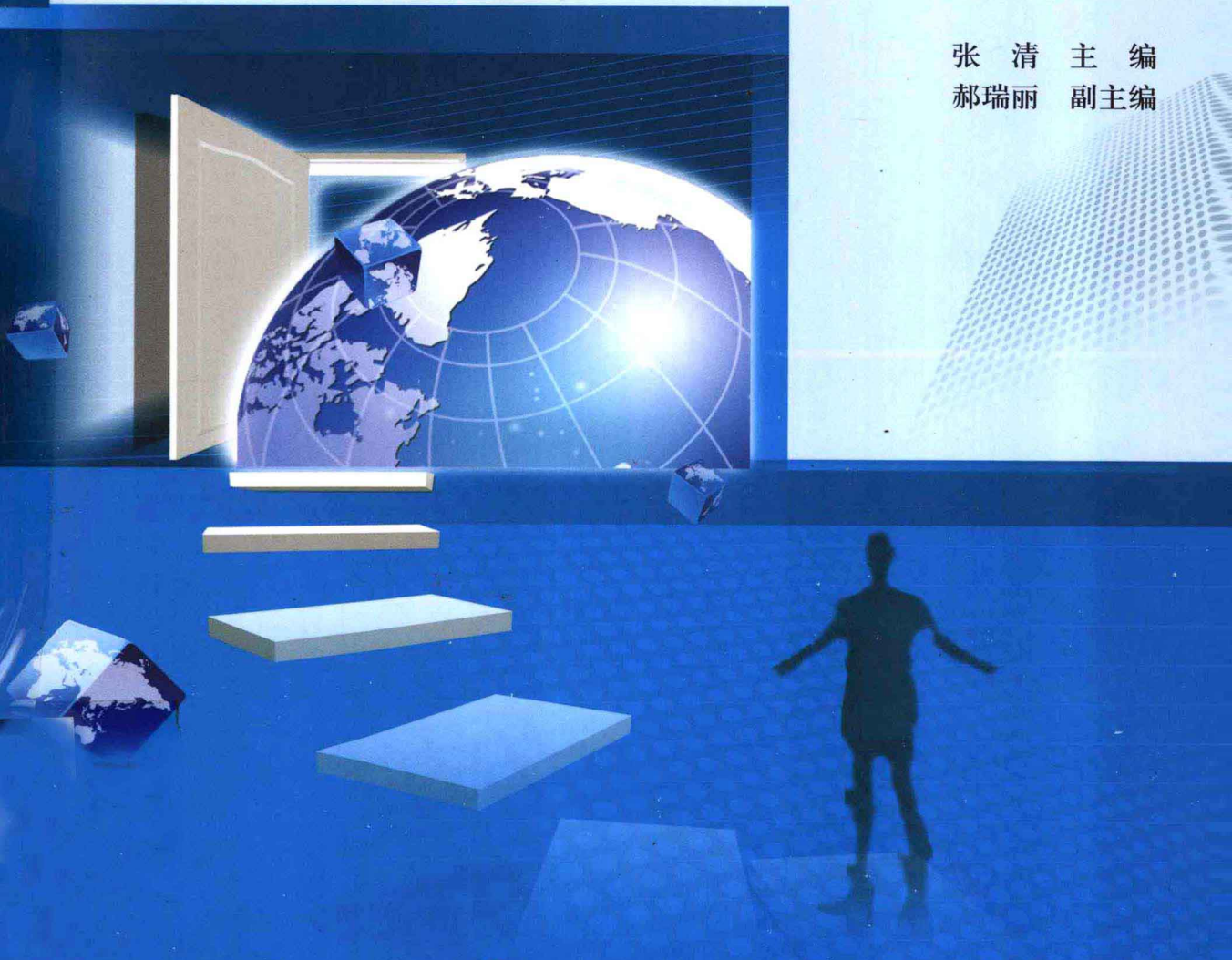
21世纪立体化高等院校规划教材·英语系列

用地道的思维 写地道的文章

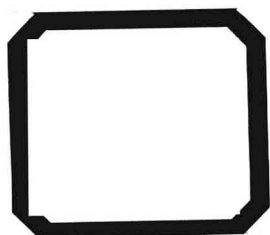
地道英语写作教程

(下册)

张清 主编
郝瑞丽 副主编



南京大学出版社



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内 容 简 介

在积累多年教学经验的基础上,根据教育部《大学英语课程要求》中培养目标和教学内容的要求,以及现阶段我国大学生在英语写作中所面临的瓶颈问题,我们编写了《地道英语写作教程(上、下册)》。

本书是下册,主要介绍应用写作和应试写作,包括第三部分和第四部分,共9个单元。第三部分为应用写作,内容包括信件、大学入学申请材料、求职、总结和报名、备忘录、便条、通知和海报;第四部分为应试写作,内容包括大学英语四六级考试、研究生入学考试、托福考试、雅思考试。

本书理论和实用(实践和应试)相结合,论述和丰富实例相结合。在中英对比的基础上,充分分析英语写作的特点;在详尽介绍写作要素和基本文体写作特点的基础上,进一步分析实践写作和应试写作的特点和注意事项。

本书可以作为大学英语的日常教学教材,也可以作为英语学习者应试的辅导用书,还可以作为某些英语爱好者或工作人员进行实际英语写作的参考材料。

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前言

写作是英语学习的难点,也是中国广大英语学习者亟待提高的一项技能。在多年的教学工作中我们发现,很多英语学习者都会面临这样的窘境:背诵了大量的词汇,掌握了复杂的语法,却依然写不出地道的英语文章,在考试中得不到理想的分数,在工作中很难应用自如。造成这种局面的原因之一,往往是由于我们的教学工作忽略了中西文化差异和思维模式的不同。

《地道英语写作教程(上、下册)》力图从文化比较的角度出发,以思维认知层面的分析为基础,从用词、句法、标点、修辞表达和段落等五方面的基本写作要素入手,全面、具体地分析中英文表达在各个层次的差异及特点,有助于读者更好地掌握英语写作的技巧,迅速提高写作水平。同时将常见的写作类型体裁分类讲解,并结合当下英语考试中常考的写作题型,注重实用性、实践性。

本书面向大学本科生、研究生以及中高级英语学习者,可以作为常规课堂教材来指导学生全面提高语言素质和写作水平,也可以作为实践性写作或写作应试指导的辅导用书。

1. 本书结构

本书包括第三部分和第四部分,主要介绍应用文的写作特点和各种考试的写作技巧。由点到面,由表及里,由理论到实践,由书本到实际,层层递进,安排合理。

具体内容安排如下:第三部分(第十至第十四单元)针对各种应用文的写作特点进行分类并给出指导;第四部分(第十五至第十八单元)对各种考试特点及应试技巧进行详细说明。本书在每一单元开头部分都设置了 Lead-in Question,一方面引发读者的思考,另一方面引出本单元的主要内容。书后附有参考书目,有利于读者自学或根据需要进一步查询相关资料。

2. 本书特色

- 中英对比:本书第一次从思维模式和文化背景的差异入手,对比分析中英文写作要素的特点,帮助学习者从内隐思维和外显表达两个层面实现写出地道英语语句的目标。
- 内容全面:本书基本涵盖了各个层次的写作要素——从常用的应用文写作,到国内最重要的四大英语考试,基本可以满足不同类型读者多方面、多层次的需要。同时,本书不仅仅是教会读者进行正确的英语写作,更是在更高层次上教会读者进行地道的英语书面表达。
- 实用性:本书的实践功能和应试功能体现了较强的实用性。通过对各种应用性写作的介绍,基本涵盖了学习、考试和工作中所面临的各种写作需求;通过对常见英语考



试的分析,基本解决了读者所面临的实际写作问题。

- 举例丰富,练习充分:本书对于每一个写作特点的介绍都配备了丰富生动的例句或例文,有利于读者以生动、贴切的方式体会地道英语的特点,同时也使本书整体上显得生动活泼。每一章的最后提供了充分的练习,帮助读者巩固所学知识。
- 可操作性强:本书的章节设计层层递进,紧密相连,同时又充分考虑了实际教学需要,每一单元可以自成体系。在教或学的过程中,既可以从第一单元开始,循序渐进地学习,也可以根据需要,任意选取其中的一个单元。

3. 编写队伍

本书由具有多年大学英语教学经验的7位教师编写。张清教授任主编,负责整体策划、规划、分工、统稿和审稿工作。具体章节分工如下:李昕负责第十单元;刘艳负责第十一单元;蔺玉清负责第十二单元;孙晓磊负责第十三单元和第十六单元;王芳负责第十五单元;李丹负责第十四单元和第十七单元;谢芹负责第十八单元。在各单元的编写过程中,各位编者对彼此单元的编写都提供了丰富的资源和宝贵的意见。此外,具有多年讲授写作课程经验的外教林嘉旭(Joseph Minicello)老师对本书的语言表达和内容进行了通读、把关。

本书在编写过程中参考了国内外的大量写作教材,在此,我们对这些书的编者和作者表示感谢。

由于编者水平有限,书中难免有不足之处,敬请读者批评指正。

编者

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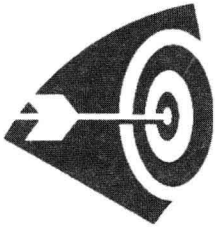
Part III

Practical Writing



Unit Ten

Letter Writing



Lead-in Question

What are the elementary parts of a letter? What are the differences between a personal letter and a business letter?

10.1 General introduction

Letters may be formal or informal, depending on the purpose of writing and the relationship between the writer and the recipient. Accordingly, letters may fall roughly into two categories: personal letters and business letters.

10.1.1 The format of a letter

It is no doubt that diversity occurs in stylistic features. The common practices widely used in letters are: full-block format, indented format and semi-block format. Comparatively, the full-block format is easy to type and therefore it is the most popular style for business letters.

Full-block style

Heading

Date

Inside address

Salutation

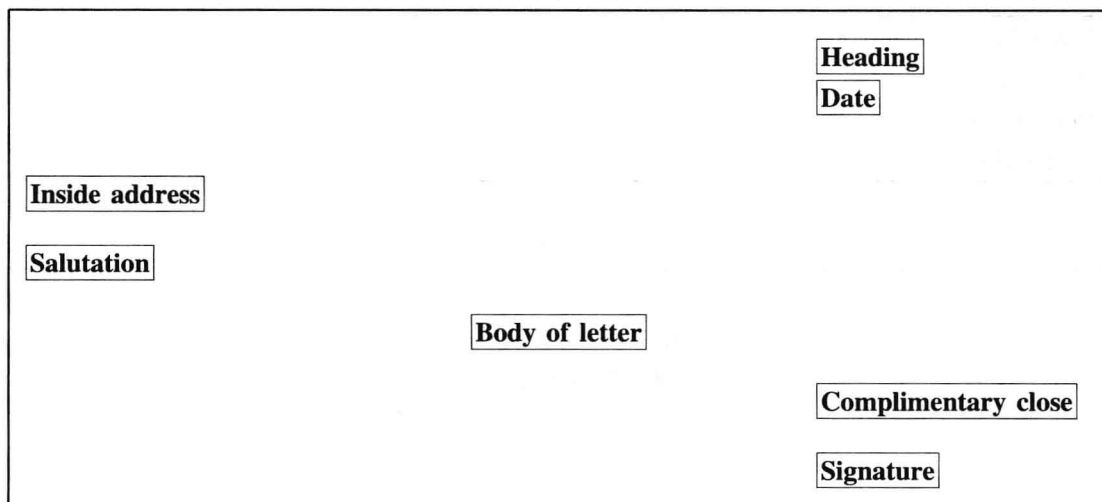
Body of letter

Complimentary close

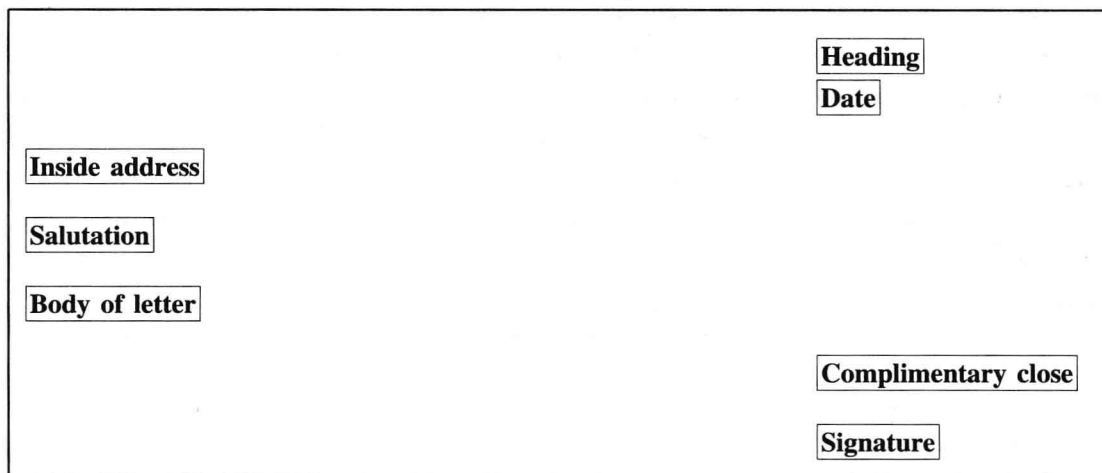
Signature



Indented style



Semi-block style



10. 1. 2 The elementary parts of a letter

As agreed, there are seven essential parts in a letter: the heading, the date, the inside address, the salutation, the body, the complimentary close and the signature.

1. Heading

The heading is the address of the writer, arranged into separate lines. The heading is often omitted in an informal personal letter, but is typed in a formal business letter. Almost every company uses letterhead stationery for a business letter nowadays. It indicates the name, address, telephone number, fax number and email address of a company. Its topmost part of the paper helps the recipient identify the company effectively.



Heading in a personal letter

Room 123, Dormitory 8
Peking University
Beijing, 100870
P. R. China

Letterhead in a business letter

City Life Co., Ltd.
18 Southern Avenue, Washington, U. S. A.
Tel: 8888888 Fax: 9999999
Email: yourlife@citylife.cn

2. Date

The date which goes below the heading indicates the time we write the letter. The date should always be written in standard form and all the number form should not be used. There are two styles of writing a date: the British style and the American style. The British style of writing a date is written in the order of day, month and year; whereas the American style goes in the order of month, day and year. Notice that an abbreviated month is not recommended in a business letter.

| | |
|---------------|----------------------|
| 14 July, 2010 | (The British style) |
| July 14, 2010 | (The American style) |

3. Inside address

As we know, the inside address, that is the recipient's address, is normally omitted in an informal personal letter, but written beneath the heading and date in a business letter, giving the name and title and full address of the recipient (which includes company's name, street address, city, state / province, zip code and the country). Make sure that the inside address is identical with the address on the envelope.

Mr. Karl Kipling
President
BHK Company
567 Dongsu Street
Beijing, 100010
P. R. China



4. Salutation

The salutation is a written greeting to the recipient. The first name of the recipient may be used in a personal letter, such as “Dear John”; while in a business letter, the salutation used is different as the following examples.

To a woman whose marital status you don't know

Dear Ms.,

To a person you don't know the name and sex

Dear Sir or Madam,

To Whom it may concern,

Dear + Job-title (e. g. Dear Personnel Director)

To a person you have formal relationship in business

Dear + Mr. (Mrs. / Miss / Ms. / Dr.) + Family Name (e. g. Dear Mr. Smith)

To a person you have a close business contact or a friend

Dear + Given Name (e. g. Dear Emily)

5. Body of the letter

The body is the most important part of a letter. It contains the message we want to pass to the recipient. Normally, body usually consists of three parts. The first part refers to any previous communication or introduces the issue we are going to write about. Besides, it intends to establish or deepen a relationship with the recipient. The middle section of the body is where we provide the most important information. Here, we may provide details or necessary information that the recipient may be interested in. In a formal business letter, we should demonstrate the facts that the recipient needs to know or supply reasons for which a business transaction is conducted. The body of the letter often ends with a simple paragraph which consists of one or two simple sentences.

How to begin the body of a letter

A personal letter

I am sorry it has taken me so long to reply, but. . . .

How nice it was to hear from you at last.

I am writing this letter to congratulate on your admission to Oxford.

I am writing this letter to show our gratitude for the help you offered us last summer.



A business letter

With reference to (your letter of . . . , your phone call , etc.)

In reply to your advertisement for an editor . . .

Thank you for your letter of (date) . . .

I am writing to enquire about / to apologize / to confirm . . .

How to end the body of a letter

A personal letter

Once again , we thank you for your hospitality .

We apologize again for the mistake .

I'm afraid I'll have to stop now , but I'll write to you again soon .

Please give my love / regards / best wishes to your family .

Please contact me again if . . .

A business letter

I look forward to hearing from you soon / meeting you .

If we can be of further help , please do not hesitate to contact us .

I would greatly appreciate an early reply .

Would you please let me know as soon as possible whether you would be willing to . . .

I sincerely hope you will be able to help me in this matter .

I enclose . . .

6. Complimentary close

The complimentary close is a courteous way of bringing a letter to an end. In the closing, only the first word is capitalized, and it is ended with a comma. It must agree in tone with the salutation.

If the salutation is in the way of "Dear Mr. + Family Name"

(You know the recipient's name)

Yours truly , / Truly yours , ; Yours sincerely , / Sincerely yours ,

If the salutation is in the way of "Dear Sirs , " or "Dear Sir or Madam"

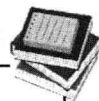
(You don't know the recipient's name)

Yours cordially , / Cordially yours , ; Yours faithfully / Faithfully yours ,

If the salutation is in the way of "Dear + Given Name"

(You have a close contact with the recipient)

Best wishes , / With kind regards , / love ,



7. Signature

The name of the writer is usually written by hand below the complimentary close. In a personal letter, we may sign our full name, our first name or even our nickname depending on how close our relationship with the recipient is. In a formal business letter, after the handwritten signature there is a typed name of the writer, followed by the title of the writer identifying the official position.

Yours sincerely,
 Alice Kurtz (handwritten signature)
Alice Kurtz (typed signature)
 Marketing Manager

10. 1. 3 The optional parts of a business letter

Besides the seven elementary parts of a letter, there are also something additional for option in a business letter.

1. Reference number

The references help the recipient match and classify the letter to the relevant problems or earlier letters according to subject, persons or time sequences. It is placed on the same line of the dateline or below the dateline. There is no standard form for references. Companies may choose the most effective form for their preference.

Our Ref: MN / 1791
 Your Ref: DN / 1023

2. Subject

It is placed between the salutation and the body of a business letter, usually underlined for emphasis, indicating the subject in the business communication in a clear way. Avoid using verbs or a sentence, using a phrase in subject.

Dear Mrs. Smith,
Problems at Delivery
 You asked for a report on distribution. . . .

Dear Sirs,
Re: Your Order No. FX 669
 Thank you for your letter dated. . . .



3. Enclosure

The enclosure is used to remind the recipient that something such as a check, a catalog or a pricelist is to be sent along with the letter. It may be shortened as "Enc." or "Encl." A letter can also end with "Enclosed you will find. . ." or "Please find enclosed. . .".

Yours truly,

.....

Encl. Price list

4. Carbon copy (CC)

From time to time, it is necessary to send a copy of the letter to people or departments other than the recipient. In this case, the carbon copy notation is used to indicate to whom the copy is sent.

Sincerely yours,

(signature)

Jan Green

Sales Manager

CC: Mr. Thomas Kurtz, Marketing Director

5. Postscript (P. S.)

If we want to add something after finishing the letter or to bring something to the attention of the recipient, we may use a postscript. Normally, a postscript is indicated by "P. S.". Sometimes the writer may put a handwritten postscript to the letter in order to add a personal touch. However, a very formal business letter does not need a P. S. but another letter to clarify.

P. S. Wish to see you at the Exposition on May 22.

10. 1. 4 The layout of envelope

The full name and address of the recipient is in the middle part of an envelope. The full name and address of the writer is placed in the upper left-hand corner of the envelope as follows.