

实用外贸英语函电

(第三版)

廖瑛 主编

Practical
English
for
Foreign
Trade
Communication



华中科技大学出版社

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内 容 提 要

《实用外贸英语函电》分 18 个单元。前三个单元分别介绍外贸信函的文体风格、写作方法、书信格式、商务英语缩写词的构成规则、传真文稿和电子邮件的写作与传输。从第四单元起,按照外贸实务操作的过程,介绍从建立业务关系,询价与答复,报盘与递盘,还盘与反还盘,接受与订货,签约,包装,装运,支付与结算,保险,商检,投诉、索赔与理赔、代理,到几项特殊贸易形式与合资办企业等外贸信函、协议和销售确认书的写作。

本书将英语语言知识和外贸业务知识融为一体,内容丰富,表达流畅,重点突出,实用性强,既可作为高等学校国际贸易、国际金融、国际会计、涉外经济、国际旅游、外企管理、酒店与宾馆管理、商务英语等专业的专业英语教材,也可作为从事外经贸和外事管理的业务工作人员、翻译工作者和公关文秘人员的外贸英语应用文写作的自学课本。

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Preface of the Third Edition

第三版前言

《实用外贸英语函电》一书自 2003 年 7 月修订以来,更受读者青睐,全国许多高校长期将它作为国际贸易、国际金融、国际会计、国际经济技术合作、国际旅游、外企管理、酒店与宾馆管理等专业的教材;外经贸行业的业务人员、翻译工作者、公关文秘人员视其为帮助自己提高商贸英语信函写作能力的良师益友。本书多年来重印了 20 多次,曾被评为中国大学出版社协会优秀畅销书奖。根据国际贸易形势的发展和通信技术的进步,我们应出版社之邀,对本书进行了再次修订。

这次修订仍以培养“语言+专业”的复合型人才为宗旨,以适应全球经济一体化和我国对外贸易发展的需要为目标,删除了电报电传文稿的写作内容,因为通信技术的发展,电报、电传现在已经不使用了。但仍保留和修改了电报、电传时代的外贸英语缩写词及其形成规则和传真、电子邮件文稿的写作与传输,因为它们在外贸信函和单证中还广为使用。有些单元的业务介绍也进行了大量的修改,各单元增加了不少的信函样例,丰富了全书的内容,提高了全书的实用价值。

我们仍将各单元的信函样例、常用句型的译文和练习答案,以及书写外贸信函时容易出差错的句型结构分门别类地进行辨析,得出的正确答案放在本书的姊妹篇《实用外贸英语函电——译文、练习答案及常见错误辨析》(第三版)一书中,以供教师备课和读者参考。

此次修订仍由原书主编湖南大学外国语学院商务英语系廖瑛教授主笔,参加此次修订工作的还有廖瑛教授的学生胡志雯博士、吴艳霞、周炜、廖越英、扶丽华、刘莹等。

在修订过程中,我们参考了国内外出版的有关书籍和资料,从中获得了很大的启示,在此对其作者表示衷心感谢!但因时间仓促,书中不妥之处在所难免,仍盼同行专家和广大读者不吝赐教。

廖 璞

2012年春于湖南大学

Preface of Revised Edition

修订版前言

《实用外贸英语函电》一书自 1995 年 8 月出版以来,深受读者青睐,全国许多高等院校长期用作国际贸易、国际金融、国际会计、国际经济技术合作、国际旅游、国际商务英语、经贸英语、外企管理、酒店与宾馆管理等专业的教材。外经贸行业的业务人员、翻译工作者、公关文秘人员视其为帮助自己提高商贸英语信函和电报、电传文稿写作能力的良师益友。

但是,时间已跨进了一个崭新的世纪,中国加入了 WTO。为了培养“语言+专业”的复合型人才,以适应全球经济一体化和我国对外贸易发展的需要,我们应出版社的邀请,在很大范围内对本书进行了修订:

一、我们认为本书不仅要传授国际贸易知识,而且更应致力于传授外贸信函的写作知识,指导读者如何进行外贸信函、买卖合同、传真和 E-mail 文稿的写作。因此,修订版增编了“商务英语信函的语言特点和写作方法”作为第一单元,第二单元为商务英语书信格式,并在第九单元(接受与签约)补充了商务合同的结构和写作方法。

二、随着科学的发展与进步,信息传递方式由原来的电报、电传发展到传真和电子邮件(E-mail),因此修订本删除了原版各单元中的电报、电传样例。但由于电报、电传文稿中长期使用的缩写词、复合词在外贸信函、合同、单证和文件中,形成了使用频繁的国际贸易术语,因此,我们将原版中的第二单元(电报)、第三单元(电传)的语言文字部分和新增补的传真及电子邮件合并编为第三单元(商务英语电报、电传、传真和电子邮件文稿的写作)。

三、对原版中各单元中的“概述”作了相应的修改和补充,去掉了原版中陈旧过时的部分,增加了新内容使其更加准确、规范,

与现行外贸实务相符合,并且增加了数十封新信函样例和商务文件。

四、根据《2000年国际贸易术语解释通则》,修正了各单元中的概述与信函中出现的某些贸易术语和组织名称,使之符合现行国际贸易的要求。

五、我们对本书的姊妹篇《实用外贸英语函电——译文、练习答案及常见错误辨析》一书也同样进行了相应的修订,使之能与本书配套发行。

此次修订工作仍由原主编湖南大学外国语学院国际商务英语系研究生导师廖瑛教授主笔,参加修订工作的还有湖南衡阳师范学院的陈楚君老师和国防科大的禹金林副教授。

本书在组编、出版和修订过程中,得到了华中科技大学出版社和湖南大学教材科的大力支持与协助,并受到了全国广大读者的关爱和青睐,我们在此深表谢意!

由于时间仓促,加之我们水平有限,书中不妥之处仍然在所难免,欢迎广大读者和同行专家不吝赐教。

廖 瑛

2003年7月于湖南大学外国语学院

Preface of Original Edition

原版前言

《实用外贸英语函电》是由湖南大学国际商学院组织编写,湖南财经学院、湖南商学院、长沙铁道学院、湘潭师范学院和吉首大学等参编的《商务英语系列教程》之一,是国际贸易交往中必不可少的手段和工具。全书共分 18 个单元。前 3 个单元分别介绍商业书信的撰写,电报、电传文稿的草拟和破译方法;第四单元到十八单元,按外贸业务的不同环节和内容进行编排,从建立业务关系、询价、报盘、还盘、订货、接受、签约、包装、装运、支付、结算、保险、商检、索赔、代理到几项特殊贸易形式和经济技术合作。各单元包括 Introduction(概述)、Specimen Letters、Telegrams and Telexes(信函、电报、电传样例)、Sentences Commonly Used(常用句型)、Words, Expressions & Notes(生词、词语和注释)和 Exercises(练习)5 个部分。信函、电报、电传样例、常用句型的译文和全书的练习答案均编排在本书的姊妹篇《实用外贸英语函电——译文、练习答案及常见错误辨析》一书中,以供读者参考。本书融英语语言知识和外贸业务知识为一体,内容新颖、表达流畅、重点突出、实用性强。可作高等学校外贸专业、外经专业、国际会计专业、国际金融专业、酒店与宾馆管理专业、国际旅游专业、企业管理等专业的教科书。同时,对从事外经、外贸、外事及合资企业工作的业务人员、翻译人员、公关人员等有较强的实用价值。

本书由湖南大学国际商学院廖瑛主编,湖南财经学院肖曼君任副主编。参加本书编写的有:廖瑛(第一单元的三分之一,第二单元,第三单元,第四单元,第八单元,第十单元的二分之一,第十六单元的二分之一,第十七单元的二分之一,第十八单元和各单

元的电报、电传样例);肖曼君(第一单元的三分之一,第五单元,第九单元的二分之一,第十一单元,第十二单元,第十三单元,第十四单元,第十五单元和第十七单元的二分之一);何高大(第四单元的练习,第十六单元的二分之一);余民顺(第十单元的二分之一);张跃军(第一单元的三分之一和第九单元的二分之一);全英(第六单元);周勤(第七单元);岳福新(第八单元的练习)。

华中理工大学出版社和湖南大学教材科对本书的组编与出版工作给予了大力支持,在此表示衷心的感谢。由于作者水平有限,书中缺点错误在所难免,欢迎同行专家和广大读者不吝赐教,批评指正。

廖 璞

于湖南大学国际商学院

1995年3月

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Unit One

Styles and Features in Language for International Business English 国际商务英语的文体风格和语言特点

1. Introduction (概述)

With the rapid development of China's foreign trade and the constant increase of other economic activities, technical cooperation and cultural exchange to foreign countries, not only many Chinese go abroad to do business, but also many foreigners come to China to sightsee and invest capital in enterprises. The opportunity that we make direct or indirect contact with foreigners becomes more and more; and in the course of association with foreigners, practical English writing is widely used in every field of our daily life and routine duties, especially in the profession of public relations, secretary, international business and tourism. It serves to pass on information, to express ideas, to exchange feelings and to deal with social business. Therefore, it is necessary for the people who engaged in foreign affairs to have a good command of the language features and writing techniques about practical English writing.

2. Classification of Practical Business English Writings(商务英语应用文分类)

Generally speaking, practical English writings can be classified into eight kinds, such as

(1) Letters, which are widely used on various occasions of social intercourse and business affairs, can be classified into private letters and



official letters. Private letters*are written to relatives, friends, teachers, workmates, etc. Official letters include letters of invitation, letters of introduction, letters of demonstration, letters of recommendation, etc.

(2) Commercial documents, which are widely used in the fields of economy and trade, can be classified into general business letters, including letters of establishing business relations, letters of inquiries and replies, letters of offers and bids, letters of counter-offer, letters of order, letters of acceptance and contract and so on; and special commercial documents, including quotation sheets, letters of credit, certificate of entrustment, letters of intent, letters of complaint, letters of claims, etc.

(3) Etiquette documents can be divided into congratulatory documents and condolatory documents. The speech, letters, cards on birthday, festivals, baby's birth, marriage, starting business, promotion, receiving and seeing off the guests, etc. belong to congratulatory documents, and announcements of death, message of condolence, memorial speech, letters of condolences, letters of consolation, etc. belong to condolatory documents.

(4) Contract or deed includes intention agreement, sales confirmation, agency agreement, contract, cultural exchange agreement, letter of appointment, stipulations of agreement etc.

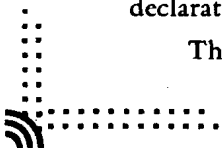
(5) Informative and revelational documents such as notification, announcement, poster, notice, found, memo, advertisement, etc. are used to inform or to bring something into a public notice.

(6) Expository writing is used to explain or illustrate a certain problem or matter. This kind of documents includes trademarks, instructions of products, certificates of quality, caption, etc.

(7) Bills and vouchers. This practical English writing can be classified into many kinds, such as bills, forms, receipts, policy, I. O. U. , order, shipping documents, certificate, etc.

(8) Documents for meeting affairs include those signed or issued before, during or after the meeting, such as letters of invitation to meeting, invitation cards, meeting schedule, meeting decision, summary of meeting, declaration, memos, meeting records, opening speech, closing speech, etc.

The classification above is based on their usage accordingly, not strictly



based on their academic function.

3. The Function of Practical Business English Writing (实用商务英语写作的作用)

Since the practice of the policy of reforming our domestic economic system and opening to the outside world, China's external association in the fields of politics, economy, culture, education, and science and technology is growing with each passing day. Practical English writing plays an important role in the international communication. The main function of practical English writing is as the following:

(1) Function of stipulation. Some foreign documents, such as joint communiqué, joint statement, joint pledge, agreement, contract, treaty, etc., all have the function of stipulation, which means that these documents are binding on both sides signed. The side who breaks the terms will bear political, economical or moral responsibilities.

(2) Function of information and understanding. Generally speaking, all kinds of practical English writings have function of information and understanding. No matter what kind, a letter, a message, a notification, a poster, a congratulatory speech, or a contract, their first function is to inform or remind the counterpart or public of a certain thing or public affairs. Besides expository writing has explanatory function.

(3) Function of voucher. We may say that all documents to external association have function of voucher. Especially all kinds of contracts, agreements, certificates, orders, L/C (letters of credit), bills, receipts, I.O.U.s, letters of introduction, letters of recommendation, letters of demonstration, letters of making reservation, birth announcements, wedding certificates, etc., have obvious function of voucher.

4. Writing Principles and Language Features (应用文的写作原则和语言特点)

Practical English writing, especially, business English writing, is the



model of practical language. Its main function is to inform or remind counterpart or public of a certain thing or public affairs and to ask the counterpart or public to act according to the rules stimulated in what is written. Such a practical writing has its specific language style, that is, the essential language features which are called the seven “Cs”: completeness, concreteness, clearness, conciseness, courtesy, consideration and correctness.

1) Completeness(完整)

A practical English writing is very successful and highly effective only when it contains all the necessary information to the readers (the counterpart or the public) and answers all the questions and requirements put forward by the readers. See to it that all the matters are stated or discussed, and all the questions are answered or explained. For example, when the buyer writes a letter to accept an offer that the seller made, the buyer must state his conditions of acceptance in detail or quote the evidences of the offer, such as quotation sheets, letters, advertisements etc. , because such a letter is in fact of the function of a business contract and will be binding on both parties after receipt by the sellers. The following is a good example:

Gentlemen:

Re: Computers

With reference to your letter of May 8, we are pleased to accept your offer of 200 sets of ICM-4 computers as per your Quotation Sheet No. 9/04/2000.

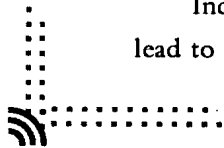
Please go ahead and apply for your Export Licence.

As soon as we are informed of the number of the Export Licence, we will open the L/C by fax.

Yours truly,

...

Incompleteness of the practical writing, such as business letters, will lead to the counterpart's unfavorable impression toward your firm. He may



give up the deal if other firms can provide him with all the information needed, or if he would not take the trouble inquiring once again. Sometimes, incompleteness will even cause unnecessary disputes and lawsuits.

In order to verify the completeness of what you write, five “Ws” (who, what, where, when and why) and one “h” (how) should be used. For example, if what you write is a letter of order, you should make it clear that who wants to order, what he wants, when he needs the goods, where the goods to be sent and how payment will be made. If some special requirements should be put forward, you would explain why you will do so.

Another example is that if you write a meeting announcement, you should clearly explain that who will attend the meeting, what the meeting contents are, when and where the meeting will be held, why the meeting should be held, how the meeting will be well held. The following is a good example:

<p>NOTICE</p> <p style="text-align: right;">Dec. 31, 1999</p> <p>All the staffs of Accounting Department are requested to be ready to attend the meeting in the conference room on Tuesday, at 3:00 pm, Jan. 6, 2000, to discuss the financial statement of last year.</p> <p style="text-align: right;">Accounting Dept.</p>
--

If the problems above were explained clearly, what you write would be complete.

2) Concreteness(具体)

Any kind of practical English writing should be specific, definite and persuasive instead of being vague, general and abstract. In a general and vague message, everything seems to be mentioned but actually few are fully expounded. The readers only have a vague impression of what you try to achieve, so he or she is at a loss how to react upon reading your message.



Especially for contracts, agreements, announcements, notices, found, posters, advertisements and business letters calling for specific reply, as offer, inquiring trade terms, etc., concreteness must be always stressed. Using specific facts, figures and time can help write concretely and vividly.
e. g.

(1) We wish to confirm our telex dispatched yesterday.

Like *today* and *tomorrow*, the word *yesterday* is a vague and general concept. It is not suitable to be used here. The sentence should be changed into:

We confirm our telex of July 2nd, 2000.

(2) The Universal Trading Company is *one of our big buyers*.

The phrase "*one of our big buyers*" is too general and vague, and it can't express degrees of "big". If you want to give the readers a definite concept, the sentence should be changed into:

The Universal Trading Company placed over U. S. \$ 2 000 000 worth of business with us each year.

(3) We have received with thanks your check, the amount has been placed to your credit.

Here, you should point out the number and the amount of the check, even the use of the money, so as to make a specific and definite impression on the opposite party. The sentence should be rewritten as the following:

We have received with thanks your check No. 248 for U. S. \$ 2 000. 000, in payment of our commission, which has been placed to your credit.

However, not on all occasions do the practical English writing try to be concrete and specific. Sometimes vagueness is preferred. If accurate facts or figures are not available, you have to be general. Sometimes for "strategic" consideration, the writer should try to avoid being too definite. For example, if you are a green hand in a certain line and want to purchase some commodities, naturally you want to compare the qualities, prices, etc. of the products from different manufacturers. If you are a seller, you may open tentative offers to several products. The offers you deliver are without engagement. They should not be too concrete, but more flexible.

