



大学英语外贸函电

College English for Foreign Trade Communication

金泽林 主编



中国海洋大学出版社
CHINA OCEAN UNIVERSITY PRESS

大学英语外贸函电

主编 金泽林
编者 金泽林 王丽娟
王 静 刘作照

中国海洋大学出版社
· 青岛 ·

图书在版编目(CIP)数据

大学英语外贸函电 / 金泽林主编. —青岛: 中国海洋大学出版社, 2012. 2 (2013. 1 重印)

ISBN 978-7-81125-974-2

I. ①大… II. ①金… III. ①对外贸易—英语—电报
信函—写作—高等学校—教材 IV. ①H315

中国版本图书馆 CIP 数据核字(2012)第 002526 号

出版发行 中国海洋大学出版社

社 址 青岛市香港东路 23 号

邮政编码 266071

出版人 杨立敏

网 址 <http://www.ouc-press.com>

电子信箱 hpjiao@hotmail.com

订购电话 0532—82032573(传真)

责任编辑 矫恒鹏

电 话 0532—85902349

印 制 日照报业印刷有限公司

版 次 2012 年 3 月第 1 版

印 次 2013 年 1 月第 2 次印刷

成品尺寸 185 mm×260 mm

印 张 21.375

字 数 494 千字

定 价 36.00 元

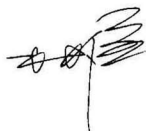
序

金泽林教授是青岛求实职业技术学院英语教师,主要讲授《大学英语》、《外贸函电》等课程,曾任李沧区外经贸委副主任和中国赴坦桑尼亚医疗队翻译。他在长期的外事工作和教学工作中积累了丰富的经验。他爱岗敬业,虚怀若谷,热爱教学工作,关心学生的学习和成长,深受广大学生的爱戴。

这部《大学英语外贸函电》教材,是金教授辛勤劳动的结晶,也是他勤奋治学的成果,其中凝结了他大量的心血和丰富的教学经验。本书从高等职业教育的人才培养方案和目标出发,以学生专业、职业能力培养为切入点,重在实践,讲究实用,着重培养学生适应岗位的能力,可以说是一部注重基础、突出应用、弹性有度、服务专业的好教材。

本书的出版,是我院外贸专业教育水平提升的重要标志。我为金教授的学术成果顺利付梓而感到由衷的高兴。祝愿金教授今后在教学和科研上取得更加丰硕的成果。

青岛求实职业技术学院董事长



2012年1月

前 言

为了适应高职高专教育的发展需要,根据教育部《高职高专教育基础课程教学基本要求》和《高职高专教育专业人才培养目标及规格》,贯彻高等教育自学考试经济管理类专业委员会所制定的有关原则,我们编写了本教材。

在编写过程中,我们结合多年的教学实践经验,参考了一些相关内容的教材,从高职高专的教育特点和学生的知识水平出发,以深入浅出、分散难点、反复再现为编写原则,以培养学生的自学能力、实践能力为编写目的,注重实践性和可操作性。

大学英语外贸函电是融国际贸易业务知识与英语于一体的实用英语课,既要学习对外贸易业务知识,又要熟练掌握各个业务环节内容的英语技能。因此本书包括对外贸易业务的各个环节,以书信为主体。在语言方面尽量把业务中常用的词汇、短语、句子收编进去,配上多种多样的大量练习,以便大量实践,反复练习,使学生能在较短时间内,学会撰写一般的业务书信。

为满足学生自学需要,每单元课文前面给出经贸术语(附带有简明扼要的定义、解释)和套语,课文后面又给出生词短语。除此之外,还配有详尽的注解。内容涉及信函布局谋篇、遣词造句、词义、用法、同义词比较、相关词语表达介绍,还涉及复杂句子结构及其他较难的语法现象,以及翻译技巧、难点的理解、有关经贸知识的简明解说等。一些难句则附有译文或句意。总之,在内容安排、形式体例、行文风格等方面,本书力求能起到“书面教师”的作用。

本书的练习,兼顾英语技能与经贸知识、训练理解与记忆、训练语言运用技能。写作练习、信函翻译,都附有较难句、词、短语的解释与译文,以帮助读者克服畏难心理,在轻松愉快中,培养兴趣,提高写作能力。

在本书出版过程中,得到东营一家亲餐饮有限公司及青岛国棉六厂加工厂厂长王书昌先生的帮助,在此一并表示感谢。

由于作者水平有限,书中不足之处在所难免,敬请读者批评指正。

编者

2011年12月

Contents

Unit 1	Business Letters	(1)
	1. Writing of the Letters	(6)
Unit 2	Establishment & Development of Business Relations	(13)
	2. Making Self-introduction	(15)
	3. Starting Business Relations with an Exporter	(19)
	4. Request for the Establishment of Business Relations	(23)
	5. A Reply to the Request for the Establishment of Business Relations	(27)
Unit 3	Enquiries and Offers	(32)
	6. Making an Enquiry	(33)
	7. Making an Offer	(39)
	8. Sending Proforma Invoice	(44)
	9. Making a Voluntary Offer	(49)
Unit 4	Counter-offers	(57)
	10. Request for Lower Price	(59)
	11. Declining Price Reduction	(65)
	12. Concession on Price	(72)
	13. Increase in Price	(78)
Unit 5	Business Contracts and Orders	(85)
	14. Placing an Order	(87)
	15. Sending a Sales Confirmation	(94)
	16. Booking a Repeat Order	(100)
	17. Failing to Supply	(105)

Unit 6	Payment of Goods	(110)
	18. Request for Payment by D/P	(112)
	19. Declining Payment by D/A	(117)
	20. Modifying Terms of Payment	(123)
Unit 7	Establishment of and Amendment to L/C	(129)
	21. Urging Establishment of L/C	(130)
	22. Application for Establishment of L/C	(136)
	23. Asking for Extension of L/C	(140)
	24. Amendment to L/C	(144)
Unit 8	Packing	(151)
	25. Discussions About the Package Between the Buyer and the Seller	(153)
Unit 9	Shipment	(161)
	26. Advising Shipment	(163)
	27. Urging Shipment	(170)
	28. Proposing Partial Shipment and Transshipment	(175)
	29. Inquiring About Shipping Containers	(179)
Unit 10	Insurance	(184)
	30. Asking the Seller to Cover Insurance	(186)
	31. Covering Insurance for the Buyer	(191)
	32. Request for Excessive Insurance	(194)
	33. Asking the Insurance Company to Insure the Shipment	(198)
Unit 11	Claims and Settlement	(203)
	34. Complaining of Wrong Dispatch	(205)
	35. Apologizing for the Complaint	(209)
	36. Claims	(214)
	37. Settlement of Claims	(219)
Unit 12	Agency	(224)
	38. Importer Asks for Sole Agency	(226)
	39. Declining the Request for Sole Agency	(230)
	40. Entrusting Customers with Sole Agency	(233)

Unit 13	Electronic Communications	(239)
41.	The Structure of a Telex	(240)
42.	Rules for Simplifying Words or Phrases Used in Telex	(242)
43.	The Layout of E-mail	(247)
Unit 14	Effective Writing: Avoid <i>Cliché</i>	(254)
44.	Comparison Between the Wordy Business Jargon(<i>cliché</i>) With the Effective Words	(254)
Unit 15	Foreign Direct Investment	(257)
45.	Request to Make Foreign Direct Investment	(259)
46.	Reply to the Foreign Investor's Request	(264)
Translation of the Text and Key to the Exercises		(269)
参考文献.....		(331)

Unit 1 Business Letters

Pre-study

A Terms to Learn

1. Business Correspondence
商务函电

商务函电是买卖双方进行业务磋商的书面通讯,包括商务书信、传真和电子邮件等。随着通讯技术的发展,商用电报已不再使用,电传也很少使用,但个别信件中还能见到它们的踪影,如缩略字和省略语。
2. Business Letters
商务书信

在国际贸易中,商务信函一直是主要通信方式,逐渐形成了自己的格式和特点:短小精悍,开门见山,较正式的语言。可归纳为三“C”:清楚(clearness),简要(conciseness),礼貌(courtesy)。
3. Letter Writing
书信写作

注意书面语与口语的差别,不要写 don't, can't, haven't, we're 略语,而要写成 do not, can not, we are。掌握贸易术语和常用句式,学习国际贸易实务和国际贸易知识是学好商务函电的必备条件之一。
4. Layout of Business Letters
商业信函布局

必备部分	可选部分
信头 Letter Head	编号 Reference
日期 Date	交由 Attention Line
封内名称和地址 Inside Name and Address	标题 Subject
称呼 Salutation	附件 Enclosure
信文 Letter Body	抄送 Carbon Copy
结束语 Complimentary Close	附笔 Postscript
署名 Signature	经办记号 Reference Notation
5. Letter Head
信头

各贸易公司的信纸上都印有现成的信头。信头中除公司名字和地址外,还包括电话号码、传真号码、因特网址及电子信箱等。有些信头中还包括公司成立年代、注册国别、公司总裁、开户银行和增值税等。
有些信纸上印有你方文号、我方文号,便于查询。往往你方文号在前或在上,我方编号在后或在下。

6. Date 日期 日期中年、月、日要俱全。月份用英文字母写,其他用阿拉伯数字写。2012 不能只写 12。月份可以用缩略词。“3 号”可写成 3, 3rd 或 the 3rd。无论写成哪种形式,都要读成最后一种形式的读音。年、月、日顺序有英美两种方式。
Mar. 3, 2012 (英式)
3rd Mar. 2012 (美式)
7. Inside Name and Address 封内名称和地址 封内名称和地址要分 3~5 行平头打印,每行长度不得越过信纸纵向中线。其作用是防止发信人装错信封,便于收信人识别错装的信。
8. Salutation 称呼 对收信人的称呼要正式,规范的常用称呼有:
Dear Sirs, (两个单词都大写字头,不能单独用 Sirs,接逗号或不加标点。美国部分来信用冒号。译成“敬启者”,“先生们”)
Gentlemen; (美国常用。不能用单数。后接冒号。译成“先生们”,“执事先生”)
Dear Sir/Madam (倘若不能确定阅信者是男士还是女士的话)
To whom it may concern (致有关人员)
9. Subject Headings or Caption 标题 在称呼下面两行,一般中对齐,但平头信则为左对齐。它有助于保证该信及时交给确切的收信人或部门,也有利于查询。并非每封信必有标题。标题能使收信人对该信主要内容一目了然。长信还可设分标题。标题常有 Re 字样,后接冒号,意为事由。标题下加横线以醒目。
Re: 2000 MT Brown Sugar 事由: 2000 吨红糖
Re: Indent No. 1708 事由: 第 1708 号订单
L/C No. SB20089/03 第 SB20089/03 号信用证
10. Letter Body 信文 信文是信的主体。要根据字的多少合理布局。书信要简单、清楚、礼貌。避免陈规套语及难懂的行话。
11. Complimentary Close 结尾敬语 在商务信函中常用的敬语为:
Yours faithfully (英式), Faithfully yours
Yours truly (美式), Truly yours
Yours sincerely, Sincerely yours 用于双方已经相识的人之间的通信。
Cordially yours, Yours ever 用于双方是朋友之间的通信。
(注意:只是第一个字母大写,译为敬上或谨启。如果称呼后用逗号,敬语后也用逗号;如果称呼后没用逗号,敬语后也不用逗号)

12. Signature
签名

签名要写在敬语的结尾下面。签名下面打印姓名,如果有必要,加打职务或职称。

Eastern African Trading Corporation for MacDonald & Evans
(signed) (Signed)

John Davis (Miss) Helen S. Patrick

Executive Manager Secretary to Mr G. Davis

for 是代表某公司签字。还可用 per procurationem 或 per pro. 或有时 p. pro. 或 p. p. 的名义签署。如:

per pro. The Asian Trading Co., Ltd.

(Signed)

13. Reference
编号

编号及字母可使复信与先前发出的信函联系起来,并确保及时到达确切的收信人或部门。许多信头都留有编号空位,如:

Your ref. (你方编号)

Our ref. (我方编号)

如果信头没有留出编号空位,那么编号就可作为复信第一段的一部分:

Dear Sir

Thank you for your letter, reference AHE/GS, of 18th April.
或者把编号作为信函的标题:

Dear Sir

Your Ref: AHE/GS

Thank you for your letter of 18th April.

14. Attention Line
交由

在发信给一个单位时,希望把信递交给某个具体成员来办理此事,经办人在封内地址下空两行处,置于信的中央,要大写,或用下划线:

Haier Group Co.

Haier Rd, Qingdao

China

For the attention of Mr. Liu Dafa

Dear Sir:

或者齐头打印:

Attention: Mr. Li Ping 交李平先生办理

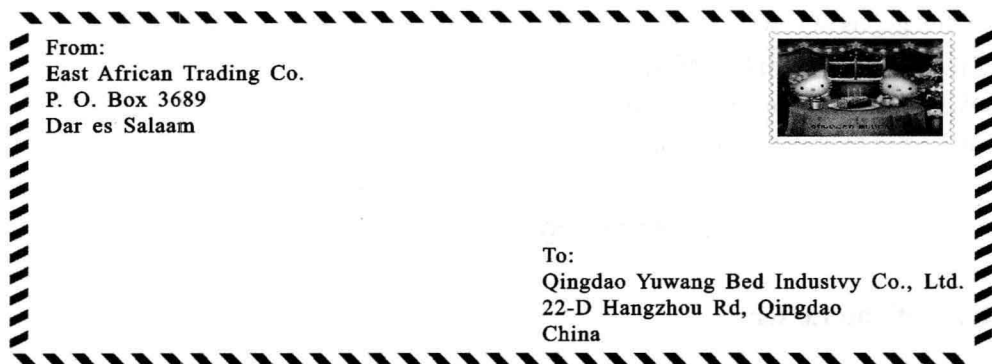
For the attention of Mr. Smith 交史密斯先生办理

15. Carbon Copy
抄送

如果函件要抄送其他单位,可在最后左下角注明 C. C. BCC 是 Blind Carbon Copy 的缩写,意为“秘密抄送”,收信人并不知情。

16. Reference Notation
经办记号
- 有的信是经口授人口授,由秘书或打字员打印的。如果口授人名字没在手签下面打印出来,他的姓名的起始字母和打字员名字的起始字母要标示出来,隔行打印在签字下面的左下边,便于日后查询。两组字母用冒号或斜线分开。如:AS/hu AS:hu 如果口授人姓名在手签下面打印出来,就只把打字员名字的起始字表示出来。如:rs,Rs,RS
17. Enclosure
附件
- 提示随函寄来的材料。在左下角经办号下面打上 Enclosure 或它的缩写 Encl. 或 Enc.。如果附件不止一份,则需注明附件份数。如:
Enclosure; Catalogue 附件:目录
Enclosures; Two copies of price list 附件:4 份价目单
Enclosures; 2 Invoices 附件:发票两张
Enc; Contract No. 2895-053-05 附件:第 2895-053-05 号合同
18. Postscript
补述
- 补述,除非另有目的,一般不得使用。因为通常被视为写信人事先考虑不周,或该事情根本不重要。
P. S. Please send us some samples.
又及:请给我们寄几份样品来。
另外,现在信函一般在电脑上完成,如果有什么遗漏,在电脑上修改就是了。因此,从技术上看,补述已经完全可以从信函中退出。现在的补述得以保留,作用在于:(1)为了加深印象,强调某一件事情,把最有说服力的论点归纳在补述中;(2)在打好了的信上偶尔随手补述以示亲切。如:
P. S. to see you at the Autumn Guangzhou Commodities Fair
又及:在秋季广州商品交易会拜会。
P. S. I understand the special entertainment is great.
又及:我得悉特别招待会甚为精彩。
19. Business Letter
Style
商务书信的格式
- (1)缩进式(Indented Letter Style):封内名称地址和称呼采用齐头式。信头分行的地方的后一行,都比前一行缩进两格或三格;信的正文,每一段的开始一行都缩进若干个格。
(2)齐头式(Blocked Letter Style):各行文字均在左边顶头打印。各段之间要用 double space 以示分段。
(3)混合式(Modified Style):封内名称地址和称呼,起始段落采用平头式,日期在信头右下端,日期的最后一个字母落在右边边缘栏线上。表敬意的结尾放在栏中线右侧。

20. Letter Paper and layout
信纸及布局
- 书信各部分在信纸上的布局要美观合理,注意上(天)、下(地)左、右边缘的大小,匀称。如果一张纸不够用,使用第二张纸时,要把信文中的几行文字移到下一页信纸上去,不能只有结尾敬语和签字,否则会被视为不礼貌。漂亮的信头,优质的信纸,美观的布局,往往能给人好的印象。
21. Envelop
信封
- 英语信封写法与中文信封写法相反:左上为发信人名称地址,右下为收信人名称地址。信封的书写或打印,分平头式和缩进式。



B Useful Sentences

- We have received your letter of June 15, 2010, for which we thank you.
收到你方 2010 年 6 月 15 日函, 谢谢。
- Please let us know your business terms and conditions.
请告知你方交易条款。
- Thank you for your letter dated September 25th, informing us of the opening date of the fair.
你方 9 月 25 日来函, 告知交易会开幕日期, 已收到, 谢谢。
- Having obtained your name and address from *China Daily*, we are writing to you for the establishment of business relations with you.
从《中国日报》上获悉贵公司的名称和地址, 兹致函以求建立业务关系。
- You are kindly introduced to us by The A. B. C. Company, New York, as an important buyer of textile.
纽约的 ABC 公司向我们介绍, 贵公司是纺织品大买主。
- We are one of the leading firms in the country and have much experience in the trade.
本公司是我国一家大公司, 在该行业上经验丰富。
- If you are interested in the article, please let us know as soon as possible.
若对该货感兴趣, 请尽早告知。
- We look forward to receiving your early reply.
盼早复。

9. Your early reply would be much appreciated.
若蒙早复, 不胜感谢。
10. We hope to hear from you soon.
盼早日收到你方消息。
11. Thank you in advance for your cooperation.
对你方合作先表感谢。
12. We do business with merchants all over the world.
我们与世界各国商人做生意。
13. Your goods sell well in our market.
你方货物在我方市场上畅销。
14. We have done import and export business for years.
我公司已做进出口生意多年。

1. Writing of the Letters

Styles of the Letter

a. The Blocked Form

MacDonald & Evans Ltd.

Registered No. 695833 England

8 John Street

London WC1N 2HY

Our ref: wb/288-03

Your ref:

Miss Wang Xiuhua

Rm. 708 Dafa Bldg.

Xianggang Rd., Qingdao

China

Dear Miss Wang

Re: Blocked Letter Style

This letter-style is very modern. It is now being increasingly adopted in Britain and is popular in the United States. Its main feature is that all typing lines, including those for the date, the inside name and address, the salutation, the subject heading and the complimentary close, begin at the left-hand margin.

Tel: 01-26574321

Fax: 529-32-778903

Banker: Westminster Bank

E-mail: MacDonaldEvans@co. com

July 8, 2010

For this letter the open style of punctuation has been adopted. For example, a complete absence of punctuation marks from the date, the salutation, the complimentary close, and from the ends of lines forming the inside name and address, except of course the full-stops to mark abbreviations.

Some people who use this style prefer to place the date in its usual position on the right, because it helps to give the letter a more balanced appearance. It also makes it easier to find particular letters in the files.

Yours faithfully
for MacDonald & Evans Ltd.
E. A. Smith
Sales Manager

b. The Indented Form

MacDonald & Evans Ltd.

Registered No. 65883
8 John Street
London WCIN

Tel: 529-32718903

Fax: 529-32778903

Banker: Westminster Bank

E-mail: MacDonald & Evans@co. com

Our ref: EAS/FD

Your ref:

Date July 8, 2010

Miss Nola Nevins
100 South Street
PURLEY, Surrey CR2 4TJ
England

Dear Miss Nevins,

Indented Letter Style

This letter is typed in the traditional indented style. The inside name and address is typed in **block form**, but the paragraphs forming the body of the letter are all indented several spaces. Some typists prefer a deeper indention and may use as many as ten spaces, though six are sufficient to show the separation of paragraphs clearly.

Left-hand and right-hand margins of 1.25 inches have been adopted. The date appears above the inside name and address, but in most letters typed in this style it appears on the right-hand side, being so placed that the last figure serves as a guide for the right-hand margin.

The letter is of course typed in single line-spacing. The subject heading is centred two line-spacings below the salutation, which in turn begins three line-spacing below the inside name and address.

The complimentary close is typed to fall evenly across the centre of the typing line, with the designation similarly centred. Some typists using this style prefer to place the complementary close to the right of centre rather than in the centre.

Yours sincerely,
for MacDonald & Evans Ltd.
(signed)
G. B. Davis
Managing Director

c. Modified Letter Style

Shandong Light Industrial Products

Import & Export Corporation

118 Zhongshan Rd., Qingdao, China

Tel: 0532-89576799

Our ref: DF/L02-3001

Fax: 0532-3958266

Your ref:

E-mail: shanlight@163.com

Date: July 9, 2010

S. M Trading Co. Ltd.

Post Box: 8631

Karachi, Pakistan

Attention: Mr M. Yasin Marlic

Dear Sirs

Re: Modified Letter Style

This letter is an example of the style used as standard for our corporation.

All typing lines, including those for the head, the date are all indented one to two spaces from previous separately. The paragraphs forming the body of the letter are all typed in block form. The salution is typed at the left margin two lines below the inside address.

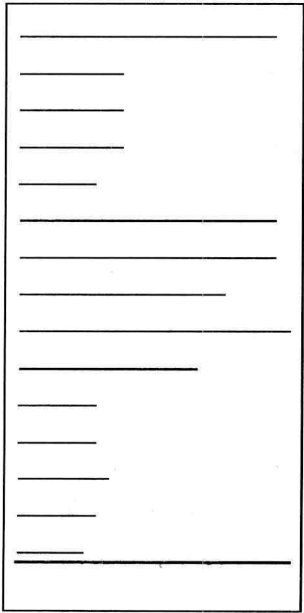
The complimentary close is begun slightly to the right of the centre of the page on the second line below the message. The name of the writer is typed two spaces below the complimentary and his title or his department designation is placed immediately below his name.

Dictator's and typist's initials are placed at the left-hand margin, two spaces below the title.

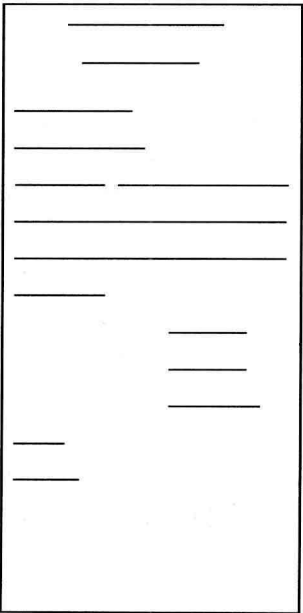
Very truly yours
(signed)
Robert F. Park
Assistant Manager

RFP:ms

1. 齐头式(平头式)



2. 混合式



3. 缩进式

