

普通高等教育“十二五”高职高专规划教材

PRACTICAL ENGLISH WRITING

新编 实用英语写作

下册

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Practical English Writing

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写作 (下册)



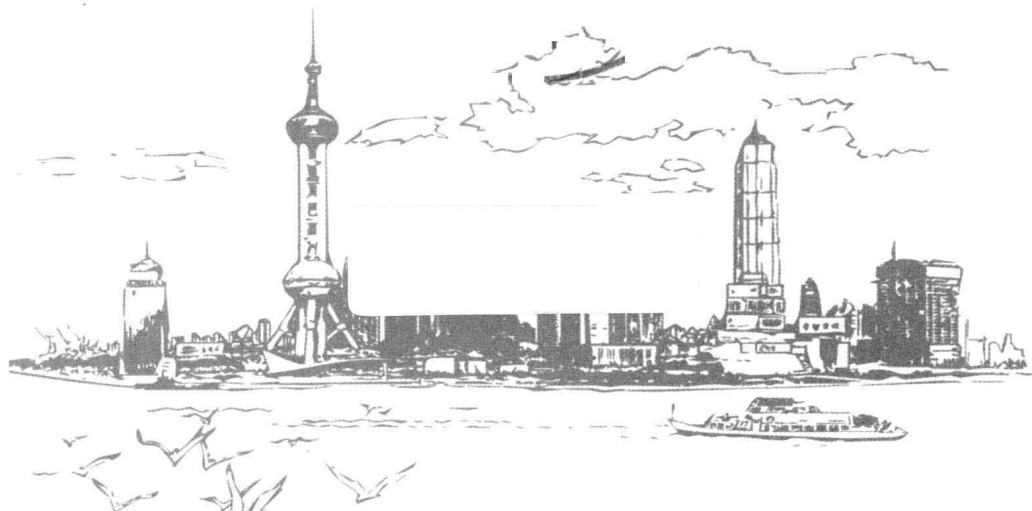
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中国人民大学出版社
• 北京 •

图书在版编目 (CIP) 数据

新编实用英语写作. 下册 / 肖付良, 高平, 刘燕主编. —北京: 中国人民大学出版社, 2013.4
普通高等教育“十二五”高职高专规划教材
ISBN 978-7-300-17310-8

I. ①新… II. ①肖… ②高… ③刘… III. ①英语-写作-高等职业教育-教材 IV. ①H315

中国版本图书馆 CIP 数据核字 (2013) 第 063983 号

普通高等教育“十二五”高职高专规划教材

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Xinbian Shiyong Yingyu Xiezuo (Xia Ce)

出版发行 中国人民大学出版社

社 址 北京中关村大街31号

电 话 010-62511242 (总编室)

010-82501766 (邮购部)

010-62515195 (发行公司)

网 址 [http:// www. crup. com. cn](http://www.crup.com.cn)

[http:// www. ttrnet. com](http://www.ttrnet.com) (人大教研网)

经 销 新华书店

印 刷 北京中印联印务有限公司

规 格 185 mm × 260 mm 16开本

印 张 12

字 数 248 000

邮政编码 100080

010-62511398 (质管部)

010-62514148 (门市部)

010-62515275 (盗版举报)

版 次 2013 年 4 月第 1 版

印 次 2013 年 4 月第 1 次印刷

定 价 28.00 元

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前言

Preface

本教材以一名高职院校毕业生求职应聘涉外文员、涉外商务助理至成长为外贸业务员等涉外商务从业人员的工作过程为主线，以其职业成长过程中所需的典型工作任务为主要内容，以培养涉外商务岗位就业所需的职业能力为目的进行编写。包括《新编实用英语写作（上册）》、《新编实用英语写作（下册）》两册。

本书为《新编实用英语写作（下册）》，共需约 64 学时。

一、编写原则

1. 创新性原则

以“工作过程导向”为设计理念，教学内容与涉外商务岗位的主要工作过程始终紧密相连，注重涉外商务岗位实际所需的综合职业能力的培养，消除大部分传统写作教材只偏重知识体系的弊端，设计理念创新。

2. 职业性原则

广泛调研涉外商务行业，解构职业岗位，选取、整合、序化涉外商务岗位真实工作过程中的典型工作任务，一项典型工作任务为一个主题单元，每个单元又包括若干微工作任务，学习任务与工作任务有机融合，注重职业性。

3. 实用性原则

选择涉外商务活动中真实语料作为教学材料，营造真实的语境，既有利于提高英语写作水平，又有利于培养涉外商务职业素质，针对性、实用性强。

4. 多维性原则

配备教师用书、教学课件及网络资源，提供合理的教学建议与丰富的辅助资源，方便教师备课与授课，教学资源多维度。

二、教材特色

1. 教学理念注重创新

本教材以“工作过程导向”的教育理念为指导，将教学内容及教学过程与岗位工作过程紧密联系、商务英语写作学习与涉外商务岗位职业素质培养有机融合，从而提高英语写作技能及涉外商务职业素质，达到零距离就业的目的，真正体现职业性与应用性。

2. 教学设计注重职业

本教材在广泛调研涉外行业、企业的基础上确定编写方案，根据涉外商务岗位职业能力的要求，选取真实工作过程中的典型工作任务，并将其整合、序化为教学内容。设

计主题单元,每单元为一项典型工作任务,每项任务又分为若干微工作任务,学习任务与工作任务有机融合,实现“教、学、做”一体化。

3. 选材内容注重实用

本教材选择涉外商务活动中实际应用的真实语料作为教学材料,注重时代性与实用性。真实工作中的选材,能为学生营造真实的语境;学习内容与未来工作内容有机融合,能有效激发学习兴趣。

4. 教学资源注重多维

本教材根据教学需要,配备教师用书、教学课件、网络资源,提供合理的教学建议与丰富的辅助资源,以多维度的教学资源库方便教师备课与授课。

三、教学内容

本册以从事涉外商务岗位所需的典型工作任务为框架,包括建立业务关系,询盘、报盘和还盘,交易达成,支付方式洽谈,装运与保险,申诉与索赔六项典型工作任务。每项典型工作任务由不同的微任务组成,这些微任务又共同组成一个完整的微工作过程。具体分为6个主题单元,共16课,即建立业务关系(进口商自我介绍、出口商自我介绍),询盘、报盘、还盘(一般询盘、具体询盘、报盘、还盘),交易达成(订购、寄送合同),支付方式洽谈(支付方式的洽谈、信用证的开立与修改),装运与保险(包装、装运、保险),申诉与索赔(申诉、索赔)。其中一个主题单元即一项典型工作任务,一课即一项微工作任务,每课分为六个模块。各模块由易到难,循序渐进,环环相扣,有机融合典型工作任务与学习任务,让学生完成与工作任务相结合的学习任务,切实提高外贸函电拟写能力和外贸业务实操能力。

模块一 Objectives

明确每课所要掌握的总学习目标,主要包括知识目标、技能目标。

模块二 Writing Tips

介绍每课主题写作的相关知识,让学生了解其构成要素、写作要点、写作技巧等。

模块三 Warm-up Activities

通过图片展示、小组讨论、回答问题、表达看法等多种形式完成与主题单元相关的任务,激发学生对主题单元学习的兴趣,构架联系新旧知识的桥梁,达到激活学生思维、活跃课堂气氛的目的。

模块四 Sample Study

包括 Sample、Vocabulary、Notes、Expressions 等,通过典型样例学习完成主题单元微工作任务所需的主要词汇、表达法、写作格式与技巧等,掌握主题写作的相关知识及技能。

模块五 Practical Writing

根据与课文主题相关的工作任务设计练习,由 Main Information、Key Phrases、Useful Expressions、Letter Writing 构成。Main Information 通过填空练习,学会提炼样例主要信息点,从而了解完成主题单元微工作任务的主要构成要素。Key Phrases、Useful Expressions 通过翻译短语、选词填空、完成句子、改写等多种练习,熟练掌握主题单元



写作的主要相关词汇、表达法。Letter Writing 通过完成短文、情景拟写、翻译等练习，熟练拟写格式规范、内容准确的外贸函电。

模块六 Supplementary Reading

本部分遴选紧扣单元主题的补充阅读材料，是课内学习的延展及有益补充。

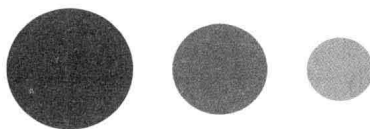
四、编写队伍

本册各编委为来自湖南娄底职业技术学院、内蒙古河套学院、湖南信息职业技术学院、湘潭职业技术学院等多所高等院校教学经验丰富的一线专业教师，主编为肖付良、高平、刘燕，肖付良负责全书的总纂、终审，副主编为曹淑萍、姚娟，参与编写的其他编委包括罗凌萍、赵熹妮、胡雁群、黄珍、龚文锋、谢丹。外籍专家 Ramon Battershall 先生也参与了本册的审稿工作。我们在调研及编写过程中，得到了诸多行业专家、学者的帮助，在此深表感谢。

鉴于编者水平有限，疏漏在所难免，诚请各位使用者对教材的不足之处提出宝贵意见 (ldxfl@126.com)，以便我们今后修正完善。

编者
2013 年 3 月





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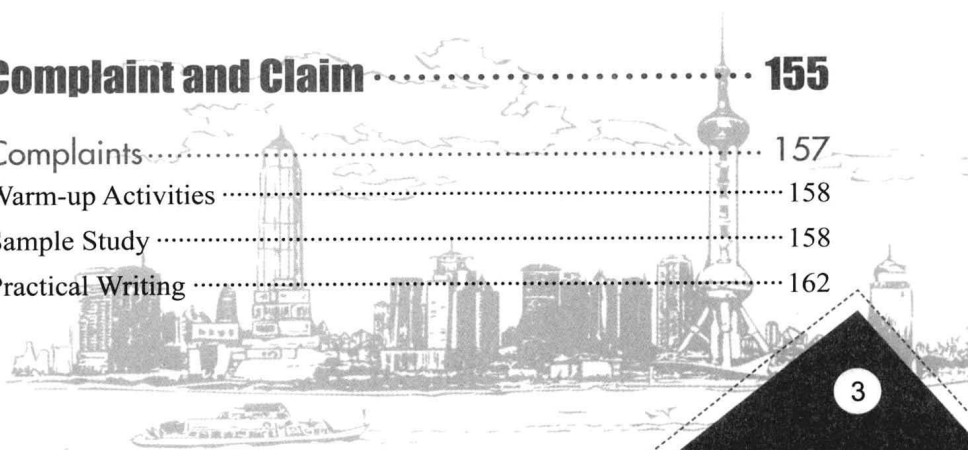
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Unit **1**

Establishing a Business Relationship





Lesson One • • •

Importer's Self-introduction



Objectives

To be proficient in

- understanding the main information and key terms often used in a letter of importer's self-introduction
- writing a letter of importer's self-introduction



Writing Tips

A letter of importer's self-introduction should be based on equality and mutual benefits. Through self-introduction, the importer makes others know about his information, thus gets more opportunities for achieving potential deals.

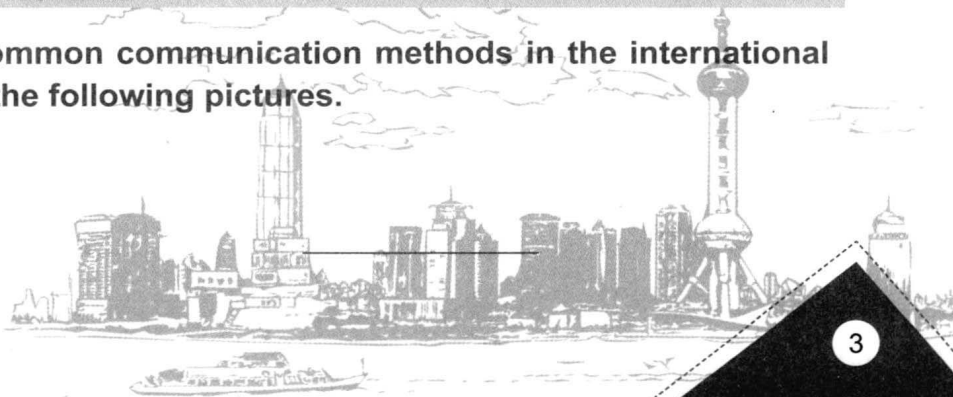
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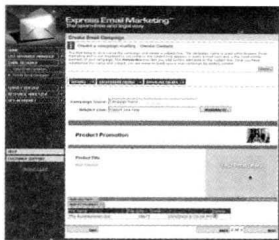
- The tone should be sincere and friendly;
- The offered information should be rich and credible;
- Grammatical errors should be avoided.

Part I

Warm-up Activities

- ◆ Write out the common communication methods in the international trade shown in the following pictures.





- ◆ Discuss in groups and give more communication methods in the international trade.

Part II Sample Study

Sample 1

October 23, 2011

Haier Group, Haier Industrial Zone
Qingdao, China 266072

Dear Sir or Madam,

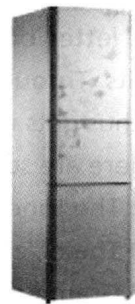
We learned about you on the Internet and shall be pleased to *establish* a business relationship with your firm.

We are one of the *leading* importers of electrical goods in Congo and have been for many years. At present we are interested in your refrigerators, details as per our *Enquiry* Note No. 1345 *attached*, and will be glad to receive your *quotation* as soon as possible.

We would like to mention that if your price is attractive and the delivery date acceptable, we shall place an order with you immediately.

Your prompt response will be highly appreciated.

Yours sincerely,
Alexander Co. Ltd.
Jefferson Clinton
Jefferson Clinton
Sales manager



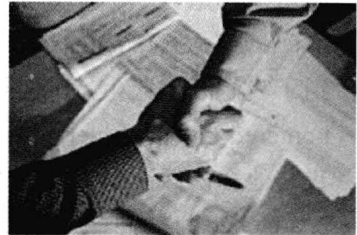


Sample 2

Dear Sir or Madam,

Thank you for your letter of October 23. We desire to enter into a business relationship with your company.

Our refrigerator industry specializes in designing and producing a variety of traditional but fashionable refrigerators. We have developed and marketed new products, such as children's refrigerators and color refrigerators. We can satisfy market needs both at home and abroad. *In compliance with* your request, we are sending you, *under separate cover*, our latest catalogue and price list covering the *export range* available at present.



Should you be interested in any of the items, please let us now. We look forward to your enquiry.

Yours sincerely,



Vocabulary

establish	/ɪs'tæblɪʃ/	v. 建立, 成立
leading	/'li:diŋ/	a. 重要的, 主要的
enquiry	/ɪn'kwærɪ/	n./v. 询价; 询问, 打听
attached	/ə'tætʃt/	a. 归属的; 附属的
quotation	/kwəʊ'teɪʃn/	n. 报价; 时价; 行情
available	/ə'veɪləbl/	a. 可用的; 可得的
in compliance with		顺从; 遵照
under separate cover		另附; 另函寄上
export range		出口范围

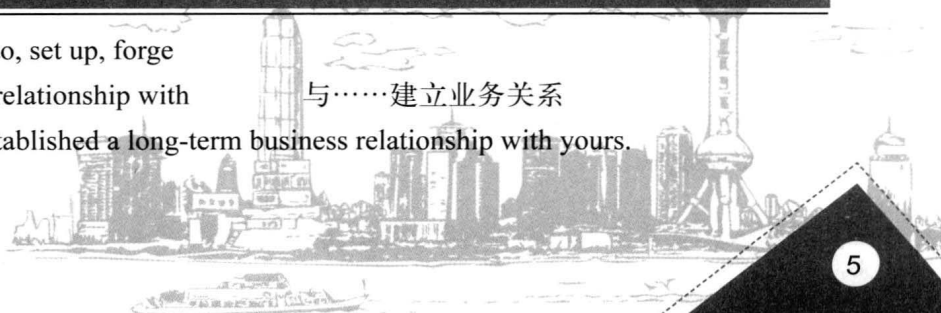


Notes

1. establish: enter into, set up, forge
establish a business relationship with

与……建立业务关系

Our company has established a long-term business relationship with yours.



我公司已与贵公司建立了长久的业务关系。

We have established diplomatic relationship with many countries.

我们和许多国家建立了外交关系。

He could not enter into another business arrangement.

他不能开始另一项业务安排。

It's time for us to enter into business negotiation.

到了我们开始谈生意的时间了。

I entered into a partnership with him to do export business.

我与他合伙做出口生意。

2. attached

attached table 附加表；附表

documents attached 备承兑单据；附凭单；附有凭证

attached sheet 附表；附页

attached file 附加文件

I got a no strings attached loan of £ 3,000.

我得到了一笔 3 000 英镑的贷款，无任何附加条件。

Talking is not a bad start, so long as the right conditions are attached.

毋庸置疑，只要我们在谈判中提出适当的条件，和谈是一个很好的开始。

3. in compliance with: in agreement/in line/in conformity/ with

in full compliance with 完全遵照

duly in compliance with 完全符合

in compliance with standards 达标准

act in compliance with instructions 遵命办理

in compliance to your request 谨遵要求

This way both parties confirm that the documents that will accompany the draft will constitute evidence of shipment in compliance with the terms of the contract.

那样当事人双方都会确认配合签约条件而附上汇票和证明装船的单据。

Performs is in compliance with company safety standards.

维护过程应完全符合公司的安全标准。

Ensure staff act in compliance with company policies and procedures.

确保员工遵守公司规定和操作流程。

In general, our quotation is in compliance with the present level.

总的说来，我方报价符合当前市场价格水平。

In many cases of complaint, consumers said that what they received are not in compliance with the sample.



在许多投诉案例中，消费者都反映货到后与样品不相符。

4. range 范围

in range with 和……并列

within range of 在……范围以内

It's a very broad and free flowing range in our business.

我们的贸易范围非常广泛和自由。

We could not obtain the range list of the heating devices.

我们无法获得有效范围内的取暖设备列表。



Expressions.

For self-introduction

1. We're very experienced in the import of...
2. We wish to introduce ourselves as one of the heading importers of...
3. We have the pleasure to introduce ourselves to you in the hope...
4. Our business line is...

For source of information

1. We got your name and address from the Commercial Counselor's Office of ...Embassy in...
2. Your name and address has been passed on to us by...
3. We obtained your name and address from...
4. On the recommendation of..., we know that...

For intention to establish a business relationship

1. We're writing to you in the hope of establishing a business relationship with you.
2. We're writing to you in the hope that we can establish a business relationship with you.
3. We hope to establish a business relationship with you.
4. We hope you can establish a business relationship with us.

For expectation

1. We are looking forward to your early reply.
2. Your prompt response will be highly appreciated.
3. We trust that you will reply to us soon.
4. Looking forward to your favorable reply.

