

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

上册

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Practical English Writing

# 新编实用英语

## 写作 (上册)

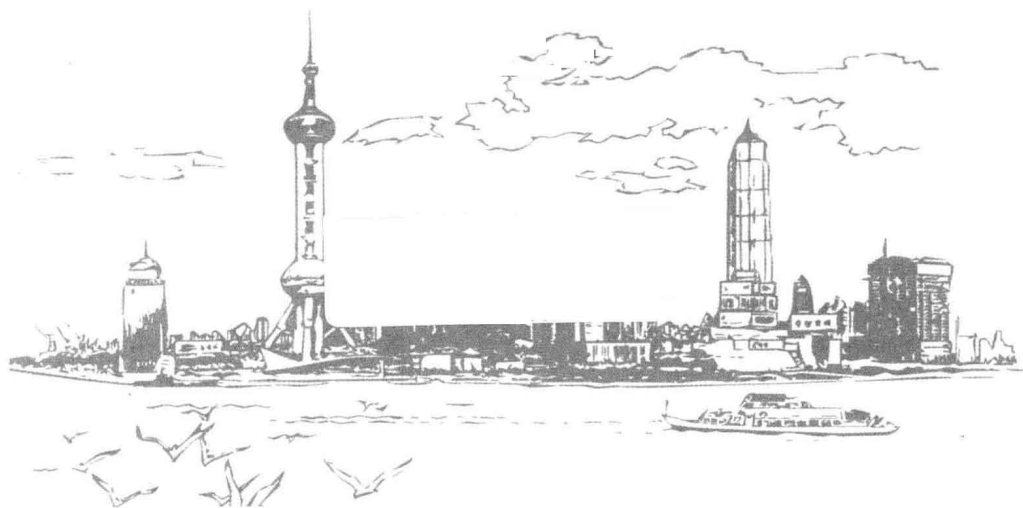


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# 前言

## Preface

本教材以一名高职院校毕业生应聘涉外文员、涉外商务助理岗位，直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工作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（上册）》，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的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

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

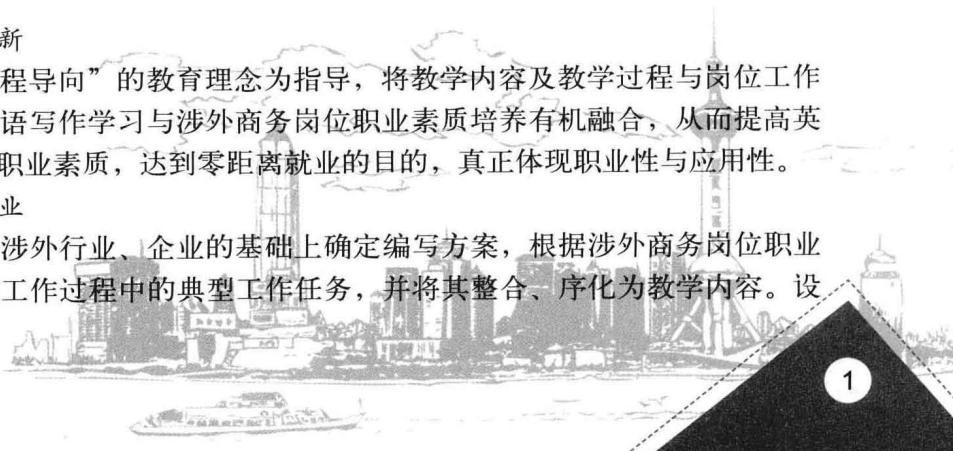
### 二、教材特色

#### 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,能有效激发学生的学习兴趣。

### 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

本教材主要以从事涉外商务工作的人员进行日常商务文书写作所涉及的典型工作任务为框架,包括求职应聘、商务交际、办公室事务处理3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3个主题单元,共15课,即:求职应聘(商务写作综述、招聘启事、履历表、求职信);商务交际(邀请信、感谢信、祝贺信、投诉信、道歉信);办公室事务处理(通知、电子邮件、备忘录、会议纪要、商务报告、商业广告)。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6个模块。各模块由易到难、循序渐进、环环相扣,将典型工作任务与学习任务有机融合,让学生完成与工作任务紧密结合的学习任务,切实提高日常商务文书写作技能和涉外商务职业能力。

### 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、技能目标及语法目标。

### 模块二 Cultural Tips

介绍每课主题写作的相关知识,让学生了解其构成要素、写作要点和写作技巧等。

### 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 等内容,通过典型样例学习,提炼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 Sample Consolidation、Grammar Focus、Language Points、Letter Practice 构成。Sample Consolidation 主要通过填空、选择等练习,巩固样例所学知识。Grammar Focus 通过学习日常商务文书写作中使用频率高的语法规则,学会运用所学语法。Language Points 通过搭配词义、完成句子、翻译、选词填空等多种练习,熟练掌握主题单元写作所用的主要相关词汇、表达法。Letter Practice



通过完成短文、翻译、情景拟写等练习，熟练拟写格式规范、内容准确的日常商务信件。

#### 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。

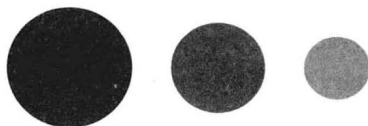
### 四、编写队伍

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，副主编为陈海燕、苏燕飞、李嘉萱，参与编写的其他编委包括史小平、刘洋、刘美玲和彭晓颖。外籍专家 Ramon Battershall 先生也参与了本册的审稿工作。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 1 月





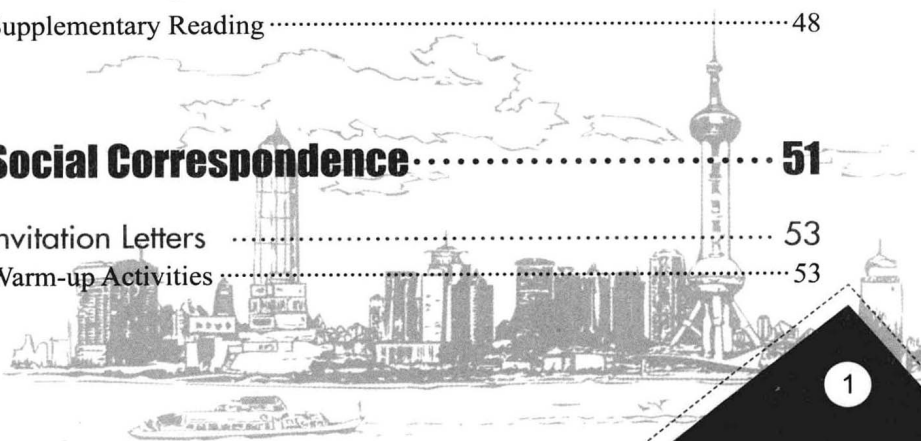
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# Unit **1**

## **Employment Correspondence** 求职应聘







## Lesson One • • •

# An Overview of Business Writing



## Objectives

### To be proficient in

- the useful words and expressions used in this lesson
- the definition of writing
- functions, types, principles and formats of business writing
- key elements of a business letter



## Cultural Tips

A business letter is often written in formal language, and it usually can be used to request direct information or action from another party, to reply directly to a request, to apologize for a mistake, or simply to convey goodwill between organizations and their customers, clients and other external parties.

## Part I Warm-up Activities



### ◆ Work in pairs and tick the key elements included in a complete business letter.

Letterhead

( )

Date

( )

Attention line

( )

Mailing notation

( )

Body

( )

References

( )



Complimentary close	( )
Carbon copy	( )
Signature	( )
Inside address	( )

◆ Work in pairs and write down the 5 Cs often used in business writing.




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## Part II An Overview of Business Writing

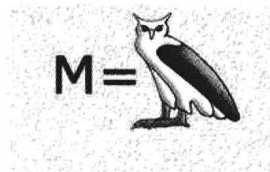


### ○ Introduction

With the increase of economic globalization and networking, the flow of information between minds is becoming more and more important. In business communication, a timely message may create a handsome profit or reduce huge losses. Therefore, as a means of communication, business writing is greeting a new era.

### ○ Definition of Writing

Before taking the course, you need first make yourself *acquainted* with what writing is. According to one of the *definitions* given by Collins-English Dictionary, writing refers to a group of letters or symbols written or *marked* on a surface as a means of communicating ideas by making each symbol stand for an idea, concept, or thing. Though we have other non-verbal ways of communicating, such as body language, speaking and writing with the characteristic of *involving* words has long been the two major communicative forms. Compared to speaking, writing has its advantages. One cannot produce a successful essay without careful thinking and close-knit organization. Moreover, pens as writing tools have already made a great contribution to keeping a permanent record of various human activities. With the further development of information technology, writing has broader ways. One can write an instant message in his mobile phone or personal computer even during a meeting where one is not allowed to speak, but everything will be OK when written. Therefore, writing is not less important than speaking from the point of view of communicative power.







## ○ Functions of Business Writing

People write for different purposes, on which writing *classification* is based. A graduate writes an academic paper for his/her diploma; a scientist writes a lab report for his/her study; a businessman writes a market report for his business, etc. Therefore, business writing is about achieving business purposes, which involve both internal communication within the company and external communication; interfacing with the public or other organizations on behalf of the company. Generally business letters should have three functions—to inform, to persuade and to entertain.

## ○ Common Types of Business Documents

With the widespread use of the internet, writing is even more involved in every part of business. It appears in letters, e-mails, memos, minutes, notices, reports, *proposals*, etc. Among these, letters, memos, e-mails and reports are generally considered the most *fundamental* types of business documents according to their frequency and characteristics in business practices.

### · Samples of Letters, Memos, E-mails and Reports

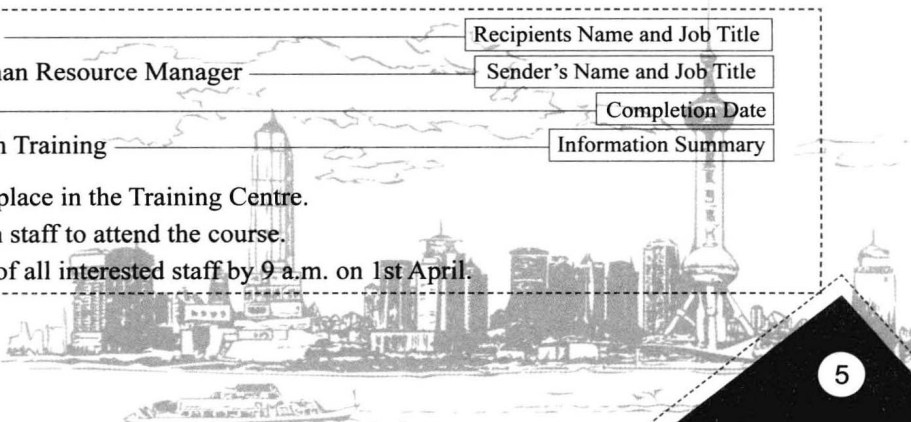
#### Letter

New World Toy CO., LTD. No.36 Maizidian Street, Chaoyang District, Beijing Tel.: 010-13632212 Fax: 010-1363221	}	Letterhead
May 20, 2011		
Song Na 16 College Way Oregon City, OR 26768	}	Inside Address
Dear Ms. Song,		
I wish to acknowledge receipt of your order for 30,000 pieces of plastic toy portable phones. I've already sent my assistant, Yuhua Su, to deal with your order and she will give you a reply as soon as everything is arranged. I shall look forward to doing further business with you.	}	Body
Yours Sincerely,		
Zhao Yi		Signature

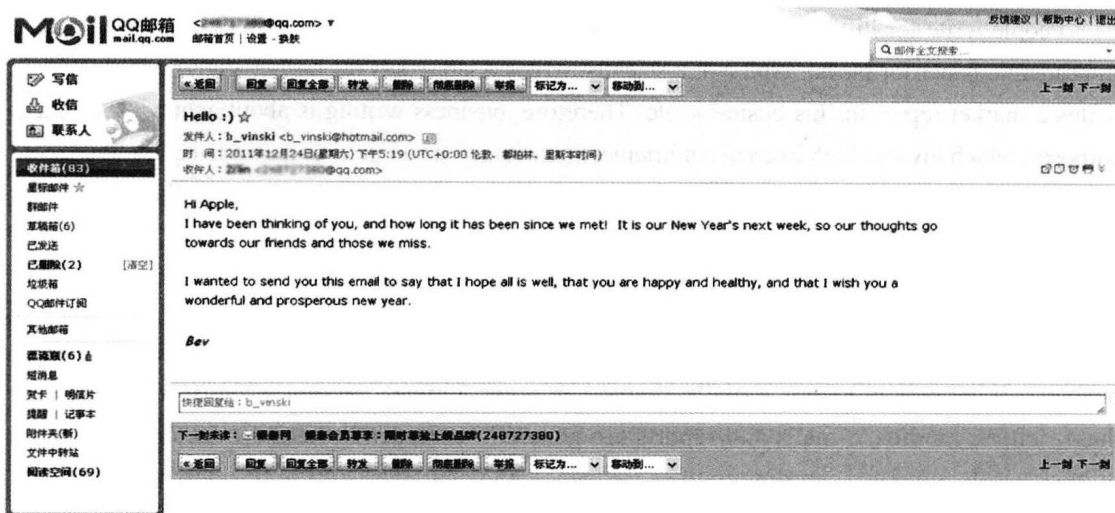
#### Memo

<b>To:</b> All Department Deans	Recipients Name and Job Title
<b>From:</b> Xuhong Yang, Human Resource Manager	Sender's Name and Job Title
<b>Date:</b> 28 March, 2011	Completion Date
<b>Subject:</b> In-service English Training	Information Summary

An English class will take place in the Training Centre.  
Please encourage your own staff to attend the course.  
Please send me the names of all interested staff by 9 a.m. on 1st April.



## E-mail



## Report

stating briefly what the report is about

### Report on Satisfaction with Employee Benefits

**Terms of Reference** — explaining who wants the report and when it is submitted

Mr. Deqiang Wang, Director of Personnel, has requested this report on satisfaction with employee benefits. The report is to be submitted to him by Dec. 30th.

**Procedure** — explaining how the information is collected and what it's mainly concerned about

A representative selection of 20% of the staff were interviewed in the period between Nov. 10th and Nov. 25th concerning:

- ◇ Overall satisfaction with our current benefits package
- ◇ Suggestions for the improvement of communication policies
- ◇ Problems encountered when dealing with our HMO (Health Maintenance Organizations)

**Findings** — summarizing facts and ideas

- ◇ Employees are generally satisfied with the current benefits package, but they requested that their classroom payments should be increased.
- ◇ The most common suggestion for improvement is processing benefits requests online.
- ◇ Most teachers complained about the lack of insurance of occupational diseases in our benefits package.



### Conclusions — state facts and ideas

- ◇ The classroom payment should be increased.
- ◇ Our benefits request system should include the employee health insurance.

### Recommendations — putting forward suggestions for the actions to be taken based on findings

- ◇ The classroom payment should be increased to ¥50.
- ◇ Meet HMO representatives to discuss the complaints concerning the occupational disease insurance.

Xiaoyan Fang — the writer's name and title

Assistant Director

## ❶ Principles of Effective Business Writing

What does a successful business letter look like? When the receiver interprets the sender's intention and the sender achieves his or her purpose, the writing is considered to be an effective one. So from the writer's point of view, it's advisable to follow the five Cs, namely, **clarity**, **correctness**, **conciseness**, **completeness** and **courtesy**.

### 1. Clarity

Clarity is regarded as the most important factor in written communication. The sender needs to tell the reader exactly what he or she should know by using the right word in the right place to make their purpose easily understood while reading. Therefore, you'd better use simple but correct words and short sentences instead of difficult and complex ones. Be careful to convey clear messages. You know, no message is much better than an incorrect one.

### 2. Correctness

On one hand, correctness means no mistakes in spelling, *punctuation*, grammar, and format. The writer should be concerned about the conventions of standard written English—to proofread to make sure that spelling is correct, grammar is *conventional*, punctuation aids in making sense, and that the format is acceptable. On the other hand, it means correct data, accurate statements and clear opinions. These are the basic requirements of an effective business letter.

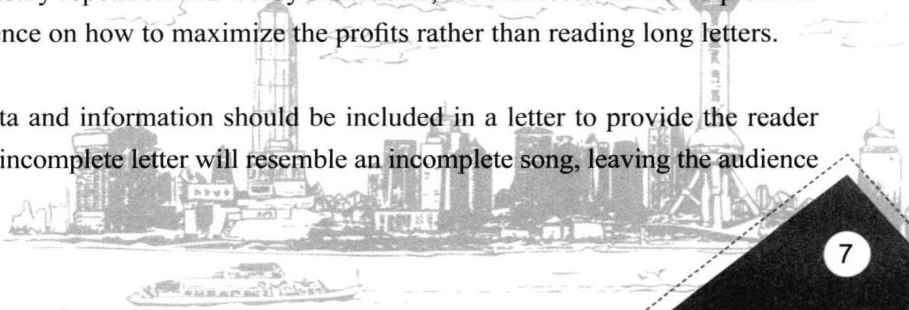


### 3. Conciseness

Conciseness is key to good business writing. A wordsmith writes in the strongest words, but not necessarily the fewest to achieve the goal. However, a successful business letter absolutely avoids unnecessary repetition and wordy statements, for businessmen would prefer to spend their time and patience on how to maximize the profits rather than reading long letters.

### 4. Completeness

All the necessary data and information should be included in a letter to provide the reader with sufficient details. An incomplete letter will resemble an incomplete song, leaving the audience



an only wild guess, which could prove costly in certain situations. As one of the key components of successful business writing, completeness is expressed in every aspect of the letter.

### 5. Courtesy

The sender should pay special attention to the courtesy of business communication, which means treating people in a courteous and friendly tone. An effective writer should take into consideration the reader's desires, problems, circumstances, and possible responses to their request. To be courteous, the writer should avoid expressions that are likely to cause offense, but *concentrate* on what the reader is thinking about, and focus on the information of "you" instead of "I" or "we".

## Elements of a Business Letter

A typical and professional-looking business letter usually includes the following eight elements: letter head, date, inside address, *salutation*, letter body, *complimentary* close, signature and enclosure.

### 1. Letterhead

The letterhead contains the writer's company name, address, telephone and fax number, and e-mail address. A logo or an emblem of the company is often contained in it. Sometimes extra information such as a telephone and fax number, e-mail address, website, etc. is listed after the address and before the date. But if the return address isn't imprinted on the *stationery*, it's necessary to type it.

### 2. Date

The date tells you when the writer writes the letter. There is a line's space between the date and the last line of the letterhead. The common typical formats are shown in American style (Month/Day/Year) or British style (Day/Month/Year). The full written form of the month is commonly preferred, in case abbreviation may cause confusion. The date position depends on the style you choose. It may appear on the left or right margin between the address and salutation.

### 3. Inside Address

In general, the inside address contains the addressee's complete title and name, which help the *recipient* route the letter properly if the address on the envelope is unreadable. Between the heading and the inside address, there is single spacing, and another line between the inside address and the salutation.

### 4. Salutation

The salutation is also known as a greeting, namely, it is used to greet the addressee. The conventional greeting is *Dear Sir(s)*, *Dear Madam/Mesdames*, or *Dear Mr./Ms.* with last name, with a subsequent comma or colon. If the letter is addressed to an individual, it's courteous to use the person's title and last name in the salutation, for example, *Dear Mr. Smith* rather than his full name, *Dear Mr. George Smith*. *Dear Sir or Madam*, and *Whom It May Concern* can be used when the sender doesn't know who will receive the letter, however, the latter is considered somewhat out of date.

