



普通高等教育创新型人才培养规划教材

当代实用英语写作

CONTEMPORARY PRACTICAL
ENGLISH WRITING

刘爽 李丹莉 主 编
王云雁 姚尧 江沈英 副主编



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内 容 简 介

本书依据教育部公布的“大学英语课程教学要求”和目前大学英语教学及研究生英语教学需求,专门为提高大学生和研究生的实用英语写作能力和学术英语写作能力而编写。全书共 11 章,分为两大部分。第一部分对英文信函、通知、海报、申请、简历、合同及广告等应用文的写作进行详细讲解。第二部分重点介绍学术英语写作的相关知识,针对学术研究和写作任务提供有针对性的讲解和训练,根据研究任务开展写作过程和组织教学内容。在基本功梳理和应用文能力培养及学术写作拓展方面,都介绍了独特和有效的训练方法。

本书可用作大学英语基础阶段和研究生学习阶段英语写作教学的主干教材,也可作为报考大学英语四、六级,TOFEL,IELTS 或研究生入学考试等人员的写作训练教材,同时对各类学校的英语教师和中、高级英语学习者都有较好的参考价值。

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刘 爽 李丹莉 主 编

王云雁 姚 尧 江沈英 副主编

责任编辑 张艳学

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前 言

随着中国改革开放的深入,社会对于高层次创新人才的需求越来越迫切,国际商务英语应用文写作能力已成为衡量人才素质的重要标准。同时,中、高级英语学习者也对学术英语习得有迫切需求。本书是为了满足新时期国家和社会对创新人才培养的需要,也为了满足大学英语拓展教学及学生未来职业发展的需要,全面提高学习者的英语写作和实际运用能力,并结合不同学习者的心理需求编写而成的。本书的编写重在体现商务英语应用文写作的基础性和实用性,同时重视学术写作的技巧性,旨在拓宽学习者知识面,提高学习者的写作能力。

本书共 11 章,分为两大部分。第一部分介绍应用文写作,包括普通英文信函、通知、海报、申请、简历、合同及广告等各种常用应用文写作。第二部分介绍学术英语写作,系统讲解学术英语写作中的语言运用、主题确定、结构布局、材料选择等写作技巧,为学习者提供学术英文写作指导。本书讲解简明扼要,分析透彻,练习实用性、针对性强。编写中,无论在选材、难易度还是内容体系上,都从实际出发,精心设计。注重语言能力和文化素质的同步提升,设计真实而有创意的写作任务,有效地激发和调动学习者的积极性。本书能使学习者了解基本的商务英语环境,掌握有效的沟通技巧,全面提高英语应用写作能力,同时为出国者和研究生学术英语写作提供必要参考。

本书为沈阳航空航天大学“十二五”规划教材,同时涵盖校级研究生教改课题“以学术英语为导向的非英语专业研究生英语课程建设”(项目编号 YJS 201502)的部分成果。由于编者水平有限,本书可能仍存不足之处和疏漏,恳请专家和读者批评指正,我们不胜感激。

本书在编写过程中得到北京航空航天大学出版社领导和编辑的大力支持、鼓励,在此表示诚挚谢意。

编 者

2017 年 1 月

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Unit 1

Notices and Posters

Notices and posters are pieces of publicized information. It is difficult to distinguish between a notice and a poster. They are supposed to be fairly impersonal, mostly written in the third person and in passive voice. There should be only the information which would be told standing out precisely and concisely in the content and nothing else.

1.1 Notices

A notice is written to announce information about a meeting, a party, a film or video show, a contest or a match. Notice can be in a written or an oral form. In English, notices include announcements, notes and bulletins. There are at least three parts of a notice: date, place and activity. The purpose of writing a notice is to inform the public of certain events or activities.

1.1.1 Categories

Notices are mainly classified into three categories: notifications and warnings, brief notices and detailed notices. Notifications and warnings are about certain events in formal terms, with precise structure and concise words. Brief notices are about meetings and activities (such as speeches, games and parties) including the time, place and contents of the meetings or activities. Detailed notices are related to activities with background information about a certain person, organizations and arrangements of activities.

To achieve the intended purpose and impress upon those who read notices, the following aspects should be paid attention to:

Use simple and concise words all through the notice.

Make the heading impressive.

Avoid redundant ways of expression.

Keep spaces between headings and separate parts consistently.

Make notices as brief as possible.

Where necessary, use styles such as capitals, bold, italics or underlying to emphasize or distinguish some information.

If a notice is to be put in a bulletin board, it should be presented in fully-blocked display; besides, the issuer's signature is required.

1.1.2 Structure of a Notice

Structure of a notice is shown in Figure 1.1.

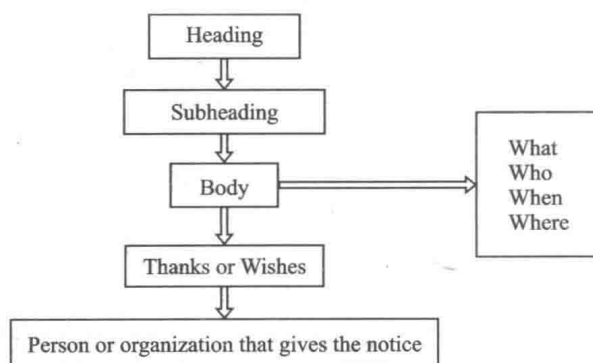


Figure 1.1 Structure of a Notice

Heading: to attract the reader's attention by using the word NOTICE;

Body: to inform the public of certain events or activities. The body includes the purpose of issuing the notice; detailed information about the event; and the rounding off remarks; name of person or organization that gives the notice; to inform the readers who the organizer is. It is usually put at the end of the body;

Date: to inform the readers when the notice was made. The date appears below the signature, centered or in the bottom left-hand corner.

1.1.3 Samples

There must be one or more notice boards in a school or an organization. Although notices issued by the governments or other organizations also can appear in various newspapers, a notice should provide all necessary information and must be written in a clear and easily understandable language. Even the purpose of notice writing varies, the procedure almost changes little even without using the independent paragraphs.

Library Notice

NOTICE

Library closed: 16 to 18 November

We regret to inform you that our library will be closed next Wednesday, Thursday and Friday for the sports meeting. It will reopen on Saturday (19 November) with new opening hours.

Monday—Friday: 8 a.m — 6 p.m

Saturday & Sunday: 10 a.m — 5 p.m

Public holidays: closed

Thank you for your kind attention.

Zhang Shengxiao

10 November, 2016

Sports Meeting Notice

NOTICE

The sports meeting held this Saturday has to be put off because of the heavy rain. All students are required to come to school on Saturday morning as usual, but there will be no class that afternoon. Weather permitting, the sports meeting will be held next Saturday morning. Members of the school ping-pong team must come to the Ping-pong Hall at 4:30 this Saturday afternoon. Ping-pong stars from Wuhan will come and give special training then.

Office of Physical Education

10 September, 2016

Students' Union Notice

NOTICE

The Students' Union has decided to organize a music week, which will be held at the school meeting hall in the second week of July. The activities include singing pop songs and playing classical and folk music. Bring your own musical instruments and a music contest will be included, too. The students taking part in the contest will listen to part of a song or a piece of music, then guess where it comes from. If you would like to take part in the music week, please come and sign up for it before June 20.

The Students' Union

Residents' Committee Notice

NOTICE

It is decided that a meeting will be called to discuss problems concerning security in our residential area. The meeting will be held in Room 102 of Building 5 at 7 o'clock on the evening of December 8. A member of each household is requested to attend.

The Residents' Committee

Manager's Office Notice

NOTICE

The gentleman who bought two ivory figurines and a lacquer ware coffee set from the Chinese Arts and Crafts Store on the morning of May 2 has been overcharged through an accounting error. Please contact the Manager's Office.

Manager's office

1.1.4 Useful Expressions

There will be a... (meeting) at... (time) at... (place).

I am writing to inform you that...

I have the honor to announce...

All welcome.

I have pleasure in informing you that...

This is to notify that...

All the staff members are expected at the meeting.

Please be there by 8:40.

The session is organized by... sponsored by...

Each participant will be given 5 minutes for speech.

All the students in our class have been arranged to visit...

To maintain correct business procedure and sound security, we are asking all customers' cooperation to observe the following rules.

A wallet with some Renminbi and meal coupons has been found this morning in the dining hall. The loser is expected to come to the General Affairs Office to identify it.

The sightseeing on Tianhua Mountain organized by... will be postponed to June 1 due to the transportation problem.

Notice is hereby given that the annual general meeting of the shareholders of our company will be held at the Bankers' Club on March 1.

Exercise 1

Please write notices according to the information given below.

(1) As the secretary of your department, write a meeting notice to inform all of the teachers in your department to have a meeting this Wednesday afternoon at two o'clock in Classroom 232 to discuss the preparation for the final exams.

(2) As the monitor of your class, write a notice about the English corner. Make up the time and place by yourself.

(3) Write a lecture notice of your own. You can make up the lecturer, the topic, the time, and the place.

(4) You lost a watch. The watch is brown-strapped with a silver frame. The hands of the watch have bright green glow-in-the-dark strips. In your notice you should make it clear where and when you lost it.

1.2 Posters

A poster is a piece of printed paper designed to be attached to a wall or vertical surface. They are often put up on street corners, shopping centers and other public places where they can be easily seen. Typical posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message.

The main features of posters:

Organizer: when/where/what /who/how;

Language: various and vivid;

slogan or catch phrase;

simple sentences, ellipsis, black dot;

Characteristics: informality, brevity and originality.

1.2.1 Rules and Structure

- Structure:** ① place “POSTER” in the middle of the first line;
② the title and main content of the activity;
③ the body part in the third line.

Tense: usually use present tense or future tense

Requirement: to introduce the time, place, content and the sponsor clearly

The body: use sentences to introduce main activities and time by using future tense; to introduce the place and other content of the activity; to explain the feature of the activity, try to state the active and beneficial aspects; to introduce the requirements and attentions.

To achieve the intended purpose and impress upon those who read notices, the following aspects should be paid attention to:

- The title of an effective poster should quickly orient the audience.
- The poster should quickly orient the audience to the subject and purpose.
- The specific sections such as the results should be easy to locate on the poster.
- Each section of the poster should be carefully designed so that they can be easily read.

1.2.2 Samples of Posters

Poster of Shopping Center

<p style="text-align: center;">POSTER</p> <p style="text-align: center;">GOOD NEWS!</p> <p style="text-align: center;">Summer Clearance Sales</p> <p>All the goods on show are sold at twenty percent discount. Please examine and choose them carefully before you pay. There will be no replacement or refunding. You have been warned in advance. You are welcome to make your choice.</p> <p style="text-align: right;">Personal Shopping Service</p> <p style="text-align: right;">Sep. 30, 2016</p>

Poster of Film News

POSTER
FILM NEWS

Name: Precious Lotus Flower Lamp
Time: 7:00 p.m., Saturday, May 24
Place: The Sportsground
Fare: 3 yuan
Ticket office: The Union
In case of rain, it is to be shown in the auditorium.

The Students' Union
Friday, May 23

Poster of Volleyball Match

INTERNATIONAL WOMEN VOLLEYBALL MATCH
CHINESE TEAM VS. CUBAN TEAM

Place: The City Stadium
Time: 7:00 p.m. May 2 (Tuesday)
Tickets from the Students' Union, limited to 100!
A school bus is available, leaving at 6:00 p.m. from the university gate.

The Campus volleyball Association
April 3, 2016

1.2.3 Useful Expressions

- The goers are expected to gather at...
- ... (film) will be shown on... at...
- Admission free.
- In case of rain, the match will be cancelled.
- People of all circles are heartily welcome to be present on this grand occasion.
- Those who are willing to be present at the contest want to cheer the contestants.
- The first three winners will be given awards.
- Breathtaking and Fascinating Performance!
- Tickets have been sold out.
- An English feature film. Free!

Anyone who is enthusiastic and willing to dedicate your time to this activity is welcome.

Looking forward to your participation.

If you have any questions about... please do not hesitate to contact...

The club offer many different activities for the students like...

Anyone who is interested in the club is welcomed.

Exercise 2

Write an English poster for a football match which is organized by the Students' Union.

Exercise 3

Write an English poster according to the information given in Chinese.

为了帮助贫困山区儿童重返校园,我校将于9月28日下午3点到5点在大讲堂举办 Show Your Love 慈善演出。主要节目有:舞蹈、民歌、魔术表演、戏剧。票价:50元。

Exercise 4

According to the following information, write an English poster for Liu Xiang.

Liu Xiang was born in Shanghai on July 13, 1983. He is handsome. He loved sports when he was young. And he was good at jumping and running.

In 2003, he won the third place at the world indoor championships in England. On August 27, 2004, he won a gold medal for 110m hurdles at the Athens Olympic Games. It was the first gold medal that Chinese had ever won for the track and field in the Olympics history. He set a new world record of 12.88 seconds in the Men's 110 m hurdles at a Super Grand meeting in Switzerland in 2006.

Exercise 5

Translate the following posters into English.

(1) 影讯:《音乐之声》英语音乐片。免费入场!

(2) 中央歌舞团歌舞表演

时间:4月5日晚7点

地点:上海大剧院

(3) 沈阳杂技团杂技表演

节目丰富多彩,表演扣人心弦。

(4) 录像:《外星人》(英国科幻电影)

放映地点:语音实验室

(5) 国际足球赛:巴西队对英国队

地点:首都体育馆

时间:3月12日下午3点

Unit 2

Invitations

Invitation is written to invite people for a special occasion or event in your personal and professional life. It is written for business events as well as for personal occasions like birthdays, family reunion, etc. According to usage occasion, invitation can be divided into two types: formal invitation and informal invitation. Usually, invitation letter is informal, and invitation card is formal.

2.1 Formal Invitations

Formal invitations are issued only for important affairs, such as inviting some distinguished experts or professors to give lectures; while the informal ones look more personal and friendly. A formal invitation includes the following in addition to the name of the person who sends it:

- The occasion or matter concerned;
- The name of the person to whom the invitation is sent;
- R.S.V.P., an abbreviation stand for “please reply” is written in the lower right-or-left-hand corner of the invitation;
- The telephone number, at which the person invited, is asked to call to give a reply.

Invitation cards are widely used on all kinds of grand occasions, such as a company's opening ceremony, a wedding, a banquet, etc. It is a most formal invitation letter usually less than 14 lines. When writing an invitation card, you should clearly indicate the invitee's name, the reason why he or she is invited, the date, the place and so on. What activities the invitee is going to take part in and the reason why she/he is being invited. The invitee should also know about the details