

高等学校规划教材

PLANNING TEXTBOOKS FOR HIGHER EDUCATION



# 国际商务函电写作

段 婕 编



西北工业大学出版社

GUOJI SHANGWU HANDIAN XIEZUO

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# Preface

## 前言

国际商务函电作为国际商务往来一种常用的英语应用文体,将国际贸易业务与英语融为一体,并在涉外经济活动中具有联络业务、沟通交流的重要作用,对进一步开拓国际市场、发展对外贸易有着重要的影响。经济全球化发展使得跨区域、跨行业的国际贸易往来日益频繁。在国际贸易实践中,买卖合同的订立是整个交易过程中最重要的一个环节,主要通过商务函电的方式进行。国际商务函电不仅是洽商国际买卖合同的手段,也是签订国际买卖合同的主要形式之一。

国际商务函电是目前我国高等院校经济类专业开设的一门重要专业必修课程。该课程主要培养学生具备国际商务活动中的阅读、写作能力,掌握国际商务函电特殊的风格、惯用格式和商业语言,正确使用国际贸易业务往来函电的行文格式,能够起草规范的国际贸易业务交往中的信函、电传和外事函件,能够翻译规范的国际贸易业务函件,初步了解和掌握国际贸易业务的主要经营手段等。

本书的编写不仅遵循国际商务活动的自身发展规律,也充分考虑到商务谈判所经历的不同环节,将国际贸易的一般程序与商务谈判活动各阶段函电往来的需要相结合,主要介绍建立商务关系、询价、报盘、还盘、定货、发票、支付、折扣、寄售、开立与展延信用证、装运、催货、索赔、理赔、换货、代理、包销、技术贸易、合资等具体业务的商务函电,同时说明国际商务函电的样式、表达方式、特殊用语、缩略语和写作技巧等。全书体例安排新颖,语言简洁规范,通过大量的技能训练把基础英语技能和外贸英语知识有机地结合起来,学生能够具备较强的撰写国际商务英语书信的能力,能够较为系统地掌握国际商务函电基础知识,了解国际贸易实务流程,熟悉国际贸易中的英语术语和表达方法,熟练掌握国际商务往来中不同类型函电的写作模式及单证制作知识,提升学生在外贸活动各个环节中使用英语的能力,以及胜任外贸业务工作的能力。

除了考虑教材的实用性、规范性外,本书还力求体现“实”“新”“活”三大特色。

“实”是指本书系统精练、内容翔实。本书立足于融国际贸易专业知识和英语语言技能于一体的课程特色,强调国际商务函电基本知识和外贸实务基本技能的掌握,每章对国际贸易知识体系进行了系统的提炼,对商务信函内容也进行了精选,同时配有相关外贸单证样例,有效克服了传统教材注重英语函电,忽视外贸专业知识的弊端。“新”是指本书详细阐述了国际贸易相关背景知识和国际商务函电写作要领,将基础英语、专业英语和国际贸易知识有机结合,兼顾了外贸专业及非外贸专业人员的需要,适用面广,可读性强。“活”是指本书主要由背景知识、函电样例、常用短语和句式、课后练习与附录组成。每一篇样例后均对语言、专业词汇和知识点加以注解;常用短语和句式方便读者在实际工作中模仿运用;课后练习形式多样、内容丰富,有助于读者进行商务英语的训练和对国际贸易业务环节的理解。

本书适合作为国际经济贸易、国际商务英语等专业的本科、高职高专以及成人教育的教学用书,也可作为公司、企业在第一线处理商务信息的人士参考使用。

感谢程林搜集和整理了大量的资料。对于西北工业大学教务处和出版社的大力支持,在此表示诚挚的谢意!在编写过程中参阅了大量的文献资料,在此一并向相关作者表示深深的谢意!

由于水平有限,书中仍有许多不足之处,敬请读者批评指正。

编 者

2016年5月



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# Chapter 1 International Business Introduction

## 国际商务导读

### 「学习目标」

1. 了解国际商务函电的背景。
2. 了解国际商务函电的作用及内容。
3. 了解国际商务函电课程的基本情况。

### 1.1 Background Introduction 背景导入

Nowadays, the global economy is around our daily life. Almost every is engaging in international business. International business refers to the performance of trade and investment activities by firms across national borders. Firms organize, source, manufacture, market, and conduct other value-adding activities on an international scale. They seek foreign customers and engage in collaborative relationships with foreign business partners. While international business is primarily carried out by individual firms and governments, international agencies also engage in international business transactions. Firms and nations exchange many physical and intellectual assets including products, services, capital, technology, know-how, and labor.

While international business has been around for centuries, it has gained much speed and complexity over the past two decades. Today firms seek international market opportunities more than ever before, touching the lives of billions of people around the world. Daily lives such as shopping and leisure activities such as listening to music, watching a movie, or surfing the internet involve international business transactions that connect you to the global economy. International business gives you access to products and services from around the world and profoundly affect your quality of life and economic well-being.

The growth of international business activity coincides with the broader phenomenon of

globalization of markets. The globalization of markets refers to the ongoing economic integration and growing interdependency of countries worldwide. While internationalization of the firm refers to the tendency of companies to systematically increase the international dimension of their business activities, globalization refers to a macro-trend of intense economic interconnectedness between countries. In essence, globalization leads to compression of time and space. It allows many firms to internationalize and has substantially increased the volume and variety of cross-border transactions in goods, services, and capital flows. It has also led to more rapid and widespread diffusion of products, technology, and knowledge worldwide, regardless of region.

## 1.2 Learning Objectives 学习目标

Upon completion of this chapter, you should master the background of business letter writing; Be familiar with the tips of effective business letters. Know the reason of writing business letters. Know how to introduce to the course. Familiar with the aim of foreign trade, parties and letters involved.

Recently with the globalization of economy, international business has become more and more frequent and business English is playing an increasingly vital role in the international community. Hence the business translation is becoming more and more important. Parallelism, as a common and effective rhetoric method, expressing one or more juxtaposed elements in the same or similar grammatical structure, is widely used in business English. A study of parallel structure and its corresponding translation methods is for sure conducive to the learning and mastery of business English. But a good translation of parallelism in business English is no easy thing. The paper analyses the forms of parallelism, puts forward the translation principles of parallelism and elaborates the translation methods of parallelism with some examples.

From ancient to now, many researchers in China and abroad have contributed a lot to English translation. However, most of these traditional Chinese translation theories focus on literary translation and ignore business translation. Nowadays there is a rapid development in business English translation in China, but few books systematically concentrate on business English translation. It is urgent for Chinese researchers to do more in this field.

Parallelism is an important and widely used expression in business English. It has some forms in business English, such as lexical parallelism, phrasal parallelism, and syntactical

parallelism. Business English is a variety of English concerned with such economic affairs within or outside a country as international trade, international marketing, economics, finance, accounting, law, administration, and so on.

As an applied style, business English has its own stylistic characteristics, when translating parallelism in business English three important translation principles, “faithfulness”, “exactness” and “consistency” should be followed. It is very useful to study the International business letter writing techniques for success in a globalized marketplace.

### 1.3 Business Letters in English 商务英语书信

Business letters are formal paper communications between, to or from businesses and usually sent through the Post Office or sometimes by courier. Business letters are sometimes called “snail-mail” (in contrast to email which is faster). This lesson concentrates on business letters but also looks at other business correspondence. It includes: letter, memo, fax, e-mail.

#### What is business letter?

The business letter is the principal means used by a business firm to keep in touch with its customers, often enough it is the only one and the customers form their impression of the firm from the tone and quality of the letters it sends out.

Good quality paper and an attractive letter—head play their part in this, but they are less important than the message they carry. Business does not call for the elegant language of the post, but it does require us to express ourselves accurately in plain language that is clear and readily understood.

Writing plainly does not mean that letters must be confined to, a mere recital of facts, in a style that is dull and unattractive. When we write a letter, we enter into personal relationship with our reader. Like us he has feelings and we cannot afford to disregard them. This is a necessary reminder because many people who are warm and friendly by nature become reasons of quite another sort when they sit down to write or dictate a business letter call for a special kind of “business English”. They forget that they are “holding a conversation by post” and make use of impersonal constructions that produce a cold and aloof tone.

#### Who writes business letters?

Most people who have an occupation have to write business letters. Some write many

letters each day and others only write a few letters over the course of a career. Business people also read letters on a daily basis. Letters are written from a person or group, known as the sender to a person or group, known in business as the recipient. Here are some examples of senders and recipients:

<b>Senders</b>	<b>Recipients</b>
business	business
business	consumer
job applicant	company
citizen	government official
employer	employee
staff member	staff member

### **Why write business letters?**

There are many reasons why you may need to write business letters or other correspondence: maybe to persuade; to inform; to request; to express thanks; to remind; to recommend, apologizing; to congratulate; to reject a proposal or offer; to introduce a person or policy; to invite or welcome; to follow up; to formalize decisions.

One reason is that a great deal of business is conducted via writing. With the wide use of fax and recent development of EDI( Electronics Data Interchange 电子数据交换 ), more and more writing is involved in every part of business.

Another reason is that effective business letter writer can use their writing skill to help increase their company's sales and profits by building up good relations with customers, employees, and the public.

In addition, proficiency in writing gives the man or woman in business a personal advantage over less capable writers and contributes substantially to his or her self-confidence, which is a necessary quality for business success.

## **1.4 Introduction to the Course 课程介绍**

English business correspondence or business letter is a written communication between two parties. It is a means through which views are expressed and ideas or information is communicated in writing in the process of business activities. It is to learn both the language and the professional knowledge ( in other words, to learn the language you are going to use when you work ).

### Course Description

Business Correspondence is one of the most important courses (a compulsory course) for International Business Trade Majors. It is designed to help students to accomplish the transition from general English learning to specialized English learning, aiming at preparation for a future business career.

### Course Objectives

After the completion of the whole course, students are supposed to:

Comprehend and master the basic writing skills for various types of business correspondence. Be familiar with the general conventions as well as main procedures in international trade practice. Conduct business, make quick and correct reactions to the business information and make business concluded in real life situations.

### Course Contents

The contents of Business correspondence involve many aspects of international business trade, mainly include: Establishing business relations; Inquiry; Offer; Counter offer; Order; Acceptance; Contract; Packing; Shipment; Payment; Insurance and Claim.

### Learning Guide

- a) Achieve balance between language-learning and business-learning.
- b) Achieve balance between input and output of what have been learned.
- c) Achieve balance between course-book learning and simulated practice.
- d) Focus on various writing patterns and writing skills of business correspondences.
- e) Master the commonly-used business vocabularies and make good use of them.

## 1.5 Write Your Way to Success in International Business 写作之路

Businesses need to communicate with their suppliers, customers, and other stakeholders. Mastering the techniques for writing good international business letters helps to prevent misunderstandings and deliver the message effectively, increasing responsiveness and improving the chances of success.

The success of any business depends on effective communication, and letter writing constitutes an integral and indispensable part of business communications. When writing international business letters, make sure to understand the established conventions in the recipient's land, what a word or phrase means in the recipient's culture, the importance of



considering time zone differences, and addressing the letter properly.

### Culture Background

Effective business letters always comply with the recipient's cultural sensitivities. For example, Some cultures stress the need for very formal business letters, a stark contrast to the often casual and conversational tone of some business letters in America. For instance, applying for a license to do business or open a bank account in India requires a formal introductory letter that does not digress from the accepted style and pattern. Very often, The-Powers-That-Be(枪手) expect a standard letter in the recommended template, with only the names and figures changed.

In many bureaucratic cultures such as the government in India, people higher up in the echelons of power consider a letter starting with "Dear Mr. XYZ" as an insult and expect a salutation of "Sir" instead.

The recommended approach for marketing pitches in America involves listing out potential uses of the product for the customer. Japanese culture, however, considers one person suggesting what another person should do inappropriate.

It is also polite to wish the recipient success at a local festival underway. Although not a mandatory requirement, it may make the recipient more responsive.

### Grammar and Language

Use standard and consistent grammar that employs simple words with clear-cut meanings. Similarly, avoid using slang and phrases that international recipients would remain clueless in deciphering.

A major manifestation of problems related to grammar and word usage is the different meaning or connotation of some words and phrases in British English and American English. British English is in vogue in most of the common wealth countries.

Consider the following examples that illustrate the dangers of not understanding what a word means in the recipient's country:

While the United States requires people to drive a car on the "pavement," Britain makes it illegal to do so. The reason is that "pavement" means the "surface of the road" in American English, but means "a path with a hard surface beside the road" in British English.

A "moot" point in traditional British English is the "point to discuss." In American English, "moot" means "null and void." Thus, an Englishman writing a business letter to an