

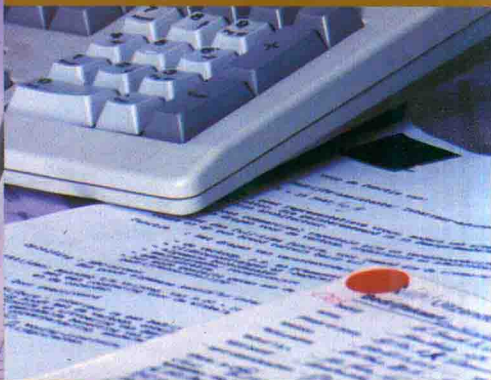
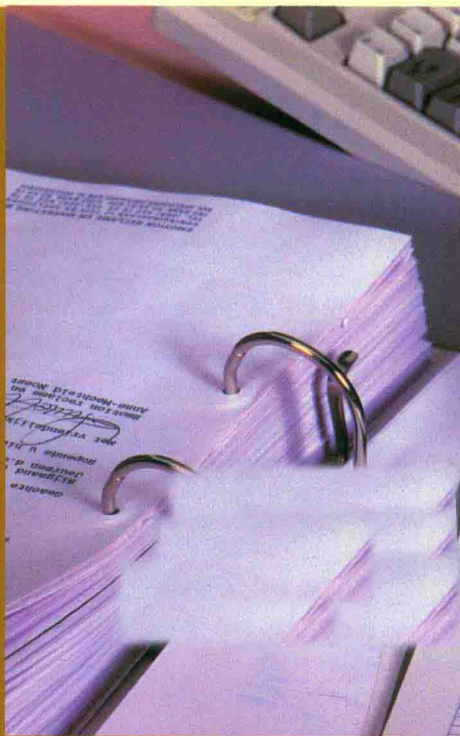


全国教学型本科院校商务英语系列规划教材

An English Communication Course for International Business (Second Edition)

实用外贸英语函电教程(第二版)

廖 瑛 主编
周 炜



对外经济贸易大学出版社

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廖瑛：教授，湖南师范大学英语语言文学专业毕业，湖南大学外国语学院语言学及应用语言学专业硕士研究生导师，院学术委员会委员、学位委员会委员，教育部和湖南省人文学科、学位评审专家，研究方向为应用语言学、文体学和商务英语。1987—1995 年任湖南省大学外语协会副会长，现任湖南省科技翻译工作者协会副会长兼学术部长。著有《实用公关英语》《实用外贸英语函电》《国际商务英语——商务理论、语言与实务》《实用外贸谈判英语》《国际商务英语语言与翻译研究》和《新编外贸英语口语教程》等共 35 本，合计 1 100 多万字，在各类学术期刊上发表论文 20 多篇，主持和参与主持国家级、省级和校级科研四项，其中两项分获省级一等和三等奖。其著作和事迹已收入湖南省社会科学院主编的《当代湘籍著作家大辞典》等多种辞书。



出版说明

随着经济全球化浪潮的日益高涨，中国与世界各国之间的经贸往来日益密切，既熟练掌握英语又具备扎实商务专业知识的复合型人才已成为商务市场的宠儿。根据教育部颁布的《国家中长期教育改革和发展规划纲要》，“建立高校分类体系，实行分类管理”的要求，对外经济贸易大学出版社专门针对教学型本科院校组织编写了这套“全国教学型本科商务英语系列规划教材”。

现如今，我国高等院校大致可分为研究型、教学研究型、教学型三大类。不同类型高等院校在人才培养类型、创新贡献和服务社会方面都应有各自的定位，与之相应的适用教材也各有不同。教学型高校作为我国高等教育的主力，量大面广、层次多、类型多，是培养应用型高级人才的主要力量。教学型高校以培养应用型、复合型人才为出发点，按“基础扎实，知识面宽，应用能力强，素质高，有较强的创新精神”的要求，以人为本，使学生“会学习”“会创新”“会做人”，既加强通识教育，同时也为终身教育作准备、打基础。

本系列教材面向全国教学型本科院校，目标群体明确，教材选题和内容均根据全国教学型本科院校课程设置而定，作者均为全国教学型本科院校的优秀一线教师，本系列教材适用于全国教学型本科院校商务英语专业、财经专业和英语专业校商务/应用/外贸外语方向的学生。

本套“全国教学型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语综合教程 1-4 册》《商务英语听说》《商务英语阅读》《商务英语写作》《商务英语函电》《商务英语翻译》《商务英语口译》《商务知识导读》《英语财经报刊阅读》《跨文化交际基础》《国际商务礼仪》《进出口贸易实务》《国际商务制单》《国际贸易理论与实务》等。

本系列教材编撰者不仅有丰富的语言教学经验，而且有商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（可登录我社网站 www.uibep.com 下载）。

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再版前言

Preface

《实用外贸英语函电教程》出版以来，深受读者欢迎。为适应全球经济一体化和我国对外贸易发展的需要，应出版社的邀约，现对此书修订再版。

全书分为两个部分共 17 个单元。1—2 单元为第一部分，即商务英语写作指导，主要讲述商务英语信函的文体风格、语言特点和写作方法，以及商务英语书信的基本格式和电子邮件的基本形式。3—17 单元为第二部分，即外贸实务操作过程中的信函写作，包括从建立业务关系、询价与答复、报盘与递盘、还盘与反还盘、订货、接受与签约、包装与装运、支付与结算、保险、商检、投诉、索赔与理赔、代理、特殊贸易到国际经济技术合作等各个环节中的有关双方的往来信函的写作。每个单元包括业务简介、信函样例、常用句型、单词、短语和注释等部分。本版次是在保持原书体例的基础上，对书中部分内容进行了修订或调整。为方便教师教学及读者自学，原书的姊妹篇《实用外贸英语函电教程辅导用书》不再出版，本书中的译文、练习题答案及课件等请从 www.uibep.com 下载。

全书融外贸业务知识与英语语言技能为一体，重点突出、实用性强，可作为高等学校外经贸、国际会计、国际金融、国际旅游、酒店与宾馆管理、电子商务、外企业管理、商务英语等专业的教材；同时，对从事外经、外贸、外事及合资企业工作的业务人员、管理人员、翻译人员、公关文秘人员提高商务英语写作能力有很大的实用价值。

本教材由湖南大学外国语学院廖瑛教授主笔，修订工作主要由长沙学院外语系周炜、廖越英完成。参加修订工作的还有谭敏、朱洁华、禹金林、王青、陈可、李丽平、刘莹、戴原人等。在本书编著和修订过程中，我们参考了国内出版的有关书籍和资料，在此深表谢意。

本教材恐有不妥之处，敬请各位同仁、读者不吝赐教，批评指正。

编者

2016 年 4 月于长沙

前 言

Preface

随着世界经济和国际贸易形势的发展，为培养更多的“语言+专业”的复合型人才，以适应全球经济一体化和我国对外贸易发展的需要，我们应对外经济贸易大学出版社的邀请，编写了《实用外贸英语函电教程》一书。

全书分为两个部分，18个单元，1—3单元为第一部分，即商务英语写作指导（Guide to Business English Writings）。主要讲述外贸英语信函、协议和简式合同的文体风格（Styles）、语言特点（Features in Language）、写作技巧（Writing Techniques）、信函格式（Layout）和商务英语缩写词的构成（Forms of Abbreviations in Business English）、传真（Fax）和电子邮件（E-mail）、文稿的写作与传输（Writings and Transmittings）。4—18单元为第二部分，即外贸实务操作过程中的信函写作（Letter-writings in Business Practice），包括从建立业务关系、询价与答复、报盘与递盘、还盘与反还盘、订货、接受与签约、包装与装运、支付与结算、保险、商检、抱怨、索赔与理赔、代理、特殊贸易到国际经济技术合作等各个环节中的有关双方的往来信函的写作。每个单元包括业务简介（Brief Introduction）、信函样例（Specimen Letters）、常用句型（Sentences Commonly Used）、单词、短语和注释（Words, Expressions and Notes）和练习（Exercises）。第一部分（1—3单元）的全部译文、练习答案和第二部分（4—18单元）各单元的业务简介、信函样例、常用句型的译文和练习答案均放入与本书配套发行的《实用外贸英语函电教程辅导用书》之中，以供教师备课和读者参考。本书课件请在 www.uibep.com 下载。

全书融外贸业务知识与英语语言技能为一体，重点突出、实用性强。可作为高等学校外经贸、国际会计、国际金融、国际旅游、酒店与宾馆管理、电子商务、外企管理、商务英语等专业的教材。同时，对从事外经、外贸、外事及合资企业工作的业务人员、管理人员、翻译人员、公关文秘人员提高商务英语的写作能力有很大的实用价值。

本书主要由湖南大学外国语学院商务英语系商务英语研究生导师廖瑛教授主编，中南大学外国语学院张春敏、湖南大学外国语学院的胡志雯、湖南工业

大学的扶丽华协助进行。参加编写工作的还有阳兰梅、吴艳霞、廖越英、周炜、禹金林、刘莹。在编著过程中，我们参考了国内出版的有关书籍和资料，从中获得很大的启示。在此谨致谢意。

由于时间仓促，加之编著者水平有限，书中不妥之处在所难免，诚盼同行专家和广大读者不吝赐教。

廖 瑛

2011年7月于湖南大学外国语学院

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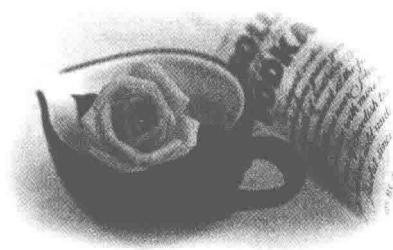
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Part One

**Guide to Business
English Writing**

第一部分

**商务英语写作
指 导**



Unit One

Styles and Features in Language and Ways in Writings of Business English Letters

商务英语信函的文体风格、
语言特点和写作方法

Introduction (简介)

Traditionally, foreign trade communication mainly cover international business letters or correspondence sent from one partner to another through post offices or by fax or e-mail.

In today's highly developed and toughly competitive society, especially in the fields of commerce and economy, communication between individuals and groups is becoming increasingly frequent and important. It serves to pass on information, to express ideas or to exchange feelings.

Generally speaking, the function of a business letter is to get or convey business information, to make or accept an offer and to deal with various business activities.

Qualities to the Writer (作者应具备的素质)

Business English letters belong to a kind of practical English writing, which does not call for flowery language because it isn't literary works. It is required to express the writer's views

accurately in a plain language that is very clear and is readily understood, and catch the reader's attention and persuade the reader to believe what the writer said. If practical English writing is to achieve its purpose, the writer should have

- a good command of the English language;
- all kinds of social knowledge;
- knowledge of technical terms;
- knowledge of social psychology; and
- knowledge of various professions, such as secretary, management, business theory and practice, etc.



Preparation before Writing (写作前的准备工作)

As a writer, you should make preparations for your creative works before taking up the pen. Generally speaking, the following should be paid attention to:

1. Studying your reader's interest, that is, thinking of what your reader thinks.

To achieve this, you should "put yourself in your reader's shoes" and try to imagine how he will feel about what you write. Ask yourself constantly, "what are his needs, his wishes, his interests, his problems to be solved, and how can I meet his requirements."

2. Planning what you will write and writing effectively.

In order to plan what you write better and to write effectively, you should draft an outline before writing.

Every language has its own features. It is not easy for Chinese students to effectively and accurately use proper English words and sentence structures in writing. Some of them tend to write in Chinese first, and then translate what they wrote into English. But in this way the expression will appear to be stiff and awkward. So you'd better learn to think and write directly in English and draft an outline before writing. For example, if you are to write a letter claiming for the losses of your ordered computers occurring in transportation, firstly you should draft an outline like this:

- Goods having arrived
- Losses found on reinspection
- Reasons leading to the losses
- Claiming compensation
- Solution suggested

3. Deciding to adopt the proper layout, tone and style.

As stated before, there are many kinds of practical English writing. Different kinds of practical English writing have different layouts, tones and styles, which will be discussed later in relevant chapters and sections. It is very important for the writer to know and choose relevant layout, tone and style in his writing so as to express himself appropriately.



4. Writing naturally and sincerely.

Writing naturally and sincerely is to reveal your true feelings between lines, make sure that what you write would sound sincere and natural, and try to avoid the affected words and florid style with little content. Besides, as a writer, you should also be polite and considerate.



Writing Principles and Language Features

(应用文的写作原则和语言特点)

Practical English writing, especially business English writing, is the model of practical language. Its main function is to inform or remind counterpart or public of a certain thing or public affairs and to ask them to act according to the rules stipulated in what is written. Such a practical writing has its specific language style, that is, the essential language features which are called the seven “Cs”: completeness, concreteness, clearness, conciseness, courtesy, consideration and correctness.

1. Completeness (完整)

A practical English writing is successful and effective only when it contains all the necessary information to the readers (the counterpart or the public) and answers all the questions and requirements put forward by the readers. See to it that all the matters are stated or discussed, and all the questions are answered or explained. For example, when the buyer writes a letter to accept an offer that the seller made, the buyer must state his conditions of acceptance in detail or quote the evidences of the offer, such as quotation sheets, letters, advertisements etc., because such a letter has the function of a business contract and will be binding on both parties after receipt by the sellers. The following is a good example:

Gentlemen:

Re: Computers

With reference to your letter of May 8, we are pleased to accept your offer of 200 sets of Dell computers as per your Quotation Sheet No.9/04/2014.

Please go ahead and apply for your Export Licence.

As soon as we are informed of the number of the Export Licence, we will open the L/C by fax.

Yours truly,

Incompleteness of the practical writing, such as business letters, will lead to the counterpart's unfavorable impression toward your firm. He may give up the deal if other firms provide him with all the information needed, or if he would not take the trouble inquiring once again. Sometimes, incompleteness will even cause unnecessary disputes and lawsuit.

In order to verify the completeness of what you write, five “Ws” (who, what, where, when and why) and one “h” (how) should be used. For example, if what you write is a letter of order, you should make it clear that who wants to order, what he wants, when he needs the goods, where the goods is to be sent and how the payment will be made. If some special requirements should be put forward, you would explain why you would do so.

2. Concreteness (具体)

Any kind of practical English writing should be specific, definite and persuasive instead of being vague, general and abstract. In a general and vague message, everything seems to be mentioned but actually few are fully expounded. The reader only has a vague impression of what you try to achieve, so he or she is at a loss how to react upon reading your message. Especially for contracts, agreements, announcements, notices, found, posters, advertisements, business letters, and offers, etc., concreteness must always be stressed. Using specific facts, figures and time can help write concretely and vividly, e.g.

- **We wish to confirm our e-mail dispatched yesterday.**

Like *today* and *tomorrow*, the word *yesterday* is a vague and general concept, which is not suitable to be used here. The sentence should be changed into:

We confirm our e-mail of June 2nd, 2015.

- **The Universal Trading Company is one of our big buyers.**

The phrase “*one of our big buyers*” is too general and vague, and can’t express degrees of “big”. If you want to give the readers a definite concept, the sentence should be changed into:

The Universal Trading Company placed over US\$2,000,000 worth of business with us each year.

- **We have received with thanks your check and the amount has been placed to your credit.**

Here, you should point out the number and the amount of the check as well as the use of the money, so as to make a specific and definite impression on the opposite party. The sentence should be rewritten as the following:

We have received with thanks your check No. 248 for US\$200,000, in payment of our commission, which has been placed to your credit.

- **These brakes stop a car within a short distance.**

This is from an advertisement introducing the property of the products. It is too general and vague. What is the type of the brakes? How long does “a short distance” mean? What car will be stopped with the brakes? All of these are not explained clearly. The sentence should be rewritten as the following:

These type SMO2 power brakes can stop a 4-ton car traveling 65 miles an hour within 300 feet.

However, not on all occasions does the practical English writing try to be concrete and specific. Sometimes vagueness is preferred. If accurate facts or figures are not available, you

have to be general. Sometimes for “strategic” consideration, the writer should try to avoid being too definite. For example, if you are a greenhand in a certain line and want to purchase some commodities, naturally you will compare the qualities, prices, etc. of the products from different manufacturers. If you are a seller, you may open tentative offers to several products. The offers you’ll deliver are without engagement. They should not be too concrete, but more flexible.

3. Clearness (清楚)

Clearness is one of the main language features of the practical English writing. The so-called “clearness” is to make sure that what you write is so clear that it can’t be misunderstood. You should first have a concrete idea of what you are going to achieve in your mind. Only a clear mind can express clearly. At first, what is equally or more important is to get yourself understand it, so it is advisable to write on—not above or below—the level of the reader’s understanding and to make the reader understand the main points without thinking deeply. To do these, as a writer, you should:

1) Pay attention to the use of concise and accessible expressions and try to avoid using the words and sentences equivocal in meaning. e.g.

● **As to the steamer sailing from Shanghai to Los Angeles, we have bimonthly direct services.**

The basic meaning of this sentence is “we have direct sailings from Shanghai to Los Angeles”, but the word “bimonthly” has two meanings, one of which is “twice a month” and the other of which is “once every two months”. You’d better not use the word like “bimonthly” of double meanings, but use the words that can express your idea clearly as the following:

- a. We have a direct sailing from Shanghai to Los Angeles every two months.
- b. We have a direct sailing from Shanghai to Los Angeles semimonthly.
- c. We have two direct sailings every month from Shanghai to Los Angeles.

● **Fluctuation in the freight after the date of sale will be for the buyer’s account.**

“Fluctuation in the freight” means “the rise and fall of the freight”. It’s impossible for the buyers to bear it. The buyer can only bear the increasing or decreasing part of the freight. So the above sentence should be rewritten as the following:

- a. Any increase in freight after the date of sale will be for the buyer’s account.
- b. Any increase or decrease in the freight after the date of sale will be for the buyer’s account.

● **Cotton and silk blouses made in China enjoy a good market in the European market.**

In this sentence, the same word “market” has two meanings—sale (销路) and marketplace (市场). In practical English writing, especially in business letters, contracts, agreements, sales confirmation, etc., the writer should try to avoid repeating the use of the same word, such as “market” which has two different meanings in a sentence. So the above sentence should be rewritten as the following: