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#### 内容简介

本教材运用国内外商务沟通的最新研究成果,从原则出发,突出商务写作的特点,在培养学生分析和判断能力的同时,启发学生思考和创造。除第 1 章概论外,本教材共涵盖 11 种主要商务文体的写作要领,分别为通知、电子邮件、备忘录和电话留言、报告、建议书、日程安排、海报与启事、会议记录、简历、商业信函、广告。本教材致力于解决学习者在商务英语写作中面临的主要问题,帮助学生学以致用,把课堂学习同就业需要有机结合,把商务背景知识、语言知识和语言技能有机结合。

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商务英语写作能力是从事国际贸易和跨境电商工作的重要组成部分。"商务英语写作"为英语语言类专业基础课,也是商务专业的专业课程之一,其讲授的内容也是实际业务中非常重要的应用技能。本教材的主要教学目标是讲解商务英语写作基础知识,举例说明各类实用应用文的基本框架,提供常用的词语和句型,帮助学生提高英语文本的写作能力,为学生今后参与社会实践做好技能性准备。本教材对每种应用文体的介绍具体包括文体结构、写作技巧、实用表达、实例、词汇与术语。每章的结尾还配有情景写作任务。

本教材共12章,供一学期使用,每章由4部分组成。

- 1. Samples (实例展示): 这一部分的设计是为了让学生对本章的写作文体进行感性认识,通过例文分析,学生能够了解该文体的写作模式;
- 2. Notes on the Samples (范文研读): 这一部分提纲挈领地向学生介绍本章的写作要点, 力求做到简洁明了, 便于学生记忆;
- 3. Functional Sentence Bank (句型库): 该部分是针对写作文体的句型扩展及重点句型的 灵活应用;
- 4. Activity (实际操练): 该部分的习题是根据企业的实际工作需求而改编,力求锻炼学生的英语职业能力。

本书共 12 章。第 1 章:商务英语写作的原则;第 2 章:通知;第 3 章:电子邮件;第 4 章:备忘录和电话留言;第 5 章:报告;第 6 章:建议书;第 7 章:日程安排;第 8 章:海报与启事;第 9 章:会议记录;第 10 章:简历;第 11 章:商业信函;第 12 章:广告。其中第 1 章、第 3 章、第 7 章、第 12 章由梅利霞老师编写;第 2 章、第 10 章、第 11 章由褚菁玉老师编写;第 5 章、第 6 章由张艳华老师编写;第 4 章由王莹洁老师编写;第 8 章由张玮老师编写;第 9 章由耿燕老师编写。常卫萍老师和赵丽娟老师负责本书的校稿工作。

由于我们对高职商务英语专业的写作教材建设才刚刚开始,加之编者水平有限,难免存在错误和不当之处,恳请广大读者给予指点,并将改进意见和建议及时反馈给我们。

所有意见、建议请发送邮箱: mayliss@126.com。

编 者 2016年7月

# **国** 录

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# Chapter 1

# Principles of Business Writing 商务英语写作的原则

商务英语应用文在外贸业务和商务活动中的使用越来越广泛,它在联系商业事务和促进贸易关系等方面起着重要的作用。了解和掌握商务英语应用文写作对国际商务、外贸业务从业人员来说是非常重要的。要写好商务英语应用文,首先要具有一定的英文写作水平与经济贸易知识。其次,应熟悉和掌握各种应用文的写作格式和特点,特别是要掌握商务英语的语汇、句型套语和谋篇布局的写作技巧。除此之外,更要了解商务写作和一般性写作的区别,以及商务写作的原则。只有经过反复地学习、模仿和套用商务英语应用文范例,才能掌握商务英语应用文的书写规律、要求与方法技巧,逐步学会撰写各类商务英语应用文。商务英语应用文归纳起来有三种形式:第一种是商务信函;第二种是在各种场合的致辞、演讲、报告、约定等;第三种是内容极为简捷,但都要求格式化的电报、电传、请柬、通知、便条、日程、议程,等等。



# **Effective Business Writing Principle**

在写作过程中必须遵循七大原则,即准确(correctness)、清楚(clarity)、简洁(conciseness)、具体(concreteness)、完整(completeness)、体谅(consideration)和礼貌(courtesy),也叫作商务写作的7C原则。



#### 1. 准确(correctness)

从广义上讲,商务英语写作的准确性是指使用精确措辞,传达准确信息,正确地使用语 法和标点符号,拼写正确。

#### (1) 恰当的语言风格

我们在撰写正式的商务英语写作时,应尽量使用正规的语言;当起草非正式的商务便条、商务便函及商务书信时,可使用较通俗的口语。请比较下面两组例词:

Formal	Informal
approximately	about
inquire	ask
obtain	receive
assist	help
participate	share
construct	build
purchase	buy
sufficient	enough
utilize	use

#### (2) 准确的措辞和信息

商务英语写作应该特别注意语法、拼写、信息和数字的正确性。

#### 2. 清楚(clarity)

清楚是指写作中要合理安排要点,运用正确的句型句法,突出重点,层次分明,其英语解释为: Clarity means your purpose and the words are clear to your readers so that the recipients can interpret your words with the same meaning you have in mind.

(1) 逻辑布局(logical organization)

常用的逻辑布局方法包括:

- ① 因果关系(cause and effect)
- ② 时间顺序(chronological development)
- ③ 序列顺序(sequential development)
- ④ 比较(comparison)
- ⑤ 一般到特殊(from general to specific)
- ⑥ 特殊到一般(from specific to general)
- (2) 合理构架句群与段落(well-written sentences and paragraphs)

在商务英语写作中,应该合理安排句子和段落的结构与长度,把各种长句、短句、简句、 复杂句等组合成长度恰当的段落。请看下面两个句子:

ABC Corporation was founded thirty years ago, and it now has branch offices in four provinces,



and it employs nearly 300 individuals. (Poor)

ABC Corporation was founded thirty years ago. With branch offices in four provinces, it now employs nearly 300 individuals. (Revised)

(3) 统一性与一致性(unity and coherence)

在商务英语写作中,每一个段落都要围绕一个论点从不同方面进行论证,而在每一个段落中又都有一个主题句(topic sentence),一般安排在段首或段尾,其他的句子则围绕着它进行论证,一环扣一环,紧扣在主题思想上。句子与句子之间,段落与段落之间都要前后呼应,首尾连贯。

(4) 强调(emphasis)

在商务英语写作中,有时需要强调某些单词、词组、句子,以突出它们的作用,可以采 用一些技巧手段,如加横线,大写,或使用不同的字体、颜色等。

(5) 避免采用模糊的语句(avoid ambiguous sentences)

#### 3. 简洁(conciseness)

简洁是现代商务英语写作的发展趋势,是指在保证内容完整无损的前提下用尽可能少的 词句来阐明主题。商务英语写作要求内容既简短扼要,又不失完整与清楚明白。

- (1) 用简洁的语言(use simple language)。
- (2) 少用陈词滥调(omit trite expressions)。
- (3) 避免冗长的表达方式和不必要的重复(avoid wordy expressions and unnecessary repetition)。请看下表中的两组例子,比较一下修改前与修改后的差别:

Wordy	Concise
we would like to	please
a long period of time	a long time
I expected it to be	expected
during the year of 1995	during 1995
for the development of	for developing
during the time that	while

(4) 删改无关紧要的成分(remove unneeded facts)。

如果句中的某些成分被删除后不影响句子的原意,那么就应该毫不犹豫地把它们删掉。

(5) 多使用主动语态的句子结构以明确表达意思。

请比较下面两个句子:

Payment of their accounts will be made by John next week. (Poor) John will pay their accounts next week. (Revised)



#### 4. 具体(concreteness)

由于商务英语写作要求内容具体、明确,因此,应尽量使用明确、具体的语言,直截了当地传递信息,说明问题,切忌笼统、模糊。英语解释为: Concreteness means the writing should be specific, definite and vivid rather than vague, general and abstract.

- (1) 尽可能地提供明确、具体的信息。
- (2) 多使用具体的词汇,避免使用抽象的词汇,因为抽象的词汇往往令人感觉笼统、模糊。

请看下表中的两组例子,比较一下修改前与修改后的差别:

Poor	Revised
a significant loss	a 55 percent loss
in the near future	by Thursday afternoon
the majority	70 percent

#### 5. 完整(completeness)

商务英语写作的内容务必完整周密,任何要点的遗漏都可能导致重大损失。 请比较下面两个句子:

As to format, a business letter should include a letterhead, date, inside address, salutation, and subject, body of letter, complimentary close and signature. (Poor)

As to information, the writer should strive to make all points detailed, and answer all questions asked or implied. (Revised)

#### 6. 体谅(consideration)

从对方角度出发(you-attitude),理解并体谅对方的需求、愿望、感情,侧重正面、肯定地谈问题,尽量避免从否定角度提及。

#### 7. 礼貌(courtesy)

商务英语写作中的礼貌原则,并不是指采用一些客套的句式,而是指一种贯彻于全文的 尊重、理解和体谅对方的态度。礼貌原则主要体现在以下几个方面:

- (1) 使用礼貌友好的词汇;
- (2) 措辞得体(appropriate wording);
- (3) 避免使用有性别歧视之嫌的词语;
- (4) 及时答复(timely response)。





# Sample 1

Dear Lily,

I am writing to you about your order of January 25th.

You asked for twenty packets of green photocopy paper. Unfortunately, our suppliers have said that this color is out of stock now and can not be sent to us until Friday. But they can send almost any other color right away. Would you like to take another color — the blue's nice — or will you wait?

In addition, the new envelops they've sent us are not as wide as the old stock without other differences. Is this all right?

By the way, you asked for another filing cabinet. It could be either two or four drawers. Which one do you want?

Please let us know your decisions ASAP. Hope we can have a good cooperation!

Best wishes.

Tom



# Sample 2

Dear Susan,

Sorry for my late response. I was traveling and also have been busy organizing the business structure of our operations here in China. Right now we are settled and ready to start.

I want to introduce to you Iris Zhang. She will be our representative here in China and will follow



our current projects.

My partners in Mexico have selected one style of your products and want to start the business. Find attached the style image selected. From your side we need you to send us the following information ASAP:

- 1. FOB cost per unit.
- 2. Please let me know your payment terms.
- 3. For production lead time, I remember you mentioned 45 days but this will be very long. Is it possible to shorten your lead time? Please check with the people at the factory and let me know the best you can do.
- 4. Please let me know the packaging specification. I need to provide this information to the team in Mexico. We want to make sure the product will arrive without damage. Iris will contact you tomorrow. Could you please send her your contact phone number?

Thanks for your patience and looking forward to your early reply.

Best regards!

John



# Sample 3

Put  $(\checkmark)$  before the sentences that adopt you-attitude in writing.

- \_\_ 1. I negotiated an agreement with Apex Rent-a-Car that gives you a discount of 20%.
- $\sqrt{2}$ . You now can get a 20% discount when you rent a car from Apex.
- √ 3. The 500 red and gray sweatshirts you ordered were shipped today and will reach you early next week.
- \_\_ 4. We shipped your order today.
- 5. We provide the latest exercise equipment to all employees in RAC Inc.
- $\sqrt{6}$ . You have access to the latest exercise equipment as an employee of RAC Inc.
- $\sqrt{7}$ . The Model GSK, a similar instrument, is in stock, and you could have it at the same price



as the GSF.

- \_\_ 8. The Model GSK, a similar instrument, is in stock, and we can offer it at the same price as the GSF.
- 9. We will ship the order as soon as it is confirmed.
- $\sqrt{10}$ . It will be shipped as soon as you confirm this.



## **Notes on the Samples**

1. I am writing to you about your order of January 25th.

此信是关于一月二十五日的订单。

此句开门见山直接表明写信意图,体现了商务信函简洁明了的特点,同时也体现了换位思考的特点,即提到对方的具体订单。

order 订单, 订货

Can you rearrange your schedule and make my order top priority?

你能否重新安排一下你的计划,让我的订单优先?

2. photocopy paper 复印纸, 打印纸

We would like to place an order for "A4 Photocopy Paper".

我们想订购 A4 复印纸。

- 3. Would you like to take another color the blue is nice or will you wait? 另一种颜色是蓝色,也不错,可以吗?或者您愿意继续等待?本句中,作者非常委婉地征求对方的意见,体现了礼貌性原则。
- 4. stock 存货

Do you have any grey pullovers in stock?

你们的灰色套头毛衣有存货吗?

5. FOB: free on board 的缩写, 意为"离岸价格, 船上交货价格", 是指从起运港至目的地的运输费和保险费等由买方承担, 不计入结算价格之中的销货价格。

Is this your FOB quotation?

你们的报价是离岸价吗?

6. Find attached the style image selected.

随函附寄上所选产品的图片。

7. Please check with the people at the factory and let me know the best you can do. 请与厂方人员协商并告知我方商谈的结果。

check with 与 ······协商; 向 ······确认

Check with your personal doctor to see if you should be taking this medication.

和你的私人医生确认一下,看看你是否应服用这种药物。

8. Thanks for your patience and look forward to your early reply.

感谢您的耐心, 盼早日答复。

信函结尾仍需体现礼貌性,所以作者表示感谢并委婉提出希望对方早日回复。I am looking forward to your early reply 是商务信函中常用的结尾用语,而不用 Please answer me as soon as possible 或 Write me soon/early.



## **Writing Skills**

- 1. 动笔写作前要列提纲,并且在写作过程中紧扣主题。
- 2. 写作内容确保准确、简洁、清晰。
- 3. 用"我们", 而不是"我"来表明你为公司工作, 而非为自己本人。
- 4. 段落中使用主题句来帮助读者记住要点并使用适当的过渡词语使信息衔接。
- 5. 使用具体的词, 而不是笼统的词, 特别是涉及数字时。
- 6. 选择多数人所熟悉的词汇。
- 7. 下列情况通常使用被动语态: ① 强调动作的接受者时; ② 通过重复实现连贯性时; ③ 为了避免责备对方时。
- 8. 使用简单词、短词等表示强调,并尽量用单词替换词组。
- 9. 确保信息的完整和正确。



#### **Functional Sentence Bank**

1. I am writing to...

我是为了……而给您写信。

2. Would you like to...

您是否愿意 ……

- 3. ASAP = as soon as possible 尽快
- 4. Sorry for my late response... 抱歉未能及时复信,(给出原因) ······
- 5. Find attached the...

随信附上……



- 6. From your side we need you to send me the following information ASAP. 我们需要贵方尽快发来以下信息。
- 7. Is it possible... 是否有可能······
- 8. Please let me know... 请告诉我们······
- 9. Look forward to your early reply. 希望早日收到(您的)回复。
- 10. We are pleased to have this opportunity of reminding you that (of)... 我方很高兴有机会提醒你方······
- 11. Please allow us to call your attention to... 请允许我方提醒你方注意······
- 12. The purpose of this letter is to inform you that (of)... 此函目的是通知你方······
- 13. Please inform me that (of)... 请通知我方······
- 14. I should be obliged if you would inform me that (of)... 如你方通知我······我将非常感激。
- 15. We thank you for your letter on May 5th. 谢谢你方五月五日的来信。
- 16. We are obliged for your letter on May 5th. 谢谢你方五月五日的来信。
- 17. Many thanks for your letter on May 5th. 谢谢你方五月五日的来信。
- 18. In reply to your letter on May 5th, I have to inform you that (of)... 兹复你方五月五日的来信,通知你方……
- 19. In response to your letter on May 5th, I wish to say that... 兹复你方五月五日的来信,告知你方……
- 20. Replying to yours of February 8th regarding..., I would say that... 兹复你方二月八日有关······的来函,告知你方······
- 21. We regret to inform you that (of)... 非常遗憾告知您······
- 22. We very much regret to announce you that... 非常遗憾告知您······

23. It is with our greatest regret that we must inform you that (of)... 非常遗憾告知您······

24. We are very sorry to hear (know) that... 得知······我们其为遗憾。

25. We very much regret to hear that... 得知······我们甚为遗憾。

26. It is with great regret that we just learn that... 得知······我们甚为遗憾。

27. I thank you for your inquiry on May 10th. 我们对于您五月十日来函的询价,深表谢意。

28. We are very much obliged by your enquiry dated on May 10th. 我们对于您五月十日来函的询价,深表谢意。

29. Enclosed please find... 兹函附······请查收。

30. We are pleased to enclose herewith... 兹函附······请查收。

31. Attached you will find... 兹函附······请查收。

32. We hope to receive your letter at an early date. 盼早日答复。

33. A prompt reply would greatly oblige us. 盼早日答复。

34. We should be obliged by your early (prompt) reply. 盼早日答复。

35. We should appreciate an early reply. 盼早日答复。



### **Activity 1**

Abbreviations like ASAP (as soon as possible, 尽快), FOB (free on board, 离岸价格) are commonly used in business writing. Choose an appropriate abbreviation from the list to fill in each blank.



	B/L (bill of lading,提单) P/I (performa invoice,形	式发票)
and the second	T/T (telegraphic transfer, 电汇) PA (personal assistant, 个	人助理)
Participation Management	MD (managing director,总经理) REP (representative,销售	手代表)
	L/C (letter of credit,信用证)	100
1	1. When the goods are ready for shipment, it is the duty of exporter to see	it that the goods are loaded
	on board, following which the importer will get from the shipping com	•
)	2. We accept your order and wish to assure you that delivery will be made	
_		to minimidately we receive
2	your  3. We have an international sales team to serve international customers.	Vou could contact with our
)		Tou could contact with our
A	sales in your region through phone, fax, E-mail or MSN.	
	4. We are able to do both and FOB prices.	limusias afIISD 7 147 5
)	5. We received 250 pieces of "Hard discs" on Dec. 7th with a commercial	
	and on Nov. 23rd we paid the with USD 7,222.5, so there is a	balance of USD 75. Would
	you please send us a credit note for this overpayment?	and the second
5	6. The should provide secretarial and administrative support to	the new business director
	of the company, arranging meetings, preparing his agenda and so on.	
7	7. Payment shall be made in US dollars by means of a 50% of order	
	payment shall be remitted to the manufacturer not later than 45 days pri	or to the expected delivery
	date of the order.	
8	8. In most companies, the is the senior executive director, subore	dinate only to the chairman
	of the board.	
4	Activity 2	
T <sub>1</sub>	In business writing, clarity means one sentence expressing one meaning	only in a simple and direct
4	way, and there must be logical relationship between different sentences.	For instance, I am writing
to	to you about your order of January 25th (Sample 1) (Showing the purp	ose of writing). Revise the
fe	following sentences with more clarity.	
1	1. They bought a bicycle in Beijing in a small shop which costs \$ 25.	

CIF (cost, insurance and freight, 成本、保险加运费付至……的价格, 到岸价)

- 2. We are one of the leading shoe manufacturers in China. We are based in Shanghai. There are 2,000 people working for our company.
- 3. We confirm the order of two of your CM 120 kg stainless anchors. The unit price of it is \$135, including delivery.
- 4. We are enclosing our Sales Confirmation No. BA120, which is in duplicate. We want you to complete your signature on one copy of them. After you sign, please return it to us.
- 5. Those who work fast get ill in these conditions.
- Marshall Corporation was founded forty years ago, and it now has branch offices in four states, and it employs nearly 400 people.



# **Activity 3**

Reorganize the following sentences in the right order to make a complete E-mail. Pay attention to the relationship of the sentences and keep one idea in one paragraph.

- a. The Model GSK, a similar instrument, is in stock, and you could have it at the same price as the GSF.
- b. It will be shipped as soon as you confirm this.
- c. However, the spring sale drained our stock.
- d. It normally sells for \$10,000 or more.
- e. If I had known your needs before May 20th, I could have shipped the Model GSF immediately.

Dear Mr. Smith,	
I am writing to discuss with you about your order of our GSF.	natra de la companya