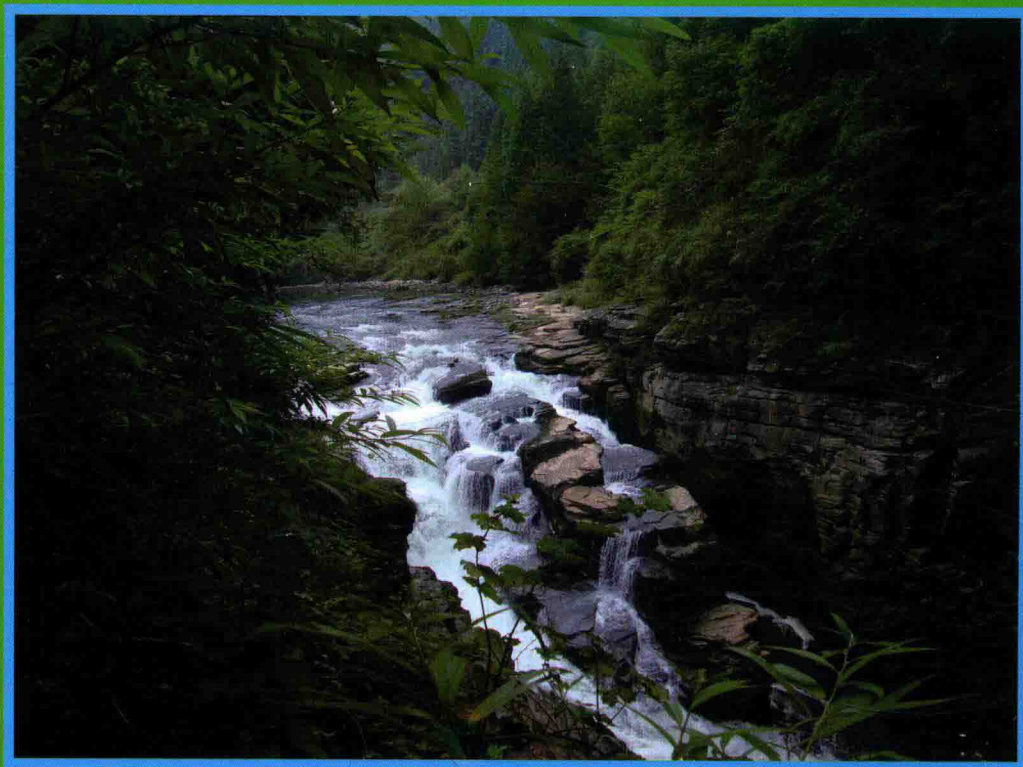


高等院校经济管理类“十三五”规划教材

# 商务英语写作精讲

陈 杰 刘元直 主 编



清华大学出版社



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北 京

## 内 容 简 介

本书主要介绍了如下内容:商务写作的原则与商务信函的结构组成与格式,商务写作中的常用表达和常用句型,日常工作常用的四种商务信函类型的写作,传统对外贸易信函的写作,其他商务信函的写作等。通过对商务英语理论教学和实践教学经验的总结,在强调写作能力的基础上,更加突出商务英语写作的特点。

本书可作为本科及高职高专院校英语专业商务写作课程的教材,或者作为各专业的英语写作公共基础课教材。本书也是一本在着重培养学生语言能力的基础上,教会学生如何使用商务写作模式、专业术语、常用句型等的创新型教材。

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## 前言

随着经济全球化的发展,英语在商务环境中的重要性日益凸显。这对大学英语教学提出了新的要求,即学生能用英语在未来的工作中进行有效的商务沟通。在大学英语教学中,应用型课程开设得越来越多,商务英语写作就是其中一门。《商务英语写作精讲》是编者长期从事商务英语理论教学和实践教学的经验总结,是一本适合本科和高职高专学生及商务工作者的理论与商务实务相结合的书籍。

商务英语写作应用范围广泛,除涵盖传统意义上的贸易书信外,还包括日常工作中的往来信函。此外,电子邮件、求职信、报告等都是商务写作不可缺少的部分。从实践的角度来看,利用商务信函进行沟通的能力是每个从业者获得职业成功必备的基本能力之一。尤其随着互联网的发展与普及,运用互联网进行信息沟通正变得日益频繁和常规化。本书可以作为高等院校国际贸易专业、商务英语专业的专业英语教材,也可以供外贸工作者参考和专业的培训机构使用。

本书主要包括 5 部分。第一部分介绍商务写作的原则与商务信函的结构组成与格式;第二部分为商务写作中的常用表达和常用句型;第三部分是日常工作常用的四种商务信函类型的写作,包括电子商务与电子邮件、通知与通告、备忘录、报告;第四部分是传统对外贸易信函的写作,包括询盘与订单、接受函与合同、包装与运输、支付与结余、日常要求与申诉、销售函和邀请函;第五部分为其他商务信函的写作,包括祝贺信、感谢信、道歉信、求职申请信和商务协议。本书首先强调写作知识和写作技能的传授,在培养语言能力的基础上,教会学生如何使用商务写作模式、专业术语、常用句型等。商务英语写作还涉及商务知识、商务惯例和做法,这要求学生不仅要关注英语语言能力,还要注重语言沟通原则与技巧。



我们希望该书的出版能帮助学生提高商务英语语言的基本功,了解和学习商务英语应用的社会环境,掌握有效沟通技巧,全面提高商务英语写作能力。我们真诚欢迎使用本书的教师与学生提出宝贵意见。

本书由陈杰、刘元直担任主编;唐甜甜、莫建萍、陈茜和赵乐担任副主编。

在本书编写过程中,编者参考并借鉴了国内外相关书籍和资料,从中获得了很大的启示,在此表示感谢。

编者

2017年1月



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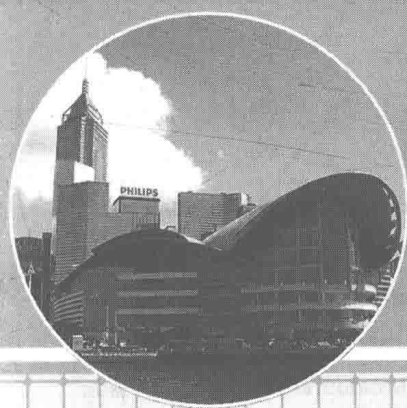
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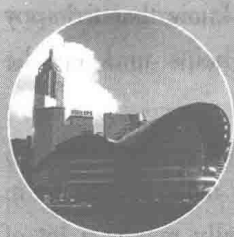
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# **Part I**

## **An Introduction of Business Writing**





## Unit 1

# The Principles of Business Writing ( 商务写作的原则 )

The goal of communication in business is to get the response you want and to promote goodwill. You-attitude—you-centered writing—is the key to successful business communications. The eight writing principles—consideration, conciseness, correctness, courtesy, clarity, completeness, concreteness and credibility—are guidelines for clear messages that accomplish the goal of all business communications: to get the desired response from the reader while promoting goodwill. These principles are you-attitude because they focus on the reader's needs.

The development of principles of business English writing experienced a process of changes and improvements from 3C's (clarity, conciseness and courtesy), 4C's (clear, concise, complete, courteous) to 5C's (courtesy, clarity, conciseness, correctness and concreteness), 6C's (courtesy, correctness, conciseness, clarity, concreteness and completeness) and 7C's (completeness, concreteness, clarity, conciseness, courtesy, consideration and correctness) and now it is extended up to 8C's. They have been known as the golden rules for business writing.

### 1.1 Consideration

Consideration focuses on “you” (the reader) instead of “I” or “we” (the writer). You-centered writing is the key to successful business. Effective writers make the audience believe that the most important person in their correspondence—in their business relationship—is “you”, the reader.

In most of business situations, the reader and writer have something to gain or lose. Focusing on reader benefits shows you've considered the situation from the reader's point of view. Our readers feel less threatened and respond better if they feel that we understand their needs.

The key to successful communications is to make the reader feel—in every memo, letter, E-mail, phone call—that the most important person in our business relationship is “you”, the reader, not “me/I”, the writer. Without our co-workers helping us with projects or working with us to accomplish our goals, we wouldn't be able to get all our work done properly. And where would





we be without our customers, the ones who buy our goods and services? Without them, we wouldn't have a job or the money to take care of ourselves and our families. Did you know that a happy customer tells 5 friends, but an unhappy customer tells 10? You-Attitude helps to keep the customer happy.

(1) You-Attitude looks at things from the reader's point of view

Focus on what the reader receives, not on what we've done. Our reader is more interested in himself/herself than in our organization. And that's not a bad thing; it actually makes a lot of sense. For example, instead of saying "We shipped your order today", we should say "Your order will arrive on Thursday", or "You will receive your order on Thursday". However, don't completely avoid "I" or "we", just deemphasize it.

Avoid starting your memos and letters with "I" or "We". When you begin your correspondence with "I", from the very first word you are telling your readers who the most important persons in the correspondence are, and it isn't them. You should say "Congratulations! Your payment terms are accepted" rather than "Dear Mr. Jones, I am happy to inform you that we have accepted your payment terms".

(2) You-Attitude emphasizes reader's benefit

Emphasizing reader's benefit can help convince our readers to do whatever it is we're asking them to do. Readers will be positively affected (financially, emotionally, psychologically, physically, and spiritually) by doing business with us.

Emphasize what the reader wants to know. Respect the reader's intelligence by using conversational speech. Check out this real-life letter from a local mortgage company. Notice the many instances of "we", the difficulties to understand and how the letter is off to a poor start with "we".

Dear Customer:

We are writing this in accordance with instructions received by us from the Department of Housing and Urban Development. We hereby advise you that information concerning the FHA insured loan which you have with our Company is readily available to you.

We assure you that you may obtain prompt responses to any inquiries concerning your loan, either by writing to us or by calling us and stating the nature of your inquiry to our telephone operators. Our telephone operators are experienced and can refer your inquiry to the proper person. Since we maintain our office in the area in which your mortgaged property is situated, we are not obligated to accept long distance calls.

If at any time you feel that your inquiry has not been promptly and courteously dealt with, we shall very much appreciate your advise.

Very truly yours,

H. Kawasaki

Vice President & Treasurer



This letter wasn't written to be read and acted upon correctly the first time by the customer. It was written from the point of view of the company. Specifically, there exist the following problems in the letter: The language is stiff and legalistic; in accordance with, please be advised, obtain prompt responses, the proper person; the tone is selfish. The letter is written from the writer's point of view, so there are no obvious benefits for the reader; the main point is buried in the second paragraph (the middle is the least emphatic part of a letter) rather than up front in the beginning.

Don't talk about feelings except for condolence or congratulatory messages. We may think we're being personal and polite, but we're still focusing on us and our feelings are not on our reader. For example, instead of saying "We are happy to give you a credit line of \$2,000" for this focuses on us, we had better say "You now have a credit line of \$2,000 with American Express" for this focuses on our reader. However, it is quite all right to say "I'm delighted that you'll be our new sales manager" (congratulatory).

### (3) You-Attitude is positive

Positive emphasis is a style writing which focuses on what can be done. When we emphasize the positive, we convince the reader what we're doing and we are goal-oriented. When we emphasize the negative, we are unsure and indecisive.

Focus on what can be done. Here is an example of what can't be done (negative emphasis) vs. what CAN be done (positive, you attitude). Do not say "It will be impossible to open an account for you until you send us your signature card". Instead you should say "Your account will be open as soon as you send us your signature card". When negative is necessary, use the least negative and most tactful term. You may say "Your account is past due". (This says the same thing but is less accusatory), rather than "Because you failed to pay your bill, your account is delinquent". Focus on options that remain. When giving negative information, always give an alternative if possible.

### (4) You-Attitude protects the reader's ego

Avoid "you" when it criticizes the reader. Instead, use an impersonal expression or a passive verb to avoid assigning blame. Don't focus on the problem; focus on solving the problem. For example, do not say "You failed to sign your check", instead, you may say "Your check arrived without a signature" or "Your check was not signed". Avoid "you" when it limits the reader's freedom. Instead, talk about the group to which the reader belongs. For example, do not say "You must get approval from the Director" for this sounds like we're picking on the reader, instead, you may say "All personnel must get approval from the Director", for this assures the reader that everyone—not just reader—must follow company policy.

### (5) You-Attitude expresses appreciation for—not annoyance with—your readers

Communicators in all career run the risk of angering receivers by using certain expressions that have hidden meanings. Here are techniques and expressions to avoid because they are guaranteed to offend your audience; avoid calling your readers stupid (even if done



unintentionally), avoid suggesting that they are lying (even if you don't say so directly), avoid indicating that they are complainers, avoid blaming them and avoid issuing ultimatums.

(6) You-Attitude applies psychology to humanize our messages

“You can buy in your own language, but you have to sell in the language of the customer.” This means that in order to get our readers to do what we want, we have to talk in their languages, in a way they understand, to make them see the benefits for doing what we want. Understanding some basic truths about human nature helps us to humanize our business messages. The basic truths about human nature include the following: people are self-centered, defensive, imperfect, and people need specific goals, need to feel appreciated for their efforts and do the best they can.

## 1.2 Conciseness

Conciseness means omitting unnecessary words and expressions so that your writing gets to the point, avoiding unnecessary repetitions and wordy expressions, including only relevant facts (with courtesy), and organizing effectively.

A concise message saves time and expense for both sender and receiver. Avoiding wordiness means using the fewest number of words possible to express your ideas. The benefits of avoiding wordiness are: the reader can see your main ideas easily and your main points stand out. Conciseness contributes to emphasis: by eliminating unnecessary words, you help to make important ideas stand out. Wordiness isn't simply counting words; it means eliminating unnecessary words. You can avoid wordiness by applying the following tips:

(1) Avoid redundancy. Redundancy means unnecessary repetitions. Transform clauses into phrases and phrases into single words. For example, say “I am learning the job” rather than “I am learning the skill of how to do the job”. Eliminate two-words from your writing. A two-words is two words that mean the same thing when a single word would do. For example: “The product was real and true” means “The product was genuine”. Eliminate unnecessary repetitions. For example: revised changes (aren't changes already revised?).

(2) Avoid awkward repetitions. Sometimes repetition of words is an effective way to emphasize ideas. However, awkward repetitions are wordy and dull. Say “The case cannot stand close examination” instead of “If one examines the case, one can see that it is one of those cases that cannot stand close examination”. However, some repetitions can be effective: That businessman has a sinister past, a sinister attitude and a sinister plan for the future.

(3) Avoid complicated words by using plain language. Often the “fancy” way to say something requires more words than the plain way and it is not more effective. Please study the following list.



WORDY	CONCISE	WORDY	CONCISE
advise	to inform	in due course	soon
for a price of \$ 200	for \$ 200	in most cases	usually
for the purpose of	for	in spite of the fact	although
for the reason that	since/because	in the event that	if
in accordance with your request	as you requested	in the neighborhood of	about

(4) Eliminate long-winded expressions.

WORDY	CONCISE	WORDY	CONCISE
in order to	to	despite the fact that	although
in the present	now	for the amount of	for
on one occasion	once	subsequent to	after
due to the fact that	because	until such time as	until
at such time	when		

(5) Avoid trite expressions by substituting natural, everyday, conversational speech.

A trite expression is outdated and generally has lost the impact of its original meaning.

WORDY	CONCISE
enclosed herewith/enclosed please find	enclosed is
advise	tell
it has come to my attention	I have just learned
please be advised that	(4 wasted words—omit them)
please contact me	please call me
please don't hesitate to/please feel free to call upon us	please call us
pursuant to your inquiry	as you requested
the undersigned (the writer)	I (or me)

Eliminate the following common trite expressions altogether: acknowledge receipt of, allow me to, it has come to my attention, as a matter of fact, at this writing, receipt is hereby acknowledged, regret to inform (advise), thank you in advance, kindly (for "please"), as of this date, as per (request, etc.), please be advised that, attached here to, enclosed herewith, re (your letter of), duly (noted, entered, credited), in accordance with (your request).

(6) Keep verbs simple whenever possible by eliminating participles and modals that can be expressed in simple tense.

(7) Avoid wordy formulas by eliminating phrases (such as: to be, there is, it is, the type of, the fact that, the use of). They can be just left out of most sentences as well.