

实用公关英语

Practical English for Public Relations

(第四版)

廖 瑛 编著

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第一版前言

随着我国对外开放政策的实施,出国学习、进修和考察,以及外国人士来华旅游观光、洽谈生意和合资办企业与日俱增。因此,编写一套与外宾进行工作往来、信息交流、贸易洽谈和处理一些主要场合下的公共关系的英语教材很有必要。《实用公关英语》就是作者根据自己长期从事英语教学和与外宾交往的实践,为适用这种需要而编著的。

全书分会话与应用文两个部分。

会话部分由 24 课组成。每一课由 A、B 两篇课文组成,每篇选择一个主要情景,以对话的形式出现。每课的 A、B 篇之间和全书的上下课之间,情景互相衔接,构成一幅完整的实际图画,并配有录音磁带,使读者如临其境,如闻其声。书中练习丰富,形式多样,切合口语教学的特点,对课文中的情景起补充完善和举一反三的作用。

应用文部分共 11 个单元,包括书信格式、普通社交书信、商业信函、通知、便条、海报、广告、卡片、表格、单据、电报、合同、协定书、致词等。

本书适用于外贸、旅游、宾馆、银行、商店、海关、机场、车站、厂矿、企业、事业单位的公关人员、外事工作人员、口译人员、文秘人员、关务员、接待员、服务员、营业员、导游以及与外商打交道的厂长、经理。

在编著过程中,编著者参考了国内外的相关书籍和资料。美籍教师 David M. Kinch 仔细审阅了全书英语书稿,在此谨致衷心的感谢!

由于编著者水平有限,书中缺点错误在所难免,欢迎同行专家和广大读者不吝赐教,批评指正。

编著者

1991 年 12 月

第二次修订版前言

《实用公关英语》出版以来,受到了广大读者的青睐。不到两年,已修订了一次,重印了八次,一些高等院校,已将其作为公关、文秘、外贸、旅游等专业的教材使用。这就使得编著者感到很有必要进行第二次修订,并尽力完善其内容,提高其实用性,以满足广大师生和读者的需要。为此,编著者广泛征求了使用本书作为教材的大学教师、学生和有关单位的外事、外贸工作人员的意见,对原书作了如下几个方面的修订和增补:

一、体例稍有变更。原版由“会话”(Conversations)和“应用文”(Practical Writings)两个部分组成;第二次修订版将原书改为三个部分,即“日常用语”(Daily Expressions)、“外宾接待”(Receiving Foreign Guests)和“英语应用文”(Practical English Writings)。

二、内容大量增订。第二次修订版增补、修订部分占全书内容的百分之五十。内容更加新颖、实用、丰富和全面。增编的第一个部分为“日常用语”,也以情景会话的形式出现,增加了许多新颖的实际画卷,读来令人神往;“外宾接待”部分增编了“参观出口商品交易会”和“合资办企业”等重要内容;“英语应用文”部分重新编写了商业英语书信的写作方法和草拟电报、电传的规则,并分门别类例举了大量电文和原文对照,使读者一学则会;练习部分更换和增编了许多实用性更强的“微型对话”(Mini Dialogues);词汇表也进行了较为科学的编排。

此次修订过程中,编著者参阅了许多国内外书刊和资料,从中获得了很大的启示,在此对这些书刊的作者谨致谢意!

《实用公关英语》经过此次修订后,无论是口头,还是书面交际方面,内容更趋完善、充实和实用。但因编著者水平有限,且时间仓促,谬误之处祈盼同行专家和广大读者不吝赐教指正。

廖 瑛

1994 年 4 月于湖南大学国际商学院

再版之前的话

《实用公关英语》问世以来,深受广大读者青睐。多次修订,重印数十次,印数达 50 多万册。许多高校将它作为口语和应用文写作教材,许多外事外贸单位的工作人员、口译人员、文秘人员、关务员、接待员、营业员、导游员以及与外商打交道的厂长、经理们,都用它作自学读本。特别值得一提的是对外经济贸易大学出版社决定再版此书,在此,本书作者——湖南大学外国语学院商务英语系硕士生导师廖瑛教授表示衷心的感谢!

廖 瑛

2006 年 10 月于湖南大学

Contents 目 录

Part I Daily Expressions 日常用语

Lesson 1	Daily Expressions 日常用语	(1)
1.	Greetings and Farewells 招呼与告别	(1)
2.	Introductions 介绍	(2)
3.	Requests and Wishes 请求与愿望	(3)
4.	Apologies and Regrets 道歉与遗憾	(5)
5.	Congratulations and Good Wishes 恭贺与祝愿	(6)

Part II Receiving Foreign Guests 外宾接待

Lesson 2	At the Airport 机场接待	(16)
Lesson 3	In the Waiting Room 在休息室	(23)
Lesson 4	At the Customs 在海关	(29)
Lesson 5	On the Way to the Hotel 在去旅馆的途中	(37)
Lesson 6	At the Hotel 在旅馆	(44)
Lesson 7	At the Currency Exchange Desk 在货币兑换处	(53)
Lesson 8	At the Dining Hall 在餐厅	(60)
Lesson 9	At the Barber's 在理发店	(70)
Lesson 10	At the Post Office 在邮局	(80)
Lesson 11	Appointments and Visiting 约会与拜访	(89)
Lesson 12	Invitation to a Dinner 宴请	(97)
Lesson 13	Business Negotiations(1) 贸易谈判(1)	(106)
Lesson 14	Business Negotiations(2) 贸易谈判(2)	(115)
Lesson 15	Business Negotiations(3) 贸易谈判(3)	(125)
Lesson 16	Business Negotiations(4) 贸易谈判(4)	(136)
Lesson 17	Business Negotiations(5) 贸易谈判(5)	(146)
Lesson 18	Business Negotiations(6) 贸易谈判(6)	(157)

Lesson 19	Discussing a Joint Venture 商谈合资办企业	(168)
Lesson 20	Telephone Conversations 电话交谈	(181)
Lesson 21	Seeing the Doctor 看病	(190)
Lesson 22	Recreational Activities 文娱活动	(201)
Lesson 23	Sightseeing 旅游观光	(212)
Lesson 24	Shopping 购物	(223)
Lesson 25	Saying Farewell and Seeing Off 告别与送行	(235)

Part III Practical English Writings 英语应用文

Lesson 26	Layout of English Letters (书信格式)	(247)
1.	Envelope (信封)	(247)
2.	Layout of a Letter (书信格式)	(250)
Lesson 27	Letters of Invitation (邀请信)	(257)
1.	Invitation to a Formal Dinner (邀请参加宴会)	(258)
2.	Invitation to a Wedding (邀请参加婚礼)	(261)
3.	Invitation to a Tea Party (邀请参加茶会)	(263)
4.	Invitation to a Dance (邀请参加舞会)	(265)
5.	Invitation to a Reception (邀请参加招待会)	(266)
6.	Invitation to School Activities (邀请参加学校活动)	(267)
7.	Invitation to Giving Lectures (邀请来校讲学)	(268)
8.	Invitation to an Academic Conference (邀请参加学术会议)	(270)
9.	Invitation to an Annual Academic Meeting (邀请参加学术年会)	(270)
Lesson 28	Letters of Greetings and Congratulations (祝贺信)	(272)
1.	Season's Greetings (祝贺节日)	(272)
2.	Congratulations on Birthday (祝贺生日)	(273)
3.	Congratulations on Engagement (祝贺订婚)	(274)
4.	Wedding Congratulations (祝贺新婚)	(275)
5.	Congratulations on Changing Residence (祝贺乔迁之喜)	(276)
6.	Congratulations on Passing Entrance Examination (祝贺升大学)	(277)
7.	Congratulations on Getting a Job (祝贺就业)	(278)
8.	Congratulations on Promotion (祝贺提升)	(279)
9.	Congratulations on the New Baby's Birth (祝贺生子)	(280)
10.	Congratulations on Starting Business (祝贺开业)	(281)

11. Congratulations on Winning a Prize (贺友人得奖)	(282)
12. Congratulations on Triumphal Performance(祝贺演出成功)	(282)
Lesson 29 Letters of Consolation(慰问信)	(284)
1. Consoling a Patient(慰问病人)	(284)
2. Consoling a Friend Suffering from Fire(慰问遭火灾的朋友)	(285)
3. Consoling a Friend Injured in a Car Accident(慰问受车伤的朋友)	(285)
4. Consoling a Friend for the Breaking Off of His Engagement(慰问解除婚约的朋友) ...	(286)
Lesson 30 Thank-you Letters(感谢信)	(287)
1. Thanks for Favour(谢恩惠)	(287)
2. Thanks for Hospitality(谢款待)	(287)
3. Thanks for Gifts(谢馈赠)	(288)
4. Thanks for Help(谢帮助)	(289)
5. Thanks for Recommendation(谢推荐)	(289)
Lesson 31 Business Letters(商业书信)	(291)
1. Establishment of Business Relations(建立业务关系)	(293)
2. Enquiry(询价)	(295)
3. Offer(报盘)	(297)
4. Counter-Offer(还盘)	(299)
5. Order(订货)	(301)
6. Insurance(保险)	(303)
7. Shipment(装运)	(305)
8. Payment(支付)	(307)
9. Claim(索赔)	(310)
10. Offer of an Agency(征聘代理商)	(312)
Lesson 32 Other Letters(其他信件)	(315)
1. Letters of Introduction(介绍信)	(315)
2. Certificate(证明信)	(317)
3. Letters of Recommendation(推荐信)	(320)
4. Applications(申请信)	(323)
5. Reservation for Seats, Tickets and Rooms(预订票位房间)	(326)
6. Letters of Apology(道歉信)	(328)
7. Letters of Urgency(催促信)	(330)
8. Letters of Employment(聘请信)	(331)

9. Memorial Letters(吊唁信).....	(333)
Lesson 33 Announcement, Note, Poster and Advertisement(通知、便条、海报和广告)	(336)
1. Announcement about a Meeting(会议通知)	(336)
2. Announcement about a Lecture(讲座通知)	(337)
3. Notice of Engagement (订婚通知).....	(338)
4. Announcement of a Wedding(结婚通知)	(339)
5. Announcement of a Birth(出生通知)	(340)
6. Announcement of a Death(死亡通知)	(341)
7. Announcement of Changing Residence(乔迁通知)	(342)
Lesson 34 Card, Form, Bill, Telegram and Telex (卡片、表格、单据、电报和电传)	(343)
1. Visiting Cards(名片)	(343)
2. Greeting Cards(贺年片)	(344)
3. Gifts Cards (礼物卡)	(345)
4. Receipts(收据)	(346)
5. I. O. U.(借条)	(348)
6. Bill(账单).....	(349)
7. Résumé(履历表)	(350)
8. Student's Academic Record(学生成绩单)	(351)
Lesson 35 Contract and Agreement(合同与协定)	(353)
1. Contract(合同)	(353)
2. Agreement(协定)	(354)
Lesson 36 Congratulatory Speech(致词)	(356)
1. Welcoming Speech(欢迎词)	(356)
2. Answering Speech(答词)	(356)
3. Send-Off Speech(欢送词)	(357)
4. Farewell Speech(告别词)	(358)

○ **Part I Daily Expressions**

Lesson 1

Daily Expressions

1. Greetings and Farewells

A: Hello^①, Mr. B.

B: Hello, Mr. A. I haven't seen you for a long time. How is everything going?

A: Fine, thank you. How have you been?

B: Quite well. Thank you.

A: Good morning, B.

B: Good morning, A. How are you?

A: I'm fine, thank you. And you?

B: I'm fine, too.

A: How is your father(*mother*)?

B: He(*She*) is very well. Thank you.

A: Excuse me. Are you Mr. B?

B: Yes, I'm B. I come from the U.S.

A: How do you do, B? I'm A, from China New Times Corporation. Our Manager has asked me to come and meet you.

B: How do you do, A? Glad to meet you.

A: Glad to meet you, too.

A: I have come to say good-bye to you all.

B: When are you off ?

A: I'm flying home tomorrow.

B: Good-bye then, and don't forget to keep in touch.

A: Good-bye and remember me to your family.

B: Alright. Bon voyage !

A: Nice talking to you.

B: Glad to have met you^②.

A: I hope we'll meet again sometime.

B: Me, too.

A: Morning, B.

B: Hi, A. You seem to be in a hurry.

A: Yes. I have an appointment with a friend in a few minutes.

B: OK, I won't hold you up, then.

A: Right. Good-bye.

B: See you later.

2. Introductions^③

A: Allow me to introduce myself. I'm A, from the U.S. I'm a tourist. I've come with an American delegation. We are visiting China at the invitation of the China Travel Service.

B: How do you do, Mr. A. I'm Brown, a guide from the China Travel Service. I have often heard about you. Glad to have the opportunity of meeting you.

A: Hi, Mr. Brown^④. May I introduce Mr. C to you? This is Mr. C, our manager.

B: How do you do, Mr. C? I am very glad to meet you.

C: Glad to meet you, too. Take a seat, please.

B: Thank you, Mr. C.

A: Will you introduce me to that lady?

B: Yes. (To C) Hello, Mrs. C, allow me to introduce Mrs. A to you. This is Mrs. A, the director of our office.

C: I'm very glad to see you, Mrs. A.

A: Glad to see you, too.

A: Have you two met before?

B: No, I don't think we have.

A: Well, let me introduce you then. C, this is my friend, B. She is a secretary of our company.

C: How do you do, B? I'm pleased to meet you.

B: Nice to meet you, too.

A: I don't think you have met my wife, Suzan. Suzan, this is Mr. B, a friend of mine.

S: How do you do, Mr. B? A has often told me about you.

B: How do you do, Suzan? I am very glad to see you.

S: Glad to see you, too.

A: May I know your name?

B: My name is B, an attendant here. And may I know your name?

A: My name is A. I am American.

B: How do you do, Mr. A? Welcome to our hotel.

A: Excuse me. Are you Mr. B?

B: Why, yes. I'm B.

A: Oh, Mr. B. Welcome to Changsha. I am A, an interpreter from Changsha Ocean Shipping Company[®].

B: How do you do, Mr. A?

A: How do you do, Mr. B? And this is Mrs. C, an assistant manager[®] of our company.

B: Nice to see you, Mrs. C.

C: Nice to see you, too.

3. Requests and Wishes

A: You are going to the grocery, aren't you?

B: Yes. Is there anything I can do for you?

A: Could you get me a pound of coffee?

B: Certainly. What kind do you want?

A: Nest Coffee, please. And here is the money.

B: OK.

A: Would you tell me the way to the station?

B: Certainly. Turn round and then turn left at the traffic lights. Take Bus No. 12 there, and it will take you to the station.

A: Will it take me long to get there?

B: No, it's no distance at all.

A: Thank you.

B: That's OK.

A: Excuse me. Does this bus go to the station?

B: No, you'll have to get off at the Bank of China and take a No. 12 bus.

A: Can you tell me where to get off?

B: It's the last stop but one.

A: I am looking for a job.

B: What exactly do you want?

A: I would like to be a middle-school teacher of Chinese.

B: Have you got any experience?

A: I've taught Chinese for two years.

B: I might be able to help you, but I'd need references.

A: Excuse me, but could I trouble you for some change?

B: Let me see. Do you want coppers or silvers^⑦?

A: It's for a long-distance call.

B: You'd better have silvers, then. Will a tenpence do?

A: A tenpence will be all right.

A: Would you lend me 50 cents?

B: I'd like to, but I don't have any change with me. If you are in urgent need^⑧, I'll go back to fetch you some.

A: RRNo, you need not. I'll ask my cousin for help.

B: I regret that I can't help you.

A: Would you mind if I took some time off ?

B: How long will you be off work ?

A: A week.

B: A week ? I'd like to say "yes", but it's just not possible. You know we are very busy these days.

A: I know, Mr. B, but this is a special occasion. My wife has borne a boy.

A: Oh, this is special. Congratulations, A.

B: Thanks, Mr. B.

A: You may have the leave. But don't overstay your leave.

4. Apologies and Regrets

A: I am so sorry to bump into you.

B: It doesn't matter at all.

A: It was most careless of me.

B: Don't let it worry you.

A: How clumsy of me to step on your foot.

B: It's OK. That can happen to anyone.

A: I'm awfully sorry. I didn't realize.

B: That's perfectly all right.

A: I'm sorry. I didn't mean to hurt your feelings.

B: It's not your fault.

A: I hope you will excuse me.

B: Don't think any more about it.

A: A thousand pardons for taking up so much of your time.

B: Never mind about that.

A: Thank you for your help.

B: It's really not worth mentioning.

A: I'm afraid I have brought you too much trouble.

B: Not at all. You're welcome.

A: I should apologize for the trouble I have given you.

B: It's really not necessary to apologize.

A: I must apologize for what I said just now.

B: No harm is done.

A: It was really quite unintentional.

B: I quite understand you.

5. Congratulations and Good Wishes

A: Happy Christmas(*New Year, Spring Festival*) !

B: Thank you very much. The same to you !

A: Are you doing anything special ?

B: I am going to my sister's. How about you ?

A: I'll probably just stay home.

A: Have a good weekend !

B: Thanks. The same to you !

A: Have you got anything planned ?

B: I can't afford to do much. What about you ?

A: I'll stay with my family.

A: Please accept my congratulations on your promotion.

B: Thank you, but I hate losing you.

A: I wish you every success at your new post.

B: Thank you very much for saying so.

A: Please accept my warmest congratulations on your marriage.

B: Thank you very much.

A: I hope you will have nothing but joy and happiness in your life together.

B: It's very kind of you to say so.

A: Happy birthday !

B: Thank you.

A: Many happy returns of the day !

B: It's very good of you to say so.

A: Let me congratulate you on your achievements.

B: You are very kind.

A: I really must express my admiration for your competence.

B: Oh, thank you for saying so.

A: I wish you happiness (*joy, success, the best of health*) !

B: Thank you. And good luck to you !

A: The same to you !

B: Thank you.

A: I hope you'll have a pleasant journey home and come to China again.

B: We most certainly will.

A: Good-bye. Bon voyage.

B: Good-bye. See you all again soon.



New Words and Expressions

1. corporation [ˌkɔ:pə'reɪʃən] *n.* 公司, 企业; (美) 有限公司; 社团, 法人
2. available [ə'veɪləbl] *a.* 可用的, 可得到的, 有效的
3. appointment [ə'pɔɪntmənt] *n.* 约会, 约定; 任命, 委任; 职位
4. attendant [ə'tendənt] *n.* 侍者, 服务员, 随从; *a.* 在场的; 护理的
5. interpreter [ɪn'tɜ:pɪtə] *n.* 译员, 口译者, 解释者
6. assistant [ə'sɪstənt] *n.* 助理; 副手
7. ocean ['əʊʃən] *n.* (总称) 海洋; 洋; 无际; 大量
8. request [rɪ'kwest] *n. vt.* 请求, 要求, 恳求
9. oblige [ə'blaɪdʒ] *v.* 施恩于, 答应……的请求, 使满足; 迫使; 做……表示好意
10. grocery ['grəʊsəri] *n.* 食品, 杂货; 食品杂货店
11. Nest Coffee [nest'kɒfi] *n.* 雀巢咖啡
12. reference ['refərəns] *n.* 参考; 涉及; 委托, 证明书, 介绍

13. urgent ['æ:dʒənt] *a.* 紧急的, 强求的, 催促的
14. cousin ['kʌzn] *n.* 堂(表)兄弟; 堂(表)姐妹
15. congratulation [kənɪgrætju'leɪʃən] *n.* 祝贺, 贺喜, 祝词
16. congratulate [kən'grætjuleɪt] *vt.* 向……祝贺, 恭喜
17. apologize [ə'pɒlədʒaɪz] *vi.* 道歉, 谢罪; 辩解, 辩护
18. bump [bʌmp] *n. vt.* 碰, 撞, 撞击, 冲撞
19. clumsy ['klʌmzi] *a.* 笨拙的, 手足不灵的, 姿势不雅观的
20. awfully ['ɔ:fʊli] *adv.* 非常, 很, 令人畏惧地
21. perfectly ['pɜ:fɪktli] *adv.* 完全地, 完美地, 极好地, 正确地
22. replace [ri'pleɪs] *vt.* 把……放回(原处); 取代; 归还, 赔还
23. unintentional [ˌʌnɪn'tenʃənəl] *a.* 无心的, 非故意的
24. promotion [prə'məʊʃən] *n.* 提升, 促进, 发展
25. achievement [ə'tʃi:vmənt] *n.* 成就, 成绩, 完成, 达到
26. admiration [ˌædmə'reɪʃn] *n.* 钦佩, 赞美, 羡慕
27. competence ['kɒmpɪtəns] *n.* 能力, 胜任, 权限
28. exaggerate [ɪg'zædʒəreɪt] *v.* 夸张, 夸大, 言过其实
29. bon [bɒn] *a.* 好(=good)
30. voyage ['vɔɪdʒ, vwaɪʒ: ʒ](法) *n.* 航行, 航程, 旅行
31. Bon Voyage 一路平安



Notes to the Text

① Hello 打招呼用语。常用打招呼用语用法区别如下:

一般打招呼, 只要点点头, 含笑说声“Hi”或“Hello”或“Good morning”等, 对方也用同样的话致意, 无论认识或不认识的人都适用。

对认识但不常见面的人, 见了面可用“How are you doing?”或“How is everything going?”年轻人喜欢用“What's new?”或“What's up?”等。回答者常用“Fine”或“Just fine”或“OK”或“So So”等。

如果是熟人, 但有一段时间未见到了, 见面可说“How are you?”或“How have you been?”对方用“Fine, thank you. And you?”等回答。

对于不相识的人, 想要他停下来, 可用“Mister !”, “Sir !”, “Hi, Sir !”或“Just a minute, Sir !”。但若说: “Hey, you !”, 则是一种极不礼貌的说法, 相当于汉语中的“喂, 你给我停下来”之意。