

秀漂亮 的英文 E-mail

刘晓萍 编著



PDA 随身版



天津科技翻译出版公司

E-mail
Easy Show

秀漂亮 的英文 Email

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前 言

FOREHEAD

生活在当今世界的人，在享受着科技进步所带来的方便和快捷的同时，也希望更好地合理地利用身边的资源。其中，电子邮件，作为互联网上一个重要的功能，已经为越来越多的电脑使用者所青睐。它及时、高效、低廉、先进等等特性吸引着越来越多的追求效率的人们。然而，当您写英语电子邮件的时候，是否真的能够做到：

- 跨越中英文思考逻辑的间隙，轻松下笔？
- 简洁行文，切中要点？
- 清楚明白地表达意念，而无令人误解？
- 迅速有效地沟通，提升工作绩效？
- 使用合适的表达方式，塑造自我专业的形象？

本书旨在通过对英文电子邮件特点、风格等方面的分析，介绍英语电子邮件的写作技巧，并且通过英文电子邮件的实例，帮助读者撰写高水平的电子邮件，提高效率，提

高交际能力。本书的主要内容包括：

电子邮件的基本常识：包括电子邮件的基本概念和优点。

电子邮件的页面结构和文体特点：页面结构包括信头、正文和附件的介绍；文体特点包括结构特点、句法特点、语言风格、词汇特点和标点特点，从比较专业的角度介绍该文体的特征。

电子邮件的写作技巧：包括基本的格式问题、屏幕美感、书写规范等，正式与非正式风格，文化因素，书信礼仪，语篇技巧等，从各个角度为读者介绍了写电子邮件的窍门。

分类举例：按照商务信件、职场信件、留学信件、私人往来信件，为读者量身打造了不同类别的电子邮件范例，方便读者进行参考。//

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Chapter One
ABC of Emails

电子邮件的基本常识

Send

A. What Is an Email

什么是电子邮件

Email, short for electronic mail, is the most commonly-used service on the internet, and is called the “mother of all Internet applications”. Email means messages sent and received electronically via telecommunication links, as between micro-computers or terminals. It is a tremendous progress of the conventional mail, or in other words, it is a mail “electronicalized”.

It can also be written like e-mail, E-mail, Email. The most common forms are e-mail and email. In this book we adopt the simplest form email. Here, e-mail or email can also be used as a verb.

Email 是电子邮件的简称，是目前互联网上应用最广泛的服务，被称作是“因特网应用之母”。电子邮件是指通过电信网络以电子手段传送和接收的信息，如在计算机间或终端间进行。它是传统邮件的巨大进步，或者说，是在普通邮件的基础上电子化。

Email 可以拼写成 e-mail, E-mail, Email。最普遍的形式是 e-mail 和 email。本书将采用最简单的形式 email。另外, e-mail 或者 email 也可以做动词使用。

B. The Advantages of Using an Email

使用电子邮件的优点

You can find almost all the merits of other media in emails. For example, emails inherit the functions of conventional mails, and possess the feature of timeliness of telephones, the feature of saving like files and the feature of publicity of bulletin board system. Furthermore, emails bear their own unique feature like low costs.

电子邮件可以说是集百家之所长于一身,它具有普通邮件的功能,借鉴了电话的及时性,具有文件的保存性以及布告栏的公告性。另外,电子邮件还具备自身的特点,如成本低廉。

Fastness 速度快

Compared with the conventional mails, emails featuring with timeliness have become a main communicative medium since 1990s. In general, traditional mails cost two days or one week or so to be delivered to recipients. Moreover, senders should be more patient if they have sent international mails, and sometimes they are also worried about the possible losses of the mails. If the losses do happen, especially in business field, some unexpectedly unhappy results may come. However, no simpler than emails, senders only need to click softly on the keyboard,

taking merely seconds to accomplish the same task for which traditional mails should cover long distances as well as long time. If the recipients do not receive emails, one telephone call can tell senders the delivery failure at the first time without any anxiety or long time waiting. In addition, the operation to resend an email is still that easy.

与普通信件相比,电子邮件以其及时的特点从 20 世纪 90 年代开始就已经成为主要的交流媒介。传统的信件一般需要两天甚至一周左右的时间才能到达,国际邮件就更需要耐心等待,而且寄件人还要整天提心吊胆,若信件丢失,尤其是商务信件,有时候会带来难以预测的恶果。而电子邮件则只需轻轻一按鼠标,简简单单,几秒钟就完成了传统邮件的长途跋涉。如果对方没有收到,还可以打个电话,重新要求发送,仍然简单如故。

❖ Being Able to Be Saved 可保存

Emails can be saved and recorded as files by computers. Digitally processed emails can be easily searched, processed, edited and used again. Whereas no traditional communicative media, like conventional mails or telephones, bears such features, which in themselves offer a miracle for human being owing to the progress of science and technology.

电子邮件可以像文件一样被保存下来,同时还可以作为记录。经过数字化处理的电子邮件可以方便地进行检索、加工、编辑和重新利用。而传统的通讯媒体,无论是普通信件还是电话,都不具备这样的特点,这也是科技的进

步带给人类的一大奇迹。

❖ High Efficiency 高效性

In addition to the timeliness mentioned above, emails avoid the hardships of rewriting or copying, and can send the same letter to many people simultaneously. In this way, emails tremendously enhance the work efficiency, which caters to the necessity of humans' rapid life style. In particular, the field of trade needs much more efficiency than other fields, and business emails tend to employ the function of sending the same letter to many people simultaneously much more than other types of email letters. Some language analyst pointed out that 68% of business emails will be delivered to many people at the same time, while only 17% of other emails will be delivered to a lot of people.

除了前面提到的及时性以外，电子邮件与普通邮件相比，能够一次同时发给多人，免去了重新书写或者复印的辛苦，大大地提高了人们的工作效率，迎合了人们快节奏生活的需要。尤其是商务电子邮件就更是需要效率和速度。根据专业人士的统计，商务电子邮件在 68% 的情况下是一件多发，而普通电子邮件只有 17% 的情况是一件多发。

❖ Low Costs 成本低

As is known to all, people can communicate with each other by phone calls. In general, the costs of local calls are acceptable.



long distance calls are a little expensive, and international long distance calls are much more expensive. If we just call others once in a while, that is OK, but provided that we communicate with them who are far away from us frequently, it is quite likely that nobody will be happy to see the tedious and expensive bills. The high costs of faxes also scare most users. On the contrary, emails will not bother us too much, because they will be obedient to work for us as long as we have paid for the internet, sometimes maybe we should pay for the email accounts. But generally speaking, the costs are quite low, and we can afford them easily to send emails every moment we want to.

众所周知,人们可以通过电话联络他人。市内电话价格基本上能被普通百姓接受,长途电话略贵一些,国际长途就更贵了。如果我们偶尔打几次长途电话还可以,但是倘若我们要频繁地与这些身处异地的朋友、贸易伙伴联系,恐怕没有人不会为冗长的账单伤脑筋。传真的高额费用也会让人思索再三。然而,电子邮件帮我们解决了这个难题,只要我们支付了网络运营费,有时候可能需要支付电子邮件账户的费用,但都很低廉,就是每时每刻地发电子邮件我们也可以负担得起。

❖ High Compatibility 兼容性强

Telephones can deliver human voices, conventional mails can deliver pictures and words, but telephones can not do what mails do, neither can mails substitute telephones. Therefore,

both telephones and traditional mails have defects of their own. Fortunately, emails collect all the merits of telephones and traditional mails, compensating for the demerits respectively. It is much more convenient to embrace sounds, pictures and words in emails than in either telephones or conventional mails. Emails are unparalleled tools for human communication.

电话可以传递人们的声音,传统信件可以传递图片和文字,但是电话不能传递图片和文字,传统信件不能传递声音,因此,电话和传统信件都有自身的缺陷。让人们感到欣慰的是,电子邮件集各种优点于一身,弥补了电话和传统信件的不足,可以在一封电子邮件中同时发送声音、图片和文字,具有无可比拟的优越性。

❖ Respecting Others' Privacy 保密性强

Emails are delivered between senders and recipients, whereas the traditional telephone calls may be overheard by people around. Emails bear the great capability of privacy.

电子邮件是通过因特网在送件人和收件人之间传递的,像传统的电话就可能被人旁听。相比而言,电子邮件具有极高的保密性。

❖ Further Development 发展性

Thanks to the rapid development of Internet, we believe that emails will offer human beings the opportunity of all parties' video talks and words at the same time. These sounds and words