



高等院校经济管理专业应用型规划教材

商务信函写作

——技巧、案例与文本

English Writing for International Business
—Skills, Cases and Texts

夏蓉 何仲光 陈文芝 陈翊 / 著



立信会计出版社

LIXIN ACCOUNTING PUBLISHING HOUSE



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前 言

随着经济全球化的发展,国际间商务活动在法律制度框架下全方位、多层次、宽领域地进行,社会对具备商务知识的外语人才的需求与日俱增。商务信函写作作为国际商务活动中信息识读传递、交流沟通的重要形式,获得学界和社会的极大重视。

《商务信函写作——技巧、案例及文本》(English Writing for International Business — Skills, Cases and Texts)涉及涉外经济与贸易,跨语言、跨文化的商务沟通,对自学或组织国际经贸函电和商务英语写作课程教学具有一定的指导意义。本书采取个案研究的方法,以三种产品(即汽车轮胎拆装机、迷你扫描仪以及薄膜生产线)的进出口业务活动为主线,介绍、分析相关的国际惯例、规则、合同条款以及商务信函写作的相关问题。

根据理论结合实际的基本原则,本书突出可操作性和实践性。本书共分三部分。第一部分共有十章。第一章讲授国际经贸的基本概念及分类;第二章讲授英语商务写作的基本特点与技巧;第三章到第十章通过样函讲授进出口业务中的基本流程、常用术语及一些惯用表达。第二部分包含进出口函电写作中的各类文本格式。第三部分为附件,包含国际经贸中常用的缩略语。

本书具有以下几个特点:

第一,以产品为主线。本书涉及三种产品的进出口流程(两种产品出口,一种产品进口),内容直观、具体,贴近国际经贸实际,语料充分、真实,来源于商务实际。

第二,体系合理。本书以第一部分为主干,贯穿涉外经贸的基本环节;第二部分和第三部分配置各类常用的文本格式、翻译和附录。整体编排紧凑、合理,具有很高的实用价值。

第三,坚持系统功能理论为语言指导。突出语场(what)、语旨(who)、语式(how)等语境要素对商务信函写作得体性的借鉴意义。

第四,体现建构主义理念。现代计算机网络技术突飞猛进,传统的文本发展演变为多模态的符号资源。本书包含丰富的表格、图表、图像等,彰显多模态话语的特征。

本书由夏蓉、何仲光、陈文芝、陈翊、李旭鸥、鲍英参与编著。具体分工如下:何仲光负责第一部分第二章的写作,陈文芝、陈翊、李旭鸥负责产品样函的收集、整理,鲍英负责语言点、知识点备注以及练习设计,夏蓉负责全书的结构设计、文字整理与修订。

本书的顺利出版,得到立信会计出版社的大力支持和帮助,还得到各界的指导和帮助,谨此致谢!

书中不妥之处,敬请读者多提宝贵意见。

作 者

2011年8月

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Part One

Business Writing for Import and Export

Chapter 1 Basics of International Trade

learning objectives

When you complete this chapter, you should know

- the definition of international trade
- the classification of international trade
- what major elements effective business communication constitutes

1.1 Introduction

Whilst economic globalization is an irreversible trend, countries are becoming interdependent and integrated with others at an increased rate by means of trade, flow of capital, technology transfer, etc. This boom has been largely accounted by international trade, which is simply defined as the exchange of goods and services across international borders or territories. Via international trade, enterprises from different economies compete and maximize their profit in the global market.

Exchange of information facilitates exchange of goods or services. As said, business communication in written or spoken form has its vital role throughout the process of business transactions.

In this chapter, we aim to give a brief introduction of some basic concepts of international trade, its classifications and the role of English writing in international trade.

当今世界,经济全球化已经成为一个不可逆转的趋势。通过对外贸易、资本流动或技术转移等形式,世界各国加速融合成一个有机的整体。国际贸易是商品或服务跨越国界的交易,很大程度上推动了经济全球化。通过国际贸易,各国企业在全球市场上竞争并实现其利润最大化。

信息的交换与沟通促进商品和服务的交换。因此,口头或书面形式的商务沟通在交易达成的过程中起着重要的作用。

本章介绍国际贸易的基本概念、分类以及商务信函写作在国际贸易中的重要地位。

1.2 International Trade

1.2.1 Classifications of International Trade

International trade, simply defined as exchange of goods and services between countries, can be classified into different categories, applying different methods. Herewith are three commonly used classification methods as well as their related technical terms.

First, export and import. Per the flow of goods or services, international trade can be classified into import and export. Import refers to bringing foreign goods or services into one's own country while export refers to selling goods or services, which are produced in home country, to the markets of other countries. International trade is also called import and export, or foreign trade, if a national perspective is taken.

Second, visible and invisible trade. This classification is based on the physical form of the traded goods or services. Visible trade involves the exchange of tangible goods while invisible trade deals with the transfer of intangible goods, mainly services.

Third, direct, indirect and entrepot trade. This classification is based on whether the trade is conducted via a third party. The imports and exports which occur between producing and consuming countries directly are called direct trade. Indirect trade involves buying and selling goods (or services) via a third country. In this sense, the producers indirectly export and consumers indirectly import. The trade the third country is engaged in is called entrepot trade, which features imports and re-exports. Transit trade refers to the passage of the traded goods through a third country, which has no ownership of the goods, and hence does not process nor reproduce the goods in transit.

International trade can also be classified per different means of delivery, channels of transaction or modes of trade. In recent years, Chinese international trade is usually typed into general trade and processing trade. The former involves exports of domestically manufactured goods by using domestic material or technology, and imports of goods manufactured abroad; while the latter refers to importing material, spare parts or technology from abroad, processing or assembling in China and re-exporting after the goods are processed. Processing trade is regarded as an important type of international trade in China.

1.2.2 Reasons for International Trade

Regional, national and international trade constitute three different levels of

business transactions, representing different geographical scopes where the trade occurs. Based on a historical perspective, trade starts at a regional level, then grows to a national level and finally crosses the borders of countries or territories and goes international.

Generally, all the business activities (either international or domestic) have two pre-conditions. One is the specification of the property right. Citizens from different countries have no shared property except oceans, and hence they have to exchange for the products produced in other countries. The other is the labor division. From the perspective of international trade, the products produced in different countries vary due to the differences in types and amount of natural resources conditions or productivity levels of the countries. However, the demands of consumers vary, stimulating the need for international exchanges of products. Therefore, international labor division is one of the major reasons for international trade.

1.2.3 International Trade and Business Writing

As a business transaction across international borders, international trade covers a routine from inquiry, offer, production preparation, quality inspection, delivery, insurance and customs declaration, etc. It also deals with a set of documentations, including contract, commercial invoice, shipping note, packing list and certificate of origin, etc.

Effective communications in today's business place has become more crucial and complex than ever before, with the introduction of technology presenting opportunities and challenges. Information can be communicated through words, which we call verbal communication. However, for language is not the only source of communication, messages or thoughts can also be communicated through gestures, facial expressions or body language, which we call nonverbal communication. Speech contains some nonverbal elements such as voice quality, pitch or volume. Likewise, the nonverbal elements such as spatial arrangement of words or the physical layout of a page are always highlighted for business writing.

Verbal communication can be further divided into oral and written communication, taking face-to-face talk, phone-calls, video conferencing and letters, E-mail, faxes as their forms.

E-mail is fast becoming the preferred method of communication in international trade. Instant, free, relatively safe, less subjective and easy to manage, E-mail is an effective and efficient means of communication, which we can never afford to ignore.

Our book focuses on written communication via E-mail which occur among different companies, namely Datax Group Co., Ltd. from China, Kayto Auto Repair from India, Orient Office Supply in the U.S.A. and Superb GmbH & Co. KG in Germany, as illustrated below;



export



export



import



Notes

1.1

1. economic globalization: 经济全球一体化
 2. irreversible trend: 不可逆转的趋势
 3. flow of capital: 资本流动
 4. technology transfer: 技术转移
 5. maximize: 使……最大化
 6. facilitate: 促进, 加速, 使便利
- e.g. In order to facilitate selling, it will be better to pack the goods with equally

assorted colors.

为了便于销售,最好将货物平均混色装箱。

7. business transaction: 交易

1.2.1

1. visible trade: 有形贸易

invisible trade: 无形贸易

2. tangible goods: 有形商品

intangible goods: 无形商品

3. direct trade: 直接贸易

indirect trade: 间接贸易

4. entrepot trade: 转口贸易

5. transit trade: 过境贸易

6. be engaged in: 忙于,从事,参与

e.g. The trade the third country is engaged in is called entrepot trade, which features imports and re-exports.

第三国从事的贸易叫做转口贸易,以进口和再出口为特征。

7. general trade: 普通贸易,一般贸易

processing trade: 加工贸易

1.2.2

1. geographical scopes: 地域范围

2. pre-conditions: 前提条件

3. property right: 财产权利

4. international labor division: 国际分工

1.2.3

1. customs declaration: 报关

2. crucial: 重要的,决定性的

e.g. The crucial thing about leading, he said, is that you have to take people along with you.

他说,所谓领导,至关重要的东西就是你必须让人们跟着你走。

3. verbal communication: 语言沟通

non-verbal communication: 非语言沟通

4. video conferencing: 视频会议



Check List

1. What are the major classifications of international trade?
2. Why is international trade important?
3. What are the popular ways of communication in international trade?



Exercise

Business starts with a business idea. Now, please put YOUR business idea(s) on paper with the outline given below and make sure to give your business idea(s) a business-like appearance.

1. To raise capital (the amount required; possible sources of capital; the use of the funds; repayment terms; interest rate; share in rewards, etc.).
2. To decide on the product or service (outlook for the industry; production capacity; R&D capacity; purchasing and inventory management; quality control; human resources, etc.).
3. To work on more details (place, price, promotion and profit).
4. To make a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of YOUR business in the setting of economic globalization.

Chapter 2 Basics of Business Writing

learning objectives

When you complete this chapter, you should know

- The factors you should consider when writing a business E-mail
- How to organize your business writing
- What the proper tone and style of business writing are

2.1 Introduction

We believe that many of us have already heard about the importance of writing effectively in order to succeed in the world of business. However, it has been observed that quite a number of us are still looking for an effective means by which we can write effectively. Failure to write well in the business world results in highly undesirable consequences, for example, barriers will exist between us and our business partners, suppliers, contractors, or clients, leading to misunderstanding, communication breakdowns or unsuccessful businesses. On the contrary, with the ability to write effective business-related documents, we will be able to make our readers feel at ease (Barrass 2002), which will eventually lead to signing of business agreements, contracts and a brighter career prospect. Such an importance will become more obvious when we take a look at a survey done by the U.S. Census Bureau in 1999 (cited in Picardi 2001). In the survey, employers rate the importance of various factors while considering who to employ. Communication Skills, which involve one's ability to do well in business writing, is rated as the second most important among the following nine factors: Attitude, Communication Skills, Previous Work Experience, Recommendations from Previous Employers, Recommendations from Current Employers, Industry-based Credentials, Educational Qualifications, Score on Recruitment Tests, and Academic Performance. It is, therefore, extremely important for us to equip ourselves at this stage of our career with the various essential business writing skills and knowledge in order to