



商务英语书系

BUSINESS ENGLISH SERIES

# 商务英语函件与单证

BUSINESS LETTER AND DOCUMENT WRITING

陈良旋◎编著

河南人民出版社

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## 内 容 提 要

本书按外贸业务所涉及的各个主要环节的先后顺序编排,含建立贸易关系、询盘、报盘、还盘、接受、拒绝、定货、确认、资信调查、形式发票、代理、信用证、装运与交货、保险、投诉与调整、索赔等若干专题。每个专题均有:(1)概念介绍、写作特点与应注意的书写原则;(2)信函实例;(3)注释;(4)参考用语;(5)练习。本书旨在帮助外贸人员、外事、旅游等部门的广大干部、职工及遍布各行各业的外语工作者、大专院校学生和业余外语爱好者了解和明确每一外贸环节的目的、任务以及处理有关业务函件所应注意的事项。书中第十三章为国际贸易中的有关单证,让读者有机会接触实际文本;练习后的补充阅读材料,则希望让读者接触WTO的基本常识。全书简明通俗,颇具实用价值。

# 序

改革开放以来,我国人民与世界各国人民的友好往来日益频繁,对外经济贸易、科技文化交流、出国求学深造、旅行游览服务、接待来访观光乃至各行各业各门各类的涉外工作空前活跃,中国加入世界贸易组织(WTO)以后,这类国际交往更是成倍增长,国家需要更大量的懂得国际经济和国际贸易的人才,对商务英语人才的素质也提出了更高的要求。为顺应当前国际交流迅猛发展的形势,满足各条战线工作人们掌握和自如运用有关知识和技能的迫切愿望,现特编写这套《商务英语书系》。

本书系在撰写过程中,参考了大量的国内外有关书刊资料,走访了部分外贸、外事、旅游工作者,征求了部分高校具有长期商务英语教学经验的资深教师及外国专家的意见,并进行了反复的修改和补充,使其内容丰富,编排系统、题材广泛、语言规范、深入浅出、通俗易懂、易于上手上口。

本书系适用于全日制大学本科、专科、成人教育及职业培训等各级各类学生学习使用,尤其适用于英语、经济、商务、涉外等专业学生和工作者的。

为满足急需,本书系首批推出《商务英语洽谈与技巧》、《商务英语函件与单证》、《电话、传真与缩略语》等,以飨读者。

本书系在出版过程中承蒙河南人民出版社马怀松、刘玉军两位先生的鼎力协助,谨此表示谢忱。

编著者

2004 年元月

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# 第 一 章

## 商业书信的不同风格和特殊格式 (The Different Style and the Special Forms of Business Letters)

和私人书信及社交书信一样,商业书信也必须结构严谨,层次分明,否则无法很好地表达自己的意思。

然而商业书信通常用打字机或电脑缮打,而不是手写。就其行文风格和书写格式而言,它与私人书信和社交书信也不尽相同。

众所周知,商界人士事务繁忙,每天,他们总有许多事情需要处理。事实上,他们所感兴趣的,只是信件内容本身,而不是华丽的辞藻。所以,在书写商业书信的时候,没有必要花费许多时间去寻找漂亮的词句,复杂美妙的修饰语,通常需要的是简单的日常英语,简明准确的词汇,以及一些贸易上的行话和专门术语。

要写好商业书信,还必须记住以下要点:

- 1) 表达清楚、准确,逻辑性强。
- 2) 书写时应多从对方出发,设身处地地去考虑收信人的种种情况。
- 3) 信文听起来应如同对话,语言通俗易懂,亲切有趣,巧妙自然,甚至富有想像力。
- 4) 无论什么时候收到信,都要立即回复。
- 5) 回复之前,必须把要引用的事实弄确切:
  - a. 查出或画出函中需要回复部分;

- b. 找好所需的资料;
  - c. 必要时查阅存档的以往信件。
- 6) 时时刻刻注意礼貌、友好。
- 7) 态度真诚、热情。

至于格式,每封结构严谨的英语书信,都包含着六个主要部分。这是英语书信的最基本部分,商业书信也毫不例外。如果说有不同的话,那就是信内地址的位置,它可以放于称呼之上;也可以放于信末,签名落款之下,信纸的左下方处。

下面请看商业书信六个组成部分的一般位置:

Like personal letters and social letters, business letters should be well-arranged and well-written, otherwise they can not express oneself and one's firm to best advantage.

But business letters are usually typed, not hand-written. And the style of writing, forms and patterns are a bit different from those of personal or social ones.

As we know, people in business circles are always busy. What they are interested in is the content of the letter itself, not its wording. So, in writing a business letter, there is no need to spend much time in finding colourful words and using complicated and beautiful modifiers in sentences. Simple English with brief but clear and accurate words is generally required. More often, some special terms and expressions in business are used.

Of course, to write more effective business letters, there still are some more points to bear in mind:

- 1) Write them clearly, logically, accurately, and correctly.
- 2) Write them from the reader's point of view.
- 3) Be conversational in tone and simple in language so that the letter is interesting to read, cordial in spirit, sometimes witty

and often imaginative... and always natural.

- 4) Whenever receiving business letters, answer them promptly.
- 5) Make sure of your facts before you write:
  - a. Check or underline the parts of the letter that require an answer.
  - b. Get all the necessary data and information you need.
  - c. Review any previous correspondence on file if necessary.
- 6) Be always courteous and friendly.
- 7) Be sincere and enthusiastic.

As for forms and patterns, we know that every well-arranged letter is made up of six essential parts. They comprise the structure, or framework, of an English letter. Business letters, too, have these six essential parts.

The only difference in the use of an Inside Address is that its position may be either immediately preceding the salutation, or at the end of the letter, below the signature, in the lower left-hand corner.

The following outline shows the six parts of a business letter:

- |         |                                |
|---------|--------------------------------|
| 1. 信头   | January 11, 1999               |
| 2. 信内地址 | Mr. Werner J. Sparks           |
| (收信人)   | 504 West Tenth Street          |
|         | New York, N. Y.                |
| 3. 称呼   | Dear Mr. Sparks,               |
|         | We acknowledge receipt of      |
| 4. 信文   | your letter dated December 30. |
|         | We take pleasure in making     |
|         | you, as per your request, the  |
|         | following offers:              |

Art. No. 171.....

We look forward to receiving  
your order.

5. 结束语

Yours faithfully,

6. 签名

*Wang Ching*

Wang Ching

## 信 头 (The Heading)

商业书信几乎总是把单位名称和地址(这常常表示业务性质)和电话号码、电报挂号、电传号码等事先印好于信纸上端,便于收信人随时联系。如:

Business letters are almost always written on business letter-heads giving the name and address of the firm, as a rule the nature of the business, together with cable address, telephone and telex numbers which the recipient will find convenient to contact. For example:

CHINA NATIONAL MACHINERY AND EQUIPMENT IMPORT  
AND EXPORT CORPORATION

HENAN BRANCH

Add: No. 3 Hongqi Road, Jinshui District, Zhengzhou, China

CABLE: EQUIMPEX Zhengzhou

TEL: 55320 55219

TELEX: 46054 ZHCME CN

因此,所谓信头,其实也就只包含写信日期而已。当然,如果所用信纸没有事先印好上述单位名称、地址等,则信头还是包括写信人地址及写信日期。如: