

21 世纪高职高专经济 · 管理类规划教材

ENGLISH FOR INTERNATIONAL BUSINESS COMMUNICATION

INTERNATIONAL [beta]\*

# 国际商贸英语 函电教程

主编 秦亚农 李 奕



中南大学出版社

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主 编 秦亚农 李 奕

副主编 (按姓氏笔画排序)

张 敬 贺雪娟

曹淑平 覃 蔚



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# 21 世纪高职高专经济、管理类规划教材

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# 总 序

近几年来,我国的高等职业教育以自己鲜明的特色,独树一帜,迅速发展,打破了高等教育界传统大学一统天下的局面,在适应现代社会人才的多样化需求、实施高等教育大众化等方面,做出了重大贡献,在国内外日益受到各界的关注与重视。

1999年6月中共中央、国务院召开第三次全国教育工作会议,作出了“关于深化教育改革,全面推进素质教育的决定”的重大决策,决定中明确提出要大力发展高等职业教育,培养一大批具有必备的理论知识和较强的实践能力,适应生产、建设、管理、服务第一线急需的高等技术应用性专门人才。为此,教育部召开了关于加强高职高专教学工作的会议,进一步明确了高职高专是以培养技术应用性专门人才为根本任务;以适应社会需要为目标;以培养技术应用能力为主线设计学生的知识、能力、素质结构和培养方案;以“应用”为主旨和特征来构建课程和教学内容体系;高职高专的专业设置要体现地区、行业经济和社会发展的需要,以适应社会对职业人才的需求;教材可以“一纲多本”,形成有特色的高职高专教材系列。

由于高等职业教育本身具有鲜明的职业特征,要求我们在改革课程体系的基础上,认真研究和改革课程教学内容及教学方法,努力加强教材建设。但迄今为止,符合职业特点和需求的教材却还不多。在湖南省职业教育教材编写委员会及湖南省教育厅教育科学研究院职业教育与成人教育研究所指导下,由湖南省内18所高职高专院校长期从事高等职业教育、有丰富教学经验的资深教师共同编写的《21世纪高职高专经济、管理类规划教材》,由中南大学出版社出版,这是一件大好事,值得庆贺和推介。

本套教材以教育部教高[2002]2号文件《关于加强高职教育人才培养的

意见》为指导,按高等职业教育应用型人才培养目标与规格要求编写,吸取了以往高职教育教材建设方面的成功经验,并反映了最新科研学术成果与教改成果,在突出高职教育教材特色方面进行了有益探索,其主要特点是:①教材内容紧扣高职高专教学大纲,理论知识以必需、够用为度,以“应用”为宗旨,简明扼要,使教材好教好学。②教材遵循经济领域相关的新准则、新政策、新惯例,并兼顾上岗证考试、资格证考试,突出实用性、操作性,注重理论联系实际、案例教学及技能训练。③在编写体例和内容结构上有所创新,取材新颖,博采众长。④语言表达上,通俗易懂,趣味性强,适合高职高专层次学生使用。

由于编写时间紧,教材中也有不尽人意之处,但作为全省高职高专教师们集体合作、团结攻关的成果,为我省高职高专教材建设开了一个好头。各高职高专院校在使用本套教材时,可结合各校的实际情况,灵活运用,并随着教学改革的深入,进行充实、修改,使之日臻完善。

柳思维

2004年6月于长沙市

竹园路2号大院淘沙斋

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柳思维:湖南商学院首席经济管理教授、湖南省社科联副主席、湖南省人民政府参事、中国市场学会常务理事、享受国务院特殊津贴的专家。

## 前 言

高等职业教育的办学宗旨是培养基层和生产第一线技术应用型人才,强调基本素质和技能的培养,注重针对性和实用性,从而造就基本功扎实、操作能力强的复合型、实用型人才。随着全球经济一体化、我国加入 WTO 以及信息技术的迅速发展,国际商贸函电从内容到形式都发生了巨大变化,对人才培养也有了新的要求。本书根据高职院校函电教学大纲,在保留和吸收现有函电教材优点的基础上,大胆改革教学内容和教学方法,以符合教学大纲确定的培养目标以及国际贸易的发展趋势。

本书按进出口业务环节的先后分章编写,用较为通俗的英语系统介绍国际商贸函电的基本格式、写作特点、国际商贸过程的各个主要环节及每个环节所涉及的代表性信函;编入了常用合同及单证,通过实例使学生了解合同及各种常用单证的格式,以加强学生用英语处理进出口业务往来函电、签订合同和制作单证的实际操作能力。

为体现时代感和与时俱进的精神,本书删除了国际商贸活动中已很少使用的通信方式(如:电报、电传),去掉了商贸信函中那些陈旧过时的表达方式和词汇,多用一些生动明快的表达方式及文体新颖的信函。由于电子商务(E-Commerce)改变了商贸活动的运作模式,成了 21 世纪商务活动中最为重要的一种通信手段,本书对 Fax 及 E-mail 的用途、用法及写作方法进行了介绍。本书以高中程度为起点,侧重商贸英语写作能力的培养,对结构、词汇和写作知识介绍较多,而基础语法没有列为重点。书中介绍了相关的各类外贸知识,并辅之以各种典型而实用的商贸信函翻译和写作练习,对丰富外贸知识以及提高英语水平非常有益。

本书是湖南省高职高专商贸英语函电规划教材,由湖南省有关普通高等

院校和高等职业院校的专家及教师编写,并配有教师用书。参加编写工作的有:湖南对外经济贸易职业学院秦亚农(第一章),湖南经济管理干部学院邓英华(第二章)、黄宇弛(第三章介绍及第四、五课)、胡永晖(第六、七、八课),湖南商务职业技术学院姚闻捷(第九、十课),湖南对外经济贸易职业学院张敬(第四章介绍及第十一、十二课),湖南科技职业学院邓云娟(第十三、十四课),长沙民政学院章蔚(第五章介绍及第十五、十六、十七课)、贺良健(第十八、十九、二十课),湖南生物机电职业技术学院曹康(第六章介绍及第二十一、二十二课),娄底职业技术学院曹淑萍(第二十三、二十四课及总词汇表),湘潭职业技术学院卢哲(第七章介绍及第二十五、二十六课)、徐炎伟(第二十七、二十八课),湖南科技职业学院李奕(第八章介绍第二十九、三十课)、戴晓茜(第三十一、三十二、三十三课),湖南对外经济贸易职业学院李海云(第九章介绍及第三十四、三十五课),长沙民政学院贺雪娟(第三十六、三十七课及第十章)。另外,李海云等同志协助主编作了大量的校正工作,付出了辛勤劳动,在此表示感谢。由于经验不足、水平有限,疏漏之处在所难免,敬请各位专家、读者批评指正。

编 者



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# **Chapter 1 Business Letter Writing**

## **Introduction**

There are a wide range of means of business communication. Besides face-to-face negotiations with your clients, you also need some written forms of communications to contact with the outside world and conclude a deal. Written communication in business is still important in the age of electronic communication. Millions of business letters are now being sent by fax or E-mail to carry out business routine efficiently. This chapter is intended to develop skills in writing such good business letters.

## **Part One Writing Principles and Language Features**

### **1. The Seven Cs of Business Letter Writing**

To write an effective letter, you should keep in mind why you are writing a letter, understand your reader's needs and then clearly write what you need to say. Every letter should be clear, human, helpful and as friendly as the topic allows. Make sure to write sentences capable of only one interpretation. The best letters have a conversational tone and read as if you were talking to your reader. In brief, you should be

clear, concise, correct, courteous, conversational, convincing and complete.

When you write a letter, you are trying to convince someone to act or react in a positive way. Your reader will respond quickly only if your meaning is crystal clear. Read the original letter carefully and see if there is something you can put in your letter to show your interest.

### 2. Putting your reader first

For all writers the most important people are their readers. Focus on the recipient's needs, purposes, or interests instead of your own. This recipient-oriented style makes the recipient the main focus of the letter. If you keep your readers in mind when you write, it will help you use the right tone and appropriate language.

What do readers want from writing? They want relevant information, presented in a clear, easy-to-understand style. They want to get the gist of your message in one reading—they don't want to dig for the meaning through long sentences and a boring style. So if you always keep your readers in mind, you will have to adapt your style and content to meet their needs.

### 3. Asking questions to get a clear picture of your readers

- Who are my readers?
- What do I want them to do?
- What interests or motivates them?
- How are they likely to react to what I say?

If you imagine yourself in your reader's position, you're more likely to write a good letter.

### 4. Keeping your business plan to the point

State the main business, purpose, or subject matter right away. Let the reader know from the very first sentence what your letter is about. Remember that when business people open a letter, their first

concern is to know what the letter is about, what its purpose is, and why they must spend their time reading it. Therefore, avoiding round-about beginnings saves your reader's time. The first step is to set down your aim. Ask yourself, why am I writing? and what do I want to achieve? The clearer you are in your own mind about what you want to achieve, the better your letter will be. By doing this, you'll find you keep to the subject.

People read to find out information. If your letter doesn't say anything worth knowing, it's a useless letter. You have to learn to present the most relevant information for your readers' needs. Say what you need to say—then stop.

To help you keep to the point of your letter, you can draw up an outline to plan your letter. Follow these steps:

- Make a list of the topics you want to cover but don't worry about the order.
- Under each topic, list key words, examples, arguments and facts.
- Review each topic in your outline for relevance to your aim and audience.
- Cut out anything that's not relevant to your aim or audience.
- Sort the information into the best order for your readers.

Your business letter plan should help you shape your thinking but not be a straitjacket. The advantage of spending a little time setting out a plan is that it not only helps the reader, but also helps you write.

Study each paragraph of your letters for its purpose, content, or function. When you find a paragraph that does more than one thing, consider splitting it into two paragraphs. If you discover two short separate paragraphs that do the same thing, consider joining them into one. So you'll find it easier to concentrate on the most relevant

information.

### 5. Getting the right tone to your business letter

Tone is the way a statement sounds. When you write a business letter, it's important to use a tone that is friendly and efficient. Find positive ways to express bad news in your business letters. Often, business letters may convey bad news and such bad news can be conveyed in a positive, cordial and tactful way.

Try to write as you would speak and talk on paper. Imagine that your reader is sitting opposite to you at your desk or is on the telephone. Try to aim for a conversational style and let the reader hear your voice.

Use words such as I, we, you, your, my, and our in your writing as it makes writing much more readable. This is a useful trick to make writing look and sound more like face-to-face talk. Using I, we and you also helps you to avoid using passive verbs. It makes your style more direct and clear.

### 6. Writing a strong opening and a strong close to your business letter

Decide what the most important information is and put it in your first paragraph to gain your reader's attention. Be sure your opening paragraph to be set the right tone for your letter. Make your first paragraph do something other than just refer to known information—so plunge straight into your message and don't waste your reader's time.

If the average business letter starts poorly, then it invariably finishes poorly. Your last paragraph should do something. In a longer letter it can summarize the key points or repeat the key message. You can explain what you want the reader to do or what you will do. End your letter positively and politely. Don't leave your reader in mid-air.

### 7. Avoiding overused business letter phrases

Many business letters contain out-of-date jargons that detract from

a clear, natural style. You need to remove them from your writing and use fresh, clear expressions instead.

#### 8. Keeping business letter simple, strong and sincere

Keep the paragraphs of most business letters short. Business letters are not read in the same way as articles, reports, or books. Usually, they are read rapidly. Big, thick, dense paragraphs over ten lines, which require much concentration, may not be read carefully or read at all.

- Use familiar words, short sentences and short paragraphs.
- Keep related information together.
- Answer the reader's question in the first paragraph.
- Give your answer and then explain why.
- Answer promptly.
- Be human and as friendly as possible.

Provide topic indicators at the beginning of paragraphs. In the first sentence of any body paragraph of a business letter, try to locate a word or phrase that indicates the topic of that paragraph. Doing this gives recipients a clear sense of the content and purpose of each paragraph. Place important information strategically in business letters. Information in the first and last lines of paragraphs tends to be read and remembered better.

## ***Part Two The Structure and Layout***

### **I . Seven Principle Parts and Seven Optional Parts**

The structure the of a business letter still follows a more or less set pattern determined by customs. The following is about the details of business letters.

#### **1. Seven Principle Parts**



1) The Heading or Letterhead It contains the writer's company name and address, postcode, telephone number, fax number and E-mail address. It helps the recipient identify where the letter comes from. The letterhead is usually printed in the center or on the right margin at the top of the page.

2) The Date Every letter should be dated. The date should be placed two or four spaces below the letterhead. There are two styles of writing date in English: one is British style, (e. g. : 5th Mar. , 2003) and the other is American style (e. g. : Mar. 5, 2003). The month and the year had better not be written in their abbreviation form, (e. g. : 3/5/2003), otherwise, they would be easily got confused.

3) The Inside Name and Address The inside address shows the name and address of the recipient of the letter. It is typed at the left-hand margin at least two spaces below the date. Copy the name of the company exactly as that company writes it.

4) The Salutation It is the polite greeting with which a letter begins. In a business letter, the customary formal addressing to a firm is "Dear Sirs" or "Gentlemen" followed by a comma and a colon respectively. And "Dear Sir" or "Dear Madam" is used for addressing one specific person. The salutation should be placed two spaces below the inside address.

5) The Body of the Letter The actual message of course is contained in the body of the letter, the paragraphs between the salutation and the complimentary close. It contains the opening sentence, the actual message of the letter and the closing sentence. And it should begin at least two lines below the salutation if there is no subject line.

6) The Complimentary Close As a polite way of ending a letter, it should match the form of the salutation. The most common sets of