

Case Study & Practice

Business Writing

英文商务写作

——案例分析与实践

陈亚丽 编著

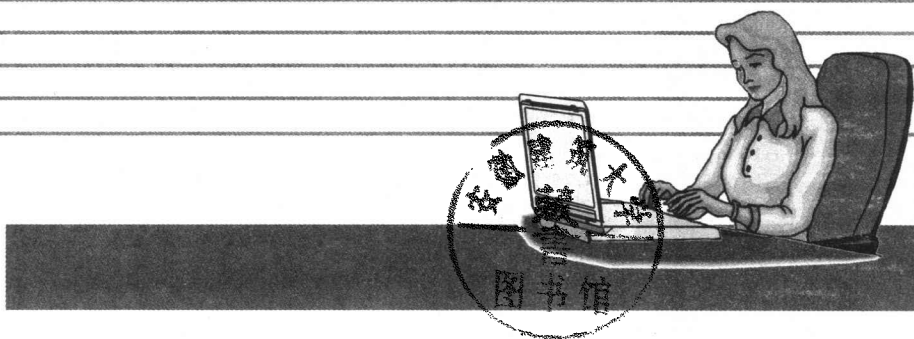


天津大学出版社

TIANJIN UNIVERSITY PRESS

英文商务写作

——案例分析与实践



陈亚丽 编著



天津大学出版社

TIANJIN UNIVERSITY PRESS

内容简介

本书为高等院校英语专业“商务写作”课程的教材,分章逐一介绍报告、总结(概要)、备忘录、会议议程、会议记录(纪要)、传真、电子邮件、通知(通告)、启事、商务信函、个人简历和求职信函等常用的商务文体的写作要领,并通过范文举例、案例分析和写作实践三者结合的方式,系统讲解这些文体的特征、形式和写作技巧,形式新颖别致,内容生动活泼,条理清晰,言简意赅。本书不仅适合高等院校英语专业的教学需要,而且可供高等教育自学考试的相关专业作为教学用书和自学课本。

图书在版编目(CIP)数据

英文商务写作:案例分析与实践 / 陈亚丽编著. — 天津:天津大学出版社,2004.5
ISBN 7-5618-1935-8

I. 英... II. 陈... III. 商务 - 英语 - 写作
IV. H315

中国版本图书馆 CIP 数据核字(2004)第 033798 号

出版发行 天津大学出版社
出版人 杨风和
地址 天津市卫津路 92 号天津大学内(邮编:300072)
电话 发行部:022-27403647 邮购部:022-27402742
印刷 昌黎太阳红彩色印刷有限责任公司
经销 全国各地新华书店
开本 148mm×210mm
印张 7.875
字数 230 千
版次 2004 年 5 月第 1 版
印次 2004 年 5 月第 1 次
印数 1-5000
定价 13.00 元

前言



本书是根据编者多年教学中积累的素材编写的,其主要特点是通过范文解析和结合案例分析的写作实践,系统地讲述常用商务文体的格式和写作技巧。使用本书者如能熟读范文,掌握各种文体的格式要求,揣摩其写作技巧,并勤加练习,一定能够打下英文商务写作的坚实基础。

本书分十二章,每章均由三个部分组成。各章根据不同文体的写作要求,编排一个案例,并通过对案例情景的分析,辅导学生进行写作实践。这一部分是本书的重点和特色。由于案例涉及商业秘密,其内容均属虚拟。在案例的结构编排方面,受到了书末所附参考书的启发,特此致谢。

编写本书的初衷是为了满足高校经贸英语课堂教学的需要,但为了扩大本书的适用面,在各章中特意添加了中文解释。高校本科英语专业和高等教育自学考试英语本科经贸方向的教学,均可使用本教材。希望通过自学而提高英语商务应用文写作能力的人士,相信也能从本书获益。

本书的编写得到了天津师范大学外国语学院院长顾钢教授和路继伦教授的大力支持;同事齐世和教授、杨丽娟教授和刘建梅教授给予了可贵的帮助;天津师范大学外国语学院的王斌同学和津利华大酒店的栗靖先生提供了有价值的资料;南开大学的文济博士对书中的中文部分作了文字润色。天津大学出版社在出版方面提供了很大的便利。对此,作者谨致以深挚的谢忱。

由于编者水平有限,书中错误在所难免,恳请读者批评指正。

编者
2004年1月

目 录



第一章 报告	1
一 关于报告	1
二 范文举例	3
三 案例分析与写作实践	
激情创业投资(Passion Business Investments)	18
第二章 总结/概要	22
一 关于总结	22
二 范文举例	22
三 案例分析与写作实践	
三虎广告(Three Tigers Advertising)	31
第三章 备忘录	35
一 关于备忘录	35
二 范文举例	35
三 案例分析与写作实践	
华利服装(Huali Garments)	53
第四章 会议议程	57
一 关于会议议程	57
二 范文举例	58
三 案例分析与写作实践	
霍尔金咖啡(Hall Gold Coffee)	62
第五章 会议记录/纪要	66
一 关于会议记录/纪要	66
二 范文举例	67
三 案例分析与写作实践	
强华进军欧洲(Joshua Goes to Europe)	76



目 录

第六章	传真	82
一	关于传真	82
二	范文举例	82
三	案例分析与写作实践 来自湖南的客人(Visitors from Hunan)	88
第七章	电子邮件	93
一	关于电子邮件	93
二	范文举例	93
三	案例分析与写作实践 团队建设研讨会(The Team-building Seminar)	102
第八章	通知/通告	110
一	关于通知/通告	110
二	范文举例	110
三	案例分析与写作实践 楚风健美俱乐部(Chufeng Gyms)	129
第九章	启事	137
一	关于启事	137
二	范文举例	137
三	案例分析与写作实践 国际纺织品协会(International Textile Association)	154
第十章	商务信函	157
一	关于商务信函	157
二	范文举例	159

目 录



三 案例分析与写作实践	
蓝天音像制品(Blue Sky Records)	179
第十一章 个人简历	184
一 关于个人简历	184
二 范文举例	185
三 案例分析与写作实践	
“跳槽”(Job-Hopping)	199
第十二章 求职信	202
一 关于求职信	202
二 范文举例	204
三 案例分析与写作实践	
水晶大饭店(Crystal Hotel)	217
Appendix I : NOTICE	222
Appendix II : ANNOUNCEMENT	233
参考文献	243

第一章 报 告

一 关于报告

报告(Report)是商务应用文中常见的一种形式。报告的种类繁多,可用来说明某项新决定、总结工作进展情况、向上级汇报工作或反映问题、表述就某种现象进行调查的结果;项目提案、新产品开发的可行性研究、事故的调查和处理、新建议的提出等,也常采用报告的形式。报告的格式没有信函那么严格,其内容安排和篇幅长短可视需要而定。

1. 写作要求

[1]条理要清楚,材料安排要合理,要讲究逻辑性。

[2]在确定报告格式时,要考虑不同的报告类型(如调查报告、进度报告)、报告的长短、是否为正式报告等等因素。

[3]有的公司还拥有某些特殊的报告类型,在格式上可能有特殊的要求。

[4]长篇报告通常有封面和目录,封面上打印报告标题、报告对象、报告作者和提交日期。

2. 常用格式

[1]正式报告包括:

- a) 标题;
- b) 受委托事项(或授权调查范围);
- c) 调查程序;



- d) 调查结果;
- e) 结论;
- f) 建议。

[2] 简短报告包括:

- a) 标题;
- b) 前言(引言、导言、导语、序言);
- c) 正文(调查结果或研究结果);
- d) 结论;
- e) 建议。

3. 编排方式

编排方式包括:

- a) 划分章节;
- b) 设立标题和副标题;
- c) 实行编号方式;
- d) 采用首行缩进方式编排。

4. 各部分的主要内容

[1]“受委托事项”或“前言”部分通常包含报告呈送对象(谁要这份报告)、报告成文的理由(为什么要写这份报告)、报告的意图或主题、报告应该提交的时间;有时在报告的“前言”中还可说明信息来源和获取信息的手段。

[2]“调查结果”就是如实记下所发现的事实。

[3]“结论”是作者对事实的看法以及对事实的诠释。

[4]“建议”是指作者提出的操作意见,通常是解决问题的办法和补救措施等。



二 范文举例

1. 范文一:调查报告

科鹏投资股份有限公司在北京新设了一个办事处,但经常有员工不能按时上班。这一现象引起了人事部经理路易丝·王的注意,她要求办公室主任约翰·巢就此事提交一份调查报告。

REPORT ON STAFF LATENESS

Terms of Reference

Louise Wang, Personnel Manager has requested this report on staff lateness at the new Beijing office. The report was to be submitted to her by April 20.

Procedure

Out of 24 members of staff, 23 were surveyed about:

1. Their method of transport
2. Time taken to get to work
3. Problems encountered

Findings

1. All staff are late at least once every two weeks.
2. Ten members of staff use the subway, two use the bus, six travel by car, and five travel by bicycle.
3. Traveling time varies between 20 minutes and one hour.
4. All staff experienced problems.
 - I. All members of staff experienced delays on the subway (Circle and the First Line) due to:
 - 1) Signal problems
 - 2) Engineering work
 - 3) Overcrowding



- 4) Poor train frequency on some lines
- II. Members of staff who use the bus experienced delays due to traffic jams.
- III. Members of staff who travel by car also experienced delays due to traffic jams and two had problems parking, particularly on Mondays and Tuesdays.
- IV. Members of staff who travel by bicycle experienced delays due to bad weather, vehicle problems and traffic jams as well.

Conclusions

1. All staff using public transport are late because the subway and bus services are unreliable.
2. A minority of members of staff who travel by car experienced problems with parking.
3. The office opens at 9:00 a.m. and so staff are forced to travel during the rush hour.
4. Members of staff are not leaving sufficient time for their journeys which are extended due to delays.

Recommendations

1. Members of staff should leave longer for their journeys in order to allow for delays.
2. Staff should investigate alternative routes and means of transport.
3. It is recommended that staff who travel by car and experience parking problems use the new car park in Commercial Center, which opens next week.
4. It is recommended that the Personnel Director investigates the possibility of introducing a flexitime system so staff do not have to travel during the rush hour.



John Chao
Office Manager
April 18

2. 范文二:可行性研究报告

现代社会飞速发展,弹性上班制的优点日益为人们所认识,许多企事业单位开始考虑采用这一新的制度。腾飞公司董事会要求人事部提交一份比较详细的弹性上班制可行性研究报告,以做到合理地安排时间,人尽其才,物尽其用,提高工作效率。

REPORT ON FLEXTIME

Terms of reference

It is requested on March 26, by the directorate who asked the Personnel Department to investigate the possibility of the firm working "flexitime", and to make a report on the findings.

Procedure

1. All staff were interviewed on their needs for various time bands. Staff were then interviewed on their preferences for various time bands.
2. A questionnaire was issued to all staff asking them to state which time band they wanted.
3. The work done by the staff was observed to see if it was necessary for all staff to be present during "core times", and to ascertain when precisely these core times are.

Findings

1. Staff needs and preferences

a) Staff needs

I. The major finding from interviewing staff on their needs was that most of the working mothers needed to be free from 3:30 in the afternoons. The reasons given were (arranged in order of priority):



- 1) Collection of young children from school;
- 2) Being at home when their children arrived home from school;
- 3) Preparing meals for the family between the hours of 5 and 7 p. m. ;
- 4) 19% of the staff are working mothers.

II. Staff who had recently moved, or who had lived far away from the firm for some time, needed extra time to arrive punctually in the mornings.

b) Staff preferences

- 1) Approximately 60% of the staff interviewed would prefer to arrive later in the morning. The periods ranged from 30 minutes to 3 hours later.
- 2) 25% of the staff interviewed would prefer to finish work earlier than at present. This ranged from 30 minutes to 1 hour 30 minutes.

2. The firm has close communications with other firms, departments and local offices which do not operate flexible time. The firm relies heavily on banking and post office services.

3. Core times

- a) Checking on the validity, accuracy and urgency of forms, documents and applications sent to the firm requires an efficient and streamlined operation. Some members of staff need to be on hand to verify, cross-check and revise communications ready for signing and dispatch. This contingency did not depend on all office staff being present for consultation.
- b) The greatest volume of telephoned requests for information and advice was between the hours of 10 a. m. and 3 p. m.
- c) The least busy period was from 3:30 to 5 p. m. , when public calls fell away, and some work was left for the following



morning.

Conclusions

1. There is a conflict between the 23% of staff who need to arrive earlier in the day, and the 60% who would prefer to arrive later. Most of the paperwork needs to be done earlier to be filed, signed and dispatched while senior staff are available, and also to catch the earlier postal collections.
2. The 19% of staff – the working mothers – who need to arrive earlier and leave earlier would help to clear the backlog of work from the previous day, but they would need to be helped by the extra staff.
3. There would need to be heavy discouragement of staff wishing to arrive 2 hours and more later than at present.
4. We would need to test the degree of certainty about late arrivals. Some staff are obviously not sure yet when they would prefer to arrive.

3. 范文三:可行性研究报告

这也是一份关于弹性上班制的可行性研究报告,与“范文二”内容相似,只是写作格式不同,是用非正式的报告文体写成。办事员周肇光先生用电子邮件(e-mail)的形式将此报告发送给了人事部主管刘晓娜。

To: Liu Xiaona
From: Zhou Zhaoguang
Date: Aug. 18, 2003
Subject: Feasibility of Flexible Working Hours

This report concerns the feasibility of allowing workers to start and stop work at the times that suit them best, a practice known as flexitime. Of



course, we all understand that every one would still work a total of 40 hours per week, as we do now. This idea of flexible working hours was first presented to the directors by some of our workers, many of whom have young children in school.

The Personnel Manager was asked to look into the question, and his study had two aspects. First, he looked at the experience of other companies, and second, he looked carefully at our own working arrangements.

After studying flexitime arrangements at four similar companies, the Personnel Manager reported several advantages: Parents of school-age children were able to fit their work hours to those of their children, workers could choose to work during hours they could be most productive, and worker attitude improved because of more choice in work time. There were, however, some disadvantages as well: Sometimes there were not enough workers in some departments at crucial hours of the day, and it took a while to iron out confusion about schedules.

Next, we asked all employees of our company to predict the hours they would probably choose to work. This information was then circulated to all heads of department for comment. The department heads were asked to look in particular at possible problems and their solutions.

After studying all this information, a committee that included a representative from every department decided to try flexitime for a period of 3 months, starting April 1. At the end of that period, the committee will make a final decision.

Zhou Zhaoguang



4. 范文四:促销报告

强生电器公司在远东开辟市场以来,产品销路一直不错。为了进一步扩大市场,获得更多的市场份额,远东分公司产品销售负责人约翰·史密斯先生向总部的销售主任提交了一份关于远东市场的促销报告,他希望总部重视远东市场,并拨出专项资金来参加远东一年一度的新技术展销会。以下是该报告的标题页、目录页和摘要。



标题页

Report on Promotion in the Far East

Prepared for

Mr. Richard Mellon

Sales Manager

Johnson Electrical Appliances

Bloomington, IL 61808

Presented by

John Smith

Director of Sales of the Branch of Far East

June 20, 2003