

► 应用类写作



大学英语

写作教程 下册

郅红 田英涛◎主编

书信写作

社交信函写作

求职信函写作

日常应用文写作

学生习作

中英文求职信对比



机械工业出版社
CHINA MACHINE PRESS

大学英语

写作教程下册

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机械工业出版社
CHINA MACHINE PRESS

本书根据2007年7月教育部公布的《大学英语课程教学要求》和目前大学英语教学的需求而编写的一套主要适合高等院校非英语专业本科生使用的英语写作教程。全书分为6章,分别对书信写作、社交信函写作、求职信函写作、日常应用文写作、学生习作以及中英文求职信对比进行详细讲解,实用性强,符合当代英语写作习惯及要求,是广大在校生不可多得的应用类写作教材。

本书不仅适合在校生进行英语写作学习及练习,也非常适合广大英语爱好者提高自己的英语写作能力,确保英语写作实际应用水平的全方位提高。

图书在版编目(CIP)数据

大学英语写作教程下册/邓红,田英涛主编. —北京:机械工业出版社,2013.7
ISBN 978-7-111-43286-9

I. ①大… II. ①邓… ②田… III. ①英语—写作—高等学校—教材 IV. ①H315

中国版本图书馆CIP数据核字(2013)第156952号

机械工业出版社(北京市百万庄大街22号 邮政编码 100037)

责任编辑:唐绮峰

责任印制:杨 曦

北京四季青印刷厂印刷

2013年8月第1版第1次印刷

169mm×239mm·12.25印张·195千字

0001—4000册

标准书号:ISBN 978-7-111-43286-9

定价:26.80元

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读者购书热线:(010)88379203 封面无防伪标均为盗版

前言

《大学英语写作教程》（上下册）是根据2007年7月教育部公布的《大学英语课程教学要求》和目前大学英语教学的需求而编写的一套主要适合高等院校非英语专业本科生使用的英语写作教程。参编单位包括：中国农业大学，北京化工大学，北京林业大学，北京防灾学院和哈尔滨商业大学。本教材的编写原则体现了基础性、应用性、系统性和技巧性的有效结合，在参阅和研究了诸多国内外写作教材的基础上，在语料选取方面凸显了历史、文学、艺术及语言文化对比的内容，其目的在于帮助学生在拓宽知识领域的基础上提高英语写作能力。

此套教材分为上下两册。上册包含4个部分：词汇写作，句子写作，段落写作，短文写作。下册包含6章：书信写作综述、社交信函、求职信函、日常应用文、学生习作和中英求职信对比。

《大学英语写作教程》（上下册）练习设计新颖独到、针对性强，确保了学生英语写作能力的全方位提高。

此套教材包含了中国地震局教师科研基金项目（编号：20110129）的部分研究成果。

本套书的不足之处恳请专家和读者不吝指正。

编者

2013年3月

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Chapter 1

General Introduction to Letter Writing

Part 1 Parts and Formats of a Letter

In the earlier days, writing a letter was taken very seriously as people put a lot of efforts to create one. This can be seen in the letters of the earlier days which were long and elegant. Nowadays, however, people do not have the time to read long letters, especially in business settings where they are flooded with many letters every day. This makes it important for people to learn the art of letter writing which is used in the modern world, to ensure that their letter gets noticed in the pile of many. To be brief, letter writing is an art of getting the readers' attention through words.

A letter is a written form of communication. A letter may be a formal letter, informal letter, friendly letter, condolence letter or a business letter. As a writer you are limited by the choice of words, space and time, to convey what you have to say through a letter. Correctness, clarity and conciseness are three most important Cs of writing an effective letter.

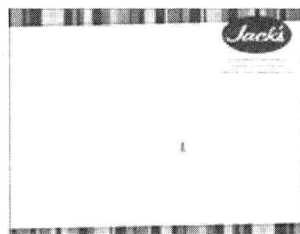
PARTS OF LETTERS

The art of writing a letter takes practice, knowledge about

proper form and the ability to put into words your feelings, thoughts, and / or ideas. If you learn the basic parts of a letter, it will help you to create letters for a variety of occasions.

Letterhead

A letterhead is the heading at the top of a sheet of letter paper. The purpose of letterhead in business is to clearly identify who the letter is from; clearly provide the business' contact information (address, phone number, etc.) in a uniform manner;



convey the image of the company or organization. Some letterhead also provides information about that organization or business, such as business hours, establishment date, products or services available, department heads, etc.

Your Address

At the top of your letter, you will put your address, so the reader will know where to send their reply to. For example:

...	Hewlett-Packard 3200 Hillview Avenue Pablo Alto, California 94568 U.S.A.
-----	---

Date

Put the date on which the letter was written in the format of Month Day Year, for example, June, 15, 2009.

Inside Address

The recipient's address is also known as the inside address. The inside address is only required for a business letter and will include the address of the person you are writing to along with the name of the recipient, their title and company name. If you are not sure who the letter should be addressed to, either leave it blank or try to put in a title, "Director of Human Resources" for instance.

Mr. William Smith Thompson-----	<i>the recipient's name</i>
Vice-president, Consumer Affairs -----	<i>the title and working unit</i>
The International Business Machine, Inc. -----	<i>the working place</i>
456 Pelham Avenue-----	<i>the street</i>
New York, N.Y. 12345, -----	<i>the city, state and post code</i>
U.S.A.-----	<i>the country</i>

The Greeting

The greeting, or a salutation, will address the individual that the letter is being sent to. A greeting depending on the type of letter can be formal or informal. The salutation "Dear" in combination with a name or a title is by far the most commonly used salutation in both British and American English, in both formal and informal correspondence. It is commonly followed by either a surname, such as "Dear Mr. Smith" or by a given name, such as "Dear John." However, it is not common in English to use both a title of address and a person's given name: "Dear Mr. John Smith" would not be correct form.

Professional titles such as "Professor" or "Doctor" are frequently used both in business and in social correspondence. Dignitaries and holders of certain public offices are sometimes addressed by

their titles, for example, “Dear Lord Mayor,” although in American practice the office is commonly prefixed by “Mr.” or “Madam” as in “Dear Mr. President” or “Dear Madam Secretary” .

If the name of the intended recipient is unknown, acceptable salutations are:

- *Dear Sir / Madam or Dear Sirs* (If the gender of the reader is unknown.)
- *To Whom It May Concern* (If the writer wishes to exclude the gender of the reader from the salutation and / or to convey that the reader should forward the copy to one more suited to receive or respond appropriately.)
- *Dear Sir* (If the reader is Male.)
- *Dear Madam* (If the reader is Female.)

“Ms.” is applied in cases in which the marital status is irrelevant and / or unknown to the author. For example, if one is writing a business letter to a woman, “Ms.” is entirely appropriate. “Mrs.” is applied to specifically known married women, though not always in the case where a wife keeps her surname given at birth. “Miss” can apply to specifically unmarried women, however, the term is being replaced more and more by “Ms.”

In older British usage and current American usage, abbreviations “Mr.” , “Mrs.” and “Dr.” are typically followed by a period (full stop), as is “Ms.” even though it is not really an abbreviation, but it is common in recent British usage to drop the period after all such titles.

In business letters, you should use a colon (:) if you use any punctuation. The new way is to have no punctuation after the

greeting in business letters. But if you omit punctuation there, you also have to omit the comma after the closing. In personal letters, people use a comma after the greeting.

The Introductory Paragraph

The introductory paragraph will generally outline the purpose for the letter and the reason that the letter is being sent. This paragraph can address any issues that are outstanding and is used to set the tone for the entire rest of the letter. In this paragraph, the summary of the letter can be found and the intentions which will be displayed through the rest of the letter should be outlined. From the introductory paragraph, the individual should be able to note the tone of the letter.

A writer's *tone* is very important, as it conveys a particular message from you as the writer and likewise affects the reader in a particular way. Consequently, it can also affect how the reader receives the message you are communicating.

The Body

Once you have written the introduction, it's time to begin scripting the main body of the letter. The main body of the letter is used to clearly express the point of the letter and it is the heart of the letter, which has to be written with utmost care and right choice of words. The body of the letter can be anywhere from multiple pages for personal letters, to one page or two pages for most business letters and other types of proposals.

Conclusion

This is the last paragraph of the letter. This part of a letter

is used to thank the reader for devoting his / her precious time for reading the letter. It's also meant to suggest a follow-up.

Complimentary Close

A complimentary close is the use of polite words like, "Yours Sincerely," in formal cases and "Yours Lovingly," in informal cases to sign off.

Signature Line

Two spaces below (space for signature) the complimentary close, comes the signature line. This line is used to write the sender's name below the signature. The signature should start directly above the first letter of the signature line in the space between the close and the signature line. You should sign your first and last names. The signature line may include a second line for a title, if appropriate.

FORMATS

There are two basic letter formats that are universally accepted for professional letters: Indented Form and Block Form.

Indented Form

This is a classical letter writing format and is still quite popular in many organizations. If you are using the indented form, place your address at the top, with the left edge of the address aligned with the center of the page. Skip a line and type the date so that it lines up underneath your address. Type the inside address and salutation flush left; the salutation should be followed by a colon. For formal letters, avoid abbreviations. Indent the first line of each paragraph one-half inch. Skip lines between paragraphs. Type the closing and signature lines them in the center. As it is

illustrated here.

<p><i>53700</i></p> <p><i>Mr. David Hall</i> <i>351 Oxford Avenue</i> <i>San Francisco, California</i> <i>U.S.A.</i></p> <p><i>Dear David,</i></p> <p><i>I wonder if you have made any definite plan for the coming summer vacation. If not, I want you to come and stay with me for a few days. Every member of my family will be very much pleased to receive you as a guest. You know that we do not have a magnificent house and can not afford luxuries, but if you do not mind plain food you can be assured of a hearty welcome and we shall do our best to entertain you.</i></p> <p><i>Looking forward to seeing you soon.</i></p> <p><i>Cordially yours,</i></p> <p><i>Danny Johnson</i></p>	<p><i>5 Hill Street</i> <i>Madison, Wisconsin</i></p> <p><i>15 March 2012</i></p>
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(source: <http://www.howtowritealetter.net>)

Block Form

The block form is more popular than the indented form. This is because the entire letter is left aligned. It is very difficult to go wrong with this format. See the following example:

*China National Light Industrial Products
Import and Export Corporation
100 Tian An Men Street
Beijing 100014, China
Tel: +86-22-27250789 Fax: +86-22-27250788*

April 12, 2005

*ABC Trading Company, Ltd.
1265 Hilltop Avenue
Evergreen, Illinois 60217
U.S.A.*

Gentlemen,

Your letter of July 6, 2004 has been received.

We appreciate your desire to promote trade with us. It is our policy to develop trade with friendly corporations on the basis of equality, mutual benefit and exchange of needed goods.

We shall be very pleased to receive from you inquiries for light industrial products as well as art and craft goods.

Enclosed please find 2 catalogues of our latest articles, which, I think, may be helpful to you in making your choice.

Yours truly

Li Min

*President of China National Light Industrial Products
Import and Export Corporation*

Enclosures: 2 catalogues

Part 2 Using the Appropriate Tone

Style or tone in writing refers to the writer's attitude toward the reader or subject of the message being conveyed. The overall tone of a written message affects the reader just as tone of voice affects the listener in a face-to-face oral conversation. The tone of a letter reflects the attitude of the writer to the addressee and the relationship between them. Using the appropriate words, sentences and formulas are essential in setting the right tone.

Before you begin writing a letter, set the proper tone by considering the following questions:

- Why am I writing this letter?
- To whom am I writing to and what do I want him or her (or them) to understand?
- What kind of style or tone should I use?

The style or tone that you use directly affects how the reader will interpret what is said. For example if Bill is writing a cover letter for a position as a Sales Representative and he is unsure that he will be able to succeed at such a position, he might use phrases such as:

“I hope that you will contact me...” and “I know that my qualifications are limited, but...”

The reader is likely to interpret these phrases to mean that Bill is not really qualified for the position, lacks confidence or even that he does not really want the position. Clearly, Bill is not assuming an appropriate tone given his goals. Using the three questions above he should instead consider that:

- He is applying for a position as a Sales Representative.

- He wants the employer to invite him in for an interview.
- The employer will look for highly motivated and confident individuals.

Assuming that Bill considered these three important questions in setting the right tone, he could rewrite his cover letter to include such phrases as: “You can reach me at this telephone number; I look forward to hearing from you.” or “My qualifications make me an excellent applicant for this position...”

The tone of the message has changed drastically to convey confidence, clarity and sound qualifications.

FOUR BASIC TONES

Let us see four basic options for letter tone-forceful, passive, personal, and impersonal-including how and when to use each.

Forceful Tone

Forceful tone is used when addressing subordinates or others who, basically, have to do what you tell them to do. You are not asking them; you are ordering them in no uncertain terms-which you can do, because you have the power.

This does not, however, give you license to crude. Indeed, the real skill is in getting people to follow your commands without harboring ill will toward you. To achieve a forceful tone in your writing:

- Use the active voice.
- Be direct.
- Take a stand.
- Avoid uncertainty phrases and words, for example, “might” ,

“may”, “perhaps” and etc..

- Be clear.
- Be positive.

Passive Tone

Passive tone is used when addressing superiors and others who, basically, you have to listen to and please—bosses, customers, clients.

To achieve a passive tone in your writing:

- Suggest and imply.
- Do not insist or command.
- Use the passive voice when possible.
- Do not pinpoint cause and effect. Focus on the solution to the problem rather than assigning blame.
- Use qualifiers, such as “might be”, “may”, “approximately”, “roughly”.
- Divert attention from the problem to the solution.

Personal Tone

Personal tone is used when you want to give support or establish or improve a relationship. It is most appropriately used with people you know or at least with people whose situations you know about and empathize with. To achieve a personal tone in your writing:

- Be warm.
- Use the active voice.
- Use personal pronouns, such as “I”, “we”, “you” and so forth.
- Use the person’s name.
- Use contractions, for example “we’ll”, “it’s”, “they’re”, “can’t” and so on.