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世纪高职高专规划教材 · 国际经济与贸易系列

WAIMAO HANDIAN
JIAOCHENG

外贸函电教程

施士宇 © 主编



中国人民大学出版社

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21世纪高职高专规划教材·国际经济与贸易系列

外贸函电教程

A Course in Business Communication

施士宇 主编



中国人民大学出版社
· 北京 ·

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外贸函电教程

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前言

“无数调查表明，在晋升所必备的个人因素中，商务交际能力名列第一。”这是美国商务交际教授墨菲说过的话。墨菲教授所说的商务交际能力，是指商务口语和以函电为重要内容的商务书面语两个方面的交际能力，由此可见商务函电的运用能力对于个人发展的重要性。从商务活动本身来看，商务函电的重要性同样不可小视。在现有的几种商务交际工具中，商务函电仍然是不可或缺的一种。没有国际商务函电，大量国际商务活动便不可能进行。这是外贸函电课程开设的背景，也是本教材编写出版的理由。

本教材共 15 章。第 1 章提纲挈领地展示了外贸函电基础知识；第 2~12 章按常规贸易业务流程，即建立商务关系、发盘、报盘、还盘、推销、订购、支付、包装、装运、保险、投诉与索赔等，阐述各环节函电；第 13~15 章分别阐述灵活贸易方式函电、公务与私人邀请函电以及商务同行交往函电。

第 1 章“商务函电纲要”，以实用语句汇集、简易图表与例证、简略文字说明等方式，介绍商务函电撰写原则、商务信函结构与格式、电子邮件撰写要求、电子邮件格式等项常识；在第 2~15 章中，每章按五大项展开，这五大项依次是信函与电子邮件（附注释、词汇与短语）、实用语句、信函与电子邮件汉译、练习、练习答案。而在练习项内，又分列 5 道大题，即选择题、填空题、语句英译汉、语句汉译英、信函汉译英。各章在阐述相关知识的同时，十分注重学生实践能力的训练。

“外贸函电”是一门重视实践的课程，而该课程的课堂教学实践又使本书编者感悟良多。

第一，外贸函电课，既是函电写作课，又是英语培训课。函电写作要领与写作技巧固然是教学中的难点与重点，但从学生现实情况看，英语语言本身的障碍往往更大。教材必须在传授函电写作知识的同时，从英语词汇与结构入手，帮助学生解决语言基本功问题。

第二，外贸函电课，既要强调函电要求，又要注重商务知识。外贸函电课不是普通商务英语课，函电写作原则、格式、内容安排等都有自己较为独特的要求，但这门课程必须以国际贸易实务等方面的基础知识为铺垫。



第三, 学生学习外贸函电, 似应紧扣模拟表达环节。因此, 教材必须加强模拟点的挑选, 提供具有代表性的句式与较具时代特征的范文, 让学生通过教师指导, 在理解的基础上模拟句型、套写新句, 进而组句成篇。

基于上述心得, 编者力求本书体现如下特色:

- 基础英语训练特色。为扫清语言障碍, 第 1 章的各节内容以及此后各章的范文式的信函与电子邮件后分别附设“词汇与短语”, 并以国际音标注音(第 14 章的注音范围扩展至作为练习的函电); 自第 2 章以后, 各章附设语言学习性质的“注释”; 各章范文式函电语句规范, 文字简洁, 内容难度适宜; 书末附设全书出现的“注释款目”(共 220 条)及“总词汇短语表”(词汇短语共 852 个), 均按顺序编排, 便于连带查询或追溯查询。

- 国际贸易实务特色。各章各类型练习的组织, 不仅追求内容的较大覆盖面, 而且力图利用练习语句对国际贸易实务的相关问题作一般性说明; 第 13 章“灵活贸易方式”的内容安排, 既满足外贸函电学习的实际需要, 又着力帮助学生复习或学习国际贸易知识; 各章配备知识性中文“小贴士”, 以简洁的文字对函电中出现的诸如汇票、本票、清洁提单、预约保险单之类的概念加以解说, 为函电范文的教学铺平道路。

- 函电技能实训特色。范文式函电的选材与设计, 尽可能避免长句、长段、长篇, 贯彻现代函电撰写原则, 激发学生的学习兴趣, 便于模拟套写; 单选及语句翻译练习旨在加强技能训练, 各部分紧扣主题, 不蔓不枝; 函电填空练习与函电翻译练习的组织, 更为课堂教学与课后复习巩固提供了更多的实训材料。

参加本教材编写的人员除主编外, 还有许明月(第 10 章、第 11 章)、施煦(第 13 章、第 14 章、第 15 章)。

在本教材编写过程中, 为博采众长, 编者参阅了国内较多数量的同类著作, 并吸收了其中少量语句; 又借鉴了国外近期相关著作所推出的函电知识成果, 使教材内容更加贴近当前国际贸易实际; 还引用了互联网上一些企业的网页资料及相关网购商品信息。本教材的编写得到了中国人民大学出版社的大力支持。特此一并鸣谢。

施士宇

2012 年 8 月

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Fundamentals of Business Correspondence

商务函电纲要



7C Principles and 12 Rules: 10 Useful Sentences

关于 7C 原则与 12 条规则的 10 个实用语句

1. Called the “seven Cs”, the principles for business communication put forward by Professor emeritus Herta A. Murphy, University of Washington, and her two colleagues in University of Michigan are completeness, conciseness, consideration, concreteness, clarity, courtesy and correctness.
美国华盛顿大学赫塔·A·墨菲荣誉退休教授以及她在密西根大学的两名同行，共同提出了商务交际的“7C”原则：完整、简洁、体贴、具体、清楚、礼貌、准确。
2. Be complete in giving your message receiver all necessary information.
完整地收件人提供一切必要的信息。
3. Apply the second C, conciseness, through eliminating wordy expressions, including only relevant material, and avoiding unnecessary repetition.
运用第二个 C 原则——简洁，摒弃冗长语句，只用相关材料，避免不必要的重复。
4. Consideration means putting yourself in the place of your audience, focusing on “you” in place of “I” or “we”.
体贴意指让自己处于收件人位置，处处为“你”着想，而不是以“我”、“我们”为中心。
5. Insert specific, definite, and vivid words to make your message concrete, the fourth C principle.
插入特定的、确切的、生动的词语，使你传递的信息符合第四个 C 原则——具体。
6. Think of clarity as using words that are familiar to the message receiver, and as using short sentences that contains one main idea.

清楚,应看成是使用收件人熟悉的词语,使用仅包含一个中心意思的短小语句。

7. The sixth C principle, courtesy, means being tactful, thoughtful, and appreciative.

第六个C原则——礼貌,意指得体、体谅、有感激心。

8. The last of the seven Cs focuses on correctness in grammar, punctuation, and spelling, and on giving thought to the right level of language and the checking of figures, facts and words.

7C原则的最后一条——准确,强调语法、标点符号及拼写的准确性,重视对语言恰当级次的运用,重视对数字、事实与用词的查验。

9. Robert W. Bly, director of the Center for Technical Communication, Dumont, NJ, and Ms. Kelly, his colleague, believe that in today's world of instant e-mails and concise letters, your reader doesn't have time to waste, and neither do you. Therefore they offer 12 rules for the writing of business e-mails and letters.

(美国)新泽西州杜蒙特技术交流中心主任罗伯特·W·布莱伊及其同事凯利女士认为,在当今即刻交流的电子邮件和简明书信的世界,收件人没有时间可以浪费,发件人也不例外。因此他们就商务电子邮件及一般信件的撰写提出了12条规则。

10. The 12 Rules by Mr. Bly and Ms. Kelly are: 1) getting organized; 2) knowing the reader; 3) avoiding "corporatese"; 4) favoring the active voice; 5) avoiding lengthy sentences; 6) being specific; 7) being simple; 8) defining your topic; 9) developing adequate content; 10) being consistent in usage; 11) shunning dull, wordy prose; and 12) using short blocks of text.

布莱伊先生与凯利女士提出的12条规则是: 1) 组织好内容; 2) 了解收件人; 3) 避免行话、套话; 4) 使用主动语态; 5) 避免长句; 6) 力求具体; 7) 力求简洁; 8) 话题要界定; 9) 内容要充实; 10) 用词要一致; 11) 避开枯燥冗长的语句; 12) 使用短小段落。

Business Letters: 10 Useful Sentences

关于商务信函的10个实用语句

1. Among the several communication tools, business letters remain an indispensable part of business communication.

在现有的几种商务交际工具中,商务信函仍然是不可或缺的一种。

2. Without business letters, many of the ordinary activities of business would not be possible.

没有商务信函,大量的商务活动便不可能进行。

3. Business letters are one of the best ways to ensure that your message is accurately received, particularly if you are discussing technical or highly detailed information.

商务信函是确保你的信息被他人准确接收的最佳方法之一,在涉及技术信息或非常详细的信息时尤其如此。

4. Business letters serve as a part of a company's permanent record.

商务函件是公司永久档案的一部分。

5. Business letters function as written contracts, fully recognized by the courts.
商务信函可以作为书面合同而得到法律的完全认可。
6. Business letters can act as formal or informal public relations material.
商务信函可以作为正式或非正式的公关材料。
7. Basically, a business letter is composed of seven parts, namely, the letterhead and date, inside address, salutation, body, complimentary close, signature area and reference initials.
商务信函基本上由七部分组成：信头与日期、封内地址、称谓、正文、结尾敬语、签署区以及备查人首字母。
8. In addition to the seven basic parts, a business letter may also include some optional parts, for example, attention line, subject line, enclosure notation, copy notation, file number and mailing notation, and postscript.
除七个基本部分以外，商务信函还可能有一些选择性部分，例如经办人姓名、事由、附件标识、抄送标识、归档号码与付邮标识以及又及。
9. The three business letter formats most used in the international business world are the block-style format, the modified block-style format, and the semiblock-style format.
国际商务界大量使用的商务信函的三种书写格式是：平头式、改良平头式与半平头式。
10. When writing a business letter, you must bear in mind that every letter that leaves the office is the very image of the firm in which you are working.
撰写商务书信时务必牢记，离开办公室的每一封信都代表你所在公司的形象。

The Structure of Business Letters

商务信函结构

1. Parts of a Business Letter: 7 Basic Parts

商务信函的7个基本组成部分

Basic Parts

Basic Parts	基本部分
(1) Heading: Letterhead and Date	(1) 信头与日期
(2) Inside Address	(2) 封内地址
(3) Salutation	(3) 称谓
(4) Body	(4) 正文
(5) Complimentary Close	(5) 结尾敬语
(6) Signature Area	(6) 签署区
(7) Reference Initials	(7) 备查人首字母

**Basic Parts: A Sample**

(1) Heading : Letterhead and Date	<p style="text-align: right;">Fictional Firm Letterhead 0000 Make-Believe Street Noplace Real, NJ 10000</p> <p>[put the date here]</p>
(2) Inside Address	<p>[This is the company or person you are writing your letter to.]</p> <p>Street Name</p> <p>Town/City, State/Province, ZIP Code</p>
(3) Salutation	<p>[This is your “hello” greeting. If you do not know the person’s name, use <i>Dear Sirs</i>, <i>Dear Sir</i>, or <i>Dear Sir or Madam</i>: and when you are writing to an organization rather than an individual, you can write <i>Dear Ladies and Gentlemen</i>, or <i>Gentlemen</i>:]</p>
(4) Body	<p>[The body, as its name suggests, is the primary part of the letter. It follows the salutation. Most business letters are single-spaced, unless they are very short and double-spacing will better fill up the page.]</p> <p>[When you start a new paragraph, drop down two line spaces and begin. In a full blocked style you do not indent the first line.]</p> <p>[When the body of a letter is two or more pages, each page beyond the first is headed by the addressee’s name, page number, and date. This information is typed at the top of the sheet with the same margins as the first page.]</p>
(5) Complimentary Close	<p>[This is where you say, <i>Sincerely yours</i>, or <i>Best wishes</i>, or <i>Very truly yours</i>. Note the first word of the complimentary close is capitalized; the second word is not.]</p>
(6) Signature Area	<p>[Your signature goes here.][Type your name below it.]</p>
(7) Reference Initials	<p>[Initials of the composer of the message along with the typist, for example, MLO/mb]</p>



2. Parts of a Business Letter : 6 Optional Parts

商务信函的 6 个选择性部分

Optional Parts

Optional Parts	选择性部分
(1) <i>Attention Line</i>	(1) 经办人姓名
(2) <i>Subject Line</i>	(2) 事由
(3) <i>Enclosure Notation</i>	(3) 附件标识
(4) <i>Copy Notation</i>	(4) 抄送标识
(5) <i>File Number and Mailing Notation</i>	(5) 归档号码与付邮标识
(6) <i>Postscript</i>	(6) 又及

3. The Position of the Basic Parts and Optional Parts

基本部分与选择性部分在信函中的位置

Basic Parts and Optional Parts

The position of the parts	各部分在信函中的位置
1 Heading : Letterhead and Date	1 信头与日期
5 <i>File Number and Mailing Notation</i>	5 归档号码与付邮标识
2 Inside Address	2 封内地址
1 <i>Attention Line</i>	1 经办人姓名
3 Salutation	3 称谓
2 <i>Subject Line</i>	2 事由
4 Body	4 正文
5 Complimentary Close	5 结尾敬语
6 Signature Area	6 签署区
7 Reference Initials	7 备查人首字母
3 <i>Enclosure Notation</i>	3 附件标识
4 <i>Copy Notation</i>	4 抄送标识
6 <i>Postscript</i>	6 又及



Basic Parts and Optional Parts: A Sample

1 Heading : Letterhead and Date	<p style="text-align: center;">Fictional Firm Letterhead</p> <p style="text-align: center;">0000 Make-Believe Street</p> <p style="text-align: center;">Noplace Real, NJ 10000</p> <p>[put the date here]</p>
5 File Number and Mailing Notation	<p>[To aid in filing and quick retrieval for both the sender's and reader's company, some firms require that file or account numbers be typed here. Mailing notation words such as <i>Special Delivery</i>, <i>Certified</i>, or <i>Registered Mail</i> may also appear here.]</p>
2 Inside Address	<p>[This is the company or person you are writing your letter to.]</p> <p>Street Name</p> <p>Town/City, State/Province, ZIP Code</p>
1 Attention Line	<p>[Use an attention line to direct a letter to a particular person or title or department in an organization]</p>
3 Salutation	<p>[This is your "hello" greeting. If you do not know the person's name, use <i>Dear Sir or Madam:</i> and when you are writing to an organization rather than an individual, you can write <i>Dear Ladies and Gentlemen:</i>]</p>
2 Subject Line	<p>[The subject line helps tell your reader at a glance what your letter is about.]</p>
4 Body	<p>[The body, as its name suggests, is the primary part of the letter. Most business letters are single-spaced, unless they are very short and double-spacing will better fill up the page.]</p> <p>[When you start a new paragraph, drop down two line spaces and begin. In a full blocked style you do not indent the first line.]</p>



	[When the body of a letter is two or more pages, each page beyond the first is headed by the addressee's name, page number, and date. This information is typed at the top of the sheet with the same margins as the first page.]
5 Complimentary Close	[This is where you say, <i>Sincerely yours</i> , or <i>Best wishes</i> , or <i>Very truly yours</i> . Note the first word of the complimentary close is capitalized; the second word is not.]
6 Signature Area	[Your signature goes here.] [Type your name below it.]
7 Reference Initials	[Initials of the composer of the message along with the typist, for example, MB/mo]
<i>3 Enclosure Notation</i>	[To remind whoever prepares your envelope for mailing that something is to be enclosed.]
<i>4 Copy Notation</i>	[When you want persons other than the addressee to receive a copy of your letter, the names of the persons should be typed here. Type "cc" before the names.]
<i>6 Postscript</i>	[To emphasize a point already in your letter or to include a brief personal message unrelated to the letter, you may use this part starting with <i>P.S.</i> , <i>PS</i> , or <i>PS:</i>]



The Format of Business Letters

商务信函格式

1. Block-Style Format

平头式

There are no indentations in this letter. All lines are typed against the left hand margin. The block-style letter is very popular, because it is simple and reflects efficiency.

此类信函无缩行，所有各行的打印均与左侧边缘取齐。因其简单而又富于效率，平头式信函很受欢迎。



1 ① Block-Style Format: A Sample

CAPITAL FOODS CO., LTD.

15 Parkgate Road, London, SW12 4NQ, U.K.

July, 20, 2011

Easydo Enterprises Company

16, Mechlin St.

Monrovia,

Liberia

Dear Sir,

Re: Contract No. SF1768

Reference is made to your Order No. A.179 of June 6 covering 200 metric tons of green beans.

We are sorry to inform you that we have not yet received the relative L/C to date which should have reached us on or before July 6 according to our Contract No. SF1768, but this limit has now passed.

While requesting you to rush the covering L/C, we have to ask you to extend the date of shipment to the middle of August.

We look forward to your early reply.

Truly yours,

Alex Longman

Alex Longman

Manager

Sales Department

MB / mo

Encl. 3

2. Modified Block-Style Format

改良平头式

The difference between the modified block-style letter format and the block-style format is the fact that the date, the complimentary closing and the signature area of the former are placed slightly to the right of the page center. There are no indentations.



改良平头式与平头式的区别在于，前者的日期行、结尾敬语及签署区处于页面中线偏右处，信函无缩行。

1 ② Modified Block-Style Format: A Sample

CAPITAL FOODS CO., LTD.

15 Parkgate Road, London, SW12 4NQ, U.K.

July, 20, 2011

Easydo Enterprises Company
16, Mechlin St.
Monrovia,
Liberia

Dear Sir,

Re: Contract No. SF1768

Reference is made to your Order No. A.179 of June 6 covering 200 metric tons of green beans.

We are sorry to inform you that we have not yet received the relative L/C to date which should have reached us on or before July 6 according to our Contract No. SF1768, but this limit has now passed.

While requesting you to rush the covering L/C, we have to ask you to extend the date of shipment to the middle of August.

We look forward to your early reply.

Truly yours,
Alex Longman
Alex Longman
Manager
Sales Department

EEL / MB
Encl. 3



3. Semiblock-Style Format

半平头式

In the semiblock-style or indented style format, the paragraphs are indented five spaces from the left of the margin. The date, the complimentary closing, and the signature area are placed slightly to the right of the page center.

在半平头式或称缩行式中，正文各段落自页面左侧边缘缩进 5 个字符位置。日期行、结尾敬语及签署区处于页面中线偏右处。

1 ③ Semiblock-Style Format: A Sample

AUSTRALIAN TEXTILES IMP. & EXP. CORP.

2458 Empire Road, Sydney, Australia

Tel: 0061-6291700 Fax: 0061-62917001

September 20, 2010

Chinese Textiles Imp. & Exp. Corp.
180 Changan Road, Beijing 100000
China

Gentlemen:

Re: Wool Material

Thank you very much for your enquiry dated September 5 about our wool material. As requested, we have airmailed our illustrated catalogue, pricelist and sample books under separate cover.

As to terms of payment, it is our custom to trade on the basis of a confirmed and irrevocable letter of credit.

Our wool material has enjoyed popularity in the world market for its excellent quality and low price for many years. We are convinced that our products will no doubt help you expand your market.

We are awaiting your early reply.

Yours truly,
Alex Longman
Alex Longman
Manager
Sales Department

SG / jw
Encl. 3