

商务英语专业中高职一体化系列教材

总主编 李德荣

# Writing Workplace Documents

## 工作文件写作

主编 / 周慧菁

上海商贸职业教育集团 组织编写



立信会计出版社

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中国的企业正在向与国际接轨的现代企业转型。这一转型就宏观层面而言,是一种文化的转型。其成功与否,取决于能否借鉴世界上(尤其是发达国家和地区)已被证明为成功的企业管理文化。企业管理文化博大精深,至关重要。它大可涉及国计民生、社会安定、企业责任、管理风格,小可涉及计划安排、日常管理、服务态度、待人接物。这一文化是整个社会文化的一个重要组成部分,且直接影响人民生活。令人遗憾的是,对这一文化至今尚缺少应有的关注和倡导。

上海商贸职业教育集团根据国家经济发展战略和教育部构建现代职业教育体系的要求,从2009年起致力于各级各类职业教育协调发展的研究和中高职教育有效衔接的实践,完成了中高职教育定位正确、专业培养目标与职业岗位培养方向对接、学历证书与人力资源和社会保障局职业资格证书融通的《会计》、《市场营销/连锁经营管理》、《金融事务》、《国际商务》、《现代物流》、《应用艺术设计》、《酒店管理》和《商务英语》8个中高职教育专业教学方案。其中《商务英语》是基于国际化视野、有机融入企业文化、所有课程进一步突出能力标准的全新开发的专业教学方案。

《商务英语》专业教学方案致力于引进新的国际教育教学理念,从理论到操作层面对旧的课程设置和教学内容进行改革,使之既与国际接轨,同时又适合中国国情。该教学方案大力引进国外课程,解决英语学习和专业学习的矛盾,意在终结英语学习和专业学习“两张皮”的历史,并探索中高职教育如何实现有效衔接或在一体化的研究中取得积极的进展。项目论证的有关专家一致认为,新方案从实际而非概念出发,借鉴发达国家成功经验,大胆创新,为中高职商务英语专业的发展,开创了值得努力探索和实践的新道路。

该专业教学方案配套教材计划开发12种,按教学进程需要,我们将以下8门课程列入首批编写,这些课程包括《企业与社会》、《电话交流技能》、《工作场所交流技能》、《工作文件写作》、《商务谈判》、《管理学基础》、《国际贸易》和《营销学基础》。这些教材以英语为载体,介绍先进的企业管理文化,同时具有语言教材的一些特点,使之适合中国学生学习。与传统教材相比,新教材具有下列特点。

## 1. 专业课程体现专业特色,迈出与国际接轨的步伐

以往的专业课程没有明确的规定和规范,各校根据自身的条件和情况开设,有的侧重外贸,有的侧重营销,也有的将重点放在开设一些单证、报关等实务课程。新教材积极借鉴国外相关经验,从培养目标出发,以“能用英语从事商务活动”为教改基本思想,以英语应用能力和商务实践能力为重点,以求达到“知识型、发展型技能人才”的培养目标。把商务专业知识的学习与英语学习自然地融合在一起,让学生既学专业,又学英语,两者相辅相成,相得益彰。

## 2. 切实做到中高职课程衔接

以往中高职互不通气,各行其是,所开设的课程有相似,亦有重复,非常不利于专业建设。新教材对中高职课程进行了明确的界定,即使是同一门课程,对课程内容和教学方式也作了明确的区分,尤其是对“双语”、“全英语”的界定,保证了中高职课程的有效衔接。

## 3. 标准细化,便于操作

新教材对课程的知识 and 技能要求作了全新的诠释和详尽的规定,由浅入深,知行一体,经过一定的教学思想的提示,十分有利于课程的实施。在体例上,这套教材既是专业教材,又具有语言教材的特点。在介绍专业知识的同时,对专业知识的语言载体——包括词汇、句型、习惯用法、商务英语的特点等用注释、标示及各类练习等手段,让学生掌握并应用,提高英语水平。这一新的尝试,旨在努力改变以往商务英语专业存在的英语学习和专业学习“两张皮”的状况,开创一条专业学习与英语学习融合的新路。

## 4. 运用先进的教学理念

教材从内容到形式均为创新型教材,从教学内容到教学手段,既充分与国际接轨,同时又适合于中国学生,为国内首创。在专业知识介绍方面,内容上力求基础、实用,文字上力求简明、通俗,以适合职业教育的特点和学生现有的英语水平。

我国的职业教育与发达国家相比差距很大。这也使它具有较大的发展空间和创新空间。职业教育的发展需要更多的关注、关心和扶持。本套教材系新创,问题和不足在所难免,希望广大教师在使用中提出宝贵的修改意见,以使本套教材得到不断完善。

上海商贸职业教育集团常务副理事长

冯伟国

2012年8月12日

现代职业教育注重培养生产、技术、管理、服务等第一线的应用型人才,突出实用性和针对性,强调学用结合,培养分析和解决实际问题的能力,注重实践性教学,以能力的培养为中心,基础知识以“必需、够用”为限,关注学生的可持续发展,加强培养其学习能力、适应能力,进一步提高发展的能力。然而,在现行的教育体系中,由于普通职业教育和高等职业教育存在条块分割、上下脱节等问题,在不少课程上会出现教材内容重复,或者很难找到既适应职业教育特点又符合专业要求的教材的现象。有鉴于此,本教材尝试探索中高职教材有效衔接的道路。

商务英语的写作能力是从事国际贸易和其他对外工作的重要组成部分。本教材不仅是英语语言类专业基础课,也是国际商务专业的专业课程之一,其讲授的内容是实际业务中非常重要的应用技能。本教材旨在让学生学会用英语来从事简单的商务活动,学会用英语来解决商务往来中可能会经常出现的实际问题;其目的是解决学生“会不会”的问题,要“教会”学生,而不仅仅是“教懂”学生。

本教材是一册英语商务写作的入门教材,供高职高专商务英语专业学生和相关专业(如国际贸易、国际营销、涉外旅游等)学生使用。目录中标有星号的单元可供中职学生使用,同时也供未学过这些内容的高职学生使用。本教材具有以下特点。

### 1. 专业性

本教材的主要目标是帮助学生获取商务英语写作的基础技能。为此,教材提供了各类常见工作文件的基本框架和大量实例,对如何用英语写备忘录、商务信函和简短报告作了详尽的阐述,帮助学生在获得感性认识基础上提高商务写作能力,为学生今后用英语从事商务工作打下扎实的基础。

### 2. 实用性

鉴于大部分中高职学生本身英语水平有待提高,本教材努力做到专业教材与语言教材的融合,便于学生既学英语,又学专业。本教材努力做到以学生为中心,设计了多样化的词汇和写作练习,将使学生的语言能力和专业写作能力紧密结合在一起,避免学语言和学专业分离的弊病。

### 3. 实践性

本教材重视强化基础技能训练,采取循序渐进和精讲多练的方式,帮助学生真正学懂学会。本教材的练习板块包括“Practise your vocabulary”、“Writing skills”和“Workshop”,从遣词造句到文件写作,不仅形式多样,内容丰富,而且目标明确,针对性强,能有效地帮助学生逐步提高商务英语的写作能力。

为方便教学,本书配有习题参考答案,需要的读者可访问 [www.lixinaph.com](http://www.lixinaph.com) 获取。

帮助中高职学生获取英语商务写作的能力绝非容易,有诸多问题需不断探索。本教材是多名编者共同努力的教改尝试。由于编写时间较为紧迫,编者虽然尽了最大的努力,但难免有遗漏和错误,衷心希望广大老师和专家予以批评、指正,并将意见反馈给我们,以便在再版时改正和完善。

编者

2012年8月



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(注:标注星号的章节为中职教学内容)

Chapter

1

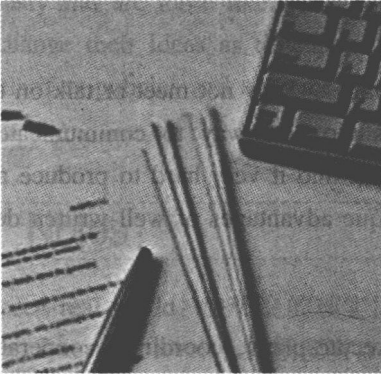
# Introduction

Chapter

Introduction

## Unit 1

### Workplace Documents: Why Are They Important?\*



**To sell more, write better. Make the most productive use of words, words that address the needs and wants of your customers.**

**Writing is still one of the best methods of communication.**

Businesses communicate all day, every day, via memo, letter, email and many other methods. In today's fast-paced real world<sup>1</sup>, the importance of good business writing skills is fully recognized. In fact, writing is still one of the best methods of communication. The majority of business jobs today require above average writing skills. Business writing has become more than a nice thing to have—it has become a necessity.

#### What Is a Workplace Document?

A workplace document is any document created in the workplace. It provides steps or instructions to carry out tasks in the workplace. It contains statistics about a workplace. It sends information about a situation, product, service, or concept to readers of varying levels<sup>2</sup>, so that each member clearly understands the message.

#### Why Are Workplace Documents Important?

Business activities and information exchanges have been rapidly increasing today. Almost all businesses recognize the importance of communicating skills, for all business activities rely on effective exchanges of information.

Communication is one of the most important aspects of a business life. Companies need to communicate internally among individuals, sections and departments. They also need to communicate with outside people such as customers and suppliers. In today's workplace, it is impossible to meet the communication needs without well-written documents like memos, letters, reports, plans, etc. . In many situations, a document is the best way of meeting those needs. Sometimes it is the only way.

### **Why Do We Write?**

Why do we write? It is tiring and time-consuming<sup>3</sup>. Why not meet or talk on the phone? It is true that writing a document is not always the best way to communicate in many workplace situations. It is also true that many people find it very hard to produce a clear and complete document. However, there are some unique advantages of well-written documents.

### **Being Functional**

Workplace documents help business people execute plans, coordinate cooperation, share messages, report working progress and solve problems<sup>4</sup>. At the same time, they help business people sell products or services, request materials or information, answer customers' inquiries, maintain good public relations<sup>5</sup>, and serve a variety of<sup>6</sup> other business functions.

### **Being Precise**

In conversations and during meetings, we don't always say what we really mean<sup>7</sup>. A badly chosen word may result in misunderstandings and it is very hard to take back our spoken words<sup>8</sup>. Also, we may forget something important or be unable to convey our ideas in a proper and formal way.

It is only when we write that we have the opportunity to think about our messages carefully before we deliver it. We can clarify our ideas and put them in a logical order. We can choose the correct words, styles, structures and tone to express our ideas in the most suitable way. We can consult references to make sure that our information is correct. We can look up a dictionary if we need to check the meaning of a word or find a more appropriate word. And the written messages can be well delivered to the readers, thus promoting a better understanding and communication.

### **Saving Time and Money**

Although the actual writing may take time, sending a document is often the fastest and cheapest way of communication. Imagine that we don't bother to entertain our readers with coffee or dinner<sup>9</sup>. Photocopies can be made and distributed quickly. Email attachments<sup>10</sup> can

be sent immediately.

### Getting the Message on the Record

In comparison with<sup>11</sup> oral communication, written communication has its own advantages of providing records, references, and legal defenses<sup>12</sup>.

By putting a matter in writing we show its importance. The written messages are taken more seriously and are more likely to get a quick response than spoken words. People may forget or change their ideas as time passes. If there is a dispute, a written record reminds them, or clarifies policies and agreements.



### Notes:

1. fast-paced real world: 快节奏的现实世界。
2. readers of varying levels: 各级读者。
3. tiring and time-consuming: 累人又费时的。
4. execute plans... and solve problems: 执行计划, 协调合作, 分享信息, 汇报工作进程, 解决问题。
5. maintain good public relations: 保持良好的公共关系。
6. a variety of: 各种各样的。
7. we don't always say what we really mean: 我们有时候会词不达意。
8. A badly chosen word... spoken words: 用词不当会造成误解, 说出去的话难以收回。
9. Imagine that... with coffee or dinner: 想象一下, 我们省去了请读者喝咖啡或者吃饭的麻烦。
10. email attachments: 电子邮件的附件。
11. in comparison with: 与……相比。
12. providing records, references, and legal defenses: 提供记录、参考以及法律证据。



### Exercises:

#### Practise your vocabulary

1. Look up these words in the dictionary and find out what they mean.

e. g. *workplace*

                     n.

                     工作场所

attachment

<i>e. g. workplace</i>	<u>          n.          </u>	<u>        工作场所        </u>
clarify	<u>                          </u>	<u>                          </u>
convey	<u>                          </u>	<u>                          </u>
coordinate	<u>                          </u>	<u>                          </u>
distribute	<u>                          </u>	<u>                          </u>
dispute	<u>                          </u>	<u>                          </u>
document	<u>                          </u>	<u>                          </u>
electronic	<u>                          </u>	<u>                          </u>
exchange	<u>                          </u>	<u>                          </u>
execute	<u>                          </u>	<u>                          </u>
inquiry	<u>                          </u>	<u>                          </u>
maintain	<u>                          </u>	<u>                          </u>
promote	<u>                          </u>	<u>                          </u>
reference	<u>                          </u>	<u>                          </u>
statistics	<u>                          </u>	<u>                          </u>
transfer	<u>                          </u>	<u>                          </u>
via	<u>                          </u>	<u>                          </u>

II. Find as many "V. + N." expressions as possible from the text and do the following exercises.

1. Fill in the blank with a proper verb and give Chinese meaning to the expression. The first one is done as an example.

- (1) execute plans ( 执行计划 )
- (2) \_\_\_\_\_ time/money ( )
- (3) \_\_\_\_\_ products/service ( )
- (4) \_\_\_\_\_ problems ( )
- (5) \_\_\_\_\_ a dictionary ( )
- (6) \_\_\_\_\_ inquiries ( )
- (7) \_\_\_\_\_ good public relations ( )

2. Use the words in the box to complete the sentences.

references communication share sell ideas report

- (1) A well-delivered message helps to promote \_\_\_\_\_.
- (2) I'm afraid that there is some misunderstanding. Let me clarify my \_\_\_\_\_.
- (3) I'm not sure about the figure(数字), but I'll consult \_\_\_\_\_.
- (4) Every two hours they \_\_\_\_\_ their working progress to the headquarters(总部).



- (5) Writing better helps to \_\_\_\_\_ products and services.  
 (6) As a team, we \_\_\_\_\_ all information and messages related to the job.

3. Match the following verbs with the nouns, and then translate them into Chinese.

convey	spoken words	_____
make	cooperation	_____
deliver	message	_____
take back	policies	_____
clarify	photocopies	_____
coordinate	ideas	_____ <u>传递思想</u>

III. Match the following adjectives with the nouns, and then translate them into Chinese.

appropriate	order	_____
complete	response	_____
logical	ways	_____ <u>恰当的方法</u>
fast-paced	document	_____
quick	understanding	_____
better	world	_____

**Exercises based on the text**

1. List three forms of workplace documents.

\_\_\_\_\_

\_\_\_\_\_

2. Compared with oral communication, written documents may provide:

\_\_\_\_\_

\_\_\_\_\_

3. Write short sentences to show the functions of workplace documents.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_