

高等院校统编教材

英 语

外事应用文教程

对外贸易经济大学
对外贸易外语一系

编

对外贸易教育出版社

高等院校统编教材

英语外事应用文教程

WRITTEN COMMUNICATION IN
FOREIGN AFFAIRS

对外贸易经济大学
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英文文法应用教程

ENGLISH FOR FOREIGN TRADE
COMMUNICATION

英语外事应用文教程

对外经济贸易大学 编
对外贸易外语一系

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前 言

随着我国对外开放政策的实行，对外政治、经济、文化关系的增长，外事交往日益频繁，不少高等学校英语系提出了开设英语外事应用文课程的要求。本教程是根据这一需要，按照国家教委（原教育部）高校英语教材编审组的计划，于1982年着手编写的。

本教程全部用英语写成，共十三章，内容包括约见、订票、订房间、邀请及答复、欢迎信、告别信、介绍信、感谢信、慰问信、正式讲话等。每章包括：有关应用文写法、实例、常用表达方式及练习等。本书可供大专院校英语系高年级作教材使用，亦可供外事工作者自学和参考。

先后参加过编写工作的有丁衡祈、王学文、阎善明、李月芬等同志，并由刘俊威教授作了全面整理和修改。参加本书校阅的有黄震华教授、汪廷弼教授，以及外国专家 David Herman, Pat Fitzgerald, Michael Zammett等。本书从石畏三、丁衡祈所编《外事应用文手册》中汲取了若干材料。

由于水平所限，本教程还有待进一步修订完善，敬请使用本书的同志，提出宝贵的批评和意见。

编者

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Chapter One

CHAPTER ONE

Making an Appointment by Letter

In writing for an appointment, the most important points that should be borne in mind are courtesy, clarity and conciseness. A request for an appointment is asking a favour, because you will occupy the addressee's time. Though this kind of letter is not the most formal type, it must on no account be off-hand. And the writer should always consider the convenience of the person ^{whose} with whom the meeting is being suggested. To achieve clarity, you must make it easy for your reader to see at a glance the purpose of the appointment and, above all, the place and time for the suggested meeting. - Also important is conciseness. ^{19/4/30} Details are not supposed to be discussed in the letter. The time and place for these is during the forthcoming appointment. Points to be noted in letters asking for appointments are,

1. Starting with the request,
2. Stating the reason for the request,
3. Suggesting the place and time for the meeting,
4. Stressing the convenience of the correspondent, and
5. Asking for confirmation.

The response to a letter asking for an appointment is not uniform. There is total acceptance, acceptance with modification as to place or time, and refusal.

When accepting an appointment, your reply should deal with the following items:

1. Acknowledgement of the receipt of the letter asking for the appointment;
2. Acceptance of the request;
3. Repetition of the specific hour and place for the meeting; and
4. Expression of pleasure in the forthcoming meeting.

When suggesting that it is necessary to change the place or time for the meeting, you should give good reasons. The tone of the letter should be sincere. The plan for this kind of reply should include:

1. Acknowledgement of the letter asking for the appointment;
2. Presentation of reasons for modification;
3. Suggestion of alternative place or time, and
4. Asking for confirmation.

When refusing an appointment, tact is required to avoid offence. Refusal should contain the following:

1. Acknowledgement of the letter asking for the appointment,
2. Explanation of the circumstance that prevents acceptance, and
3. Expression of regret for change.

All the letters mentioned above can be addressed to an individual or organization. While writing to the former, the language might be friendly, familiar or colloquial depending on the relationship between the addressee and the writer. These letters can be written in the first person or in the name of a secretary.

Here are some examples to illustrate the principles mentioned above,

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Letters Asking for Appointments

In the following example, the addressee and the writer know each other, though they are not close friends. Therefore, the tone of the letter is courteous, but quite businesslike.

Dear Mr. Li Hua,

I shall be visiting London on Tuesday, 26th July, and would welcome the opportunity to pay you a visit with a view to discussing the impending arrival of a Chinese Study Group to this country.

May I suggest 2:30 p.m. on Tuesday, 26th July as a convenient time for my visit to your Embassy?

If this is unsuitable perhaps you could suggest an alternative time.

Yours sincerely

(Signature)

John Black

This is an example of a letter asking for an appointment. It is very short, yet, to the point.

In the following example, the addressee is a commercial counsellor. The writer's purpose in meeting him is to promote their business. So the letter is rather formal and the tone respectful.

to

Dear Mr. Li Ming,

I am writing on behalf of the members of the British Management Training Export Council to ask if we might have the opportunity to meet you and your colleagues to discuss the possible benefits of the services offered by our members to the People's Republic of China.

We seek your guidance in this matter, as we believe that the increasing industrial development of your country and the importation of equipment from Western Europe may require the training of personnel at all levels in management skills and techniques.

If you feel that the discussion would be to our mutual benefit, I would be pleased to arrange for one or two representatives from the Executive Council to meet you at a time that would best suit you.

Yours sincerely,
(Signature)
W.S.Richards
Chairman

Note: A specific time and place for the meeting is not suggested, because Mr. Li Ming is a high-ranking diplomat. In such a case the correspondent would be asked to suggest the time and the venue of the meeting.

In the following example, the writer is an officer of the Hospitality Club of a college. She is addressing one of the students. As it is only a brief note on a minor matter, the letter sounds friendly.

Dear Mr. Han:

by this week?

Could you stop by for a visit sometime this week? I have tentatively arranged for you to visit a club for blind people in South London and would like to talk to you about it. It will be a splendid chance to see the voluntary movement at work, and I know the blind people will love to meet and chat with you.

Yours sincerely,

(Signature)

Shirley Chapman

The following letter is addressed to a firm and written by a secretary. And it sounds rather formal.

Dear Sirs,

Mr. J. Smith, Manager of our Foreign Department is visiting the Far East next month, and plans to be in Beijing by 6th July. He would very much like to meet your Export Manager. We are running into considerable difficulties over government import licences, and he would like to discuss the situation with your Export Manager on the morning of July 6th or 7th. Please write or phone me to indicate which date is more convenient for you. We should be most grateful to have your reply as soon as possible.

Yours faithfully,

(Signature)

Mary Jones

Secretary

Note, As the letter is addressed to a firm, the salutation is "Dear Sirs", and the conclusion is "Yours faithfully." Another point of note is that the word "say" here is similar to "possibly or approximately", and is a convenient way of making suggestions.

Letters Confirming Appointments

Letters confirming appointments are usually very short.

Dear Mr. Black,

Many thanks for your letter of 5th July. I shall be delighted to see you at my office at 2:30 p.m. on 26th July.

I look forward to seeing you at that time.

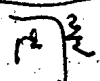
Yours sincerely,

(Signature)

Li Hua

Note: 1. It is polite to thank the person who writes to you first.

2. In order to avoid misunderstanding, it is important to mention the date of the letter asking for the appointment.

Thank you for your letter of 30th June
Dear Mr. Richard, 

Thank you for your letter of 30th June.
I suggest 17th July at 10:30 a.m. for our meeting.
If this date is convenient, kindly confirm.

Yours sincerely,
(Signature)

Li Ming
Commercial Counsellor

The tone of a letter accepting an appointment should be in conformity with that of the letter asking for the appointment. The following example is a case in point.

Dear Miss Chapman,

What a splendid chance! We shall be glad to visit the club for blind people. I shall go to see you at 10:30 a.m. this Friday to talk about the details if that is convenient for you.

Yours sincerely,
(Signature)

Han Ying

Note, Miss Chapman's letter asking for the appointment is not a formal one, so the reply is also rather friendly.

Dear Sirs,

Thank you for your letter announcinig Mr. Smith's forthcoming trip to Beijing. Our Export Manager, Mr. Ding, will be pleased to see him at 11:30 a.m. on 8th July, and would be grateful to have Mr. Smith confirm the appointment on his arrival.

Yours faithfully,

Acceptance with Modification

When the suggested time or place is not convenient, the reply might be amended as follows;

Dear Mr. Black,

Thank you for your letter of 6th July. Unfortunately, I will leave on a business trip on 24th July, and will be away from London by Tuesday, 26th July. However, I'd be delighted to see you if you could come to London after the 26th.

I am looking forward to hearing from you.

Yours sincerely,

(Signature)

Li Hua

Dear Miss Chapman,

What a splendid chance! We shall be glad to visit the club for blind people. Unfortunately, it is not possible to do so this Friday. I will be free next Friday, however. Will that suit you?

I am looking forward to your reply.

Yours sincerely,

(Signature)

Han Ying

Dear Sirs,

Thank you for your letter concerning Mr. Smith's visit to China. Unfortunately our Export Manager, Mr. Ding, is in the U.S.A. at present and will not be back until 10th July. He would, however, be pleased to see Mr. Smith if he could be in Beijing after that date. We look forward to hearing from you.

Yours faithfully,

(Signature)

Zhang Ming

Note, The date of the letter received is not mentioned but the content is repeated, so there will be no misunderstanding. However letters are usually filed either by date or file number so that this information would help trace the information more quickly.

Declining an Appointment

If the addressee does not wish to meet the person who asked for an appointment, he should write a polite letter of regret unless he purposely wants to create a negative effect.

Dear Mr. Richard,

Thank you for your letter dated 30th June. Unfortunately, we are busy preparing for the visit of a vice-premier to this country. I very much regret that I am unable to see you in the near future.

Yours sincerely,

(Signature)

Li Ming