

国际商务英文函电

International Business Communication
In English

经济日报出版社

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马龙海 编著

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责任编辑:梁沂滨 王 建

责任校对:马龙海

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前 言

国际商务的运作过程中,英文函电起着举足轻重的作用,尤其在对外经济贸易日益发展的今天,函电英语对于促进商务往来已成为一种必不可少的交际工具。

本书主要是为涉外经济类大专英文函电课程的需要编写的,可以作为英语专业学生的选修课教材,也可以作为高等院校在校学生及在职外经贸工作人员商务英语函电自修或业余培训教材。

全书共 15 章,包括国际商务英文书信、电报、电传的书写格式,文体特色分析与比较,商务函电常见的书信体裁。各章以涉外交易的基本发展顺序排列,包括建立业务关系、资信调查、询盘、还盘、订货、支付、保险、运输、申诉、索赔、理赔、仲裁,最后一章介绍了简历、求职信及公司或组织内务便函及备忘录的写作方法。为了便于学习,各章对难于理解的专业术语及语言难点在 Notes 部分进行注解,每章的生词及短语 Words And Expressions 部分给出与该章上下文相关的词义,同时给出其它义项以便扩大读者词汇量。每章提供典型的 15—20 个函电惯用语 Useful Sentences 供学习者模仿或实践参考。练习部分 Exercises 的内容与该章紧密相连,可进一步加深理解,巩固提高。相信该书不仅会起到通过信函学习和熟悉专业知识的作用,也会起到通过英文函电强化英语知识的作用。

本书编写过程中参考和借用了国内外专家学者出版的教

材及专著的个别材料和语句,一些涉外部门提供了丰富的书信实例,对外经贸大学王建副教授审读了此书,在此向他们一并致以衷心的感谢。

由于水平有限,书中难免疏漏或不妥之处,祈请专家及读者朋友批评指正。

作 者

1995 年 11 月

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Unit One . Introduction

1. Importance of Business Communication

Communication means to give or share information and ideas. We may communicate in order to cooperate with others or in order to attract them, persuade them, organise them or control them. So communication is to open the doors between people.

Business communication is the exchange of messages that support the goal of buying and selling goods or services. It is a vital factor in making the world of business run smoothly and efficiently. All business, as we know, depends upon the satisfactory exchange of information. This is more true today, in this era of rapid and substantial changes in the world business market, than ever before. Therefore, the ability to communicate well is a key to a successful business.

2. Essential of Business Communication

The purpose of communication is to obtain complete understanding between the parties involved and elicit the responses required. Effective communication will provide the opportunity to convey a message to deal transactions, to make an adjustment, to collect money, ect, and at all times

to maintain goodwill for the business organization. This often-stressed point is significant to business communication. In order to achieve good communication, the following five C's should be taken into consideration.

Clarity: Message must be expressed clearly so that the reader will understand. To get this, we should keep in mind the purpose of our correspondence. A point that is ambiguous will cause trouble to both sides. You must have a clear idea of what you wish to convey to the reader. When you are sure about what you want to say, say it in plain, simple words. Good, straightforward, and simple English is what is needed for business communication.

Conciseness: Clarity and conciseness often go hand-in-hand. It means saying things in the fewest possible words. A concise business correspondence should say things briefly but completely without losing clearness or courteousness. In short, say everything that must be said but do not waste your reader's time in words. Keep your sentences short, avoid unnecessary repetition, and eliminate excessive detail.

Correctness: Correctness here refers to appropriate and grammatically correct language, factual information and accurate reliable figures, as well as the right forms and conventions.

Errors of fact, such as price quotations and delivery dates, are often oversights that are result of careless typing, inadequate proofreading, or too hasty correction of erasures. No excuse can make such errors acceptable in business

letters. All facts should be checked and double checked.

Errors can also be made because reference books are not consulted when necessary. Special attention should also be paid to names of goods, specification, quantity, figures, units, etc.

Concreteness: To make the message specific, definite and vivid is the key point of concreteness. Whether you are writing an initial letter or a reply, you must make sure that your letter contains all the information your reader needs to act upon. Put yourself in the reader's place. Avoid incomplete information. It is necessary to check the message carefully before it is sent out.

Courteousness: Courtesy is not mere politeness. It means using good human relations skills. The courteous writer should be sincere and tactful, thoughtful and appreciative. Treat the reader with respect and friendliness and write as if you care about the reader.

Never show your anger in a letter. If the occasion demands firmness, deal with it that way. However, it must be remembered that a letter may be firm and still be courteous.

Courtesy is a positive value. It's not neutral or negative. Just because you have not insulted the reader is no sign that the tone of your letter is satisfactory. The tone must convey positive goodwill, positive warmth, and positive interest in the reader as a human being.

Another important thing is promptness. Punctuality will please your customer who dislikes waiting for days before he gets a reply.

Further more keep a "you attitude" in business communication, which simply means that you show respect for your readers' feelings and attitude. Meanwhile, please keep in mind the person you are writing to, see things from his point of view, visualize him in his surroundings, see his problems and difficulties and express your ideas in terms of his experience.

3. Layout of Business Letter

Business communication may take many forms. It includes such different types of communication as letters, interoffice memorandums, reports, telegrams, cables, telexes, resumes, and printed forms that are used for particular purposes. To make business communication as effective and productive as possible one must know and follow the conventional established forms for each type of communication. Since the business letter is the most frequently used business communication medium, we shall lay emphasis on the format and features of business letter in this book.

Form of Business Letter

(1) Modified Block Form 折衷平头式

The form most frequently used for business letters these days is the so-called modified block form in which paragraphs are not indented, but the date, complimentary close, and signature are aligned slightly past the center of the page.

INTERCITY BANK PIC

58 Jalan Tharn Jakarta Indonesia
Telephone 376018 Telex 6756

Mr S Basuki
Jakarta Furnishings
7 Jalan Arjuna
Jakarta

Your ref :
Our ref : PL/fh/246
12 January 1987

Dear Mr Basuki

Office furniture

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.
Please send us your catalogue with your prices, sizes and colours for these items.

Yours sincerely
Signature
Mr Peter Long
Manager
