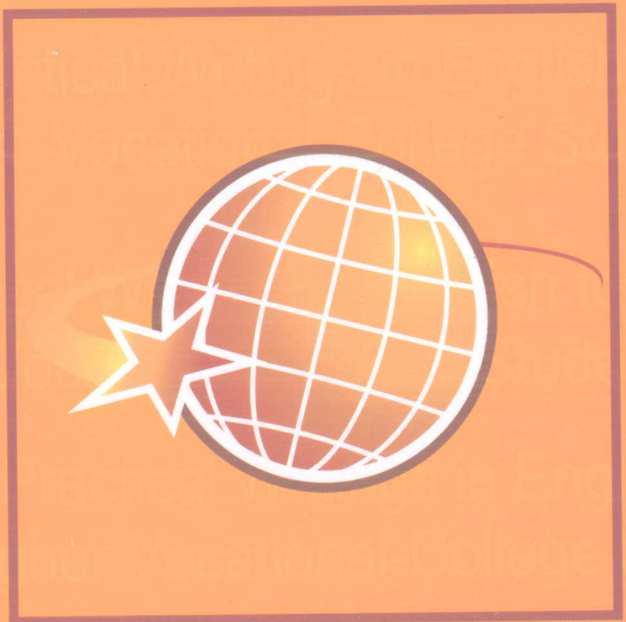
高职实用英语写作实践

Practical Writings in English for Higher Vocational-College Students

叶晓英　主编



哈爾濱工業大學出版社

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内容简介

本书主要内容包括英语应用文写作基本理论，社交礼仪书信，商业信函，求职、求学信函及相关文体，常见的合同协议文本，公司简介，商务报告以及其他常见应用文体。

本书适用于高职高专院校师生作为英语应用文写作课程教材或参考书使用，也可作为其他英语学习者自学教材。

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前　言

伴随着全球经济一体化和中国经济迅速发展，政府机关、企事业单位和人民群众的对外交流日益增多，英语已成为国内外活动、社会交流、日常生活、工作和学习等方面不可缺少的通用语言。作为涉外活动的书面沟通形式，英语应用文写作地位的重要性也日显突出。为此，近年来，各种版本的英语应用文写作方面的教材应运而生。与这些教材相比，本书的编写在内容和形式上着重从高职高专院校学生的实际出发，兼顾高职高专学生的英语学习基础掌握情况，英语学习能力及其实习毕业前后的学习工作和事业发展的需要，本着“以应用为目的、以实用为主、以够用为度”的高职教学思想为准绳进行选材，主要选择实用性强的范例，使学生能学以致用。作为本书的编者，笔者在高职院校从事商务英语教学工作多年，主讲英语应用文写作课程近十年。在教学中，笔者发现适合该门课程教学，特别是适合高职院校师生讲授和学习该门课程的教材很少见。因此，笔者结合多年高职英语应用文写作课程教学实践经验，参考了国内外优秀的教材和网上相关资源，并借鉴了笔者对相关企业进行的关于高职毕业生英语能力需求状况的调研分析结果，在咨询有关外籍专家的基础上，将多年不断修改更新的英语应用文写作课程教学讲义整理成册，编写成此书。本书编写所用语言浅显易懂，适用于高职高专院校师生作为英语应用文写作课程教材或参考书使用，也可作为其他英语学习者的英语应用

文写作学习的自学教材。

本书主要内容共有9章，包括英语应用文写作基本理论，社交礼仪书信，商业信函，求职、求学信函及相关文件，常见的合同协议文本，公司简介，商务报告以及其他常见应用文体，例如：公共标识语，便条和正式发言稿等。除第1章外，其余各章中的每个小节自成体系，主要由该小节内容简介，范文，词语释义，常见句子和课后练习五个部分组成。本书在附录Ⅰ和附录Ⅱ中的高职高专英语应用能力模拟试题A级（实用写作部分）及参考答案，便于学生们备考使用，附录Ⅲ中列出一些行业的常用术语及释义，方便读者查阅。若需要课后练习答案，可与笔者联系。

本书例文中所涉及的人名、地名、地址、公司名称、机构名称、电话号码、邮政编码、E-mail地址、各种情境、事件等，完全出于举例示范目的，如没有特殊标明来源，均为虚构。若发现有雷同之处，纯属无意巧合，敬请谅解。

本书从选材到组稿均由笔者独立完成，由于编者水平有限，书中缺点在所难免，欢迎广大读者不吝赐教，批评指正。

编者

2009年1月

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Chapter 1

Basics on practical writing in English

1.1 Writing and practical writing in English

As we know, English falls into two fundamental types: written English and oral English. Generally speaking, practical writing in English belongs to the former. As far as written English is concerned, it is composed of literature writing(文学写作) and non-literature writing(非文学写作). In literature writing, we have fiction writing and nonfiction writing. In nonfiction writing, we have poem, drama, and prose. In a broad sense, **Practical Writing**(实用写作) is included in non-literature writing. Practical writing, compared to literature writing, is part of non-literature writing for practical purposes, which has specific function and is applied widely in our daily life. Figure 1 gives us a clear picture of the relationship between writing and practical writing.

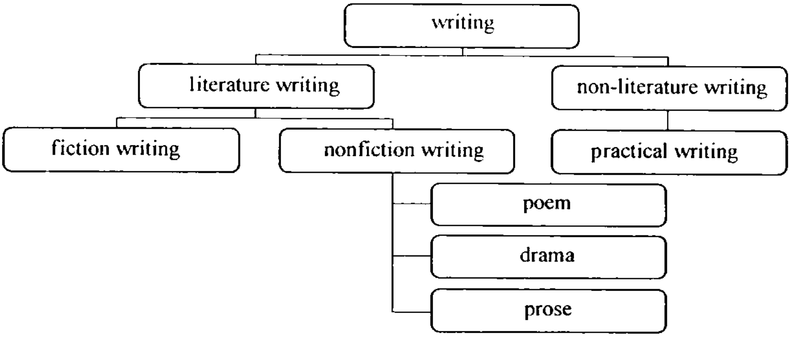
writing
literature writing
non-literature writing
fiction writing
nonfiction writing
practical writing
poem
drama
prose

Figure 1 Writing and practical writing and business writing

1.2 What makes a good practical writing in English

Different from general writing, practical writing has several characteristics of its own, which emphasizes practicability(实用性). Simply there are the following features, shortened as FICC.

Formal (F): Most practical writings have established formats such as letters, certificates, contract, and etc;

Intelligible (I): Practical writings should be easy to understand. A good writing must be clearly thought about, and well organized on paper. Its message should be understandable to the reader and its appearance on the page should be well-balanced, like a picture in a frame.

Correct(C): Incorrectly stating facts is not allowed in practical writings. Any error in spelling, grammar or choice of words will defeat the writer's image.

Concise (C): Nowadays people have been paying more and more attention to efficiency. To save time, people usually put complex thought into simple words by brief forms. Therefore, simple wording and short writing are needed in practical writing.

1.3 Basics on letter writing in English

Letter writing takes up the biggest part in practical writings in English, so it is necessary for us to understand some basics on letter writing in English. Here are letter format and envelop address in the following.

1.3.1 General format

There is a general layout or format that is followed by almost any letter written in English, where business letters and social letters are the two types that our students are mostly likely to encounter in their life.

Here we mainly talk about the formats of business letters and social letter.

Either a business letter in English or a social letter has three commonly used layouts as follows (refer to Figure 3 to Figure 8):

Block-style format. 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.

Modified block-style format. Different from a block-style letter, modified a block-style letter has the dateline and the complimentary closing typed to the right of the page center. There are no indentations.

Semiblock-style format. Paragraphs have indentation with five spaces from the left of the margin in this letter. The dateline and the complimentary closing are typed to the right of the page center.

1.3.2 Components in a business letter and a social letter

As for a business letter, it generally has 12 parts: 1. letter head, 2. date line, 3. attention line (ATTN), 4. inside address, 5. subject line, 6. salutation, 7. body of the letter, 8. complimentary closing, 9. signature (both typed and handwritten), 10. reference initials, 11. enclosure, 12. copy to (cc:). Not all of the above components are always used. The notation, "Attention line", "Subject line", "Reference initials", "Copy to" and "Enclosure" are used only as they apply to a particular letter.

A social letter mainly includes 8 parts: 1. letter head, 2. date line, 3. inside address, 4. salutation, 5. body of the letter, 6. complimentary closing, 7. signature (both typed and handwritten), 8. enclosure.

1.3.3 Understanding each component

1. **Letterhead** is the writer's address, which includes the organization's full name, street address; city, state, postal code,

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telephone, fax, and (if available) the e-mail address. Numbered street names should be spelled out if they are ten or less, but given in numerals if they are 11 or above (for example, write the Third Street, but the 13th Road).

Letterhead can be placed in the upper middle of the letter, upper right-hand or left-hand corner of your letter, which depends on the format of the letter (look at Formats of a business letter). When business letters are written on a printed letterhead stationery, it is no need to write or type letterhead again. Letterhead is always arranged in block form because it is easier to set up and has cleaner lines.

Examples:

Hongxin company
36 Beijing Street, Dalian, China
Tel: 0411-846888888
Fax: 0411-846882222
E-mail: Newway @ 163.com

2. **Date line** in a letter is located two or three below the last line of the letterhead. It may be placed flush with the right-hand margin or flush with the left-hand margin. There are two major formats commonly used to write a date. One is: the full name of the month (no abbreviations), followed by the day and the year. A comma separates the day of the month from the year. For example, October 12, 2007. That format is regarded as standard dateline writing in the United States and various other countries. The other format is widely accepted by Europe and many other countries, which is: day, followed by the month and the year, such as 8 August 2007.

3. **Attention line** is written as "ATTN", placed two or three lines below the dateline, which is seldom used in business letters. The words "Personal" or "Confidential" are used popularly.

Examples:

ATTN: Confidential

ATTN: Emergency

4. **Inside address** is placed two lines below the date or the attention line and flush with the left-hand margin. It identifies the recipient's name and title, the name of the department or office, the name of the company, the street address, the city, state, and postal code.

Example A:
Mr. John Wooding
Sales Manager
Paper Corporation
218 Weiye Street
Dalian, 116038
China

Example B:
Personnel Department
Dalian Vocational & Technical College
100 Xiabo Road
Ganjingzi District, Dalian, 116035
China

5. **Subject or reference line** (often underlined or capitalized) may be the number of an order, the name of special project or a certain date in the letter. The word "reference" is often abbreviated as Ref. or Re:, It is used to get your reader to have immediate understanding about main idea of your message, which is typed below the inside address (But some companies place the subject or reference line below the salutation of the letter).

Examples:

Subject: Work Report

Ref: Order No. 321

Re: CONTRACT NO. 2548

6. **Salutation**, or greeting, is typed two lines below subject line or below the last line of the inside address and is followed by a colon or comma. When you write to an individual in a company, use the individual's name (e.g. "Dear Mr. Jones:", or "Dear Jones" if you

know Jones well). If the person to whom you are writing has a professional title (e.g. Doctor, Professor), it should be used (e.g. Dear Professor Smith:). When you are addressing someone, use the title (Ms., Mrs., or Miss) that she prefers. When you write to a company or to an individual whose name you do not know, use Gentlemen:, Dear Sirs:, Dear Sir, or Dear Madam:. If you do not know whether the person reading the letter will be a man or a woman, you could use Dear Sir or Madam: or Ladies and Gentlemen: as a salutation. The salutation is usually followed by a colon in formal letter and by a comma in informal letter. (e.g. Dear Mr John Smith: ; Dear John,) Table 1 shows us a clear picture about relation between recipient and salutation.

Table 1 recipients and salutation

Recipients	**Salutations**
Jones White (whom you know well)	Dear Jones,
Mary Smith (whom you know not well)	Dear Ms./Mrs./Miss Smith/: Dear Professor:/Doctor Smith:
John Smith	Dear Mr. Smith:/Dear Professor Smith:
Company or organizations	Dear Sirs:/ Gentlemen
A certain individual such as the Manager, Managing director, or Secretary	Dear Sir (if you know the recipient is a man): Dear Madam (if you know the recipient is a woman): Dear Sir: or Madam (if you don't know whether the recipient is a man or a woman):

7. **Body of the letter**, the main part which you wish to communicate in your letter, begins two lines below the salutation. It is

usually typed with single space between lines and with double space between paragraphs or before the complimentary closing. Generally, the information such as to whom you are writing and why you are writing is often included. The massage you wish to communicate must be the main, most obvious part of the letter, and you must state your message clearly in your letter. As much as possible, you should write your business letters to read as if you were present and speaking to the receiver. Otherwise, you and your recipient will both waste your time to make the letter clear. Maintaining a friendly tone by right wording is needed because no one likes to make any enemy.

8. **Complimentary closing** brings your letter to the end of your letter. It is usually typed two lines below the body of the letter, followed by a comma. The first letter of the first word of the closing is capitalized. It may be typed flush with the left-hand margin or with right-hand margin. Here are some suitable complimentary closes for a business letter arranged from the most formal to the least formal:

(formal closing)	Yours truly, Respectfully yours,
(less formal closing)	Sincerely, Sincerely yours, Cordially,
(personal closing)	Regards, Personal regards, Kindest regards

(from over 300 successful business letters for all occasions)

9. **Signature** is needed in both typed and handwritten format. The typed signature is placed three or four lines below the complimentary closing with the handwritten between them.

10. **Reference initials** indicate who the letter is from, followed by who typed the letter, usually inclusive of both the initials of the writer (e.g. Mary Smith) and the initials of the typist (e.g.. Robert Green), with the writer's initials first in capital letter (e.g., MS) followed by the typist's initials in lowercase (e.g., rg).

Example: MS: rg

11. **Enclosure** is the part used to call the reader's attention to something (e.g. check, bill, or some documents) that you enclose with your letter, indicating by the word "enclosure or enclosed"

Examples:

Enclosed: a copy of ID card

Enclosure: a copy of resume

12. **Copy to,** often shorten as "cc", is typed directly below the enclosure notation or the reference initials. It indicates that a copy of a letter has been sent to the person who has been named.

1.3.4 Envelop address

The envelop for a letter usually follow the same style (block) that was used in the letter head. The writer's name and address can be placed either on the back or in the left-hand corner of the envelope. The addressee's name and address should appear on the center of the envelope. Be sure to write out in full the name of the addressee.

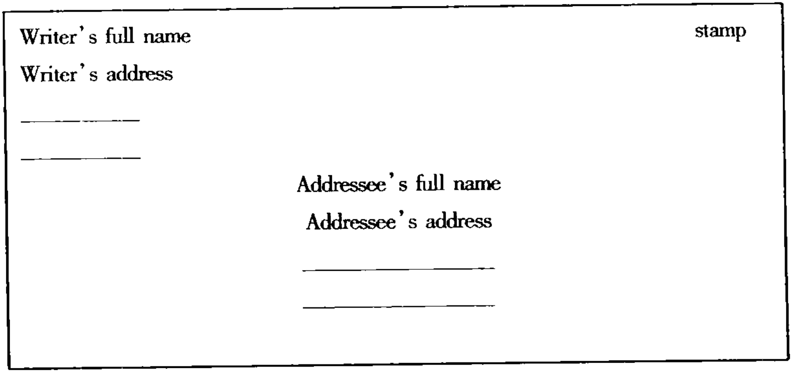
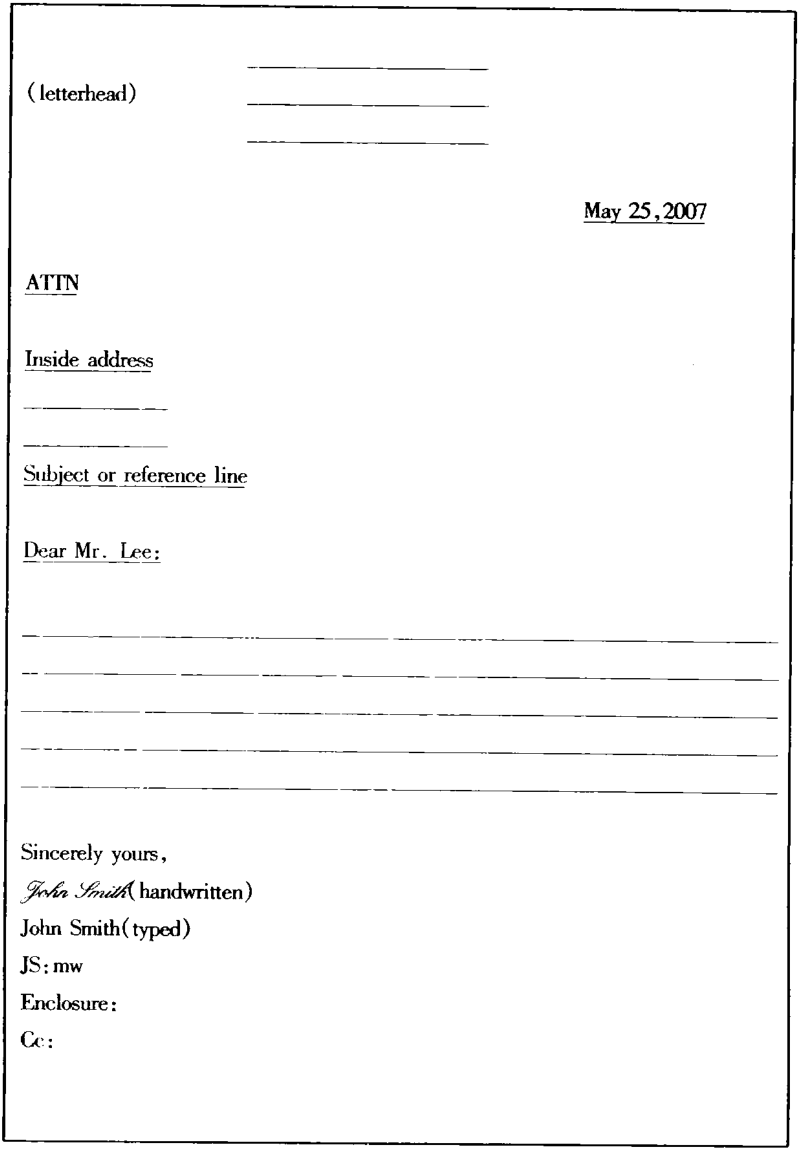


Figure 2 Model Envelope



(letterhead)

May 25, 2007

ATTN

Inside address

Subject or reference line

Dear Mr. Lee:

Sincerely yours,
John Smith (handwritten)
John Smith (typed)
JS: mw
Enclosure:
Cc:

Figure 3 Block-style business letter

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