

中等职业学校课程
改革试验成果教材

商务英语

写作

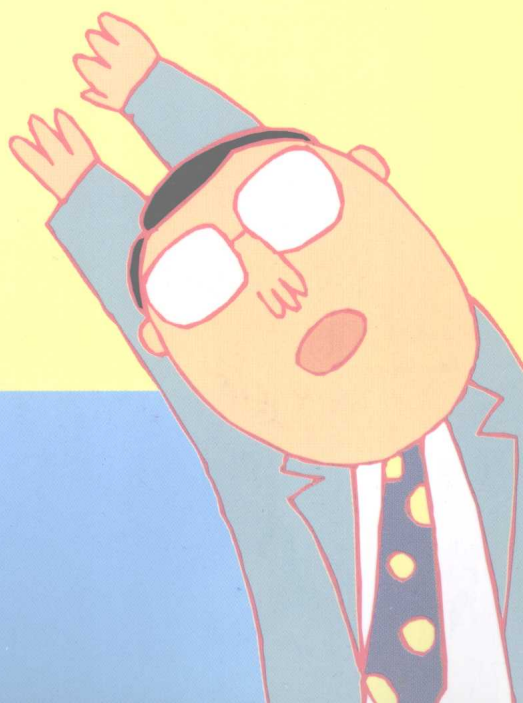
陈文珊 主编



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中等职业学校课程改革试验成果教材

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内容简介

本书是中职学校课程改革试验成果系列教材之一。着眼于新世纪条件下的中等职业教育,遵循培养应用型人才的要求,本着少理论、重操作的原则,注重培养学生的应用能力,具有鲜明的实用特色。

本书尽量使用简单的英文词汇与表达方式,同时在选材时又收录了大量的符合中职学生现状的范文,使学生既可以学习各种文体的特点,又可以通过这些特点直接从商务英语写作案例中学习相关知识。全书共 16 个单元,涉及商务信函、电子商务、外贸函电、会议纪要、日程安排、就业准备等内容,涉及了商务英语写作的多种内容和形式。

本书适用于中等职业学校商务英语、国际商务专业的教学及外贸行业的培训,也可供从事涉外商务和对外贸易工作的人员自学或参考。

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前 言

中等职业教育近年来在我国异军突起,担负着为一个越来越强大的产业大国输送技术人才的重任。早出人才、快出人才成为专家们的共识。因此,如何让起点并不高的中职学生在有限的有效学习期间内,既能基本上掌握语言知识,又能够掌握足够的专业知识,就成为一个亟待解决的问题。一个可能的解决方案就是融语言知识教学于专业知识教学当中,即学生通过专业知识的学习自然地获得语言技能,本书正是这一指导思想的一种尝试。

本教材着眼于新世纪条件下的中等职业教育,遵循培养应用技术型人才的要求,本着少理论,重操作的原则,注重培养学生基础知识的应用能力,具有鲜明的实用特色。学习者在完成基本的商务英语课程学习后,可通过学习本教材进一步提高其从事涉外商务活动所必备的英语写作技能。

考虑到目前中职学生的实际英语水平,本书尽量使用简单的英文词汇与表达方式,同时在选材时又收录了大量的符合中职学生现状的范文,使学生既可以学习各种文体的特点,又可以通过这些特点直接从商务英语写作案例中学习相关知识。全书共 16 个单元,涉及商务信函、电子商务、外贸函电、会议纪要、日程安排、就业准备等内容,涉及了商务英语写作的多种内容和形式。建议教学进度为每单元 4 课时,共 72 课时,按每周安排 2 或 4 课时计算,可一学期或分两学期学完。教师在教学中也可以根据实际情况对教材的内容加以取舍。

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本书同时配套学习资源,登录 <http://sv.hep.com.cn>,注册后即可下载相关资源。

本书的编写由上海市工商外国语学校的陈文珊、上海市商业学校的卢宁宁、上海市工商外国语学校的林娟和青岛外事服务学校的姜一瑾四位编者共同完成,陈文珊负责统稿并担任主编。具体编写分工如下:卢宁宁(第 1、2、3、8 单元),林娟(第 4、5、9、11 单元),陈文珊(第 6、7、16 单元),姜一瑾(第 10、12、13、14、15 单元)。

本书由中国职业技术教育学会教学工作委员会商贸专业教学研究会审定;伍梅

及外籍专家 Larry White 审稿,在此表示诚挚的感谢。由于编者水平有限,加之编写时间仓促,书中难免存在疏漏差错,欢迎广大读者指正为感。

编者

2008年8月

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Note



Objectives

In this unit, you will:

- ✓ Recognize the natural, frequent, and productive ways people use notes for real purposes.
- ✓ Collect examples of everyday notes and short correspondence.
- ✓ Demonstrate your ability to write notes to accomplish things of interest or importance.
- ✓ Demonstrate your ability to read and understand the notes you receive.



Lead-in Activity

In today's world, we need to keep in touch with others. We text, telephone and e-mail but writing notes is also a very good way of communication. The key to a good note is to let the person feel that you are really thinking of them. A good note keys into the person it's being sent to and reflects a special connection. Before classes, students are encouraged to locate examples of notes written to family members, colleagues, or even to oneself, and to look for everyday notes that remind, plan, request, persuade, compliment, or solve problems. Students should also look for examples of short correspondence used for inquiring, greeting, sending thanks or condolences.

Discuss with your classmates the best answers to the following questions:

- What kind of people do you think you should write a note to?
- On what occasions do you think you need to write a note?
- What do you think is the difference between a letter and a note?



Sample One: Asking for Leave

Tuesday

A. M.

Dear Mrs. Green,

I regret very much I was unable to attend the meeting this morning owing to a severe attack of illness. I am enclosing here with a certificate from the doctor who is attending me, as he fears it will be several days before I shall be able to resume my work. I trust my enforced absence will not give you any serious inconvenience.

Sincerely yours,
Jack



Notes

- Expressing regret for the inconvenience caused by taking leave.
- Stating the reason for asking for leave.
- Providing with evidence or corroboration.
- Being sincere and truthful.



Useful Words and Expressions

owing to 因为、由于

enclose v. 附上

resume v. 继续

enforce v. 强迫、迫使

have a high blood pressure 有高血压

ache all over 全身疼痛

feel very bad /very ill /unwell /poor
感到不舒服
feel run down 感觉虚弱,体力不支
have a bad appetite 胃口不好
have a sore throat 嗓子疼
have loose bowels 拉肚子,腹泻

My eyes have been sore 我的眼睛发疼
attack *n.* (疾病)的突然发作
certificate *n.* 证明
absence *n.* 缺席
inconvenience *n.* 不便

- I very much regret that. . .
- I am enclosing here with a. . .
- I trust that. . .
- I beg to apply for three days' leave of absence from May 1 to 3.
- Will you please excuse my absence on Friday?
- I apologize for not being able to keep today's meeting. Would you like to arrange another meeting next week?
- The doctor has advised a rest of three more days. I ask that you please extend my leave for the additional days.



Sample Two : A Thank-you Note—Thanks for Hospitality

April 5, 2008

Dear Betty,

Thank you so much for the marvelous weekend at your house. You and Jim are such wonderful hosts! I still enjoyed the party tremendously, In retrospect, I can't remember when I had a more pleasant time.

I warmly appreciate your hospitality. Again, thank you for unsurpassed companionship; for tender and loving care; for gifts; for everything.

I hope you will give me the chance to return your kindness when we have a party here.

With much love to both of you,
Helen



Notes

- Basically, when it comes to writing Thank-you notes, tell the people what they want to hear. Everyone wants to be appreciated.
- Tell the host or hostess that you were glad to be invited and always include something specific and positive about the visit.
- Be sincere and thankful.
- Remember to say “Thank you” in the first sentence.



Useful Words and Expressions

marvelous *adj.* 奇妙的

in retrospect 回顾

companionship *n.* 陪伴

tremendously *adv.* 绝好地

unsurpassed *adj.* 无比的, 卓越的

tender *adj.* 温柔的、体贴的

- We thank you for your. . .
- Allow us to thank you for the kindness extended to us.
- I want to thank you for including me as one of your guests.
- We'll have to get together soon; my treat this time.



Sample Three: Form of I. O. U.

To Mr. David Smith,

April 5, 2008

I. O. U. three thousand U. S. dollars (U. S. \$3,000) only, with one year from this date with annual interest at four percent (4%).

Andrew Hoffman



Notes

- State the amount you owe clearly.
- State the period for which you want to borrow.
- Identify the interest rate for borrowing.



Useful Words and Expressions

I. O. U. 今欠, 今借到; *n.* 欠条 annual *adj.* 每年的



Sample Four: Receipt

Received from Mr. Handel the following things:

One PC computer

One Jet 3200 printer.

Andrew



Notes

- A receipt is a written statement that functions as one's acknowledgement of money received or things returned.
- The receipt, made by someone for an organization, must be signed or stamped.



Useful Expressions

received from 今收到



Practice

Exercise A: Write a note of about 60 words to a friend of yours based on the following situation.

You have made an appointment with your friend to visit your former English teacher, who is ill. But for some reasons you cannot keep the appointment. Please state your reasons and express your regret for breaking the appointment. You should also express your concern for the teacher's health.

Exercise B: Choose the best answer to fill in the blanks of the following sentences.

- I am very sorry to apprise you that I am unable to attend school today _____ a stomachache.
A. according to B. since C. owing to D. because
- Please _____ the others concerned.
A. tell B. notice C. attention D. notify
- Thank you in advance for the _____.
A. favor B. kindness C. help D. appreciation
- I am in urgent need of three thousand dollars and would be very much obliged if you could _____ me the sum for a short time.
A. borrow B. lend C. receive D. return
- When you _____ this note, please come to Room 311 at once.
A. read B. take C. receive D. accept

Exercise C: Translate the following sentences into English.

- 恐怕我今天不能和你一起去海边游泳了,因为我必须在家修改我的学期论文,明天是上交的最后期限(deadline)了。
-

2. 特写此条向您请假两天。

3. 今借到体育系足球 5 个,篮球 4 个。



Supplementary Knowledge

1. Notes should be important-looking.

One good way of achieving this effect is to use simple, understandable language. Plain, familiar, words are more natural and effective than bookish ones. Artificial and stilted language may obscure your meaning and confuse the reader. Also, cut out any unnecessary words and try to keep your sentences short.

2. It is not always necessary to use complete sentences.

Ellipsis is another feature of the language used in writing notes. Some determiners (e. g. a, the, some) and some of verbs (e. g. is, are) can be left out.

3. The usual rhetorical (*adj.* 修辞的) conventions (*n.* 习惯) associated with formal letters can be absent in notes.

You may use “dear” at the beginning, and “sincerely” at the end, but you do not have to. The date is also optional but your name and the name of the person you are writing to should always be included.

Notice



Objectives

In this unit, you will:

- ✓ learn formats for writing notices.
- ✓ become familiar with various types of notices.
- ✓ be able to write various types of notices



Lead-in Activity

As one of the most commonly used forms of practical writing, notices are used to instruct and inform a large number of people about a situation. The information provided may be various; a meeting, a lecture, the opening of a new supermarket, a change of address. Notices may also list instructions and regulations needed in the workplace. In general, there are two types of notices; notices that announce something is going to happen and notices that give a warning or an instruction. Find out with your classmates the best answers to the following questions:

- What are the ways to make your notices more effective?
- What are the ways to make your notices more attractive?
- What are the main features of the language used in notices?



Sample One: Notice of a Meeting

Department Head Meeting

A meeting will be held at 2 o'clock on Friday, July 7 in the conference room to discuss the financial program of the company. All department heads are required to be there on time and every one present must prepare copies of their suggestions for the program.

Administrative(*adj.* 行政的) Office

July 5, 2008



Notes

- Heading helps readers to focus on the purpose as quickly as possible.
- Body is mainly about the information that is being conveyed.
- Name of the person issuing the notice, or the department issuing the notice.
- Position of the person issuing the notice.
- Date of the person issuing the notice.



Useful Expressions

- There will be a meeting /conference in. . .
- It has been decided by the board of directors that. . .
- All the department heads are requested /required to meet in the conference room at. . .
- It has been decided /scheduled that a meeting will be called to discuss problems concerning. . .



Sample Two: Notice of a Business Opening

The Opening of the Yantai Trading Co. Ltd

The Yantai Trading Co. Ltd, which mainly covers the import and export of household appliances, opens on Nov. 8. To mark this special occasion, customers will be able to enjoy a 20% reduction on the price of your purchase and, for the first three days, home delivery of large items is free within the urban area.

All are warmly welcome!

Address: 26, Tashan Road, Zhifu District Yantai City

Telephone: 6665533



Useful Expressions

- To mark the special occasion. 在这个特别的日子。
- Please be informed that... 敬告诸位。
- Everyone is welcome. 欢迎大家光临。
- Come and cheer them on. 欢迎前往助兴。
- We are pleased to inform you that...
- This is to announce the establishment of... company.



Sample Three: Notices Giving Warnings and Instructions

- The walking of dogs (遛狗), the consumption (*n.* 消费) of intoxicating liquor (能致醉的酒) and the playing of ball games is not allowed in this park.
- **Caution:** Passengers traveling on this ferry (*n.* 渡口、渡船) are cautioned (*v.* 警