



高等职业教育“十一五”规划教材

高职高专国际贸易类教材系列

外贸英语函电

张成伟 主 编



科学出版社
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内 容 简 介

全书共分为 15 章, 主要涉及对外贸易的一般流程、电子商务、会展和常用的商务网站。内容包括: 商务信函概述、建立业务关系、询盘和报盘、发盘、还盘、接受和发出订单、合同、付款、信用证、包装、运输、保险、投诉和索赔、电子商务、会展、常用商务网站等。此外, 本书在附录中还收录了最新的常用国际贸易术语。

本书融国际贸易专业知识、来往信函和实际业务操作为一体, 针对当前外销员考试、国际贸易业务员考试、单证员考试中所涉及到的内容加以重点阐述, 对读者的考证、考级和实际国际贸易操作能力的培养与提高有一定帮助。

本书适合作为高职高专国际贸易、财经类等专业的教材, 也可作为国际贸易从业人员的参考书。

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出版说明

进入 21 世纪, 国际竞争日趋激烈, 竞争的焦点是人才的竞争, 是全民素质的竞争。人力资源在增强国家综合国力方面发挥着越来越重要的作用, 而人力资源的状况归根结底取决于教育发展的整体水平。

教育部明确了将进行六大重点工程建设: 一是“新世纪素质教育工程”, 以进一步全面推进素质教育; 二是“职业教育与培训创新工程”, 以增强学生的就业、创业能力; 三是“高等学校教学质量与教学改革工程”, 以进一步深化高等学校的教学改革; 四是“教育信息化建设工程”, 以加快教育信息化基础设施、教育信息资源建设和人才培养; 五是“高校毕业生就业工程”, 以建立更加完善的高校毕业生就业信息网络和指导、服务体系; 六是“高素质教师和管理队伍建设工程”, 以完善教师教育和终身学习体系, 进一步深化人事制度改革。

职业教育事业在改革中加速发展, 使我国的经济建设和社会发展能力显著增强。各地和各级职业院校坚持以服务为宗旨、以就业为导向, 正大力实施“制造业与现代服务业技能型紧缺人才培养培训计划”和“农村劳动力转移培训计划”, 并密切与企业、人才、劳务市场的合作, 进一步优化资源配置和布局结构, 深化管理体制和办学体制改革, 使这一事业发展势头良好。

科学出版社本着“高水平、高质量、高层次”的“三高”精神和“严肃、严密、严格”的“三严”作风, 集中相关行业专家、各职业院校双师型教师, 编写了高职高专层次的基础课、公共课教材, 各类紧缺专业、热门专业教材, 实训教材, 并引进了相关的特色教材, 其中包括如下三个部分:

1. 高职高专基础课、公共课教材系列, 又分

(1) 基础课教材系列

(2) 公共课教材系列

2. 高职高专专业课教材系列, 又分

(1) 紧缺专业教材系列

——软件类专业系列教材

——数控技术类专业系列教材

——护理类专业系列教材

(2) 热门专业教材系列

——电子信息类专业系列教材

- 交通运输类专业系列教材
- 财经类专业系列教材
- 旅游类专业系列教材
- 生物技术类专业系列教材
- 食品类专业系列教材
- 精细化工类专业系列教材
- 艺术设计类专业系列教材
- 建筑工程专业系列教材

3. 高职高专特色教材系列, 又分

- (1) 高职高专实训系列教材
- (2) 国外职业教育优秀系列教材

本套教材建设的宗旨是以学校的选择为依据, 以方便教师授课为标准, 以理论知识为主体, 以应用型职业岗位需求为中心, 以素质教育、创新教育为基础, 以学生能力培养为本位, 力求突出以下特色:

1. 理念创新: 秉承“教学改革与学科创新引路, 科技进步与教材创新同步”的理念, 根据新时代对高等职业教育人才的需求, 出版一系列体现教学改革最新理念、内容领先、思路创新、突出实训、成系列配套的高职高专教材。

2. 方法创新: 摒弃“借用教材、压缩内容”的滞后方法, 专门开发符合高职特点的“对口教材”。在对职业岗位所需求的专业知识和专项能力进行科学分析的基础上, 引进国外先进的教材, 以确保符合职业教育的特色。

3. 特色创新: 加大实训教材的开发力度, 填补空白, 突出热点, 积极开发紧缺专业、热门专业的教材。对于部分教材, 提供“课件”、“教学资源支持库”等立体化的教学支持, 以方便教师教学与学生学习。对于部分专业, 组织编写“双证”教材, 注意将教材内容与职业资格、技能证书进行衔接。

4. 内容创新: 在教材的编写过程中, 力求反映知识更新和科技发展的最新动态, 将新知识、新技术、新内容、新工艺、新案例及时反映到教材中, 体现了高职教育专业紧密联系生产、建设、服务、管理一线的实际要求。

欢迎广大教师、学生在使用本系列教材时提出宝贵意见, 以便我们进一步做好修订工作, 出版更多的精品教材。

前 言

“外贸英语函电”是高职高专经贸类专业的核心课程之一。本书的编写宗旨是解决传统教材中存在的“所学非所用”和“所用非所学”的问题，同时也作为解决我国高职高专教育水平落后于经贸实践的一个探索。本书坚持“面向现代化、面向世界、面向未来”，以培养在市场竞争条件下求发展的高级应用型人才为目标。

本书是融国际贸易业务知识与英语为一体的英语教材，旨在使学生了解对外经贸业务的各个环节，同时学习和掌握英语在各业务环节中的应用。传统的“外贸英语函电”教材包括信函、电报和电传，学生在学习中不仅要了解英语信函的基本格式、掌握基本的写作技巧，还要学习和掌握电报的特殊文体以及大量的电传缩写。随着世界通讯手段的飞速发展，电报和电传已几乎被淘汰，而信函也在很大程度上代之以传真和电子邮件，尤其因特网的广泛使用，为公司和企业提供了一个全天 24 小时运行的在线全球市场。

与传统教材相比较，本书有以下三个特点：

1. 前瞻。尽管传统意义上的“函电”已被传真和电子邮件所替代，但从信息内容和形式来看，其基本格式、表达方式和内容都没有太大的变化——它们不过是用不同方式投递的信函，即国际贸易中电子商务必须利用标准的格式来完成信息交流，但是在翻译生成 EDI 标准格式文件前所需要的普通文本文件仍然是信函形式。因此，掌握信函写作仍然是最基本的要求。

2. 实用。本书在介绍国际贸易业务各环节的同时，加大了有关合同、信用证的份量，尤其是增加了填制合同、审核信用证、修改信用证的信函等基本技能训练环节，并设了 Case Study 模块，通过模拟的技能训练或案例讨论让学生操练，使学生犹如在进出口公司实习一样，以提高学生的实际动手能力。同时，本书针对目前学生的考证、考级，用较大的篇幅对外销员、单证员、国际贸易业务员考试中大量涉及的、重点考察的内容进行了详细的介绍。

3. 适度。将基本写作技巧、基本翻译技巧，语法重点、难点、介词习惯搭配等知识融入课文中，为学生将来进一步深造打好基础。

本书主要的编写人员有张成伟、赵春漫、张成省、张军华、刘瑜、丁卫、孙宝凤、吴静斐等，卢锦凤负责主审。

由于编者水平有限，书中难免存在不足之处，敬请读者批评指正。

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Chapter 1

Business Letter



Aims & Requirements

1. To enable students to know about the nature, goal, and contents of the course.
2. To require students to know about the significance of learning the course.
3. To help students to learn the structure of business letters.
4. To help students to learn and master the often-used words, phrases and sentence patterns in the business letters.
5. To help students to learn and master how to write a good business letter.
6. To help students to learn some additional sentence patterns about opening and concluding sentences of business letter writing.

Contents



What is international business communication?

Why should we learn the course?

How to learn the course?

Structure of a business letter.

Ways to finalize international trade.

Sequence of international trade.

Additional sentence patterns.



Focus on & Difficulties

1. Structure of a business letter.
2. Key words, phrases and sentence patterns.
3. How to write a good business letter.



What is a Business Letter ?

Usually, a business man spends a surprising amount of time in writing a letter, for he can not afford a personal visit each time he wants to transact business in various parts of the world. A good business letter is essential in achieving good communication.

Business communications are usually in the form of commercial correspondences, called foreign trade letters in our country, which refer to various kinds of English mails exchanged by the foreign trade companies (enterprises) and persons in the foreign trade activity. Business English letters are important for foreign trade. Foreign trade personnel should not only understand but also be good at business English letters.

Compared with ordinary mails, business English letters have their special forms, regular commercial terms and specific commercial conventional terms. Because of differences between east culture and west culture, business English letters are very different in the form and the content from Chinese letters.

Broadly speaking, the functions of a business letter may be said to be

- 1) to ask for or to convey information.
- 2) to make or to accept an offer.
- 3) to deal with matters concerning negotiation of business.

In addition, there are letters with no other purpose than to remind the recipient of the sender's existence.

Standard Parts of a Business Letter

Most letters consist of the following principal parts: the letter head, the date, inside name and address, the salutation, the message, the complimentary close and the writer's signature and official position.



1. The letterhead

The letter head expresses a firm's personality. It helps to form one's impression of the writer's firm. Styles vary considerably, but they contain all or some of the following elements: the company's name, address, postcode, telephone number, telex number, fax number, the name of the office or the director and even some pictures or slogans for a symbol of the company.

2. The date

A typewritten date is necessary included in the heading. It is in full, in the logical order of day, month, year (English Practice) or month, day, year (American Practice). To give the day in figures (e.g.12/10/2007) is in bad taste, and it may easily cause confusion because on Britain this date would be 12th October 2007, but in the United States and some other countries, it would mean 10th December 2007. In writing, the following principles are important.

1) The date should be placed two lines below the letterhead. For the full-blocked style, you put it on the left. For the blocked or semi-blocked you put it on the right.

2) The date should be typed in full and not abbreviated, e.g.

September, (not Sept.)

October, (not Oct.)

3) Do not give the dates in figures for they may cause confusion. For the date, use 1, 2, 3, 4.

4) Here are the recommended forms. Stick to one form once you have chosen it.

There is no comma between the month and the year in British English, e.g.

3 April 2000

3. Inside name and address

The inside address is typed directly below the date line at the left hand margin. The inside address of a letter to an individual consists of the people's courtesy title, name, business or executive title (it should be used immediately after the name) and address. When the letter is to a group, the inside address should include the full group name and the address. e.g.



The Sales Manager

The ABC Company

2 Zaozhuang Rd.

Changzhou Jiangsu, 213001

People's Republic of China

4. Salutation

The salutation is the greeting with which every letter begins. The customary greeting in a business letter is Dear Sir or Dear Sirs. But the Americans usually use Gentlemen instead of Dear Sirs. If the letter is addressed to an individual, it is usual to use: Dear Mr. Smith, Dear Ms. John, Dear Prof. Hill, Dear Dr. Smith and so on. Here you should know that Ms. as the courtesy title for all women regardless of their marital status.

In American letters, a colon is always placed after the salutation, e.g.

Dear Ms. Smith:

While in Britain English, a comma is placed after the salutation, for example

Dear Dr. John,

If the writer is not sure whether the letter will be read by a man or a woman, he or she can use the greeting Dear Sir. or Madam.

5. The body of a letter /The message

It is the body of the letter and is the part that really matters. Before you begin to write, you must consider:

- 1) What is your aim in writing this letter?
- 2) What is the best way to go about it?
- 3) Identify the relevant information and present it in a suitable order.
- 4) Write the letter.
- 5) Check your letter by considering the following points:
 - a. Layout (Is your layout proper);
 - b. Information (Have you collected all the relevant information and made it up logically);
 - c. Language and tone (Are your language and tone appropriate);



Chapter 1 Business Letter

d. Spelling, grammar and punctuation (Have you checked your spelling, grammar and punctuation).

6. The complimentary close

The complimentary close is simply a polite way to end a letter. The expression for the complimentary close should match the salutation. Only the initial letter in the first word of any complimentary close is capitalized. Here are some examples.

	Formal	Less Formal	Informal
Salutation	Dear Sir or Madam,	Dear Mr. Smith,	
	Dear Sir,	Dear Ms. Lin,	Dear Tom,
	Gentlemen,	Dear Green,	Dear Tom,
Complimentary	Yours faithfully,	Yours sincerely,	Sincerely,
	Faithfully yours,	Sincerely yours,	Cordially,
	Truly yours,	Cordially yours,	Best Regards,

7. Signature

Every business letter must be signed. This signature has actually three parts: the signature of the letter writer or message sender, his/her name fully and clearly spelt, and the title or position from which the letter is authorized. Some signatures may have the name of the company as a component. In this case, the corporate name is keyed in all capital letters below the complimentary close.

Optional Parts of a Business Letter

1. Reference Numbers

The practical utility of the reference number in a letter is to make it easy for both the target receiver and the writer, who expects responses to his/her letter anyway, to identify which letter they are dealing with. It is necessary for a writer—and reader as well—when they cope with many letters a day. People often use identification initials as reference numbers.

2. Attention Line

Most business letters are directed to a particular person named in the inside address. Sometimes, however, we have to add an attention line when we want to write



外贸英语函电

to a position with or a department in a company but don't know the specific name of the person in charge.

The attention line should be two lines below the inside address. It is usually placed at the left margin, but occasionally centered on the page.

Punctuation may be omitted entirely for the line, but more often a colon or dash may follow the word "attention".

Sometimes the attention line can be replaced with the "subject line" or even the "salutation", and sometimes it is inserted the lines of the inside address.

3. Subject Line

The subject heading is often placed one line below the salutation. It can be put on the left or in the middle depending on whether the letter is full-blocked, blocked or semi-blocked. This is used to call reader's attention to the topic of the letter, therefore it is a good idea to underline it or make it in boldface letters.

You can write the subject in the following ways:

A: Underline your subject like this:

Dear Dr. Jones,

Re: Applying for a position

Subject: Applying for a position

B: Make your subject in boldface letters:

Dear Dr. Jones,

Re: Applying for a position

Subject: Applying for a position

C: Omit the words Re and Subject:

Dear Dr. Jones,

Applying for a position

4. Enclosure

The enclosure notation appears two or three lines directly below the typed name and position of the letter. Occasionally it is found below the distribution notation. The function of this part is to indicate to the reader what supplementary documents, if any, are being sent along with the letter. If you do not have any additional documents beside

Chapter 1 Business Letter

the letter, this part is omitted.

You can use the full word “enclosure” (often capitalized) or its abbreviation, “Encl.”. When you have more than one item enclosed, you’ll need to write the word “enclosure” in plural, “enclosures”.

Sometimes, the word “attachment” can be used to replace the word “enclosure”.

5. Distribution Notation

It is also known as “copy notation”, often appears in the left lower corner of a letter. It is added there only when a copy of the letter is being sent to, in addition to the addressee, a third person or more other people. Its communication function is to indicate to the target reader(s) that someone else is to receive a copy of the same letter.

The distribution notation is most often indicated with the two initials “CC”, which is an abbreviation from “carbon copy” that in turn has been a holdover from the days when people used carbon paper to make copies.

6. Postscript

It is mostly shortened to “P.S.”, refers to one or more remarks the writer may add to the core or body of the letter, usually hand-written side by side with or below the signature and enclosure parts, where there is often a large patch of blank space. A postscript can be a sentence or brief paragraph.

As the writer of a business letter you may use a postscript only in one of the three scenarios:

- 1) you have an afterthought that is important for the present job but the letter has been printed.
- 2) you are in a hurry to have the letter dispatched when you receive the latest information that the target reader is not likely to know from other sources.
- 3) you want to emphasize a point that you do not believe the body of the letter is sufficient to make.

Do not use postscript unless you want to add a personal touch to your letter. It is placed one line below the enclosure. In most cases, postscript is regarded as a sign of poor planning. If it is necessary write in ink like this:

P.S. See you at the Exhibition at the Hillside Plaza on January 10.



7. The Typist's Initial(s)

The “typist’s initials” is also termed “identification marks”, included in most business letters although they are not required. Sometimes also known as “reference initials”, these initials are used to identify the signer of the letter and /or the typist.

The practical utility of these initials is mostly for administrative purposes when other people in the office, often some time into the future, have to make tracking on who has the letter originated from. It is positioned at the left margin, often in the left lower corner of the page.

You may include only the standard parts of a business letter, or add one or several optional parts in addition to the standard parts. The number of inclusions depends on your own communication needs, not on the appearance of the letter.

The Formats of a Business Letter

There are three main formats of a business letter in use at present: the conventional indented style, the modern block style and the modified block style.

The indented style is a traditional British practice with the heading usually in the middle and the date line on the right-hand-side. The complimentary close may be in the center or commence at the center point. The indented style takes 4 or 5 letters in the first line of each paragraph in the body of the business letter. It looks attractive and makes for easy reading, but it is not convenient to type.

The block style is an American style, which has now come to be much more widely used than before. Its striking feature is that all typing lines, inclusive of those for the date, inside name and address, salutation, caption, each message paragraph and complimentary close begin at the left-hand margin. Business letters with the full block form, along with open punctuation or mixed punctuation, are paragraphed by equal line space. For this letter style, the open punctuation pattern is used, the end of the date line, the inside address lines, the salutation, the complimentary close and the signature block lines are unpunctuated, but comma is necessary between the day and the year in the date line and the full stop is retained after the abbreviation such as “Co.,” “Inc.” and “Ltd.” It is compact and tidy and it is convenient to type.



The modified block style is a combination of the indented style and the block style. It is also called semi-block style or mixed-block style. It is an eclectic style and is most widely used in international trade.

How to Write a Good Commercial Business Letter

In writing good commercial business letter, the following eight requirements are considered to be a must. They are also called the eight "C"s.

1. Clearness

It means:

- 1) One sentence for one meaning only.
- 2) There must be a logical relationship between relevant sentences. No reversion or repetition is allowed to appear.
- 3) In a simple and direct way.

Sample:

Your letter of July 5, in which you informed us that the goods did not arrive on time and that three of the video recorders were damaged beyond repair, has been carefully noted.

It is not necessary for us to tell you how much we regret this matter, and we assure you that we shall send you three video recorders of the same kind to replace those damaged in transit.

Thank you for calling this to our attention and hope we may have your further orders in the near future.

Yours faithfully,
(signature)

After being simplified.

In your letter of July 5, we were sorry to learn that our shipment did not arrive on time.

Three video recorders are being shipped immediately to replace those damaged in transit.

Thank you for calling this matter to our attention.

Yours faithfully,
(signature)

