

The Business Skills Series

商务英语沟通技能系列

WRITING SKILLS

商务写作技巧

Preparing to write

Writing essentials

Sample letters & reports

Anne Laws

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沟通技能系列

商务写作技巧

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内 容 提 要

这是一本不谈任何理论而**集中**从微观层面关注和介绍沟通技能与技巧训练的实用书。旨在帮助**从事**商务活动的人士，提高在写作中用英语有效沟通的技能。

本书分为四大部分，分别从写作前的准备、写作主体的构成要素、写作中的常见问题、写作范文的实例等方面对所需技巧进行了概括总结。并真正地做到图文并茂、深入浅出、即学即用！这绝对是一本可以使读者花费最少的时间与精力却能获得出乎意料收获的好书。

本书的主要读者对象是初入职场、急需用英语提高商务写作技能的人士，对于学习外贸、商务英语等相关专业的学生亦是十分适用的。

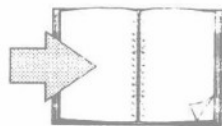
Use of symbols in this book



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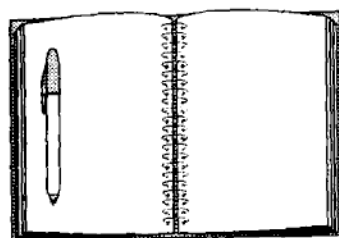
This indicates additional information worth noting.



This refers to other chapters or sections with relevant information.



These flags show the differences between British and American English.



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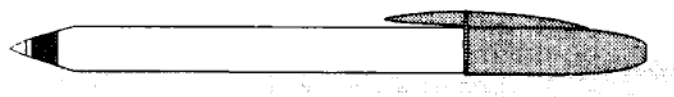
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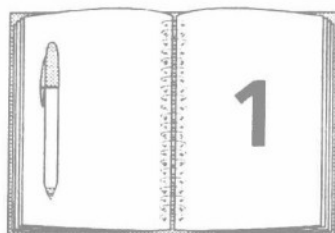
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Preparing to Write





Introduction

Writing a business letter or report in a foreign language is not easy. Writing follows thinking and people usually think in their first language.

Careful preparation is needed to write well. You should ask yourself a number of important questions before you start. The answers to these questions will help you to plan what you are going to write and will help you to write more effectively.

Questions to ask before
you write

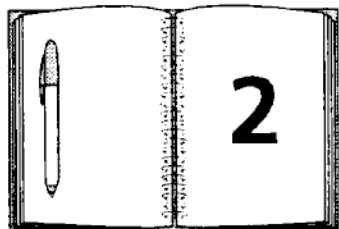


Who is the reader?

Why do I need to write?

What shall I write?

How shall I write?



Who is the reader?

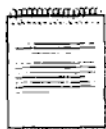
The first important question to ask yourself is 'Who is the reader?'. The answer to this question will affect how and what you write.

Experts and jargon

Many business letters, reports and memos* are written by experts, specialists in certain areas of business. However, the person who will read the letter, report or memo is very often not an expert in that area. For example, you may be a lawyer, a tax adviser, a financial expert or a computer specialist, writing a letter to a non-specialist client.

Every specialised subject has very specific and often technical language which is unfamiliar to non-specialists. It is therefore very important:

- not to use too much technical jargon
- to paraphrase when necessary, in other words, try to explain technical items in simpler language
- to have very clear explanations for anything that the reader may find difficult to understand



* **'Memoranda'** is the plural form of the word; the singular form is **'memorandum'**. Often, the shortened form is used: **'memos'** and **'memo'** respectively.

Exclude non-essential information

You also need to think about what the reader needs to know. Cut down on everything but the essential information. You will not want to tell the reader what he or she already knows although you may wish to refer to shared information. If you are giving the reader information that is completely new, you will have to state this information very clearly.

The reader's attitude

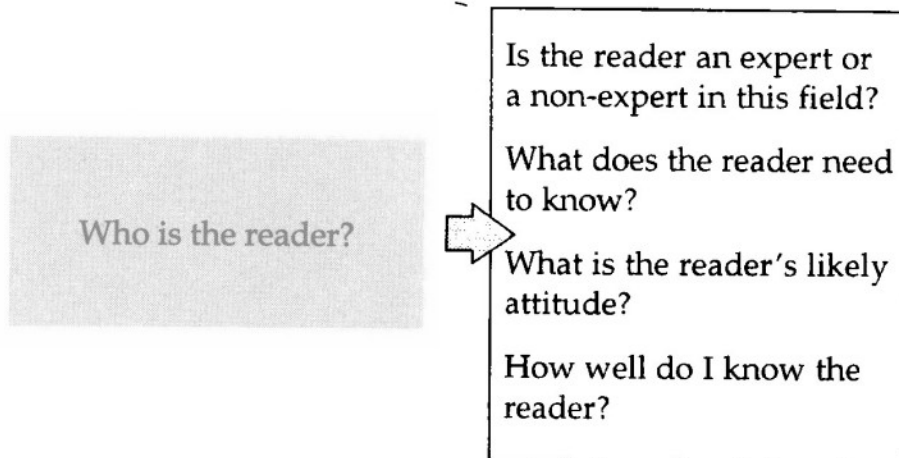
It may also be helpful to consider the reader's attitude.

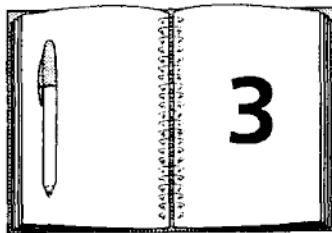
- Is the reader likely to be interested in what you are writing? If not, you should think about what you can do to stimulate the reader's interest.
- If you are writing something which may annoy the reader, it may be important to use tactful language.

Formality

How well you know the reader is also important. Is your letter, report or memo for internal communication within your own company, or is it for external communication with another company, or to a customer or client? If you have never met the reader(s), your letter is likely to be more formal in style than it would be if you know them quite well. Reports are always written in a formal style.

Summary





Why do I need to write?

The second important question is 'Why do I need to write?'. Writing is not the only form of communication. Is it absolutely essential to write when you could, for example, make a telephone call instead? A telephone call will be much quicker.

Writing is essential however:

- when you need a record, perhaps for legal purposes
- when you have to convey complicated information
- when you have been asked to prepare a report or submit a proposal

This will give the reader time to think and to respond to what you have written. You may need to write to confirm arrangements made by telephone, for example, to confirm the date and time of a meeting, or the details of an order.

Aims and objectives

It is important to establish the aims and objectives of your writing. Business people write for many different reasons:

- you may be acting as an adviser, reporting on your investigations into a particular subject and making recommendations
- you may be writing a proposal to your colleagues or superiors, for example, a capital expenditure proposal

- you may be writing to persuade customers to buy something
- you may be writing a letter to order something or to complain or apologise

Recognising your objective at the beginning helps you to focus clearly on the information you need to communicate and the way in which to do it. It will help you to choose the kind of language to use and the style in which to write. It will also help you to select the relevant information and to organise it in such a way that you achieve your aims.

Summary

