



高等学校应用型特色规划教材

国际商务英语

(第3版)

火树钰 主 编

郑宗璋 火宗玮 副主编



清华大学出版社

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内 容 简 介

本书为国际商务英语应用型特色教材。

以往商务英语教材中电报、电传往往占很大篇幅,现已淘汰不用,本书予以删除,增加了电邮、传真、电子交换等内容。另外,本书按照外贸业务中涉及的各个环节的先后顺序来编排各个章节及专题,用中英文对照的形式加以表现,内容实用、全面,也有利于读者深刻理解,切实掌握及正确应用。本书还应用国际商务英语中最常见的400个汉译英句子进行英语语法、句法、句型及习惯用语等的剖析与讲解,有利于读者理解、模拟及应用,提高汉译英的能力。

本书可供外贸专业的学生学习国际商务英语使用,也可供外贸、经贸实务工作者阅读参考。

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前 言

本书在第 2 版基础上进行了修订。第 2 版至今已重印了 10 次。本书特色表现为以下几点。

(1) 全书使用中英文对照的形式,方便学生通过中英文对照,全面、深刻地理解国际商务英语的各个环节与程序。

(2) 书中将国际商贸的各个环节与内容通过书信形式加以表现,体裁丰富多样,有利于扩大学生实用商贸知识面,也有利于学生对英语知识的掌握。

(3) 对信函、E-mail、传真的书写格式等也详细、严谨地加以举例图示,有利于学生在以后的实践工作中正确地使用相应的形式与客户进行交流。

(4) 每章后面的单词表及附注中都列出该章的有关同义词、近义词、重要词组及没有讲到的一些重要商务活动的句子,以资补缺。

为了避免学生在进行国际交流时由于对英语的语法、句法等方面的基础知识以及汉译英的翻译手法掌握不够,不能正确、清楚地表达自己的意思,这次再版时对一些英汉句子的对译方法及英语语法知识进行了详细的剖析与讲解,希望学生能通过分析、研究与熟读相关用法来进行模拟与实践,可以快速提高自己汉译英的能力,从而在从事国际经贸业务时能够自如地运用英语进行交流。

由于水平所限,书中难免存在不足之处,欢迎批评指正。

编 者

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Chapter 1 Basic Knowledge of Business English

Letter Writing

商务英语书信写作基础知识

Learning Objectives:

- Understand the structure of a business English letter.
- Know the importance of standardizing the business English letter writing.
- Learn the designing of an elegant letterhead, a standardized inside address and a perfect letter body.
- Master the correct arrangement of various parts of a letter.

学习目标:

- 了解商务英语书信的结构。
- 认识商务英语书信书写标准化的重要性。
- 学习设计美观的信头、标准的信内地址以及信函正文。
- 掌握信函各部分的正确安排。

I. The Aim of Learning International Business English

In order to do excellent international trading work, it is necessary to keep good communications with others for offering a perfect understanding between each other. After getting necessary, correct and prompt information, the business men can come into contact with their partners involved and make their business concluded. Business men should be keen on promoting mutually beneficial business arrangements and on making quick and correct reactions to the business information.

一、学习国际商务英语的目的

要做好国际贸易工作，必须与人进行良好的沟通，以便能很好地了解彼此。在获得必要、准确、及时的信息之后，商务人员能与其交易方建立联系并完成交易。商务人员必须积极促进互利的商务部署，并对商务信息做出迅速、正确的反应。

II. The Keys of Learning Good Business English

In order to learn good business English, only equipping yourselves with business knowledge is not practicable. The solid English foundation and certain ability of translating from English into Chinese and from Chinese into English are both required. Therefore, it is necessary for the readers to remember the words, phrases and sentence patterns in foreign trade from the early

beginning of Chapter 1. Write them down in your notebook, put it in your pocket and take it along with you anywhere in order to recite the words, phrases and sentence patterns anytime you are free. When you use your business English in your letter writing, don't create the words, phrases and sentences by yourselves, try your best just to imitate and to follow the good English usage. As you know, your skill comes from practices and your successes arrive only when your conditions are ripe.

二、学好商务英语的关键

要学好商务英语,光有商务知识是不够的,还得有扎实的英语基础知识和一定的英译汉、汉译英能力。因此,读者从本章开始就需要记忆外贸方面的词汇、词组和句型。把它们记在一个小本上随身带着,只要有空就拿出来背诵,在书写商务书信时,不要自己创造词句,而要尽量模仿造句,学着使用地道的英语。只有通过练习才能逐渐水到渠成。

III. The Thirteen Trade Terms in International Trade

The telegrams and telexes have now fallen into disuse, but some abbreviations and abbreviated words are still remaining in use. The following thirteen trade terms must be mastered. They are classified according to the places of delivery.

三、国际贸易中的十三种贸易术语

在国际贸易中,电报、电传现在都已淘汰,但一些个别的缩略语、缩写词还在使用。以下列出的十三种贸易术语必须掌握,它们是根据交货地点来分类的。

(1) Deliveries are effected inland or at the ports of the exporting country 在出口国内地或港口交货者

EXW (Ex Works) 工厂交货

FCA (Free Carrier) 货交承运人

FAS (Free Alongside Ship) 船边交货

FOB (Free on Board) 船上交货

CFR (Cost and Freight) 成本加运费

CIF (Cost, Insurance and Freight) 成本、保险和运费

(In the previous time CIF was translated as “到岸价”, but in fact “到岸价” does not include the premium, so at present translating CIF into “CIF 价” is OK.)

(以前 CIF 有译成“到岸价”的,但实际上到岸价不包括保险费,所以现在将 CIF 译成“CIF 价”就可以。)

CPT (Carriage Paid to) 运费付至

CIP (Carriage and Insurance Paid to) 运费、保险付至

(2) Deliveries are effected inland, at the frontier or at the ports of the importing country 在进口国内地、边境,或港口完成交货者

DAF (Delivered at Frontier) 边境交货

DES (Delivered Ex Ship) 目的港船上交货

DEQ (Delivered Ex Quay) 目的港码头交货

DDU (Delivered Duty Unpaid) 未完税交货

DDP (Delivered Duty Paid) 完税后交货

IV. Structure of Business English Letters

There are 13 parts of the Business Letter as follows:

- (1) Letterhead;
- (2) Reference and Date;
- (3) Inside Address;
- (4) Attention Line;
- (5) Salutation;
- (6) Subject Line;
- (7) Body:
 - ① Opening or Introduction;
 - ② Details;
 - ③ Response or Action;
 - ④ Close;
- (8) Complimentary Close;
- (9) Signature;
- (10) Initials;
- (11) Enclosure;
- (12) Carbon Copy;
- (13) Postscript.

四、商务英语书信的结构

商务书信由以下 13 个部分组成:

- (1) 信头;
- (2) 编号和日期;
- (3) 信内地址;
- (4) 经办人行;
- (5) 称呼;
- (6) 事由行;
- (7) 正文:
 - ① 开头或引言;
 - ② 具体事项;
 - ③ 反应或行动;
 - ④ 结尾;
- (8) 结尾敬语;
- (9) 签名;
- (10) 姓名首字母;
- (11) 附件;
- (12) 复写副本(抄送);
- (13) 附言。

Good learning of writing various parts of English business letters is very important. Only after mastering the correct writing can you strengthen the good impression your corporation gives to the outside world and increase its prestige. It is also beneficial to raise the position and the trust of your corporation in the international field and in the business circle.

掌握商务书信各个部分的写法是十分重要的。只有掌握了正确的书写方法才能提升公司对外的形象和声誉，并有助于提高公司在国际上和商务领域中的地位与信任度。

V. The Ways of Using the Writing Parts and Their Standardized Designs

1. Letterhead

Letterhead includes the sender's name, postal address, post code, telephone number, fax number, E-mail address, etc. Usually big firms engage experts to design their attractive letter paper, with their well-balanced letterheads, sometimes even with trademarks pre-printed on it in order to strengthen their firms' impression and enhance their firms' prestige. The best way is to print the letterhead in the up-center, because the letterhead printed in the up-center will offer a well-balanced appearance to others, and using different forms and sizes of both English alphabets and Chinese characters will especially show a very smart and wonderful design of the letterhead.

See Examples (1) and (2).

Example (1)

China National Light Industrial Products Imp. & Exp. Co.

82 Donganmen Street, Beijing, China

Tel: *****

Fax: *****

E-mail: *****

Post Code: *****

Example (2)

1242 West Lafayette Rd., Indianapolis, IN 46268, USA

Tel: *****

Fax: *****

E-mail: *****

Post Code: *****

Using this design will enable the writer to put the firm's name, postal address and all the communicating information in four lines and not to occupy too many lines of the letter paper. In the following Example (3) sometimes letterhead is printed at the left margin of the sheet of letter

paper. Such design can often be found in the full-blocked style or semi-blocked style of letter writing.

Example (3)

Jameson & Sons Ltd.

34 Madison Square

Melbourne, Australia

Tel: *****

E-mail: *****

Fax: *****

Post Code: *****

In this design, in order not to occupy too many lines in the letterhead, E-mail address and Fax number have to be omitted, thus the inconvenience in using modern communicating techniques will be resulted in. And if you type all of the numbers below the address, your letterhead will be long enough to occupy nearly a quarter of your sheet of paper. So the best design of letterhead writing does not belong to this kind.

In Example (4) sometimes you can find that the letterhead is put at the right margin of the sheet of letter paper. Such design will bring you much difficulty in offering good balance, especially when the letterhead is too long to put into some short lines and will as well show you a long list of communicating numbers and figures.

Example (4)

M.D. Edward & Co., Ltd.

36 Tower Street

Toronto 4, Canada

Tel: *****

E-mail: *****

Fax: *****

Post code: *****

五、书信各部分的书写方法及标准设计

1. 信头

信头包括发信人的姓名、地址、邮编、电话号码、传真号码、邮政编码和电子邮件地址等。通常大公司会请专业人员设计好看的信笺，上面印有比例匀称的信头，有时也预印上公司的商标，以便加深客户对公司的印象，提高公司的声誉。最好的方法是将信头印在信纸正上方中央，因为印在正中央的信头会给人一种非常协调的视觉感受。使用不同字体和字号的英文字母和汉字尤其会使设计的信头显得巧妙而大方。如例(1)、例(2)。

使用这种设计可以将公司名称、地址以及所有联系方式信息分四行排列，而不会占用信纸太多行数。在下面的例(3)中有时信头印在信纸的左侧边缘，这种设计常见于全齐头式或半齐头式的书信中。

在例(3)中，为了使信头不占太多的行数，E-mail 地址和传真号码就不得不省略，这样，

现代通信技术的使用就显得很不方便。如果把所有号码都写在地址下面,那么信头就将会占信纸的 1/4 了。因此,这不是一种最佳的设计。

在例(4)中有时信头位于信纸的右侧边缘,这样的设计在保持整体协调上会有很大的难度,特别是当信头太长而不能置于短行中以及列出一长列通信号码和数字时。

2. Reference and Date

In business correspondence, reference will be given by a firm to another. Reference may include a file number, departmental code, or the initials of the signer, followed by that of the typist of the letter. They are marked as “Our Ref: ***” and “Your Ref:***” to avoid confusion.

See Examples (1) and (2).

Example (1)

Your Ref: JVD/ZH

Our Ref: WDC/LF

Example (2)

Our Ref: SEL/SY

Your Ref: No. 145/170

The dates should be typed in full, but some of the English names of the months may be abbreviated, such as Jan.=January, Feb.=February, Aug.=August, Sept.=September, Oct.=October, Nov.=November, Dec.=December. The -th, -st, -nd and -rd that follow the day may be omitted such as, “6 June” for “6th June”, “May 1” for “May 1st”. Don’t use the all-number form. The American practice is to write the date in the order of month, day and year as 3/8/2005 or 03/08/2005, but the British practice is written in the order of day, month and year, as 8/3/2005 or 08/03/2005. So using all-number form to express the date will make the letter date thrown into confusion.

2. 编号和日期

在商务通信中,公司之间会相互提供编号。编号包括存档号、部门代码或签名人的首字母,后面紧接着打字员的首字母。这些都以“我方编号:***”及“你方编号:***”来标示,以免混淆,如例(1)和例(2)。

日期应该全部拼写出来,但某些月份的英文名字可以用缩写形式:如 1 月用 Jan., 2 月用 Feb., 8 月用 Aug., 9 月用 Sept., 十月用 Oct., 十一月用 Nov., 十二月用 Dec.。日期后的 -th, -st, -nd 及 -rd 均可省略,如 6 月 6 日可写成 “June 6”, 而不是 “June 6th”; 5 月 1 日写成 “May 1”, 而不是 “May 1st”; 但不要采用全数字形式。美式的日期写法是以月/日/年为序,即月份在前,如 03/8/2005 或 03/08/2005,即 2005 年 3 月 8 日;而英式的日期写法是以日/月/年为序,即日期在前,如 “8/3/2005” 或 “08/03/2005”,即 2005 年 3 月 8 日。因此,使用全数字形式来表示日期容易发生混淆。

3. Inside Address

Generally, the inside address should include the receiver’s name and title, company name, street address, city, state (province), post-code, and country (if necessary). They are typed at the

upper left-hand margin of the sheet, starting two to three lines below the last line of the letterhead.

See Examples (1) and (2).

Example (1)

China National Light Industrial Products Imp. & Exp. Co.

82 Donganmen Street, Beijing, China

Tel: *****

Fax: *****

E-mail: *****

Post Code: *****

4 June, 2005

Mr. Walter Roberts

Sales Manager

Mid-West Imp. & Exp. Inc.

12 East Tenth Street

Chicago, IL 60687, USA.

Example (2)

1242 West Lafayette Rd., Indianapolis, IN 46268, USA

Tel: *****

Fax: *****

E-mail: *****

Post Code: *****

5 May, 2005

The Manager

Star Stores

101 High Street

Fulham

London SW6, 3BA

England, UK

3. 信内地址

通常信内地址包括收信人的姓名和头衔、公司名称、街道、市、州(省)、邮编及国家(如果需要的话)。它们均位于信纸的左上侧边缘,在信头最后一行下的 2~3 行处,如例(1)和例(2)。

4. Attention Line

Attention line is used when the writer of a letter addressed to an institution or an organization wishes to direct the letter to a specific individual or specific department. It is generally placed between the inside address and the salutation, underscored or not underscored

and is centered over the body of the letter. If it is used in the full block format, it will be typed at the left-hand margin.

Example

Attention: Export Department

Dear Sirs,

4. 经办人行

当写信人希望自己写给某个特定的机构或组织的信直接送达该人或该部门时, 可以使用经办人行。此行通常置于信内地址和称呼之间, 文字下面使用或不使用画线均可, 在正文上方居中位置。如果采用全齐头式, 则经办人行应位于左侧边缘。

5. Salutation

Salutation is placed two lines below the inside address. The salutation is "Gentlemen" if the letter is addressed to an organization, even if there is an attention line directing the letter to a particular individual within that organization.

In business correspondence, the most commonly used salutation forms are:

Dear Sirs, (British Style)

Gentlemen: (American Style)

Dear Sir,

Dear Madam:

Dear Mr. Brown:

Whether married or unmarried, a woman is always addressed as "Dear Madam", never as "Dear Miss". The Americans prefer to use "Gentlemen" while the British use "Dear Sirs."

Even when the firm's name is the name of a single individual, the salutation of plural form is preferred, such as:

Example

John Norris Inc.
O' Sullivan Building
Baltimore, MD 10026
USA.

(Date)

Gentlemen:

In writing to a firm consisting of both men and women, or even to a firm consisting of women alone, the salutation of "Gentlemen" is preferably used.

The salutation of "Dear Sirs" is followed by a comma and "Gentlemen" is followed by a colon.

5. 称呼

称呼位于信内地址下两行处, 如果写信给某个机构, 即使经办人行指明将信送至该机

构内某个人, 称呼仍使用“先生”的复数(Gentlemen)。

在商业信件中最常用的称呼有:

Dear Sirs, (英式)

Gentlemen: (美式)

Dear Sirs,

Dear Madam:

Dear Mr. Brown:

女性不管婚否均被称为“Dear Madam”, 不要用“Dear Miss”。另外, 美国人喜欢用“Gentlemen”, 而英国人喜欢用“Dear Sirs”。

即使公司的名称是某个人的名字, 称呼也倾向于使用复数形式, 如示例所示。

当写信给既有男性员工也有女性员工的公司时, 或写给只有女性员工的公司时, 使用Gentlemen 的称呼更合适。

“Dear Sirs”的称呼后常用逗号, “Gentlemen”后常用冒号。

6. Subject Line

Subject line is actually the central idea of a letter. It is inserted between the salutation and the body of the letter. If the letter is in the full block form, it is placed at the left-hand margin. In other styles, it is centered over the body of the letter. In order to invite the receiver's attention, it is usually underlined. In front of it “Re:” or “Subj:” is written as the following examples.

Example (1)

Dear Sirs,

Re: Women's Blouses

Example (2)

Gentlemen:

Subj: Tin Foil Sheets

Sometimes, the subject line can be underscored.

6. 事由行

事由行实际上是一封信的中心思想, 位于称呼和正文之间。如果信是全齐头式, 事由行就放在信的左侧边缘; 在其他格式中, 则位于信的正中。为了引起收信人的注意, 通常在其下加下划线, 在前面写“Re:”或“Subj:”。

如例(1)和例(2)。

有时, 对事由行可予以特别强调。

7. Body

This part is the most important one in business correspondence. The body of the letter generally consists of four essential parts.