

● 国际交往实用外语书系 ●

陈良旋 编著
河南人民出版社

英语 外贸信函

A 英语外贸信函

B 英语电报电传

C 英语社交应用文

D 英语商务会谈

E 英语旅游手册

F 俄汉商务会话



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序

改革开放以来，我国人民与世界各国人民的友好往来日益频繁，对外经济贸易、科技文化交流、出国求学深造、旅行游览服务、接待来访观光，乃至各行各业各门各类的涉外工作空前活跃。为满足人们迅速掌握运用有关知识和技能的愿望，我们编写了这套《国际交往实用外语书系》。

本书系是为外贸、外事、旅游等部门的广大干部、职工及遍布各行各业的外语工作者、大专院校学生和业余外语爱好者撰写的内容丰富、编排系统、实用性强的工具书，也是为广大外语教师提供的颇有价值的教学参考书。

我们在撰写过程中，参考了大量的国内外有关书刊资料。其中一部分曾作为教材在郑州大学外语系高年级中试用，深受学生欢迎。经过走访部分外贸、外事、旅游工作者，广泛征求意见，我们对该书系进行了反复的修改和补充，力求使其体裁广泛，翔实实用，语言规范，深入浅出，通俗易懂，易于上手上口。

为满足急需，本书系首批推出：《英语外贸信函》、《英语电报电传》、《英语商务会谈》、《英语社交应用文》、《商务俄语会话》、《英语导游手册》等六种。

F-30/16

由于水平所限，时间仓促，难免有错误或不妥之处，敬
请读者批评指正。

编著者

1990 年春

内容提要

该书按外贸业务所涉及的各个主要环节的先后顺序编排，含建立贸易关系、询盘、报盘、还盘、接受、拒绝、定货、确认、资信调查、形式发票、代理、信用证、装运与交货、保险、投诉与修正、索赔等若干专题。每个专题均有：（1）概念介绍、写作特点与应注意的书写原则；（2）信函实例；（3）注释；（4）参考用语；（5）练习。旨在帮助外贸人员、外事、旅游等部门的广大干部、职工及遍布各行各业的外语工作者、大专院校学生和业余外语爱好者了解和明确每一外贸环节的目的、任务以及处理有关业务函件所应注意的事项。书后附有国际贸易中的有关单证，使读者有机会接触实际文本。全书简明通俗，颇具实用价值。

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第 一 章

商业书信的不同风格和特殊格式

(The Different Style and the Special Forms of Business Letters)

和私人书信及社交书信一样，商业书信也必须结构严谨，层次分明，否则无法很好地表达自己。

然而商业书信通常用打字机缮打，而不是手写。就其行文风格和书写格式而言，它与私人书信和社交书信也不尽相同。

众所周知，商界人士事务繁忙，每天，他们总有许多事情需要处理。事实上，他们所感兴趣的，只是信件内容本身，而不是华丽的辞藻。所以，在书写商业书信的时候，没有必要花费许多时间去寻找漂亮的词句，复杂美妙的修饰语，通常需要的是简单的日常英语，简明准确的词汇，以及一些贸易上的行话和专门术语。

写好商业书信，还必须记住以下要点：

- 1) 表达清楚、准确、逻辑性强；
- 2) 书写时应多从对方出发，设身处地地去考虑收信人的种种情况；

3) 信文听起来应如同对话, 语言通俗易懂, 亲切有趣, 巧妙自然, 甚至富于想象力;

4) 无论什么时候收到信, 都要立即回复;

5) 回复之前, 必须把要引用的事实弄确切:

a. 查出或划出来函中需要回复部分;

b. 找好所需的资料;

c. 必要时查阅存档的以往信件。

6) 时时刻刻注意礼貌、友好;

7) 态度真诚、热情。

至于格式, 每封结构严谨的英语书信, 都包含着六个主要部分。这是英语书信的最基本部分, 商业书信也毫不例外。如果说有不同的话, 那就是信内地址的位置, 它可以紧放于称呼之上; 也可以放于信末, 签名落款之下, 信纸的左下方处。

下面请看商业书信六个组成部分的一般位置:

Like personal letters and social letters, business letters should be well-arranged and well-written, otherwise they can not express oneself and one's firm to best advantage.

But business letters are usually typed, not hand-written. And the style of writing, forms and patterns are a bit different from those of personal or social ones.

As we know, people in business circles are always busy. What they are interested in is the content of the letter itself, not its wording. So, in writing a business letter, there is no need to spend much time in finding colourful words and using complicated and beautiful modifiers in sentences. Sim-

ple English with brief but clear and accurate words is generally required. More often, some special terms and expressions in business are used.

Of course, to write more effective business letters, there still are some more points to bear in mind:

- 1) Write them clearly, logically, accurately, and correctly;
- 2) Write them from the reader's point of view;
- 3) Be conversational in tone and simple in language so that the letter is interesting to read, cordial in spirit, sometimes witty and often imaginative ... and always natural;
- 4) Whenever receiving business letters, answer them promptly;
- 5) Make sure of your facts before you write:
 - a. Check or underline the parts of the letter that require an answer;
 - b. Get all the necessary data and information you need;
 - c. Review any previous correspondence on file if necessary;
- 6) Be always courteous and friendly;
- 7) Be sincere and enthusiastic.

As for forms and patterns, we know that every well-arranged letter is made up of six essential parts. They comprise the structure, or framework, of an English letter. Business