



International
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复旦卓越

上海市外贸经济教育高地建设项目
21世纪国际经济与贸易专业教材新系

外贸英语函电

(双语)

■ 葛 萍 周维家 主编

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总 序

现代经济发展的实践表明,国际贸易是经济增长的强大推动力。第二次世界大战后,国际贸易的迅速发展在全球范围内引起了国际分工体系的革命性变革和福利分配格局的重组,极大地促进了经济增长。中国实行改革开放和加入世界贸易组织,加速了对外开放的步伐,外贸业务增长迅速,对外贸易对经济增长的贡献度不断提高,市场对外贸人才的需求急剧增加。

为了适应国际经济理论的创新与拓展以及外贸业务发展的需要,加快培养出更多掌握经济学理论知识、具有良好的外语基础、熟悉WTO的游戏规则、了解国际惯例、熟悉国际市场运作规则、具有浓厚的国际意识、掌握具体操作能力的国际经济与贸易专业应用型人才,必须从国际经济与贸易专业的课程体系、课程内容、教学方法、教材编写等方面进行探索和创新。

“复旦卓越·21世纪国际经济与贸易专业教材新系”教材编委会精心策划,在总结过去教材建设经验的基础上,结合应用型本科教育的特点,借鉴国内外经验做法,经过反复研究论证和撰写,推出了“复旦卓越·21世纪国际经济与贸易专业教材新系”。这套系列教材包括《国际结算》、《国际贸易》、《外贸实务》、《国际运输与保险》、《WTO规则与运作》、《外贸函电》、《单证实务》、《国际服务贸易》、《报关实务》、《进出口商品检验》、《国际商务谈判》、《国际贸易专业英语》等12种。

这套系列教材同时作为上海市十大教育高地之一——外贸经济本科教育高地的标志性教材和国际经济与贸易专业人才培养的重要成果,具有“新、特、实、强”等特点。设计思路新颖,强调学以致用,突出“以学生为中心”的思想;力求创新写作体例和研究分析方法;观点内容着力体现前瞻性、前沿性、动态性,并做到深度和广度适宜。课程体系

体现涉外经济类专业特点,采用中文和双语相结合的办法,凸现双语教学特色;注重实践性、实用性、可操作性,便于实践教学。编写教师的阵容庞大,起点高,教学经验丰富,研究能力强。

我们希望,通过这套系列教材积极探索出一条国际经济与贸易专业教学改革的新路子,为国际经济与贸易学科在中国的发展做出贡献。由于我们的理论水平和对外贸易实务操作技能有限,这套教材会存在许多不足之处。希望通过这套教材的出版,与国际贸易学界、政界以及从事实务工作的同仁共同研究和探讨,进一步提高教材的编写水平,提高教学和科研质量。

丛书编审委员会

2006年2月

前 言

随着我国加入世界贸易组织,中国与世界的交流与合作更加广泛,中国公司、企业直接参与国际贸易活动的机会大大增加,同时对国际商务人才的需求也日益剧增。面对这种新的形势,培养一批能够适应社会主义市场经济体制,既有国际经济贸易的理论基础和实际工作本领,又有从事对外经济贸易时撰写与处理国际商务英语书信能力的高素质应用型专门人才已成为当务之急。

本书借鉴国内外“外贸英语函电”的结构体系,紧密结合我国外贸业务的实际,以大量实例系统介绍外贸实务中各种国际商务英语函电的格式与结构、写作特点、专业英语术语、常用业务词汇和有关业务的英语表达方式和句型结构,使学者通过实例举一反三,学以致用,并在提高英语水平的同时,熟练掌握对外贸易业务中常用的基本术语及表达技能。

本书的编写突出应用,强调必需够用,贯彻语言交际原则,搭建跨文化交流平台,贴近实际,有助于学生掌握技能,成为应用型、外向型的复合人才。本书的编写融语言与实务为一体,融函电与商务为一体,融教材与习题集为一体,体现了继承与创新、稳定与发展的精神,为教与学提供了良好的平台,有助于教学质量的提高。

本书共分14个单元,按照外贸实务发展的顺序排列,每个单元主要包括课文、范例、生词、短语及习语、注释、相关词汇与短语、参考表达、生词与词组拓展和练习等部分。课文部分扼要地介绍了本单元所涉及外贸实务的知识及相关函电的写作要求。范例部分以函电实例的形式出现,以供学习。生词、短语及习语、注释、相关词汇与短语、参考表达、生词与词组拓展部分主要是拓展词汇与表达,增强基本功。练习部分主要是巩固性训练。每个单元后配有大量练习,练习形式新颖多样,实用性、针对性强。最后,为了便于学者查阅有关生词及词组等,我们在书的最后编写了总词汇、短语及习语、注释及相关词汇与短语等4个汇总表。

本书能够最终交付出版社付梓出版以飨读者,离不开复旦大学出版社的编辑、校对、排版、美编等工作人员的辛勤工作,该书能够顺利出版亦离不开上海市教委对外贸经济教育高地(本科)的支持,在此表示诚挚的谢意。参加本教材编写的人员及任务分工如下:孟建国(第一章、第六章)、葛萍(第二章、第

三章、第四章)、殷月洪(第五章、第十三章)、周维家(第七章、第八章、第九章、第十四章)、蔡激扬(第十章、第十一章、第十二章)。本书由葛萍、周维家担任主编,负责总体框架设计及对全书的统稿,孟建国、蔡激扬、殷月洪担任副主编。

由于编者水平和经验有限,教材中难免还有不足之处,敬请专家和读者不吝指正。

编者
2007 年 1 月

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Unit One

Layout of Business Letters

The Text

Business communication is concerned with the successful exchange of messages that support the goal of buying and selling goods or other services. There are many forms being used in communication. It includes letters, telegrams, telexes, cables and electronic correspondence. But it is clearly seen that the business letter is still the main carrier of business communication. So it is of the very importance for students of business communication to master the skills of reading and writing a good business letter that presents ideas interestingly and clearly to enable readers to understand with the least possible effort.

A good business letter can play an important role in trade, increase friendship and obtain complete understanding between the parties involved. Business letter-writing is one of the necessary business activities. Only the letter which conveys the message is faultless can it be an effective business letter. So the following essential principles must be paid more attention to if you want to write an appropriate business letter.

Principles of Business Letter Writing

The most effective business letter should be easy to read and easy to understand. They must be friendly and courteous. We should put in mind the point that business letters play an important role in development of goodwill and friendly trade relationship. Generally speaking, we need to apply some specific writing principles while writing a business letter. They are: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

1. Consideration

Consideration is an important rule of good business writing. The letters you send out must create a good impression. Try to put yourself in his or her place to give consideration to his or her varied wishes, demand, interest and difficulties. Emphasize the "You" attitude rather than the "I" or "We" attitude. Find the best way to express your better understanding and present the message.

Compare the following pairs of sentences:

You-attitude	We-attitude
Congratulations to you on your success.	We'd like to send our congratulations to you.
You earn a 2% discount for cash payment.	We allow you a 2% discount for cash payment.

2. Correctness

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which is a help to achieve the purpose. It is likely to convey the real message in a way that will not cause offence even if it is a complaint or an answer to such a letter. Business letters must have factual information, accurate figures and exact terms in particular, for they involve the rights, the duties and the interest of both sides, often as the base of all kinds of documents. Therefore, we should not understate nor overstate as understatement might lead to less confidence and hold up the trade development while overstatement would throw you in an awkward position.

3. Completeness

A business letter is successful and functions well only when it contains all the necessary information. An outline helps for the letter to be full and complete. See to it that all the matters are discussed, and all questions are answered. Incompleteness is not only impolite but also leads to the recipient's unfavorable impression towards your firm.

He may give up the deal if other firms can provide him with all the information needed, or if he would not take the trouble inquiring once again.

As you work hard for completeness, keep the following guidelines in mind: Why do you write the letter? What are the facts supporting the reasons? Have you answered the questions asked?

4. Concreteness

What the letter comes to should be specific, definite rather than vague, abstract and general. Especially for letters calling for specific reply, such as offer, inquiring trade terms, etc., concreteness is always stressed. For example, some qualities or characters of goods should be shown with exact figures and avoid words like short, long or good. Give specific time with date, month, year and even offer hour, minute, if necessary, but avoid expressions such as yesterday, next month, and immediately.

The following guidelines can help us write concretely: use specific facts and figures; put action in your verbs, prefer active verbs to passive verbs or words in which action is hidden; choose vivid, image-building words; pay attention to word orders, put modifiers in right place.

5. Conciseness

Conciseness is often considered to be the most important writing principle. It enables to save both the writer's and the recipient's time. Conciseness means most complete message but briefest expression with no sacrifice of clarity or courtesy. A good business letter should be precise and to the point. To achieve conciseness of your letter-writing, try to keep your sentences short, and avoid wordy languages and redundancy, or repetition, and eliminate excessive details.

Paragraphing carefully can make a business letter clearer, easier to read and more attractive to readers. It is a good rule to confine each paragraph to only one point or topic.

Compare the following sentences:

Concise	Wordy
We will consider the delivery schedule at today's meeting.	We are going to give consideration to the delivery schedule at today's meeting.
They attend the Guangzhou Trade Fair to find a partner.	They attend the Guangzhou Trade Fair for the purpose of finding a business partner.

6. Clarity

You must express yourself clearly to make sure that the message conveys exactly what you wish to say and is not liable to misunderstanding. Avoid vague

and ambiguous expressions. When you are certain about what you want to say, express it in plain, simple words, present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up. Good, straight-forward and simple English is what is needed for business correspondence.

Compare the following pairs of sentences:

We sent you 4 samples yesterday of the goods which you requested in your letter of May 10 by air.	We sent you yesterday, by air, 4 samples of the goods — which you requested in your letter of May 10.
The goods not only differ in quality, but also in price.	The goods differ not only in quality, but also in price.

7. Courtesy

Courtesy plays a considerable role in business letter writing as in all business activities. It is a favorable introduction card, helping to strengthen your business relations and establish new ones. Courtesy means to show tactfully in your letters the honest friendship, thoughtful appreciation, sincere politeness, considerate understanding and heartfelt respecting.

Avoid irritating, offensive or belittling statements. Answer letters promptly, for punctuality will please your recipient who hates waiting for days before he obtains a reply to his letter. Sometimes, discrepancy may occur in business but with diplomacy and tact it can be overcome and settled without ill-will arising from either side. Never show your anger in a business letter.

And you must also adopt the right tone. Before you begin to write, think carefully about the way in which you want to influence your customer, and then express yourself accordingly, being persuasive, firm, apologetic and so on.

Compare the following sentences:

We are sorry you have misunderstood us.	We are sorry we didn't make ourselves clear.
Your letter of May 5 regarding the shipment of this batch has been received.	Your letter of May 5 regarding the shipment of this batch has received our careful attention.

The Structure and Format of Business Letters

1. Letterhead

Letterhead designs vary with business organizations and occupy the top of the first page. They may be positioned in the center or at the left margin for full block style or flush at the right margin for indented style.

Most of the business firms and other organizations use stationery with a printed letterhead, which contains all or some of the following elements: the company's name, address, postcode, telephone number, telex number, fax number, e-mail address, and possibly the name of the chief executive. It may even include some picture or slogan for a symbol of the company. This will be useful not only to the reader in responding to the message but also to the firm in creating a favorable impression.

2. Dateline

All business letters should have the correct date typed under the letterhead. The date records when the letter was written. It may serve as an important reference. For example, if there is a question about an order or shipment, a contract, or a reply to customer complaints, you will have the dated copy of a letter in your files to verify when you wrote the message and what you said. Try to send the letter on or close to the date typed under the letterhead.

The date is usually placed two lines below the last line of the letterhead, at the left margin for full block style or ending with the right margin for indented style. It is usual to show the date in the order of day/month/year (English practice), or month/day/year (American practice). For the day, either cardinal numbers or ordinal numbers can be used. However, there is a growing tendency to omit the ordinal suffixes -st, -nd, -rd and -th that follow the day of the month in the date line. For example:

25th March 2005

March 25th, 2005

25 March 2005

March 25, 2005