

★高职高专规划教材

商务英语函电

SHANGWU YINGYU HANDIAN

■ 张梅英 郭建梅 主编

English

e-mail

河北科学技术出版社

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前 言

《商务英语函电》是高等职业院校国际贸易专业主干课程，也是一门重要的语言技能课。它是国际贸易交往中必不可少的交流工具和手段。

本教材立足于启发式和讨论式教学，目的是激发学生独立思考和创新意识。它是围绕对外贸易的各个环节，结合函电英语教学的特点编写的。

本教材共9个单元，内容涵盖了书信结构，建立业务关系，询盘、报盘和还盘，成交，支付方式，包装，装运，保险，索赔和理赔。每章之首，概括阐述了本章的教学目标及所涉及的重点、难点，每课课文后配有相关的英译汉、汉译英练习，全章课文学习结束后，又根据所学内容设计了“单元测试题”，目的是让学生巩固所学词汇、短语和句型，加大语言训练的比重和力度，从而避免学生“一学即会、一做就错”的普遍现象。通过大量练习，提高其商务英语运用的技能，提高英语写作能力。在编写时我们采取业务环节和案例教学相结合的方法，从而适应了形势发展的需要及高职学生的特点，突出了本学科教学的实用性、综合性和技能性。在本书最后，我们附录了“国际贸易常用术语”供学生参考。本书融英语语言和外贸业务知识为一体，表达流畅，重点突出，实用性强，不仅可以作为高职高专学生国际贸易、国际商务等专业的教科书，也对从事外经、外贸、外事及合资企业工作的业务人员有较高的实用价值。

《商务英语函电》由张梅英、郭建梅同志担任主编，吴翠华、商金芳担任副主编。参与编写的还有张书汉、周振升、乔哲、刘琳、孙建中、霍向宁、高文君等同志。

由于编者水平有限，书中疏漏之处在所难免，敬请广大专家、读者批评指正。

编 者

2007年1月

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Chapter 1 Layout of A Business Letter

Displaying the Letter

Generally speaking, the function of a business letter is to get or to convey business information; to make or to accept an offer; to deal with various businesses. It is safe to follow established practice so as to avoid confusion and waste of time for both sender and receiver. Good form in letter-writing comes from making correct practice habitual. It is a good plan to adopt one form of layout and to stick to it. Basically, there are several acceptable patterns of layout. The three most popular forms are indented, block and modified block. Which style is used is determined by personal taste or by a firm's preference, but whichever style is used, the ordinary business letter consists of seven principal parts:

- ① The letterhead (信头)
- ② The reference and date (编号和日期)
- ③ The inside name and address (封内名称和地址)
- ④ The salutation (称呼)
- ⑤ The body of the letter (信文)
- ⑥ The complimentary close (结尾敬语)
- ⑦ The signature (签名)

Some letter may contain some more parts which are optional as shown below:

- ⑧ The attention line (注意事项)
- ⑨ The subject line (事由)
- ⑩ The reference notation (经办人代号)
- ⑪ The enclosure (附件)
- ⑫ The carbon copy (抄送)
- ⑬ The postscript (附言)

The basic format of a business letter:

- ① Letterhead
- ② Ref. No. and Date

- ③ Inside Name and Address
- ④ Salutation
- ⑤ Body of the Letter
- ⑥ Complimentary Close
- ⑦ Signature
- ⑧ Attention Line
- ⑨ Subject Line
- ⑩ Reference Notation
- ⑪ Enclosure Notation
- ⑫ Carbon Copy Notation
- ⑬ Postscript

Letterhead

Letterhead, often already in printing, contains the writer's company's name, address, postcode, telephone number, fax number, telex number and e-mail address. Sometimes, even the logo, names of Chief executives or icons of products are printed in the heading. The printed letterhead is usually artistically designed and printed in the center or on the left margin at the top of the page. It is important to note that a postal address in English is written from the specific to the general.

Sometimes the telephone number, fax number and e-mail address are put at the margin below the postal address. Usually the reference and date are put in the same lines but at the right margin to build a neat appearance.

Good quality paper and a neat, well-balanced letterhead will enhance the prestige of the writer's firm.

Reference Number and Date

The reference number is general used as an indication for filing, so it must be easily seen. Most letterheads provide for reference letters and numbers. When one firm writes to another, each will give a reference which indicates what the letter refers to (Your Ref.) and the correspondence to refer to when replying (Our Ref.). It may include a file number, departmental code or the initials of the signer of the letter to be followed by the typist's initials in the following fashions:

A: Our ref: 234 GW/gp (in an incoming letter)

B: Your ref: 234 GW/gp

Our ref: 456 JS/lb (in the reply to the incoming letter)

The date is usually typed between the letterhead and the inside name

and address. In British letter style, however, it is normally put two line-spaces below the inside address and above the salutation.

There are different ways of writing the date;

July 21, 20...

July 21st, 20...

21st July, 20...

21 July, 20...

21 July 20... (Comma can be omitted)

It is unwise to abbreviate the name of the month or show the date in figures like 7/9/2006, as this may cause some confusion, because the British and the American do not read the date in the same order; in British style—D/M/Y (i. e. day/month/year) and in American style—M/D/Y (i. e. month/day/ year).

Attention

In order to stimulate the development of international trade, you can show date in figures in international trade. The UN and ICC recommend to show the date in the order of D/M/Y. e. g. Nov. 20, 2005. It should be shown like 2005 - 10 - 20.

Inside Name and Address

The name and address of the receiver is typed at the left - hand margin, which helps to give the letter a tidy appearance.

Mr. , Mrs. , Miss, Ms and Messrs are the ordinary courtesy titles used for addressing correspondence. "Messrs." is the plural of "Mr. ", and is used only when the firm is named after two or more persons, e. g. Messrs. Williams & Warner.

Like the address in the letterhead, the inside name and address should be written from the specific to the general.

Salutation

The salutation is the polite greeting with which the writer begins or opens his or her letter. The particular form used depends on the writer's relationship with the receiver. To some extent, it settles the form of the complimentary close. The two must be in keeping.

For ordinary business letter purposes Dear Sir (or Dear Madam for both single and married woman) is used for addressing one person. Dear Sir or Madam (Dear Sir/Madam) can be used to address a person of whom you

know neither the name nor the sex. Dear sirs, Dear Sirs or Mmes, the most common ones in the British letters and Gentlemen in the U. S. , are used for addressing two or more, as where a letter is addressed to a firm.

When you know the name of the person, the salutation takes the form of Dear followed by a courtesy title and the person's surname. Initials or first names are not generally used in salutation; Dear Mr. Johnson, not Dear Mr. R. Johnson or Dear Mr. Richard Johnson.

When you and your correspondent have become friendly to each other, you may address him or her by first name, e. g. Dear Jacky.

Body of the Letter

The body of the letter should be carefully planned and paragraphed with the first paragraph referring to previous correspondence and the last paragraph to future actions or plans. Confine each paragraph to one point you wish to stress and arrange the paragraphs in a logical order.

When writing your letters, it is wise to make them more effective, keep them brief and use short sentences and short paragraphs. Write simply, clearly, courteously, grammatically correctly, and to the point, avoiding stereotyped phrases and commercial jargon.

The body of the letter contains the opening sentence, the actual message of the letter and the closing sentence. The opening sentence of the first paragraph usually indicates the subject and intention. e. g.

Thank you for your letter of 234 Gw/gp of October 10...

Your letter of the 12th July has been received with thanks.

In reply to your letter about ...

I have the pleasure to tell you that ...

The closing sentence is a simple sentence that shows friendliness and good will. You may finish the letter with present participles, phrases or a complete sentence. e. g.

Awaiting your good news.

Looking forward to your early reply.

We look forward to hearing from you soon.

We hope to receive your early reply.

Please do not hesitate to contact us if you require any further information. We would be grateful if you could send us this information as soon as possible. If you need further details, please let us know.

Complimentary Close

The Complimentary close is merely a polite way of ending a letter. The expression used must suit the occasion and match the salutation. The most commonly used sets of salutation and complimentary close are:

Salutation	Close	Occasion
Dear Sir (s) Dear Sir or Madam (Mmes)	Yours faithfully Faithfully yours	Standard and formal closure—used in Britain
Gentlemen Ladies/Gentlemen;	Yours truly Truly yours	Used in America and Canada
Dear Mr. Henry	Yours sincerely Sincerely yours Best wishes (UK) Best regards Regards (U. S.)	Informal and between per- sons known to each other

The complimentary close must never be separated from the substance of a letter by being carried to a separate sheet. Re - arrange the spaces to keep it on the same sheet with the body of the letter or carry some portions of the latter to the next sheet. When using continuation sheets, always type a heading to show:

- the number of the sheet (in the upper center of the page);
- the name of your correspondent (on the left - hand side);
- the date of the letter (on the right - hand side).

e. g.

— 2 —	
Messrs H. Ronald & Co.	15th November, 20...

Signature

The signature usually includes the name of your company, your signature, your typed name and your business title unless they are printed on the letterhead being used. If that is the case, then you simply write your signature. It is signed in ink immediately below the complimentary close. The written signature and the printed signature must correspond exactly.

Sometimes the company's name may follow the preposition "For" indicating that the writer works and types the letter for this company (sender's). If the writer types the letter for someone else, add the person's position and name to "For". The following are examples of different ways of signing a business letter.

- a. Yours faithfully,
THE OVERSEAS CO. , LTD
Pam Lotis
Pam Lotis
General Manager
- b. Sincerely yours,
J. Houtas
J. Houtas
- c. Yours truly,
For THAMES BANK METAL CO.
Maria salgado
Maria salgado
- d. Yours faithfully,
For Sales Manager
R. Hopkins
R. Hopkins

Attention Line

The phrase "Attention of ...", "Attention: ..." or "To the attention of..." is used if you wish to address the letter to a particular member or a department of the company. It is typed two line - spaces above the salutation, underlined and centered over the body of the letter, except with the fully blocked letter style. e. g.

- a. Attention of Import Dept.
- b. Attention: Import Dept.
- c. To the attention of Import Dept.

Subject Line

The subject line helps the reader to obtain quickly the gist of the letter. It is also useful as a guide for filing. It comes two lines below the salutation and above the body of the letter. It can begin with or without "Re:" or "Subject:", and is usually underlined. e. g.

- a. Re: Shipping Advice of Freezers
- 6 •

- b. Subject; Shipping Advice of Freezers
- c. Shipping Advice of Freezers

Reference Notation

The reference notation is typed two spaces below the typed signature. It is also called identifying initials or identification marks. If the initials of the dictator are not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. e. g.

- a. FMA/RBG
- b. FMA; RBG
- c. FMA/rbg
- d. RBG e. rbg

Enclosure Notation

If any documents, catalogues, price lists, etc. are sent with a letter, it is necessary to add "Enclosure" or its abbreviation "Enc. " on the bottom left - hand, two line - spaces under the Reference Notation. The marking may be in any of the following ways:

- a. Enclosures (2)
- b. Enc. 1 invoice
- c. Encl. 2 catalogues
- d. Encls. : As Stated
- e. Enclosure; New Freight Rate Sheet

Carbon Copy Notation

There are two types of carbon copy notation - cc and bcc. If you are to make several copies of the letter to go to persons other than the addressee, "cc" is followed by the names of the persons who will receive copies of the letter and this notation is typed on both the originals and the copies. If the person to whom the letter is being sent is not to know that copies are being distributed to others, "bcc" is followed by the names of the recipients of the copies and is specified on the copy only. e. g.

cc: Mr. J. Bell
bcc: Marketing Department

Postscript (P. S.)

A postscript is used to add something the writer forgets to mention or for emphasis. The postscript should be placed two spaces below any other

notations. In business letter the adding of P. S. should be avoided as much as possible if you forget to mention a point in the body of the letter, rewrite the letter instead, as it is usually considered as a sign of poor planning. Quite often, however, it used to draw the reader's attention to a point which the writer wants to emphasize. For extra emphasis, a writer will sometimes "handwrite" a postscript.

Sample of Indented Form (缩行式)

Johnson & Johnsonny
1 J&J Plaza New Brunswick,
NJ 089333 U. S. A.

Tel: 732 - 524 - 0400

Fax: 732 - 525 - 0622

E - mail: carrie@jnj. com

Soft Health Care Product Corp.

Room 2301 YiLi BLD,

35 Nanjing Road,

Shanghai, China

Attention: Mr. Wang, Import Dept.

Dear Sir,

Our Reference No.

Your Reference No.

Date: 22nd July, 20...

Re: SHAMPOO

We have received your letter of July 10th enquiring about our JOHNSON'S baby Shampoo With Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.

We hope that we can close business to our mutual advantage in the future.

Yours faithfully,
Johnson & Johnson
Doris Fergoson
Doris Fergoson
(Manager)

The main feature in this style is that each line of the "Inside Name and

Address" should be indented 2~3 spaces, and the first line of each paragraph should be indented 3~8 spaces.

Sample of Blocked Form (平头式)

Johnson & Johnson
1 J&J Plaza New Brunswick,
NJ 089333 U. S. A.

Tel: 732 - 524 - 0400

Fax: 732 - 525 - 0622

E - mail: carrie@jnj. com

Our Reference No.

Your Reference No.

Date: 22nd July, 20...

Soft Health Care Product Corp.

Room 2301 YiLi BLD,

35 Nanjing Road,

Shanghai, China

Attention: Mr. Wang, Import Dept.

Dear Sir,

Re: SHAMPOO

We have received your letter of July 10th enquiring about our JOHNSON'S baby Shampoo With Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of Baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.

We hope that we can close business to our mutual advantage in the future.

Yours faithfully,

Johnson & Johnson

Doris Fergoson

Doris Fergoson

(Manager)

Every line in the block style begins at the left - hand margin. To make the letter compact and tidy, the spaces between paragraphs should be increased.

Sample of Modified Block Style (改良平头式)

Johnson & Johnson
1 J&J Plaza New Brunswick,
NJ 089333 U. S. A.

Tel: 732 - 524 - 0400

Fax: 732 - 525 - 0622

E-mail: carrie@jn. com

Soft Health Care Product Corp.

Room 2301 YiLi BLD,

35 Nanjing Road,

Shanghai, China

Attention: Mr. Wang, Import Dept.

Dear Sir,

Re: SHAMPOO

We have received your letter of July 10th enquiring about our JOHNSON'S baby Shampoo With Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.

We hope that we can close business to our mutual advantage in the future.

Yours faithfully,
Johnson & Johnson
Doris Ferguson
Doris Ferguson
(Manager)

In the style, paragraphs are not indented. The date, complementary close and signature are aligned slightly past the center of the page.

Addressing the Envelope (信封写法)

Envelope addressing should be accurate, clear and in good appearance. The addresses on the envelope and the inside address on the letter should be in the same style and present the same information.

The name and address of the receiver on the envelope are always put in the center or slightly on right bottom corner. And the name and the address of the sender should be put on the top left corner. Do not forget to use the correspondent's full address, including the post town followed by the country name and postcode; both should be typed in block capitals. Do not use No. before street numbers, but include it when using a Post Office Box Number, thus P. O. Box No. ... Type words such as Street, Road and Avenue in full.

If a letter is mailed to someone who is bound to pass it onto the addressee, put his name below the addressee's with words "care of" (c/o) in front of it. e. g.

Mr. Wan Bin
c/o Zhang Ming
China National Transport Co.
120 Nanjing Road
Shanghai, China

Mr. Wan Bin is the addressee, and the letter is mailed to Zhang Ming in China National Transport Co. who is bound to pass it onto Wan Bin.

If a letter is to be taken from you by someone to the addressee, put his name below the addressee's with the following words in front of it: Politeness of (or Kindness of, Through the Courtesy of, Per Kindness of, Forwarded by, Per Favour of, With Favour of, Favoured by,) e. g.

Mr. Joe Claiborne
Politeness of John Smith

John Smith takes the letter from you and gives it to the addressee Mr. Joe Claiborne.

If a letter is a personal letter or a confidential one, put the following words Private (or Personal, Confidential) on the left bottom corner. The location can be also put other post notations such as Registered, Via Air Mail (By Airmail, or Par Avion), Samples Post, Express and Parcel Post.

Indented Form Envelope

EL Mar Trading Company
16 Main Street, Fresno
California, U. S. A.

(Stamp)

Mr. John Smith
c/o Hunan Foreign Trading Company
32 Wuyi Road
CHANGSHA, HUNAN, CHINA

Via Air Mail

Blocked Form Envelope

EL Mar Trading Company
16 Main Street, Fresno
California, U. S. A.

(Stamp)

Mr. John Smith
c/o Hunan Foreign Trading Company
32 Wuyi Road
CHANGSHA, HUNAN, CHINA

Via Air Mail

Exercises

1. Arrange some given parts in proper form as they should be set out in a business letter:

- ① Sender's name: China National Light Industrial Products Import & Export Corporation, Shanghai Branch
- ② Sender's address: 1001 Huangpu Road, Shanghai, China
- ③ Sender's e-mail: shanghai@chinalig.com.cn
- ④ Sender's telephone number: 86-21-XXXXXXX
- ⑤ Sender's fax number: 86-21-XXXXXXX
- ⑥ Sender's Internet:

<http://www.chinalight.com.cn/chi-version/shanghai.htm>