



中等职业教育规划教材
根据教育部中等职业学校新教学指导要求编写

ENGLISH

商务英语写作

Business English Writing

中等职业教育规划教材编写组

张乐金 陈庆 主编



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中等职业教育规划教材 出版说明

为了更好地贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》精神,全面落实《面向 21 世纪教育振兴行动计划》中提出的职业教育课程改革和教材建设规划,中等职业教育规划教材编写组组织相关力量对实现中等职业教育培养目标、保障重点专业建设的主干课程进行了规划和编写。

中等职业教育规划教材是面向中等职业教育的规范性教材,严格按照国家教育部最新颁发的教学大纲编写,并通过了专家的审定。本套教材深入贯彻素质教育的理念,突出中等职业教育的特点,注重对学生的创新能力和实践能力的培养,在内容编排、例题组织和图示说明等方面努力作出创新亮点,在满足不同学制、不同专业以及不同办学条件教学需求的同时,实现教学效果的最优化。

希望各地、各校在使用本套教材的过程中,认真总结经验,及时提出改善意见和建议,使之不断地得到完善和提高。

中等职业教育规划教材编写组

前 言

随着当今世界经济全球化进程的加快和中国经济的蓬勃发展,越来越多的外国企业选择到中国寻求发展。与此同时,很多有实力的中国企业也走出国门谋求海外市场。在激烈的商业竞争中,各企业以及相关部门的职员在商贸交往活动中不仅要掌握经贸业务知识,还要熟悉各环节的商务英语写作技巧,如商务英语信函、商业报告、会议记录、备忘录等。同时,还要了解商业广告的制作方法、公司的通知或布告的写法及调查问卷的制作方法等等。

中国与世界各国经贸往来的频繁,不断丰富和完善着我们的教学实践,同时也暴露出了现行大多数中等职业学校使用的商务英语写作教材普遍存在的一些问题,如教科书设置的内容与学生走上工作岗位后的需要不一致;教科书的难易程度与中等职业教育学生的年龄特点和认知水平不匹配等等。

针对这些问题,中等职业教育教材规划编写组结合当今时代发展的特点、中等职业教育学生的学习特点及学生走上工作岗位后的实际需要等因素,特在编写本教材时采用了全新的培养学生的商务英语写作能力的教学方法——既授之与鱼又授之与渔。旨在通过老师的课堂引导,培养学生的动脑、动手和处理相关商务英语写作的能力。

具体来说,本教材所呈现的新教学方法如下:

1. 采用模板展示与套用教学法。中等职业教育规划教材编写组在认真调查和研究学生实际工作中需要处理的商务英语写作文件的基础上,把看似内容和形式都很复杂的商务英语写作文件进行了精简、归纳,每一类商务文件抽象出一至两种通用的模板,并对此模板进行了简明扼要的描述,同时明确了各部分内容的先后顺序,阐释了相关的写作技巧。

2. 把教学重点放在充分调动学生的学习积极性和学习兴趣上,重点培养学生利用各种工具,如商务文件模板、词汇表、词典和互联网搜索引擎等撰写符合实际需要的商务英语文件的能力。

3. 通过循序渐进和灵活多样的训练题目的训练,使学生能够轻松掌握商务英语的写作

技术,能够借助相关信息熟练地完成商务英语写作。

本书由张乐金、陈庆主编。在编写过程中,参阅了一些国内外的相关资料,在此谨向这些资料的作者表示衷心地感谢!

由于编者水平有限,书中难免存在一些不当和疏漏之处,恳请广大师生和读者不吝批评指正,使本教材不断完善。

编 者

Brief Introduction

In our daily lives, good communicational written skills are needed, whether at school or on the job. We all have at one time or another, turned in reports that weren't written as well as it could have been. That, unfortunately could turn out to be very disadvantageous. There is something we can all do about it! Communication is a learned skill that we can all improve. This business writing guide will be useful to business writers at any level. You should keep this guide at your side and refer to it often; especially when you are writing a paper for a professor or a letter to your boss.

I. Introduction to Business Writing

1.1 Basic Introduction to Business

To master the skills of business writing, one should first gain a general knowledge of business and different types of writing. Generally, according to the parties involved in business, business activities can be divided chiefly into three categories: activities within one company; transactions among companies and communication between a company and individual customers.

To organize these activities in an orderly way, a company will usually set up many departments dealing with business at different stages. For example, the Human Resources department will be in charge of recruitment and dismissal of staff; the administrative department will undertake paperwork and write various documents; the sales department will negotiate with business partners and conclude trade relationships. There may not be all this many departments in every firm and the work may be assigned to one or several departments to various extents, depending on the size of the company.

1.2 The Importance of Business Writing

All these activities and work of various departments mentioned above will need different kinds of writing. The ability to write effectively plays an important role in the success of information conveying and business transactions. It is also a personal advantage in business to have a good command of business writing.

Under the context of economic globalization and China's expanding access to WTO, international trade has become an essential part in China's business and more and more domestic companies begin to do business with foreigners. Therefore, good skills in English business writing have become a basic requirement for company employees nowadays. As students in the school,

we should prepare ourselves well for such situations.

II . Classification of Business Writing

In this course book, we will elaborate on writing skills in two parts. Part I deals with writings for activities within a company. Part II talks about writings between company and business partners or between company and individual clients.

III . Basic Principles of Business Writing

Business writing is different from school writing or creative literary writing. It aims to help business people realize their business objectives effectively and efficiently. Due to this special purpose, there are some specific principles in business writing for us to follow. The most popular principles are the six “Cs” developed by some American experts in business communication.

1. Clarity

- 1) Include one meaning in one sentence only to let recipients know clearly what you want to express;
- 2) Use short and simple sentences with familiar words and phrases;
- 3) There should be good logical connections between sentences, and they should be relevant to the topic.

2. Conciseness

- 1) Write in the fewest possible words and make each word, sentence and paragraph count;
- 2) Avoid wordy expressions so as to save time in both writing and reading by other people;
- 3) Emphasize the positive aspects with favorable words and reduce negative expressions.

3. Correctness

- 1) Avoid any error in grammar, spelling, punctuation, writing format or writing principles;
- 2) Make sure that all information in the writing is true;
- 3) Pay special attention to figures and data in the writing;
- 4) Use appropriate tone and language style in writing different types of business documents;
- 5) Use professional commercial terms to avoid ambiguity.

4. Concreteness

Use specific and definite expressions rather than general or abstract ones. That is to say, provide exact figures or detailed description of products instead of vague or subjective assessments.

Preferable Business Writing	Expressions to be Avoided
“two billion tons”	“some”, “many”
“ \$ 10,000 per package”	“Very expensive.”/ “We will give you a good price.”
“We will deliver the goods on December 11th, in our time.”	“We will deliver the goods in a few days.”
“It is made of steel and is absolutely water-proof.”	“looks good”, “high-quality”

5. Courtesy

- 1) Before writing, we should take our recipients into account, considering their desires, emotions and possible responses to our writing;
- 2) Take a “Your-attitude” when we write so as to show our consideration and good will to recipients;
- 3) Be polite and avoid irritating words when we have to convey negative opinions or when we are really angry about the things we are writing about;
- 4) Be punctual and prompt in responding to the opposite party’s correspondence.

6. Completeness

Give information and data needed by recipients as complete as possible. An incomplete writing may require more follow-ups, which will waste time and energy and reduce efficiency.

IV. About This Book

4.1 Structure

There are eighteen units altogether in this book, covering the major types of business writing for both internal and external communication purposes. The first nine units are the most frequently used documents within a company, while the latter nine units are arranged according to the essential processes in concluding a business. We select all these topics based on the consideration of wide application of them.

The structure of each unit is as follows: Learning Objectives, Lead-in, Presentation, Improved Practice. Presentation is further divided into Business Situation, Sample, Structure Analysis and New Words & Practical Sentence Patterns. What merits mentioning here is: In order to remind students of the importance of these writings and to pique their interest, we have deliberately placed the application of each writing type in the Lead-in part in each unit. Furthermore, in each sample, we have numbered the essential parts, with the aim of giving students with each writing

structure a deep impression.

4.2 **Target Users**

This book is intended for students in a secondary technical school. Through learning this book, students will be able to read and even write business documents in English independently, which will lay a solid foundation for them to work in companies and engage in international trade. In addition, this book can also give some help to business people engaged in international trade.

During the composition of this book, we have referred to a lot of useful books and information from the Internet. Here we would like to show our gratitude to those authors whose works have given us immeasurable assistance.

Contents 目录

Brief Introduction 简介	1
Part I Internal Communication 内部交流	1
Unit 1 Notice 通知/布告	3
Unit 2 E-mail 电子邮件	12
Unit 3 Minutes 会议记录	20
Unit 4 Memo 备忘录	30
Unit 5 Business Report 商业报告	38
Unit 6 Questionnaire 调查问卷	47
Unit 7 Leaflet and Advertisement 传单与广告	55
Unit 8 Company Profile 公司概况	67
Unit 9 Application Letter and Resumé 求职信与简历	77
Part II External Communication 对外交流	97
Unit 10 Establishing Business Relationships 建立商务关系	99
Unit 11 Invitation and Reply 邀请函及答复	108
Unit 12 Letter of Introduction 介绍信	119
Unit 13 Enquiry and Reply 询盘与回复询盘	127

Unit 14	Offer and Counter-offer 报盘与还盘	144
Unit 15	Orders 订单	157
Unit 16	Sales Contract 销售合同	168
Unit 17	Complaint and Claim 投诉与索赔	181
Unit 18	Adjustment 理赔	190
附录一	Key to Exercises 习题答案	199
附录二	Word Choices 措词	225
附录三	外贸函电常用缩略语	227

Part I Internal Communication

内部交流

第一部分主要是根据公司内部交流的需要来安排内容的。

如果你是公司的秘书,那么工作中的一大部分内容便是上传下达。对于公司的某项决定或工作安排,你可能需要拟写一份通知或给大家发封电子邮件;另外,公司的重要会议需要留下会议记录,以便日后参考,这也是秘书的工作职责所在。

如果你是公司广告部或销售部的工作人员,你可能要做一些市场调研和产品推介的工作。那么,制作公司简介、调查问卷、商业报告、传单与广告等都是很有效也很必要的手段。

如果你是一个刚毕业的学生,那么首要的任务就是写一封出彩的求职信或一份出众的简历。

以上这些例子说明,无论你是公司还是在其他单位,不管你身处何职,拥有一定的商务英语写作能力都是必备的素质。

总之,希望读者在学完本部分之后,在做各种商务文件写作时都能游刃有余,成功地完成任务。

Unit 1 Notice

Learning Objectives

By the end of this unit you should be able to

- have a good command of the form and structure of a notice;
- use Writing Techniques in this unit comfortably in your Business English Writing;
- practise writing business notices by using some related words;
- acquire the ability to write a notice with the help of dictionaries and the Internet.

Lead-in ►

惠州学院

会议通知

学院定于7月21日上午10:00,在金山楼报告厅举行
全体教师大会,请全体教师准时出席。此致,
惠州学院办公室主任



In our daily lives, you are sure to see lots of notices. For example, if a teacher has something important to tell a whole class, he or she will write a notice on the blackboard. This kind of notice is quite a simple one and is always for daily use. Do you remember how to write a notice in Chinese? Look at the left picture, and then think about the basic structure of the Chinese-version of notices.

When it comes to business, you have to be very familiar with business notices, and you must be able to write a qualified notice according to a given business situation.





Task one

According to the picture above , work in pairs and have a discussion to find out some useful words and phrases for writing a business notice. Just try your best and then exchange your findings with other pairs in your class.



Task two

After finishing Task one , you are to do a group work—find out how many different parts a notice should include and what they are. Then check your findings with your teacher.

Presentation ▶

As an effective means of written communication, notices are intended to publicize social events; to report on matters of general interest to staff; to inform staff of instructions, changes of plans, new systems and regulations; and to make staff conform to certain arrangements, and so on. Compared with other forms of business writing such as memos, invitations, etc. , notices are aimed to reach a comparatively larger number of audiences. That is to say, they are to be sent to a great number of people.



Business Situation

You, Martin Jeff, as a safety officer, learned from a report that an accident had taken place on December 30, 2006. A worker, without necessary protective clothing and wearing long hair, fell asleep while running the machine. The high temperature burned him severely.

You are to write a notice to remind all employees of the company to observe the safety regulations. It is very urgent.

Sample 1

① Using Machines Prudently

② In an accident on December 30 a worker had himself severely burned when he was operating the machine. The company would like to remind everyone to follow the company's health and safety regulations. The following safety regulations are particularly advised to be observed:

- ! Do not wear long hair;
- ! Wear protective clothing;
- ! Stay alert while working.

③ Martin Jeff

④ Safety Officer

⑤ January 4, 2007



Structure Analysis and Introduction I

A notice includes the following essential parts:

1. Heading

Use the heading to summarize the key point of the notice. The heading must be brief and clear and presented in bold type. If necessary, use sub-headings to present additional information.

2. Body

The body is the content of the notice; it is the main part, the soul of a notice, and it should be presented in complete sentences and short paragraphs.

3. Name

It refers to the issuer's name; the issuer is the writer of the notice.