

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

English for Business Communication

外贸英语函电

(第二版)

徐美荣 主编



对外经济贸易大学出版社

University of International Business and Economics Press

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商务英语综合教程(上册)

商务英语综合教程(下册)

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外贸英语函电

商务谈判

国际商务制单

责任编辑:戴菲

责任印制:陈治龙

封面设计: 21 装

ISBN 978-7-81078-838-0



9 787810 788380 >

定价: 19.00元

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副主编 高美毅

对外经济贸易大学出版社

图书在版编目 (CIP) 数据

外贸英语函电 = English for Business Communication/
徐美荣主编. —2 版. —北京: 对外经济贸易大学出版社,
2007

(新世界全国高职高专院校规划教材·商务英语专业)

ISBN 978-7-81078-838-0

I. 外… II. 徐… III. 对外贸易-英语-电报信函-写
作-高等学校: 技术学校-教材 IV. H315

中国版本图书馆 CIP 数据核字 (2007) 第 050079 号

© 2007 年 对外经济贸易大学出版社出版发行

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外贸英语函电 (第二版)

English for Business Communication

徐美荣 主编

责任编辑: 戴 菲

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 260mm 12.25 印张 369 千字

2007 年 5 月北京第 2 版 2007 年 5 月第 1 次印刷

ISBN 978-7-81078-838-0

印数: 0 001 - 5 000 册 定价: 19.00 元

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出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社联合对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院、天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等院校推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。本套教材面向三个层次：研究生、本科和高职高专。

研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》等共11册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有教师用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

对外经济贸易大学出版社

2007年6月

修 订 说 明

全球经济一体化进程的不断加快,通信技术空前迅捷的变化,要求我们与时俱进,掌握新知识和新技术,以适应时代发展的需要。现代商务语言应该是积极主动、充满活力、有趣而又能反映写信人的个性。在当今快节奏的商务世界里,速度是决定商务函电沟通是否成功的一个关键因素,而有效的函电沟通源于自然风格的写作,就像在和一位朋友谈话那样。

基于上述想法,我们对本教材进行首次修订,在保留原教材特色的前提下,充分吸收了国际上最新的商务函电动态,对部分内容进行了删改,增加了商务书信写作的基本策略和电子邮件的内容,并对每个业务环节增加了模拟实训,以期充分体现高职高专教学对学生动手能力的培养,突出教材的实用性和可操作性。

本教材自从2002年6月正式出版以来至今已有四年,先后印刷十余次,赢得了广大高职高专院校同行、外经贸企业人士的认可,使我们深感欣慰。借此机会表达我们深深的谢意。同时,恳请各位同仁和朋友也能一如既往地对本教材予以支持和批评指正。

编者

2007年1月28日

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Chapter One

Written Communication — An Overview

There are many modern communication methods available today, but the traditional business letter remains an important means of sending printed messages. In this respect, it is good business practice to ensure good quality stationery and printing of the letterheaded paper. The business letter also conveys an impression of the company in many other ways.

Developments in technology have made it possible for us to have instant communication all over the world. Speed is now becoming the key to successful business communications. As a result, fax messages and e-mails are taking the place of many business letters. E-mails are also phasing out the use of internal memos, although they still remain popular in some companies. All these methods of written communication will be discussed in this chapter.

Whatever method you choose to convey your printed message — letter, fax, e-mail, memo, etc. — your aim should be to ensure a high standard in all the important areas named above: presentation, structures, language and tone. Remember the importance of the “first impression”. By setting high standard in the important area of written communications you will be helping to create and enhance the corporate image of your organization.

In today's competitive business world, high communication standards are vital. Therefore it is essential to ensure that the need for speed does not result in a decline of the standards of communications. Instead, the constant advances in technology should help us to improve and enhance our business communications, and thereby maximize business potential.

Parts of a business letter

A. The Standard Parts

A standard business letter consists of seven parts: 1. the letterhead, 2. the inside

address, 3. the date, 4. the salutation, 5. the body of the letter, 6. the complimentary close, and 7. the signature.

1 The Letterhead

It includes the essential particulars about the writer — his name, postal address and zip-code, telephone, facsimile numbers and e-mail address.

Example

The Wilson Company
1377 Main Street
Dallas, Texas 75226
U. S. A.

2 The Date

The date should be placed two or four spaces below the letterhead to the right for indented style or the left for the blocked style. The date should be written in full and not abbreviated. In the UK it is usual to show the date in the order day/month/year. No commas are used.

Example

8 May 2006

In some other countries like USA, the date is typed in the order month/day/year, often with a comma after the month.

Example

May 8, 2006

3 The Inside Address

It consists of the correspondent's name and address. It should be placed two spaces below the date. It appears exactly the same way as on the envelope. Care should be taken to address the recipient exactly as they sign their letters. For example, a person signing as 'Douglas Cowles' should be addressed as such in the inside address, preceded with the courtesy title 'Mr.' To address 'Mr D. Cowles' would not be appropriate.

Example

Mr Douglas Cowles
General Manager
Cowles Engineering Co Ltd
12 Bracken Hill
Manchester
M68 8AS

4 The Salutation

The salutation is the polite greetings with which a letter begins. If your letter is addressed generally to an organization and not to a specific person, the customary formal greeting in a business letter is 'Dear Sirs' or 'Gentlemen'. It should be placed two spaces below the inside address.

Example

Dear Sirs,
Gentlemen:

If your letter is addressed to a head of department or the head of an organization whose name is not known, then it would be more appropriate to use a salutation as shown below:

Example

Dear Sir or Madam,

5 The Body of the Letter

This part contains the actual message of the letter.

6 The Complimentary Close

The complimentary close is mere a polite way of ending a letter. It should match the form of the salutation. The most commonly sets of salutation and complimentary close are:

Example

Dear Sirs,
Dear Sir,
Dear Madam,
Dear Sir or Madam,

Yours faithfully,

Gentlemen, Yours truly,

Dear Mr Bush,
Dear Mrs Smith,
Dear Mary,
Dear Tom,

Yours sincerely,

7 The Signature

A letter should be signed by hand, and in ink. Because many hand-written signatures are illegible, the name of the organization that the signer represents should be written in capitals below the complimentary close, followed by the signature of the manager as well as his/her job title or position.

Example

THE NEW YORK TRADING COMPANY

George Bush

Sales manager

When a letter has to be signed on behalf of the sender, it is usual to write 'for' or 'pp' in front of the sender's printed name; 'pp' is an abbreviation for per procuracionem, which simply means 'on behalf of'.

Example

THE NEW YORK TRADING COMPANY

Tom Smith

For George Bush

Sales manager

B. The Optional Parts

The optional parts of a letter are 8. The References, 9. The Special Markings, 10. The Subject Line, 11. The Enclosure, 12. The Carbon Copy Notation. These parts may be chosen or not as the writer wishes.

8

The References

In the past letterheads used to have 'Our ref' and 'Your ref' printed on them. Today this is rarely the case because with modern word processors and printers, it is difficult to line up the printing on such pre-printed stationery. Instead, the typist normally inserts the reference on a line its own. The reference may include the initials of the writer (usually in upper case) and the typist (in upper or lower case, as preferred). A file or departmental reference may also be included.

Example

BC/EN/0701

9

The Special Markings

If a letter is confidential it is usual to include this as part of the inside address, one clear line space above it. This may be typed in upper case or in initial capitals with underscore.

Example

CONFIDENTIAL

Mr. Jack Lee

Personnel Director
 Dalian Vocational & Technical College
 100 Xiabo Road, Ganjingzi District,
 Dalian 116035, China

Some decades ago an attention line was used when the writer simply wanted to ensure that the letter ended up on a certain person's desk, even though the letter was addressed to the company in general, and always began 'Dear Sirs'.

Example

For attention of the Manager of Export Department

Miss Alice Bush
 12 South Bank
 Toronto
 Canada

Dear Sirs,

In today's business letters, it should rarely be necessary to use an attention line. When you know the name of the person you are writing to, the name of the recipient should be included in the inside address, and a personalized salutation will be used.

10 The Subject Line

The subject line is a brief indication of the content of the letter. It is often inserted between the salutation and the body of the letter to invite attention to the topic the letter.

Example

Re. S/C No. 1234 — Apples

11 The Carbon Copy Notation

When a copy of a letter is to be sent to a third party this may be indicated by typing 'cc' (copy circulated or courtesy copy) or 'Copy' followed the signature at the left margin. If there are two or more copy recipients, it is usual to show these in alphabetical order.

Example

CC: ABC Company, AB & CD company

If the writer does not wish the recipient of the letter to know that a third person is receiving a copy of the letter, then 'bcc' (blind courtesy copy) is used. This should not be shown on the top of the letter, only on the file copy.

Example

BCC: x x x x x x

12 The Enclosure

Two line-spacing between the carbon copy notation the writer may indicate one or more enclosures in the letter. There are many different methods of indicating that an enclosure is being sent along with a letter:

➤ Affix a coloured 'enclosure' sticker usually in the bottom left-hand corner of the letter.

➤ Type three dots in the left-hand margin on the line where the enclosure is mentioned in the body the letter.

➤ Type 'Enc' or 'Encs' at the foot of the letter, leaving one clear line space after the sender's signature. This is the most common form of indicating enclosures.

Example

Enc

Encls. 2

Encl. As Stated

Form of a business letter

Following traditional British practice, the indented style business letters are roughly divided into two styles: "Blocked" and "Indented". The former is used mainly in the United States while the latter is used to be popular in British and the old British colonies.

Reflecting the fast pace of business world, the popularity of the block style has been rapidly increasing in the recent years. Also, the wide spread use of facsimiles has further contributed to its increased use.

Busy secretaries and typists naturally prefer the blocked style to the indented style because it saves time. With this method, they do not have to use the tab at all. In addition, they can save even more time by using 'Open Punctuation'.

Owing to the fact that streamlined 'Fully Blocked Style with Open Punctuation' reflects modern business procedures, now it has almost replaced the outdated and time-consuming 'Indented Style with Closed Punctuation' in the present business communications.

1 Fully Blocked Style with Open Punctuation

The fully blocked style is now the most widely used method of display for all business documents. This style is thought to have a business appearance. This layout reduces typing time as there are no indentations for new paragraphs or the closing section.

Open punctuation is often used with the fully blocked style. Again this reduces typing time because there is no need for any unnecessary full stops and commas.