



普通高等教育“十一五”国家级规划教材
21世纪精品教材

外贸英语函电

(第二版)

隋思忠 主编 曾玲 副主编

FE 东北财经大学出版社
Dongbei University of Finance & Economics Press



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(第二版)

WAIMAO YINGYU HANDIAN

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前 言

随着国际经济贸易的发展,中国正从贸易大国逐渐向贸易强国转变。面对竞争激烈的国际商务环境,中国如何开展国际业务,同时营造一个和谐、双赢的商务空间,已成为我们研究的重大课题。在这一转变的进程中,我国对外经济贸易对从业人员提出了更新、更高的要求。因此,国际商务人才的培养,无疑成了我们首当其冲要解决的问题。而这一问题的解决,不仅需要我们有前瞻性的教学理念、科学的教学方法、优秀的教师队伍,更需要有高水平的、实用的教材。

我们编写这本教材首先要解决传统教材中存在的“所学无用”和“所学未用”的问题,同时也是为解决我国高等教育某些学科落后于企业管理实践而作的探索。本教材坚持“面向现代化、面向世界、面向未来”,以培养适于在市场竞争条件下发展的高等应用型人才为目标。

该课程是一门融国际贸易业务知识与英语知识为一体的高层次的应用语言课程,旨在使学生了解对外经贸业务各个环节,同时学习和掌握英语在各业务环节中的应用。传统的商务信函属于正式文体,体现在格式规范、要素完备、专业特征明显诸方面。但随着国际商务活动形式不断丰富,交流形式也随着网络技术的发展在不断更新,“商务英语”的范畴也在不断扩大。现代商务信函已出现了非正式化的趋势,表现在词语选用简明通俗、朴实无华,句子精炼、言简意赅,语气上越来越接近口语表达方式。

与传统教材相比较,本教材的特点表现在以下三个方面:

第一,前瞻性。

尽管传统意义上的“函电”已被传真和电子邮件所替代,但从信息内容和形式来看,其基本格式、表达方式和内容都没有大的变化——只是传送信函的方式不同。即使国际贸易中电子商务必须利用标准的格式来完成信息交流,但是在翻译生成 EDI 标准格式文件前所需要的普通文本文件仍然是信函形式。所以,掌握信函写作仍然是最基本的。但是我们这本教材淘汰了几乎不用的电报及电传(传统教材的这一部分占了很大篇幅),而新增了有关国际电子商务的知识,以满足处理国际电子商务业务的需要。

第二,实用性。

外贸英语函电是一门实践性很强的课程。学习者不能仅从学习概念去熟悉业务,还要通过具体操作来熟悉进出口业务的各个环节,理解相关的业务知识,训练英语表达的技能。因此,要学好这门课程,操练显得尤为重要。本教材设计了大量、丰

富的练习题,并在介绍国际贸易业务各环节的同时,加大了介绍合同、信用证及其他常用单证的力度,尤其是增强了填制合同、审查信用证和撰写修改函等基本技能的训练。此外,还设计了 Skill Drilling 模块,通过模拟的“技能训练”或“案例讨论”让学生体会在进出口公司实习般的感受,以提高学生的实际动手能力。

第三,适度性。

本教材将基础英语写作技巧、基本翻译技巧、语法重点难点、介词习惯搭配等语言角度的知识与国际贸易实务知识融为一体,一方面解决“够用”与“实用”的问题,另一方面也确保知识基础扎实。对于有一定英语基础并已初步了解国际贸易进出口业务知识的学生来说,掌握好商务英语中的介词用法,就等于学好了英语函电,因此本教材还特别归纳了介词用法。

为了便于教学,我们将单元练习的参考答案制作成电子文档供教师下载。下载地址是东北财经大学出版社网站(www.dufep.cn)的“资源下载”栏目。

由于编者的业务水平与英语水平有限,书中错误在所难免,望读者与同仁不吝赐教。

编者
2007年7月

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/ Unit 1 Modern Business Letters

Text A The Language of Modern Business Letters

All business letters have two main functions:

- A) To ask for and give a reply to an enquiry, offer, order or complaint.
- B) To keep a record of all the important facts for ready reference.

The language of old-style business letters is often long and complicated. Such letters are liable to confuse the reader. A confused and over long letter may be put aside until someone explains its meaning, and this may mean delays. Since a letter is written for the reader, the language of modern business letters should be simple, clear and direct. The writer states the purpose of his letter briefly, and the letter is short and friendly. Such letters help the writer as much as the reader, and will probably mean an earlier reply.

Nowadays, more and more people like to do business through a fax machine by sending faxes or even on the Web by sending E-mails. The former is the abbreviation of facsimile, which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system using telephone lines. The latter is correspondence sent or received on the Web. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc. But all these are still based on the business letters.

Here are two letters. One is an old-fashioned, pompous style of English, which is too long and complicates the message. The other is in a simple and clear style.

Old-fashioned Style

Dear Sir,

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account which was outstanding as at the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr. Noel, our accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for £ 620 which we trust will settle our indebtedness.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours...

Simple and Clear Style

Dear Sir,

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

Yours sincerely,

Text B The Parts of Modern Business Letters

(1)

Jameson & Sons Ltd.

34 Madison Square

Melbourne E. C. 2.

Australia

Tel:...

Fax:...

E-mail:...

January 25, 20__

Our Ref. No. ...

Your Ref. No. ...

(2) China National Light Industrial Products Import & Export Corp.

Shanghai Branch

128 Huchiu Road,

Shanghai, China

Tel:...

Fax:...

E-mail:...

(3) Dear Sirs,

(4)

Re: Bicycles

(5) One of our customers is interested in your bicycles, particularly Model No. PA-18. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible. Meanwhile, please indicate the time of delivery you usually offer.

(6)

Yours faithfully,

(7)

Jameson & Sons Ltd.

S. F. LOVER

(Managing Director)

(8) Encl.

商业信函的组成部分

一般的商业信函可分为 8 个组成部分:

1. 信头(The letter-head)

发信人的名称、地址和发信日期。目的在于使收信人了解信发自何方、何处、何时,以便复信时参考。用印有信头的信笺写信,信头部分除写上日期外还可以写上编号或查号。

2. 封内地址(The inside name and address)

收信人的名称和地址。一般列在信笺的左上方,信头之下。封内地址与信封写法相同。

3. 称呼(The salutation)

写信人对收信人的一种称呼。位置在封内地址下,空两行。Dear Sir 或 Dear Sirs 用得较多。

4. 事由(The subject line)

顾名思义,简单扼要地说明来信事由,一般只写商品名称、数量、信用证或合同号码等。

5. 正文(The body of the letter)

信函的主体。

6. 客套结尾(The complimentary close)

结束信函的一种客套。它应与前面的称呼相一致,如 Faithfully yours, 这是商业信件中常用的客套语,相当于汉语的“谨上”。也可写作“Yours faithfully,”或“Truly yours,(Yours truly,)”或“Sincerely yours,(Yours sincerely,)”等。

7. 签名(The writer's signature)

写信人签名。因签字常常很潦草,为使对方了解签名人的姓名和职位,可以打字注明。

8. 附件(The enclosure)

如信中有附件时,应在左下角注明 Encl. 或 Enc., 然后详细列明。

此外还有信函经办人代号(The reference notation)、抄送(The carbon copy)和附言(The postscript)等,可根据具体情况酌情列入,均放在信的左下角。

New Words & Expressions

enquiry n. 询购, 询盘

offer n. v. 报价, 报盘

order n. v. 订购, 订单

complicate v. 使复杂化

to ask for 请求;要(价)	in connection with 与……有关
to be liable to 易于……的	outstanding a. 未付的
to put aside 放在一边	profuse a. 毫不吝啬的
facsimile(fax) n. v. 传真,发传真	demise n. 死亡
on the Web 在互联网上	take pleasure in 乐于(做)
E-commerce 电子商务	indebtedness n. 负债
pompous a. 浮夸的	inconvenience v. n. (使)不便
to beg to acknowledge receipt of 承认收到	balance n. 收付差额,余额
inst. (= this month)本月	illustrated catalog 附有插图的目录
clear one's account 结账	if possible 如有可能
as a result 所以	time of delivery 交货期
trace v. 跟踪,查询	indicate v. 指出,表明
commitments n. 所承担的义务	delivery n. 交货

Notes

1. ...which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system using telephone lines.

(传真)实际上是文件、图片、书信等的一种影印本,通过使用电话线的电子系统收发。

fax(facsimile 的缩写) n. 摹真本;传真 v. 发传真
sent or received by...是过去分词短语,在句中作后置定语。

2. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc.

目前,电子商务涉及报盘、订购、询盘、支付、索赔等。

3. but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

但是,由于我们的会计诺埃尔先生的去世,我们所有的余账均未结。

due to (由于)是外贸函电常用语,也可以说 owing to/on account of/because of/as a result of/thanks to 等。要注意的是,它们都是介词短语,其后只能接名词。而 because, since, as, for(因为)等是连词,其后要接句子。

4. Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

随函寄去 620 英镑支票一张,请查收。对所造成的不便请接受我方歉意。

enclose 是“随函寄,附寄”之意,在外贸英语函电中往往倒装使用,如:

Enclosed is a set of sample cuttings.

随函寄去剪样一套。

Enclosed please find our pricelist.

随函寄去我价目单一份,请查收。

5. One of our customers is interested in your bicycles, particularly Model No. PA - 18.

我们的一个客户对你们的自行车感兴趣,特别是 PA - 18 型。

particularly ad. 特别地;尤其(= especially)

The last thing we want to do is to disappoint a customer, particularly an old customer like you.

我们最不愿做那些使顾客失望的事,特别是像您这样的老顾客。

Thank you for your letter of May 10, in which you gave us a nice market survey, especially (or particularly) the price situation estimated from different sources of supply.

贵方 5 月 10 日函悉。信中对市况作了详尽的调查分析,尤其是根据各方供应情况对价格趋势所进行的估计。对此我们表示感谢。

6. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible.

请寄给我们一份附有插图的目录。如有可能,请报来你们的 FOB 上海价。

FOB(= free on board)是国际贸易价格术语,表示“(装运港)船上交货价”,有时也称“离岸价”。

Key Words

economy n.

1. 节约;节省

They will have to practice strict economy if they are to survive the recession.

如果他们要想度过萧条时期,就必须厉行节约。

2. 经济;经济情况;经济结构;经济体制

Our national economy is growing rapidly.

我们的国民经济发展迅速。

We have a healthy and vigorous economy.

我们的经济是健全的、欣欣向荣的。

The WTO (World Trade Organization) now represents about 142 economies.

世贸组织现在代表了大约 142 个经济体。

planned economy 计划经济

collective economy 集体经济

market economy 市场经济

economies of scale 规模经济

national economy 国民经济

trade vi. 经商;做买卖

trade with 与……做生意

We trade with other countries on the basis of equality and mutual benefit.

我们在平等互利的基础上与别国进行贸易。

trade in 经营(商品)

They trade mainly in light industrial products.

他们主要经营轻工业产品。

n.

1. 贸易;买卖

Our foreign trade is expanding day by day.

我们的对外贸易日益发展。

2. 手艺;行业

How long did it take you to learn your trade?

你学这门手艺用了多少时间?

The students can be trained for many trades.

对学生可以进行多种行业培训。

market n.

1. 市场

The market determines what goods are made.

市场决定生产什么。

2. 市价;行情

Your price is out of line with the market.

你方价格与市价不符。

The market is strengthening.

市价行情上扬。

3. 销路

There is no market here for such goods.

这种商品在这儿没有销路。

4. be in the market for... 想要购买……

They might be in the market for sophisticated equipments.

他们可能要购买尖端设备。

5. come to(into) the market 上市

We'll contact you as soon as the new crops come to the market.

一旦有收成上市,我们定将与你联系。

v. 销售;推销

This product is being marketed in all European countries.

这种产品行销所有欧洲国家。

marketing n. 营销;营销学

market(be) firm with an upward tendency 市场坚挺,有上涨趋势

market (be) weak with a downward tendency 市场疲软,有下跌趋势
 market (be) brisk 市场活跃 market (be) dull 市场呆滞
 market (be) uncertain 市场不稳定

Preposition

介词是英语中最活跃的词类之一,不能单独使用,要放在其宾语(名词或与之相当的词)之前构成短语,所以介词也称前置词。英语虽只有为数不多的几十个介词,但因其搭配力很强,几乎在每个句子中都可找到。学习外贸英语函电尤其要注意介词用法。

AT

“at”可用来表示地点(强调某一个点)、时间(强调时间点)、价格、速度、比率等,如:

at the window 在窗子边	at the bus stop 在汽车站
at one o'clock 在一点钟	at that time 在那时
at our price 以我方价	at a high speed 以高速度
at one's risk 由……承担风险	at a loss 不知所措
at the cost (expense/sacrifice) of 以……为代价(牺牲)	

也可用来表示一天中的特殊时间,如 at dawn 破晓, at dusk 傍晚, at noon 正午, at night 晚上, at midnight 在午夜。

也有用来表示端点的,如 at first 首先, at last 最后, at most 最多, at least 至少, at best 最好, at worst 最糟。

在外贸英语函电中的常用搭配有:

We would like to receive your specific enquiry at an early date.

望能早日收到你方具体询价单。

We shall not fail to revert to the question of agency at a later date.

我们日后一定会再行考虑代理问题。

Our company is ready at any time to give you any assistance.

我公司准备随时给予你们任何帮助。

Owing to the financial difficulties at present that corporation will not meet your draft at maturity.

由于目前该公司的财务困难,在你汇票到期时将无力付款。

At its expiration, the termination or renewal of the agreement will be decided by both parties through negotiation.

本协议有效期满后,应由双方协商决定其终止或延长。

Our terms are by confirmed, irrevocable letter of credit, available by draft at sight.

我们的付款条件是保兑的、不可撤销的、见票即付的(或即期)信用证。