



新体验商务英语系列教材

# 新编商务英语写作教程

Business English Writing Course

主 编 束光辉

编 著 束光辉 东 刚

清华大学出版社 · 北京交通大学出版社



新体验商务英语系列教材

# 新编商务英语写作教程

主 编 束光辉

编 著 束光辉 东 刚

清华大学出版社  
北京交通大学出版社

·北京·

## 内 容 简 介

本书是“新体验商务英语系列教材”之一,全书共分17个单元,主要内容包括:商务英语写作的文体和原则、询价函与回复函、拒绝函、商务备忘录、商务报告、市场调查报告、会议纪要、产品宣传、社交类信函、合同和就业写作等。

本书全部用英文编写,所涵盖的内容较为全面,涉及了商务环境中的主要信函及文本的写作。所有信函、文本的范文均来自各种商务的实践工作,同时文本的选择还兼顾了商务写作的得体性和功能性,表现了文本作者的写作目的和期望所达到的效果,能让读者学到真实的写作技巧并能体验商务英语的写作风格。

本书的主要读者对象为具有较好英语基础的经贸专业的学生和英语专业二、三年级的学生,也可用作外企的白领阶层自学用书。

本书封面贴有清华大学出版社防伪标签,无标签者不得销售。

版权所有,侵权必究。侵权举报电话:010-62782989 13501256678 13801310933

## 图书在版编目(CIP)数据

新编商务英语写作教程/束光辉主编. —北京:清华大学出版社;北京交通大学出版社, 2007.3

ISBN 978-7-81082-945-8

I. 新… II. 束… III. 商务-英语-写作-高等学校-教材 IV. H315

中国版本图书馆CIP数据核字(2007)第015800号

责任编辑:张利军

出版发行:清华大学出版社 邮编:100084 电话:010-62776969 <http://www.tup.com.cn>

北京交通大学出版社 邮编:100044 电话:010-51686414 <http://press.bjtu.edu.cn>

印刷者:北京市梦宇印务有限公司

经 销:全国新华书店

开 本:185×230 印张:22 字数:560千字

版 次:2007年3月第1版 2007年3月第1次印刷

书 号:ISBN 978-7-81082-945-8/H·85

印 数:1~5 000册 定价:30.00元

---

本书如有质量问题,请向北京交通大学出版社质监组反映。对您的意见和批评,我们表示欢迎和感谢。

投诉电话:010-51686043, 51686008; 传真:010-62225406; E-mail: [press@bjtu.edu.cn](mailto:press@bjtu.edu.cn)。



进入 21 世纪,随着全球经济一体化进程的加快,我国与世界的经贸联系更加紧密,贸易形式更趋多元化。与此相伴的是,中国的商务英语教学与研究也发生了巨大的变化。这至少表现在以下几个方面:第一,如今,商务英语已是一个相当大的概念,它已从最早的一门单一的“外贸英语函电”课程发展到了涉及金融、保险、国际企业管理、国际经济法、海外投资与企业合作等多领域的学科;第二,对商务英语学习的需求持续旺盛,不仅几乎全国所有的高校都开设了商务英语专业或课程,而且越来越多的企业在职人员要求学习商务英语;第三,对商务英语的研究也已提高到一个新的层次。

为了适应新的形势,许多高校都正在对一些传统的经贸英语类课程进行调整、改革和扩充,以培养新型的国际商务专业人才。这就向教材建设提出了更高的要求。教材不仅是教学内容的表现,更体现了人才培养的规格。纵观过去有一些教材,我们便不难发现,无论从内容上还是体例上,它们都已远远落后于当今国际经贸发展的形势,例如大多围绕语法、词汇和翻译等来展开,缺乏商务英语专业的实践性和语言的真实性,难以满足工作的需要。而另一些教材则又过于突出“专业”的内容,把商务英语教材混同于国际商务专业教材。因此,编写能适应时代要求的国际商务英语教材显得尤为重要。正是在这样的背景下,由束光辉老师主编的“新体验商务英语系列教材”面世了,它体现了“贴近时代,融合语言与专业”的编写理念,是一次积极而大胆的尝试。

该系列教材共包括《新编进出口贸易实务》、《新编商务英语写作教程》、《新编商务英语函电》、《商务汉英翻译教程》、《经贸报刊选读》、《新编跨文化商务沟通》6 部教材。它们在内容设计和编写形式上具有如下特点。

## 1. 融专业性与语言技能于一体

该系列教材在编写上突出了以培养学生的实际工作能力为目标的思路,所选材料涉及了商务环境的各个方面,均能反映出商务工作实践性的特点,同时也体现了语言技能系统化培养的精神。该系列教材通过拟定各种商务环境,将商务知识和语言技能融合在一起,使学生的语言应用能力在更接近于真实的商务实践中得以提高。

## 2. 选材新,贴近时代

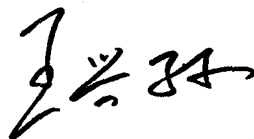
该系列教材在材料选择上参考了国内外最近几年出版的教材和其他相关材料,充分吸收了国内外最新的教学科研成果,体现了国际商务活动不断变化的特点和商务领域专

业性的特点，具有鲜明的时代特征。同时，该系列教材的许多文本、范例和研究材料均来自于近年来各类商务实践，体现了商务英语的真实性和实践性。

### 3. 练习形式多样，针对性强

该系列教材的练习将语言技能训练与商务环境较好地结合在一起，通过各种题型，对所涉及的商务环节和领域，有针对性地对学生进行训练。这不仅能巩固学生所学的专业知识，而且还将提高他们的语言技能。

21 世纪的中国更加开放，更加开放的中国在诸多方面都在与世界接轨。作为国际商务沟通的一个重要工具，商务英语的教学和研究理应跟上时代的发展和社会的需求。我们要更加重视并加强对商务英语教学的研究。该系列教材的编写是一次很好的探索，希望借此能进一步提高我国高校商务英语的教学和科研水平，为培养我国新型国际商务专业人才做出贡献。



中国国际贸易学会  
国际商务英语研究委员会  
副主任

# 前言

商务英语写作是国际商务人员必须具备的业务技能之一，也是商务英语学生的必修课。在国际商务活动中，如何进行有效的对外沟通是决定业务很重要的一个因素。因此，帮助学生学会各种商务英语写作技巧，培养较好的写作能力，是目前商务英语教学的重要任务之一，正是本着这样的认识，我们编写了这本教材。

本书全部用英文编写，所涵盖的内容较为全面，涉及了商务环境中的主要信函及文本的写作。所有信函、文本的范文均来自各种商务的实践工作，同时文本的选择还兼顾了商务写作的得体性和功能性，表现了文本作者的写作目的和期望所达到的效果，能让学生学到真实的写作技巧并体验商务英语的写作风格。

本书共分 17 个单元，主要包括以下内容：商务英语写作的文体和原则、询价函与回复函、拒绝函、商务备忘录、商务报告、市场调查报告、会议纪要、产品宣传、社交类信函、合同和就业写作等。

本书有以下特点。

(1) 本书所收录的信样十分详尽。每一单元所涉及到的信函样本多达近十封，而且写作风格也不尽相同，每单元均配有详细的注释译文和生词表，以便于读者更好地掌握和理解。

(2) 本书对各种写作技巧进行了全面的介绍，它采用了国外较新的商务写作材料并结合国内的商务写作惯例来进行编写。同时，本教材还吸收了国外商务沟通的最新成果，从交际学的原则出发，突出读者的心理需求在交际过程中的作用。此外，本书对这些信函及文本的典型句型进行了提炼和归纳，有利于学生更好地掌握和应用商务写作的常见句式。

(3) 本书的练习注重语言能力的培养，内容逼真，形式多样，贴近实际。该教材克服了国内教材重语言形式轻语言运用能力之弊端，将练习重点放在语言的运用能力上，即突出学生的篇章，文本的写作交际能力的培养，通过拟定各种商务环境，让学生有针对性地进行写作，使他们的商务写作更接近真实的商务实践，同时练习还提供了一些写得不妥的信样让学生去分析、改正，从而培养学生的创造能力和分析能力，而不是简单地模仿。

本书的主要读者为具有较好英语基础的经贸专业的学生和英语专业二、三年级的学

生，尤其是外企的白领阶层。

本书由束光辉老师担任主编，东刚老师参加编写。其中束光辉老师编写了前 10 个单元的课文和练习，以及后 7 个单元的部分练习。东刚老师编写了后 7 个单元的课文和部分练习。

本书得到北京交通大学人文学院院系领导的大力支持及出版社张利军编辑的热情帮助，在此一并表示感谢。

编 者  
2007 年 3 月

---

# Contents

---

<b>Unit 1 The Components of Business Letters</b> .....	(1)
商务信函的构成	
<b>Unit 2 Language Style and Cultural Awareness</b> .....	(14)
语言风格与文化认知	
<b>Unit 3 Tone of a Business Letter</b> .....	(23)
商务信函的语气	
<b>Unit 4 Inquiries</b> .....	(40)
询盘	
<b>Unit 5 Replies</b> .....	(52)
回复函	
<b>Unit 6 Letters of Declining</b> .....	(67)
拒绝函	
<b>Unit 7 Goodwill and Social Letters</b> .....	(79)
友好与社交信函	
<b>Unit 8 Interoffice Routine Letters</b> .....	(124)
办公室日常信函	
<b>Unit 9 Memos, E-mails and Notices</b> .....	(158)
备忘录与电子邮件及通告	
<b>Unit 10 Sales Letters and Advertisement</b> .....	(181)
销售信函与广告	



<b>Unit 11 Business Reports (I)</b> .....	(207)
商务报告 (1)	
<b>Unit 12 Business Reports (II)</b> .....	(226)
商务报告 (2)	
<b>Unit 13 Business Reports (III)</b> .....	(244)
商务报告 (3)	
<b>Unit 14 Contracts</b> .....	(269)
合    同	
<b>Unit 15 Questionnaires</b> .....	(298)
调查问卷	
<b>Unit 16 Business Summary</b> .....	(313)
商务概要	
<b>Unit 17 Employment Writing</b> .....	(326)
就业写作	
<b>References</b> .....	(342)
参考文献	

# Unit

# 1

## The Components of Business Letters

## 商务信函的构成

### 1.1 The Essential Parts of a Business Letter

Business letters are the main means of written communication to establish business relations with the outside world. Business letters are sent out to convey the image of a business organization, therefore they must be presented on quality letterhead paper, with suitable layout, well-structured message, correct use of English and appropriate tone. A typical business letter consists of seven parts: the letterhead, the date, the inside address, the salutation, the body of the letter, the complimentary close, and the signature.

#### 1. The Letterhead

The letterhead occupies the top most part of the paper. It usually consists of the name, address, telephone number and fax number of a company. The letterhead can be typed out but is usually printed on the company's stationary. Sometimes it also includes other items like the company logo, website, e-mail address, etc.

#### 2. The Date

The date consists of the date, the month, and the year. The common ones are M/D/Y (widely used in US), D/M/Y (typical in the Great Britain). Do not use all figures in the writing of the date, i. e. 12/6/06, because not all English-speaking people agree about whether the month or the date appears first. Some people have the habit of abbreviating the date, but this is not recommended for business letters, for this will create confusion.

#### 3. The Inside Address

The inside address is the recipient's address, the same as the delivery address on the envelope. The inside address should include the reader's name, title, and address. The inside address is placed at the left margin both with the block and modified block styles. Depending

on the length of the letter, place the inside address two or four-line spaces below the date line. The full name of the recipient is required with a courtesy title before it, e. g. Mr. , Mrs. , Miss, etc. The address is typed as it will appear on the envelope.

#### 4. Salutation

For most letter styles, place the letter greeting or salutation two lines below the last line of the inside address or the attention line (if used). If the letter is addressed to an individual, use that person's courtesy title and last name, e. g. Dear Miss Helen. The salutation varies according to the writer-recipient relations and the formality level of the letter. "Dear Sir", "Dear Sir or Madam" or "Dear Sirs" and "Ladies and Gentlemen" can be used to address a person of whom you know neither the name nor the sex.

Sometimes some special titles may be used as the salutation. They are preceded by Dear and followed by the surname only, e. g. Dear Dr. Watson, or Dear Prof. Young. Be sure to add a colon or a comma, (not a semicolon) after the salutation.

Examples of typical salutations are:

Dear Mr.   ×××

Dear Mrs.   ×××

Dear Miss   ×××

Dear Ms.   ×××

Dear Dr.   ×××

Dear Prof.   ×××

Dear Sir(s)

Gentlemen

Ladies and Gentlemen

To Whom It May Concern

#### 5. The Letter Body

It is the central part of the letter, usually following a subject line. If there is no subject line between, the message begins two lines below the salutation. Double spacing is used to separate paragraphs in the letter body.

##### The closing sentence

At the end of the body, the sender wants to express a certain courtesy or a wish to further contact the recipient, he or she may usually start with:

- We are expecting your immediate reply.
- Looking forward to your detailed reply soon.
- I am looking forward to your reply soon.

Or just to show a kind of consideration or trying to be considerate by simply saying:

- If you have any questions, please let me know, etc.
- If you have any questions, please feel free to contact me.

### **6. The Complimentary Close**

The complimentary close provides the writer of a business letter with an opportunity to say “Goodbye” at the end of his written “conversation”. In this way it is the same as the salutation saying “Hello” at the beginning at the message.

There are a number of standards and accepted forms which may be used for the complimentary close. However, whatever they are, they should be chosen carefully to agree in tone and manner with the salutation used at the beginning.<sup>1</sup> The most commonly used forms for the complimentary close of a letter are listed below.

“Yours faithfully” is used in letters beginning with “Dear Sirs”, “Dear Sir or Madam” or “Dear Sirs” and “Yours sincerely” is used to match “Dear (name)” letters, or rather formal “Yours truly” and the most formal, “Yours respectfully” or “Respectfully yours” or simply “Respectfully”.

### **7. Signature**

Every business letter must be signed. The signature indicates the approval of the responsibility for the content of the letter.

Type your full name on the fourth or the fifth line below and align with the complimentary close. Sign your name in the triple space between the two.

In most business letters the type-written signature and the title of the writer are needed to help the reader decipher illegible signature. The type-written signature and the title are typed below the hand-written signature, for example:

Yours faithfully  
( Your signature )  
Ma Qiang  
Personnel Director

## **1.2 The Optional Parts of a Business Letter**

For one reason or another, you may need more parts to be included in a business letter, say to direct the letter to a specific person without your knowing the name of that person. Any one or all the parts listed in this section can be added to the letter.

### 1. The Return Address

In most cases, the return address is printed on the letterhead. It is necessary only when you are using a blank sheet of paper.

### 2. The Attention Line

If you want your letter attended by or directed to a specific person or department, add an attention line. This will speed up the sorting process within a company. For instance, it can indicate by “attention: Mr. Zhao” or “attn: Mr. Zhao”.

### 3. The Subject Line

It is written to indicate the subject and purpose of the letter so that recipients can easily identify the contents of the letter. There are a few ways to write the subject line.

- American Cars
- Re: Your order No. 453 for electric drills
- Subject: Insurance policy No. 234

### 4. The Enclosure Notation<sup>2</sup>

When something else is sent together with the letter, you add the enclosure notation to inform the reader of what is enclosed. The notation may be spelled out (Enclosure/Attachment), or it may be abbreviated (Enc./At.). It may indicate the number of enclosures or attachments, and it may also identify an enclosure specifically (Enclosure: Copy of Invoice 3505).

### 5. The Postscript Notation<sup>3</sup>

The postscript is used to add an afterthought. In sales letters, it is used mainly as added punch. If copies of a business letter have been made for other individuals, a copy notation is typed one or two lines below the enclosure notation. A colon following is optional. Most people prefer to use notations like CC, cc, Cc, which all means carbon copy. Since most copies are now photocopied, some people use the notation XC (Xerox copy), PC (photo copy), or C (copy). However, if you do not want the addressee to know that someone else is receiving a copy, do not include this notation on the original copy.



**Sample Letter**

◆ ◆ Star Bank ◆ ◆

45 River Road Stirling Scotland ST 3341

Tel: 123498

Fax: 197663

Web Site: <http://www.sss.com>

September 5, 2006

Universal Software, Inc.

468 Oak Street

San Francisco CA 94105

U. S. A.

Attention: Sales Manager

Ladies/Gentleman:

Subject: Inquiry about your product

.....  
.....  
.....  
.....

Sincerely Yours

SHEN John (Mr.)

Client Manager

Encl: Catalogue

CC: Previous Woods Amazon, Hong Kong Office

PS: Please visit our web site: <http://www.sss.com>





## 1.3 Business Letter Formats

The often used formats are explained as follows:

### 1. Indented Format

Almost all elements of the letter should have an indentation, for instance, letterhead, inside address, letter body.

There is a rule for indentation. Each line of the “Inside Name and Address” should be indented 2 – 3 spaces, while in the body of the letter, the first line of each paragraph should need 4 – 5 space indentation on the left-hand side of the sheet, while the complimentary close and the signature are centered or on the right-hand side of the sheet.



### Sample of Indented Format

Letter Head	
	Date
Inside Address	
<input type="checkbox"/> <input type="checkbox"/>	_____
<input type="checkbox"/> <input type="checkbox"/>	_____
<input type="checkbox"/> <input type="checkbox"/>	_____
Salutation	
Body	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____
Complimentary Close	

**Signature**

## **2. Semi-block Format**

It's a combination of indented format and modified block format. It is very similar to the indented format with the only difference that the inside address should start neatly from the left-hand side of the sheet.



### **Sample of Semi-block Format**

**Letter Head**

**Date**

**Inside Address**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Salutation**

**Body**

□ □ □ □ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

□ □ □ □ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Complimentary Close**

**Signature**

### 3. Modified Block Format

In this format, the first line of each paragraph in the letter body is not indented, while the letterhead, date line, complimentary close, and signature are aligned slightly past the center of the sheet.



#### Sample of Modified Block Format

<b>Letter Head</b>	
	<b>Date</b>
<b>Inside Address</b>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<b>Salutation</b>	
<b>Body</b>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<div style="background-color: #cccccc; height: 15px; width: 100%;"></div>	
<b>Complimentary Close</b>	
<b>Signature</b>	
<div style="border-bottom: 1px solid black; height: 15px; width: 100%;"></div>	
<div style="border-bottom: 1px solid black; height: 15px; width: 100%;"></div>	

### 4. Full Block Format

Letterhead is laid out in the center of the letter, while the rest elements of a business