

全国外经贸院校

21世纪

高职高专统编教材

新编外贸 英文函电

主编 王万义 李宁 主审 吕红军

A NEW ENGLISH COURSE FOR
BUSINESS LETTERS



中国商务出版社
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出版说明

中国加入世界贸易组织后，必将以更快的步伐融入全球化的浪潮中。中国将在众多的领域特别是在经济和贸易领域全面与国际接轨。为了适应这一新的形势，为我国对外经济贸易事业培养更多既懂得新的国际经济贸易法律和规则，又了解国际贸易运作的具体程序和惯用做法的实用型高职高专人才，在商务部有关司局及教育部有关司局的直接指导和帮助下，我们组织了全国主要的外经贸高职高专院校编写了这套教材。

这套教材暂定为48本，涉及外经贸的各个学科，是外经贸院校高职高专教育的主干核心教材。这套教材的编著者大多数是从事外经贸职业教育多年的老师，他们有着丰富的教学经验，同时我们还邀请了一些外经贸教育方面的权威专家和教授对本套教材进行了审定。另外，我们还请了部分外经贸公司和金融系统的专家加入了这套教材的编写，使得这套教材的实用性、可操作性更强。我们将结合各有关院校的实际使用情况不断修订、增补和完善这套教材。由于时间紧，任务急，书中难免出现疏漏和不足，恳请广大读者及时提出宝贵意见，以便充实和完善。

全国外经贸院校21世纪高职高专统编教材编委会

2005年8月

前 言

《新编外贸英文函电》是在中国商务出版社的大力支持下，在全国外经贸院校 21 世纪高职高专统编教材编委会的组织下，在全国各经贸院校专家、学者的积极参与下编写而成的。

本书在编写过程中，针对高职高专教育的特点，按照教育部《关于加强高职高专教育教材建设的若干意见》的要求，以应用为目的，以必需够用为标准，以强化应用为重点，紧密联系业务实际，注重应用能力培养，突出了针对性和实用性。

本书结构新颖，摒弃了以往各类函电教材以不同交易和不同写信人为题材的传统结构，以浙江彩云润茶叶有限公司向英国环球茶叶经销有限公司出口绿茶提取粉和茶具这笔交易为主线，贯穿了国际贸易一个完整的业务流程：建立业务关系→询盘→发盘→还盘→接受（订购）→保险→付款→装运→索赔→续订购等。脉络清晰，实用性强，知识面广。

本书共分十一章。每章由样信和练习两大部分构成，中间辅以相关链接、职场留言等形式多样的知识模块。样信具有代表性，语言简练实用，以必需够用为标准；练习力求学以致用，从易到难的阶梯式结构能更好地帮助学生在掌握重点的前提下，全面掌握外贸英文函电的书写技能。本书将贸易前沿的许多知识融于练习之中，力求学生能紧跟时代脉搏，成为真正的应用型人才；每章添加的相关知识模块进一步拓宽学生的视野并培养学生的自主学习能力。

本书在编写过程中自始至终得到了辽宁对外经贸学院吕红军博士的具体指导和帮助，从本书的构思、编写体例、编写内容到书稿审阅，她付出了大量心血，在此深表感谢。

参加本书编写的人员有：王万义、李宁、张国通、崔颖、张丽

霞、祁文涛、郭磊、覃慧、任华、高素珍、唐娅娇等。本书由王万义、李宁任主编，张国通任副主编，吕红军主审。

本书在编写过程中参考了诸葛霖主编的《外贸英文书信》，吕红军主编的《国际货物贸易实务》以及相关学者的研究成果，在此深表谢意。

书中疏漏与不妥之处在所难免，热诚希望广大读者批评指正。

编 者

2005年7月

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Chapter
One

1

Layout of a Business Letter

Objectives

Upon completion of this chapter, you will:

- be familiar with the layout of business letters.
- know the formats of business letters.
- understand the culture influences on the format, tone and style of business letters.
- know how to address the envelope.
- be able to write business letters in the form of e-mail.

Unit One

Layout of a Business Letter

Most business letters have seven standard parts. They are letterhead, reference and date, inside address, salutation, body, complimentary close, and signature.

When it is appropriate, any of the following optional items can be included.

Attention line, subject line, Reference number, enclosures, carbon copy notation, mailing notation and postscript.

Electronics Ltd.

3 Stockbridge Road Liverpool LP5 20M
Tel: 087564789076 Fax: 087564747867
Website: www.electronics.com.uk

Your Reference:
Our Reference: 2569

April 13, 2004

Fuji Company
153 Ginza-Chome
Tokyo, Japan
Attention: Sales Manager

Dear Sirs,

Re: Portable Colour TV Sets

We have seen your advertisement in the "Electric Frontier" and are quite interested in your portable colour television set.

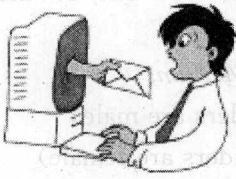
Enclosed is our Inquiry Note No. 2368. Please quote us the lowest price C. I. F. Liverpool, stating the earliest date of shipment.

We look forward to your early reply.

Very truly yours,
ELECTRONICS LTD.

Harold Jones
Harold Jones
Manager

Encl. Inquiry Note
cc: Mr. J. L. Smith, New York



With the quick development of the information technology, electronic communication (mainly includes fax and e-mail.) is more frequently used by business firms than paper-based communication. Then why do we study business letters?

1. Letterhead

信头

Generally, a letterhead will include the company logo, company's name, address, telephone number, fax number and email address, and the web address if available. It is used to help the readers to quickly locate the contact information. The heading usually contains two or three lines. It should be noted that when a writer is representing a company or organization, the writer should use the organization's letterhead stationery for any correspondence with people outside the organization.

2. Date

日期

To avoid confusion, it is a common practice to write months in words.

3. Inside

Address

封内地址

Always include the recipient's name, address and postal code. Add job title if appropriate. Double check that you have the correct spelling of the recipient's name. An inside address can help to prevent confusion. Also it helps should the envelope be damaged and the address become unreadable and helps to determine what to do with the letter if the recipient has moved.

4. Salutation

称呼

A business letter should always include a salutation. This is to whom the letter is addressed.

The traditional salutation is Dear followed by the reader's courtesy title and last name. If unsure to whom you should address a letter, you should use the following salutations:

"Dear Mr. Reading," or "Dear Sir or Madam,"

When addressing a group of people, use one of the following salutations:

Ladies and Gentlemen; Dear Sirs or Madams,

Gentlemen;/Dear Sirs, (if all the readers are male)

Ladies;/Dear Madams, (if all the readers are female)

If you are exchanging letters with someone you know and are quite familiar, you can just use Dear followed by his/her last name.

Attention: In the U. S. a colon is used more frequently than a comma because a comma is considered to be less professional.

5. Body

信的正文

The actual message is contained in the body of the letter, the paragraphs between the salutation and the complimentary close. The body of a business letter typically has three paragraphs:

- Introductory paragraph
- One or more body paragraphs
- Concluding paragraph

6. Complimentary

Close

结尾敬语

Business letters should end with a closing, such as:

- Sincerely yours,
- Cordially,
- Yours faithfully,
- Yours very truly,

Capitalize only the first word in the complimentary close, and follow all phrases with a comma.

7. Signature

签名

The signature should be clear and legible and it should be followed underneath by a typed version of the writer's name and job title. Often the company's name is typed right above the signature.

If someone else types your letters, the reference line

identifies this person, usually by initials. It appears a few spaces below the signature line, along the left margin.

The writer's initials come first, and they are capitalized.

For example, if Kathy Reese wrote a letter that McKenzie Allen typed, it would appear like this:

KR/ma.



It is important to be aware of the culture differences in the format, tone and style of written communication, when corresponding with foreign corporations. Understanding the business communication practices of the culture you are writing to will help you to communicate effectively and build good will between cultures. American readers expect routine letters to be short and to the point, while Japanese writers are slow to the point. The Japanese have a traditional format beginning with the salutation followed by a comment about the season or weather. Next will follow a kind remark about a gift, kindness, or patronage. They then include the main message and close with best wishes for the receiver's health or prosperity.

For example, a Japanese letter may open with the following:

The season for cherry blossoms is here with us and everybody is beginning to feel refreshed. We sincerely congratulate you on becoming more prosperous in your business.

8. Subject Line This is optional, but its inclusion can help the recipient in dealing successfully with the aims of your letter. Normally the subject sentence is preceded with the word *Re*: It is a brief phrase or keywords to describe the content of the business letter.

Line

事由

9. Enclosure It indicates that something has been enclosed with the letter and alerts the reader to look for this item. If the enclosure is lost, the recipient will know.

附件

If the envelope contains any documents other than the letter itself, identify the number of enclosures:

Enclosure or

Enclosure(2), which means two documents

In determining the number of enclosures, count only the separate items, not the number of pages.

A Reference These are optional. They are a good idea if you have a large volume of correspondence.
查号或参考号

B Attention Line When you cannot address a business letter to a particular person, use an attention line. In this instance, put the name of the organization or division on the first line of the inside address, and the attention line immediately afterwards:

Department of Journalism,
Colorado State University
Clark C223 Fort Collins, CO 80526
Attention: Dr. Jon Smith, Department Chair

C Copy Line The copy line is used to let the reader know that other people are receiving a copy of the document. Use the following symbols:

抄送

- *c*: for copy
- *cc*: for carbon copy
- *bc*: blind copy

Follow the symbol with the names of the other recipients listed either alphabetically or according to organizational rank.

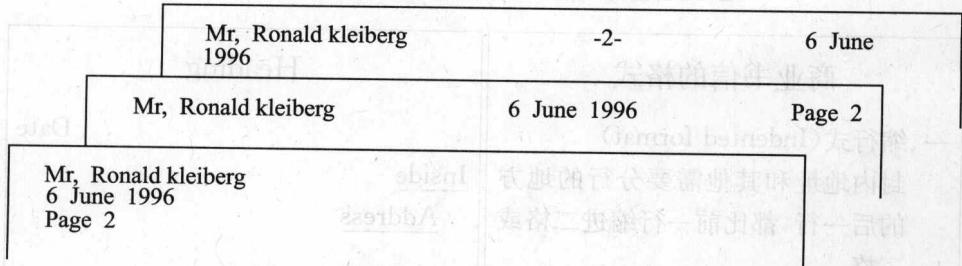
If you do not want your reader to know about the other copies, type *bc* on the copies only, not the original.

Following pages

If your letter is longer than one page, the heading at the top of subsequent pages can be handled in one of the following ways: (see example)

If you use letterhead stationery, remember not to use it for subsequent

pages. However, you must use blank paper of the same quality, weight, and texture as the letterhead paper (usually, letterhead stationery comes with matching blank paper).



Fill in the blanks with the parts they represent

1. _____

2. _____
a _____

3. _____
b _____

4. _____

8. _____

5. _____

6. _____

7. _____

9. _____
c _____

Unit Two

Format of a Business Letter

<p style="text-align: center;">商业书信的格式</p> <p>一、缩行式(Indented format) 封内地址和其他需要分行的地方的后一行,都比前一行缩进二格或三格。 信的正文,每一段的开始一行都缩进若干格。</p> <p>二、平头式(Block format) 每一行都是从左边开始取齐,成一垂直线。</p> <p>三、混合式(Semi-blocked format) 前两种格式的混合体。信的正文部分采用平头式,作者的地址、日期、结尾敬语及签名采用缩行式。</p>	<p style="text-align: center;">Heading</p> <p style="text-align: right;">Date</p> <p><u>Inside</u> <u>Address</u></p> <p>Dear Sirs,</p> <p>□□□..... □□□..... □□□.....</p> <p style="text-align: right;">Yours Faithfully, Signature</p>
<p>Heading</p> <p>Date</p> <p><u>Inside</u> <u>Address</u></p> <p>Dear Sirs,</p> <p>.....</p> <p>Yours Faithfully, Signature</p>	<p style="text-align: center;">Heading</p> <p style="text-align: right;">Date</p> <p><u>Inside</u> <u>Address</u></p> <p>Dear Sirs,</p> <p>.....</p> <p style="text-align: right;">Yours Faithfully, Signature</p>

Indented format is the traditional British practice with the heading usually in the middle and the date on the right-hand side. The complimentary close may be in the center or commence at the center point.

With every new line two or three spaces are indented. Also each paragraph indents by five or six spaces.

Block format is now the most popular practice of displaying business letters. Its remarkable feature is that all typing lines, including those for the date, inside name and address, salutation, subject heading, each message paragraph and complimentary close, begin at the left-hand margin.

The semi-blocked format is the mixture of the above two formats. The first line of a paragraph is lined up with the left margin and there is an extra blank line between paragraphs to signal the start of a new paragraph, but the writer's address, date, closing and signature information are indented.



Some Basic Guidelines for Effective Business Correspondence

**7Cs—Courtesy Consideration Completeness
Clarity Conciseness Concreteness Correctness**

礼貌 体谅 完整 清楚 简洁 具体 正确

Unit Three

Addressing the Envelope

Harold Jones
Electronics Ltd.
3 Stockbridge Road
Liverpool LP5 20M
United Kindom

Fuji Company
153 Ginza-Chome
Tokyo, Japan

