

新编 涉外英语 教程

陈良旋 编著
河南大学出版社

A New Course of
English Concerning Foreign Affairs



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前 言

《新编涉外英语教程》系根据原书《涉外英语实用教程》修订、改编、补充而来的。

《涉外英语实用教程》系根据原国家教委关于适应形势需要调整专业方向的指示精神，根据原河南省教委下达的任务，结合我国改革开放形势，参考了大量的国内外有关书刊资料编写的。《涉外英语实用教程》自出版以来，受到社会有关部门的热切关注，得到了广大读者及同行的热情赞扬和高度评价，被郑州大学、四川外国语学院、广州大学等全国多所高校所采用，有作为必修课，如专业基础课、专业主干课教材的，也有作为选修课教材的，或作外事文秘方向学生用书的。经广大师生使用，证明切合需要，效果满意，深受欢迎。

随着经济全球化与全球经济一体化，随着中国进入 WTO，参与国际竞争，目前，我国的涉外工作空前活跃。涉外活动几乎遍及全国的各行各业，各个角落，因而对涉外业务人员的需求也出现了前所未有的好势头，对他们的业务素质和工作技能的要求也更高更严。根据新时期新特点，为适应新形势的需要，现对该教程作了全面的修订和补充，增加更多的实践性练习，附上部分习题的参考答案，并把书名改为《新编涉外英语教程》，重新编辑出版。

由于水平有限，错漏不妥之处，敬请专家、读者批评指正。

编著者
2005 年春

内 容 提 要

本教程共分为九个部分。

第一部分:写好英语书信的基本原则,信的组成部分及格式;第二部分:社交书信,如请帖、邀请信及其回复、祝贺信、慰问信、吊唁信、请求信、求职信(含个人简历)、介绍信、推荐信、通知信、感谢信、道歉信、预定信和文化交流书信等;第三部分:商务书信,如询盘与报盘、订购与确认、信用证、装运与交货、投诉与索赔等书信;第四部分:电报电传传真与缩略语,详细介绍了单词缩略的基本规则和语句表达的简化方法;第五部分:秘书必读,如秘书职责、秘书业务素质要求和口笔头能力要求、日常办公事务、接待来访、安排约会、预订业务、记录与转达信息、旅行安排等;第六部分:即席致词,如欢迎词与答词、祝酒词与答词、贺词、开幕词与闭幕词、悼词等;第七部分:外交礼仪,如握手、介绍、仪容姿态、举止风度、待人接物、公共卫生、遵时守约、谈话风范、电话礼貌、餐具使用、宴会风度、乘车礼仪等;第八部分:外交公文;第九部分:其他涉外应用文,如英语会议记录、便条与收据、启事、公告、通知、海报、广告及公共揭示等等。

本教程特点:内容丰富,实用性强,语言规范准确,易懂易学。

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Part One

The Basic Rules of Successful Letter Writing

I . HOW TO WRITE SUCCESSFUL LETTERS

1. SEE THE IMPORTANCE OF LETTERS

A wide correspondence with friends can mean pleasure and satisfaction to you. Successful letter writing can help facilitate social activities—often save you much time, trouble and inconvenience. Considered as your personal representative, it goes to the hospital to cheer a sick friend, goes to your hostess to thank her for entertaining you, conveys your best wishes, congratulations, condolences, sympathy, when circumstances make it impossible for you to be there in person. What is more, successful letter writing can also enrich social life of human beings. Good letters can bridge any distance, bring friends closer in intimacy and understanding, win affection, inspire love, promote friendship and enrich social relationships.

2. ALWAYS TRY TO VISUALIZE THE PERSON TO WHOM YOU ARE WRITING

If you think that talking is an expression of thoughts and ideas in spoken words, then, writing is, or should be, those same words on paper. A letter is like a visit on paper. So just write about the very same things you'd talk about if you were together. Always imagine that the person to whom you are writing is now sitting face to face in front of you. It will help you express yourself in an easier and more natural style. As you know the person's interests, his likes and dislikes, his activities and his hobbies, you can write a most interesting and stimulating letter which he loves to receive.

3. JUST WRITE AS YOU SPEAK

As stated above, the letter you write is your personal representative. It is simply part of you, an expression of your personality. Therefore, it is not enough to write letters that are mere patterns of form. They are correct letters, but not good letters because they are colorless in personality. What you write must be letters that are warm and alive with reflections of your own personality. Make your letters sound the way you do. "Be yourself!" So a natural, spontaneous sincerity is the first and most important thing you should strive for in letter writing. Some people say, "Just write as you speak." That is perfectly right and the whole secret.

4. USE SIMPLE ENGLISH

The finest English in the world is simple English. It's true especially in producing interesting letters. As is known to all that letters with plain, understandable and familiar words always sound pleasant and conversational. These simple, home-spun words of everyday speech are usually more vivid, lively and expressive than those formal, bookish, high-sounding words. For example:

do	is a better word than	accomplish
write	is a better word than	correspond
often	is a better word than	frequently
find	is a better word than	locate
go	is a better word than	attend

When you can use a single vigorous word, don't use two or more. For example:

please	is better than	will you be good enough to
now	is better than	at the present time
like	is better than	along the lines of
since	is better than	inasmuch as

And try to use:

"I'm"	instead of	"I am"
"you've"	instead of	"you have"
"they're"	instead of	"they are"
"don't"	instead of	"do not"
"haven't"	instead of	"have not"

Of course, writing simply does not mean writing obviously without beauty or style. Your simple words should have meaning, substance and life. They should be colorful and