

最新商务英语系列教材

BUSINESS ENGLISH WRITING

商务英语写作

孙志祥 主编



苏州大学出版社
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主 编 孙志祥
副主编 徐 源
编 者 孙志祥
毛卫强

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编者的话

随着国际化趋势的不断加强,社会各界对商务英语人才的需求日益升温。在商务英语教学和培训中,特别是在商务英语专业获准设立以后,对优秀商务英语教材的要求越来越迫切。

根据教育部《高等学校英语专业教学大纲》的课程描述,《应用文写作》课程的目的在于使学生了解应用文的特点和掌握应用文的写作能力。通过应用文阅读和应用文写作的训练,使学生熟悉应用文的语言特点、篇章结构及基本格式,能独立撰写或起草各类文件和信函,并基本符合要求。

在《商务英语写作》教材的编写过程中,编者坚持“写作指南+范文阅读+写作训练”的应用文写作教学原则。教材内容贴近商务实际,涵盖了各类应用文写作,包括备忘录、通知、请柬、祝酒辞、会议纪要、日程安排表、图表、建议书、报告、报道、商业广告、企业介绍、简历和申请书、文凭证书、公共标识语和问卷调查表等。每个单元由相关写作知识、示范阅读、注释和交际园地(练习)等几个部分组成。在练习设计中,编者重视借助案例学习增强读者在英语交际背景下分析和解决问题的能力。

本书主要编写人员为孙志祥、王翔、方小勇、孙亚玲、毛卫强、顾红、林又佳、张莹等。本书编者衷心感谢苏州大学出版社汤定军编辑及其他领导的关心和支持,感谢丁锡芬、赵洪娟、周伟、王芳等的热心帮助。

由于作者水平有限,书中错误或不妥之处在所难免,敬请读者不吝赐教。

孙志祥
2007年5月



使用说明

本书可以作为本专科英语专业、国际经济与贸易专业、涉外文秘专业、对外汉语专业及其他涉外专业的应用写作教材。本书同时可以作为企业在职人员培训时使用,以及有志于从事国际商务活动的人士自学之用。

本书共由16个单元组成,每单元均由相关知识与写作指南、示范阅读、注释和交际园地等部分组成。相关知识和写作指南部分详细介绍了与主题相关的知识和写作原则。示范阅读部分主要选取了具有代表性的范例供读者阅读与赏析,在阅读中体味与把握写作原则和要领。注释部分包括一些常用词汇和表达方式以及对文中一些要点的补充。交际园地部分包括简答题和案例分析。简答题旨在帮助读者进一步理清写作原则与要领,案例部分则给读者提供了分析解决实际问题的机会,提高写作技能和水平。

全书共16个单元,用作全日制学生的教材时,建议一周开设2个课时,每2~3个课时讲解一个单元。此外,由于本书涵括内容较广,教师可根据自己学校的专业特点和相关课程开设情况酌情选讲,自行安排讲解课时和顺序。

孙志祥

2007年5月



高等院校最新商务英语系列教材



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Unit 1

Memos

Memos and letters are the two most common types of business communication. Memos resemble letters in that they communicate information and are commonly used in the world of business writing. Letters are used to communicate with someone outside the organization while memos are an important means by which employees within an organization communicate with each other.

1.1 THE LAYOUT OF MEMOS

Because the memo form was developed to save time, the formality of an inside address, salutation, and complimentary closing is omitted. Most companies have memo stationery with a preprinted heading. Different companies, however, may use different formats and even within a company, different departments may write memos in different formats. Nevertheless, a memo should include the following information:

- Who is the memo *to*?
- Who is the memo *from*?
- What is the *subject* of the memo?
- What is the *date*?

These should be positioned as shown in the following examples.

Format 1

MEMO	
To	
From	
Subject	
Date	



Format 2

MEMO	
To	
From	
Date	
(Title Informing of Subject)	

Format 3

MEMO	
Date:	
To:	
From:	
Subject:	

Format 4

WORLDWIDE SHIPPING COMPANY	
<i>Interoffice Memo</i>	
To:	From:
Subject:	Date:

The To and From. In the *To* and *From* sections, the business title of each person is often included, particularly when the memo is being sent to a person whose office is in another city. In the *To* section, a courtesy title—Miss, Mrs., Ms., Mr., Dr.—is often included. However, in the *From* section, the writer's choice of whether to use a courtesy title or not depends upon the degree of formality that he decides to use.

The memo forms used in large companies may also include other details to facilitate communication among co-workers in various departments and branches of the firm.

Format 5

WORLDWIDE SHIPPING COMPANY	
<i>Interoffice Memo</i>	
Date: July 17, 2007	
Subject: Ordering of company-headed stationery	
To: Mr. Arthur Foley, Office Manager	From: Peter Smith
	Organization: Logistics Service
	Location: CA 12
	Phone: 341 - 6639



The writer's job title, for example, "job manager" may be included. Some firms insist on the job title as house-style. On its own, without a personal name, the job title would be very formal. Added to a name, it gives a slight touch of formality. In order of formality the possibilities are:

- Office Manager (very formal)
- Mr. Smith, office manager (formal)
- Mr. Peter Smith, office manager (rather less formal)
- Mr. Peter Smith (average formality)
- Mr. Peter Smith, office manager (average formality)
- Peter Smith (slightly informal)
- Peter, office manager (informal)
- Peter (very informal)

The Subject and Date. The beginning of a memo is usually the subject line. It is a brief statement telling what the memo is about and helps the reader to prepare for the contents.

The subject line is not a complete sentence but rather a concise phrase that gives the reader the topic plus a focus. Some companies prefer to have the subject line typed in all caps.

One-word subject lines don't communicate effectively, as in the following flawed example.

Subject: Stationery

An improved subject line would read as follows:

Subject: Ordering of Company-Headed Stationery

This subject gives the topic (Company-Headed Stationery) plus a focus (ordering).

Complete dates are just as important on memos as they are on letters. Dates are necessary for future reference to prevent miscommunication.

The Message. Memos solve problems either by informing the reader about new information, like policy changes, price increases, etc., or by persuading the reader to take an action, such as attending a meeting, or changing a current production procedure. Regardless of the specific goal, memos are most effective when they connect the purpose of the writer with the interests and needs of the reader.

1.2 THE PLANNING OF MEMOS

Like business letters, most memos follow a direct organization plan. The steps in organizing a direct plan memo are: identifying and stating the main points, planning the order of supporting points, evidence, or arguments, and finally concluding with suggestions for future action or requesting guidance of future action.

Occasionally, however, you may find it necessary to write a bad-news or persuasive memo. When you communicate bad news, you expect to arouse strong feelings of





disappointment. The goal of the bad-news strategy then is to avoid adding anger and ill will to the disappointment your reader will feel. The bad-news strategy can be used when both of the following conditions occur:

1. When the message is expected to upset the reader significantly.
2. When minimizing bad feelings is worth the extra time and cost.

Most bad-news messages begin with some comments designed to put the reader in a neutral, reasonable, rational frame of mind for the reasoning that follows. The transition from the opening to the reasoning must be graceful, or the reader will realize that you are shifting gears.

One way to organize the reasoning is to begin with specifics and work toward conclusions. Begin by simply stating the key facts your refusal is based on. Then show how they lead to the conclusion that you must refuse the request.

Whereas in the bad-news strategy the goal is to reduce negative emotions, in persuasion the goal is to arouse the kind of positive emotions that will motivate the audience to do what you want.

A persuasive approach to communicate is appropriate when you must get someone to do something that he or she wouldn't do if you merely requested it. To achieve your goal, you must not only provide information but also convince your audience that you are right.

The general plan for a persuasive message is as follows. The beginning sentences secure the reader's interest and present the basic motivational appeal, namely the benefit to the reader. The body justifies in detail your argument that by acting as you request, the reader will in the end get the benefit you are promising. The ending calls for action.

1.3 THE TONE OF MEMOS

When you are writing a memo, you are writing to someone with whom you work everyday. The golden rule is to write as you would like to be written to.

Tone refers to the author's voice. The tone of a memo can range from subjective and emotional to objective and balanced. However, in business and technical writing, it is common to write in an objective and low-key tone rather than a dramatic tone. The number of adjectives and adverbs will influence the tone, as will the choice of pronouns. The fewer the adjectives and adverbs, the more objective the tone. In addition, the tone is objective when *I* and *we* are avoided.

The author's tone is a result of word choice and is determined by the purpose and goal of the document. The tone of the memo is influenced by the position held by the author in relation to that held by the receiver. Also, the topic under discussion plays an important role in determining the tone.



1.4 PRESENTATION OF CONTENT

The presentation of your ideas matters; you have to market them. Memos should look as professional as are feasible. It should be formatted so that important ideas can be taken at a glance. Try to make your text more reader-friendly by applying some of the highlighting techniques: fonts, headings, white space, charts, graphs, pictures, bolded words, bullets and graphics. Remember, though, the important consideration is professionalism not creativity.

1.5 EFFECTIVE MEMO CHECKLIST

The following is a list of points to check when you write a memo.

- Have you used the correct memo format, including to, from, date and subject line?
- Will the person who receives the memo be able to understand the message?
- Have you included all relevant information? Is any information missing that will hinder understanding of the message?
- Is your writing style concise? Have you included any irrelevant information?
- Have you written appropriately to your audience? Have you achieved the correct tone? Is the language appropriate for a memo? Is it too polite? Is it too formal or too informal?
- Is your page layout reader-friendly? Have you used highlighting techniques for accessibility?
- Have you checked spelling, grammar and punctuation?

1.6 SAMPLE MEMOS

Sample 1 (1)

MEMO

Date: September 1, 2006

To: Center Interns

From: Center Team Leader

Subject: Standard Format for Memos

In this sample, I have outlined the basic format requirements for a standard memo. You may be familiar with the memo templates that many word processing packages offer—you will notice that there are several variations on the basic format, but the required elements are the same. In any memo, you should include:

- Date;
- Name or position of the people to whom the memo is being sent (if there are multiple recipients, list the names in alphabetical order according to last name;



you can also include a “CC” line below the “To” line and list the names of your secondary audience—that is, people who may be interested in the memo but are not directly responsible for responding to it);

- Name or position of the sender (often, the sender will write her/his initials next to her/his name on the memo—this acts as a signal that the sender has verified and approved the memo content);
- Subject line;
- Body text.

The Use of Margins

The margins for a typical memo are a 1.5 inch left margin, 1 inch right margin, and 1 inch margin at the top and bottom of the paper. You can adjust these margins slightly to make your memo fit on one page, or to space the information so that page breaks do not happen at awkward places—for example, when you are at the end of a paragraph and only three or four words flow over to the next page. All paragraphs and headings should be lined up with the left margin.

How to Use Single, Double, and Triple Spacing

Text spacing is an important navigational tool in a memo. Some conventions ask you to double space between the date, to/from, and subject lines and between each paragraph, others use single spacing in the block. Triple space before each heading within the body of the memo. Do not double space the body text of your memo.

Using Headings

If your memo is more than two or three paragraphs, including headings can be helpful for your reader—be sure to use headings that capture the key topic of that section and capitalize each major word of the heading. **Bolding** or **underlining** the heading will help the visual design of your memo.

Closing

Provide some conclusion to your memos with an invitation for further discussion or feedback, or with contact information. While you do not use a closing salutation for a memo, as you do with a letter, providing contact information and a conclusion indicates that you are engaging your reader rather than talking at them.

Sample 1 (2)

MEMO

Date: September 1, 2007

To: All Employees

From: James McDonald, President

Subject: Screening for High Blood Pressure

The company will provide free blood pressure tests for all employees who wish to participate during work hours on September 17 and 18 in the Dining Hall behind the



Administration Building.

Hypertension, or high blood pressure, is a serious condition that increases the risk of heart disease and other illnesses, but it's readily controlled under the care of your own physician. The test is quick and entirely painless.

This screening is voluntary, and you're under no obligation to be tested. Results will be communicated to you immediately. No record of your test results will be kept by the company.

Department heads will be scheduling release time for employees who wish to participate.

Sample 1 (3)

MEMO

To: John Erickson, Supervisor

From: Jean James, Director

Date: September 1, 2007

Re: Use of South Parking Lot by Kite Club

Because we occasionally receive requests like yours to use the south parking lot for club and church activities, last year we checked with our insurance company to determine our liability coverage in such situations. According to our agent, our liability insurance covers only official company use of that property, that is, use directly related to official company activities.

Since our company values community service such as your present leadership in the Kite Club, we checked to see how much it would cost to extend our insurance to cover community activities on our property. We found the cost prohibitively high. In addition, we considered the possibility of allowing organizations to use the parking lot after signing a waiver of any future claim against our company, but our lawyer indicated that such an arrangement would not adequately protect the company. As a result, we must limit the use of company property only to official company activities.

Sample 1 (4)

MEMO

To: All Executives

From: Randolph Gray, Chief Executive Officer

Subject: Business Conferences via Global Television to Begin in November

Date: July 18, 2007

For your information, Intercontinental Hotels Corporation (IHC) and Comsat General Corporation have announced an equally owned joint venture to provide international televised conference service available to the public. The service, to begin in November, initially will link IHC's hotels in New York and London. The link will