

BEC商务英语系列丛书

>> BEC中级、公司英语培训、个人自学推荐教材

Writing in Business English

新 国际商务英语写作

中级

何光明 编著

本书曾用于数家世界500强公司培训

内容实用 信息新颖 技巧荟萃 范例丰富

上海教育出版社

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何光明 编著 叶兴国 主审

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前言

如今,随着商务英语的重要性日益凸显,市场上有关商务英语的书籍层出不穷,名目繁多。但此类书籍中,真正带给学习者实效的并不多,究其原因,它们有的脱离实际,空谈理论;有的则过于强调实践,缺乏理论上的系统见解;更有甚者所用语言陈旧老套,与当代商务英语脱节。在商务英语写作类书籍中,这些问题尤为明显。有鉴于此,笔者结合自身多年来商务英语写作教学和外企商务英语培训经验,参考大量国内外相关资料,并吸收了诸多网络上最新的商务信息,力求为学习者打造一本有着全新面貌,而且真正实用的商务英语写作用书。

本书之所以命名为《新国际商务英语写作》,是因为笔者充分考虑到了学习对象以及新时代的特点,与以往同类书籍相比,本书在内容选材和设计编排上都有诸多新特点。

一、新的内容选材 笔者对所培训的学员及外企员工的实际需求做了详细的调查,并准确把握商务英语写作的发展趋势,使该书在内容选材上,不仅实用性强,涉及面广,而且针对性突出。具体来讲,主要反映在如下几点:

- 涵盖了商务活动中常见的写作话题,如: 办公室便函 (Memos)、电子邮件 (Emails)、商务报告 (Business Reports)、传真 (Faxes)、通知 (Notices)、会议记录 (Minutes)、会议日程安排 (Agendas)、建议书 (Proposals)、合同与协议 (Contracts and Agreements)、简历 (Resumes)、求职信 (Application Letters)、社交信函 (Letters for Social Purposes) 等。而且,还加入了进出口贸易各流程的相关信件及词汇,更加突出了实用性。

- 提供了详细的写作技巧讲解。根据不同的内容及其难易程度,做了独到的分析与概括。并且,笔者通过聚焦语法 (Grammar Focus) 板块对关键的语法做了充分讲解,更总结出了十八条常见的现代商务英语写作原则,帮助学习者快速掌握商务英语写作的特点。

- 另一大特色是笔者精挑细选了大量的最新商务写作范例,包括: 电子邮件、商务报告、进出口业务函电、社交信函等。这些写作范例语言自然流畅,剪表性强。对有些较难部分本书还提供了必要的注释,便于学习者练习模仿。

二、新的设计编排 本书一改许多教科书的刻板拘谨,根据实际商务操作以及学习者的认知习惯来灵活安排各单元,各部分的内容,让学习者不仅有兴趣学,而且学得轻松。例如: 各单元编排由理论到实践,由技巧到练习——先是对商务写作主题进行解释界定,然后讲解相关的写作原则和技巧,接着是范例学习,最后在掌握相关写作知识的基础上进行练习,练习配备参考答案。与此同时,本书中所使用的语言简易自然,凸显了现代商务写作简洁明了的风格,避免了许多商务英语写作书籍中语言拖沓、累赘甚至陈旧的特点。

作为《新国际商务英语听说》同系列书籍,本书还符合剑桥商务英语 (BEC) 系列证书考试

的宗旨，即：提高学习者的商务英语沟通技能。因而，它能应用于多种形式的商务英语写作教学，如：BEC Vantage/Higher培训、全日制英语、经济和商务专业及职业培训教学、公司英语培训等，也适合具有一定英语水平的学员自学。此外，还与多数商务英语书籍不同的是，本书的大部分内容已在实践中获得检验，在昂立学院商务英语教学和数家公司（美标、花旗银行等）的商务英语写作培训中，获得了有关教师与学员的一致认可与好评。

笔者在编写本书的过程中，自始至终得到了妻子汪菊的支持与帮助，可以说该书能完稿也有她一半的功劳。上海外贸学院副院长叶兴国教授于百忙之中抽出时间审阅拙著，于诸多方面提出中肯意见，对全书的成稿质量帮助莫大，在此，作者尤要向他表示深切的谢意。外国专家 Brian Rice、Stephen Graham 也对本书提供了校稿的宝贵意见，好友陆骅花费了许多宝贵的时间为本书挑选插图，在此，笔者对他们在百忙中能伸出援手，表示由衷的谢意。此外，在本书编写过程中还参考了许多国内外商务英语书籍以及网络上的有关资料，所以，笔者也要对这些材料的作者们深表感谢。

希望本书能带给读者耳目一新、豁然开朗的感觉，能真正成为大家英语学习中的良师益友。尽管如此，但“金无足赤”，纰漏之处难免，诚望广大读者不吝指正！

何光明

2005年5月1日

Contents (目录)

Section 1: General Tips for Modern Business Writing (现代商务写作技巧概述)	1
1.1 Avoiding wordy and redundant phrases (避免措辞拖沓冗长、累赘重复)	2
1.2 Using small words (使用简单词汇)	3
1.3 Avoiding sexist language (避免使用有性别歧视的词汇)	4
1.4 Using modern business language (使用现代商务英语)	4
1.5 Using less clichés and jargon (尽量少用陈词滥调及商业行话)	5
1.6 Avoiding vague expressions (避免使用意思模糊的表达)	6
1.7 Avoiding negative wording (避免使用否定的表达)	6
1.8 Knowing the proper use of the commonly misused words and phrases (正确使用一些 易混淆、误用的词汇)	7
1.9 Using active voice more (多使用主动语态)	9
1.10 Using more short sentences (多使用短句)	10
1.11 Using a natural, conversational style (风格自然、口语化)	11
1.12 Using courteous expressions (措辞礼貌得体)	12
1.13 Using <i>YOUR</i> attitude (为对方着想)	13
1.14 Using more paragraphs (使用小段落)	14
1.15 Shortening or deleting warming-up paragraphs (缩短或删除寒暄及不切题的段落)	16
1.16 Identifying the purpose of the writing in the beginning (开头表明写作目的)	16
1.17 Basing your opinion on facts (观点必须基于事实)	17
1.18 <u>Crossing out unnecessary closings</u> (结尾避免画蛇添足)	18
 Section 2: Grammar Focus (聚焦语法)	19
2.1 Sentence construction (1)(句子结构 I)	20
2.2 Sentence construction (2)(句子结构 II)	21
2.3 Avoiding awkward constructions (1)(避免错误句子结构 I)	23
2.4 Avoiding awkward constructions (2)(避免错误句子结构 II)	26
2.5 The use of punctuation (标点符号的使用)	28
2.6 Rules of capitalization (字母大写规则)	30
2.7 The usage of prepositions (介词的用法)	32
2.8 The paragraph (段落)	35
 Section 3: Memorandums (Interoffice Memos)(办公室便函)	38
3.1 What is a memo?(什么是办公室便函)	39
3.2 The purpose of a memo (办公室便函的目的)	39

3.3 The layout of a memo (办公室便函的格式)	39
3.4 Memos and emails (办公室便函与电子邮件)	40
3.5 Tips for writing memos (办公室便函写作技巧)	40
3.6 Samples (范例)	41
 Section 4: Emails (电子邮件)	48
4.1 What is an email?(什么是电子邮件)	49
4.2 The layout of a letter (信件的格式)	49
4.3 The layout of an email(电子邮件的格式)	50
4.4 Beginnings and endings of an email (电子邮件开头句与结尾句)	52
4.5 Emails and letters (电子邮件与信件)	53
4.6 Five golden rules for writing emails (电子邮件写作的五大黄金规则)	53
4.7 Tips for writing emails (电子邮件的写作技巧)	53
4.8 Business email etiquette (商务电子邮件相关礼仪)	54
4.9 Samples (范例)	55
 Section 5: Faxes (传真)	64
5.1 What is a fax?(什么是传真)	65
5.2 Components of a fax (传真的构成部分)	65
5.3 The format of a fax (传真的格式)	65
5.4 The pages of a fax (传真的页数)	65
5.5 Samples (范例)	65
 Section 6: Notices and Instructions (通知)	68
6.1 What is a notice or an instruction?(什么是通知)	69
6.2 Principles for writing a notice or an instruction (通知的写作原则)	69
6.3 Guidelines to remember (通知的写作要领)	69
6.4 Components of a notice or an instruction (通知的构成部分)	70
6.5 Samples (范例)	70
 Section 7: Agendas and Minutes (会议议程、会议记录)	73
7.1 Agendas (会议议程)	74
7.2 Tips for creating effective agendas (会议议程写作技巧)	74
7.3 Agenda samples (会议议程范例)	74
7.4 Minutes (会议记录)	75
7.5 Steps for minutes taking and writing (会议记录的步骤)	76
7.6 Components of minutes (会议记录的构成部分)	76
7.7 Tips for the minutes taker (会议记录技巧)	77
7.8 Common symbols for minutes taking (常用会议记录缩写符号)	77

7.9 Minutes samples (会议记录范例)	79
Section 8: Business Reports (商务报告)	82
8.1 What is a business report?(什么是商务报告)	83
8.2 A general structure for formal business reports (正式商务报告的常见结构)	84
8.3 Suggested structures for other kinds of reports (其它商务报告的一般结构)	85
8.4 Tips for improving report readability (如何提高报告的可读性)	86
8.5 Formal business report writing process (正式商务报告的写作过程)	87
8.6 Common expressions for business reports (商务报告的常见用语)	91
8.7 Report samples in the appendix (报告范例参见附录)	92
Section 9: Proposals (建议书)	97
9.1 What is a proposal?(什么是建议书)	98
9.2 Golden rules for writing a proposal (建议书的写作原则)	98
9.3 Tips for writing proposals (建议书的写作技巧)	98
9.4 Components of an informal proposal (非正式建议书的构成部分)	98
9.5 Components of a formal proposal (正式建议书的构成部分)	99
9.6 Samples (范例)	100
Section 10: Contracts and Agreements (合同与协议)	106
10.1 What are an agreement and a contract?(什么是合同与协议)	107
10.2 Components of contracts and agreements (合同和协议的构成部分)	107
10.3 Main types of contracts and agreements (合同和协议的主要类型)	107
10.4 Components of a commercial contract (商业合同的基本内容)	108
10.5 Samples (范例)	110
Section 11: Resume/ Curriculum Vitae, Application Letters, and Follow-up	
Thank-You Letters (简历、求职信、面试后感谢信)	115
11.1 What is a resume (curricular vitae)?(什么是简历)	116
11.2 Tips for writing winning resumes (成功简历的写作技巧)	116
11.3 Resume samples (简历范例)	117
11.4 Common expressions for resumes (简历的常见用语)	120
11.5 What is an application letter?(什么是求职信)	121
11.6 Tips for writing winning application letters (成功求职信的写作技巧)	121
11.7 Application letter samples (求职信范例)	122
11.8 Common expressions for application letters (求职信的常见用语)	125
11.9 What is a thank-you letter?(什么是面试后感谢信)	126
11.10 Thank-you letter samples (面试后感谢信范例)	127

Section 12: Letters for Social Purposes (社交信函)	130
12.1 Letters of introductions, recommendations and references (介绍、推荐及证明信)	131
12.2 Letters of invitations and their reply (邀请信及其回信)	142
12.3 Letters of thanks (感谢信)	152
12.4 Letters of goodwill - congratulations, encouragement, condolence, commending, seasonal wishes (友好祝愿信——祝贺、鼓励、慰问、表扬、季节问候)	161
Section 13: Letters for Other Purposes (其他目的的信函)	171
13.1 Letters of apologies (致歉信)	172
13.2 Letters for requesting favors (求助信)	173
13.3 Letters for booking (预订信)	175
13.4 Letters for making an appointment (预约信)	176
13.5 Letters of confirmation (确认信)	176
13.6 Letters for calling for an interview (通知面试信)	178
13.7 Letters of resignation (辞职信)	178
Section 14: Letters and Vocabulary for Import and Export Business (进出口业务流程信函及词汇)	185
14.1 Establishing business relations (建立业务联系——流程1)	186
14.2 Inquiries (询问/询价——流程2)	188
14.3 Replies and offers (回函与报盘——流程3)	190
14.4 Acceptance and orders (接受与订购——流程4)	192
14.5 Standing enquiries (资信调查——流程5)	194
14.6 Packing (包装——流程6)	196
14.7 Insurance (保险——流程7)	198
14.8 Shipment (装运——流程8)	200
14.9 Payment by L/C (信用证支付——流程9)	202
14.10 Other modes of payment (其它支付方式——流程10)	204
14.11 Collection (催款——流程11)	206
14.12 Complaints and claims (抱怨与索赔——流程12)	208
14.13 Claim settlement (理赔——流程13)	211
14.14 Agency (代理——流程14)	213
14.15 Compensation trade and processing with supplied materials (补偿贸易与来料加工——流程15)	215
Appendix (附录)	217
Answer Key (参考答案)	241
References (参考书目)	266

Section 1

General Tips for Modern Business Writing



(现代商务写作技巧概述)

Focus on:

避免.

- 1.1 Avoiding wordy and redundant phrases (避免措辞拖沓冗长、累赘重复)
- 1.2 Using small words (使用简单词汇)
- 1.3 Avoiding sexist language (避免使用有性别歧视的词汇)
- 1.4 Using modern business language (使用现代商务英语)
- 1.5 Using less clichés and jargon (尽量少用陈词滥调及商业行话)
- 1.6 Avoiding vague expressions (避免使用意思模糊的表达)
- 1.7 Avoiding negative wording (避免使用否定的表达)
- 1.8 Knowing the proper use of the commonly misused words and phrases (正确使用一些易混淆、误用的词汇)
- 1.9 Using active voice more (多使用主动语态)
- 1.10 Using more short sentences (多使用短句)
- 1.11 Using a natural, conversational style (风格自然、口语化)
- 1.12 Using courteous expressions (措辞礼貌得体)
- 1.13 Using *YOUR* attitude (为对方着想)
- 1.14 Using more paragraphs (使用小段落)
- 1.15 Shortening or deleting warming-up paragraphs (缩短或删除寒暄及不切题的段落)
- 1.16 Identifying the purpose of the writing in the beginning (开头表明写作目的)
- 1.17 Basing your opinion on facts (观点必须基于事实)
- 1.18 Crossing out unnecessary closings (结尾避免画蛇添足)

Section 1

1.1 Avoiding wordy and redundant phrases (避免措辞拖沓冗长、累赘重复)

商务写作的措辞应简洁明了,若用不必要的过多词汇来表达一个或两个词就能表达的意思,显然会使写作的内容拖沓冗长、观点模糊,更会浪费读者的时间。以下分别从“wordy”(拖沓冗长)和“redundant”(累赘重复)两方面举例说明。

Wordy

There is no existing system that can do this.

The regulations are provided in the booklet.

as you may or may not know

at all times

at this point in time

in compliance with your request

Concise

No system can do this.

The regulations are in the booklet.

as you may know

always

now

at your request

以上例子说明,商务写作中应尽量多用简洁的语言,使传达的信息直接、一目了然。此外,诸如“free gift”,“foreign imports”等词汇也过于累赘,有重复感。“gift”本身就是免费的,不需再加“free”,同样“imports”也是来自国外的,无须再加上“foreign”。请看以下例子,左边有累赘重复感,右边简洁明了,符合现代商务写作标准:

Redundant

actual experience

advance plan

a great honor and a privilege

as a general rule

basic essentials

current status

different varieties

close proximity

continue on

absolutely perfect

final outcome

first and foremost

goals and objectives

group meeting

Concise

experience

plan

an honor

as a rule

basics

status

varieties

near

continue

perfect

outcome

first

goals

meeting

Exercise One

Find a concise expression similar in meaning to the following ones.

- A. in the event that
- B. in the very near future
- C. can be in a position to
- D. prior to
- E. necessary requisite
- F. new breakthrough
- G. overall plan
- H. past history
- I. repeat again
- J. small in size
- K. true facts
- L. tuition fees

- 1. if
- 2. soon
- 3. can
- 4. before
- 5. requisite
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____

1.2 Using small words (使用简单词汇)

初学商务写作时，一般人都会认为用词越难越好，越正式越好。殊不知现代商务写作要求多使用简单的小词。一封措辞复杂、晦涩难懂的商务信件只会浪费对方的时间，结果适得其反，对方可能会因看不懂而将你的信扔进垃圾箱。在商务活动中，商务写作的目的是沟通、传达信息并尽量说服对方，而非向对方展示自己的文采。请看以下例子：

Big words

We will ameliorate the quality soon.

The aggregate cost of the three projects amounts to \$786,000.

This is the optimum method.

We will study the price-list you furnished.

ascertain

assist

commencement

Small words

We will improve our quality soon.

The total cost of the three projects is \$786,000.

This is the best solution.

We will study the price you sent.

find out

help

start

Exercise Two

Find a simple word similar in meaning to the following words.

- A. currently
- B. duplicate
- C. demonstrate
- D. facilitate
- E. premium
- F. terminate
- G. utilize

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____

Section 1

1.3 Avoiding sexist language (避免使用有性别歧视意味的词汇)

现代社会中,随着女性的地位不断上升,越来越多的女性,尤其是女权主义者对含有性别歧视的字眼很敏感。如今女性在商界所起的作用并不亚于男性,在商务沟通中,承认这一事实是一明智的选择。商务写作中尽量避免使用有性别歧视的词语,这对沟通双方都有利。以下例子中,左边不可取,右边符合现代商务写作的趋势:

Improper
businessman
postman
fireman
policeman

Proper
businessperson (businesspeople)
mail carrier
firefighter
police officer

在实际商务写作中,可采取多种办法来避免性别歧视,如:

- 1) 使用具体名词,不用代词。如: “Typically, a manager will call a meeting.”
- 2) 使用名词的复数形式。如: “Employees must decide for themselves.”
“Each employee must decide for himself.” (性别歧视)
- 3) 用第二人称代词 “You” 代替有性别歧视的词语。如: “You must sell three cars every month.”
“All salesmen must sell three cars every month.” (性别歧视)
- 4) 采用 “he or she” 的形式。如: “A manager must make sure that he or she do the right job.”

Exercise Three

Find a non-sexist word similar in meaning to the following words.

- A. chairman
B. salesman
C. spokesman
D. stewardess
E. workman

1. chair-person
2. salesperson
3. spokesperson
4. flight attendant
5. worker

1.4 Using modern business language (使用现代商务英语)

一直以来,商务写作中充满过于正式或陈旧的表达,如: “As per your request”, “Pursuant to our conversation” 等。这些表达早已过时,不符合现代商务写作的原则。商务写作旨在传达信息或说服对方,并非是去赢得对方对你的写作水平的赞叹。因此,在商务写作中,应用现代的商务语言来取代过时或过于正式的表达。以下是一些过时与现代商务表达的对比:

Old-fashioned

I am not in a position to recommend you.

Kindly send us the booklets.

We deem it advisable for you to wait.

I am sending you the price list under separate cover.

Modern

I cannot recommend you.

Please send us the booklets.

We suggest you wait.

(I am sending you the price list separately.)

Exercise Four

Improve the following sentences by using modern expressions.

A. This is to acknowledge the receipt of your letter of July 3.

This is to acknowledge we have received your letter

B. We acknowledge with thanks the receipt of your letter dated July 3.

Thanks for your letter of July 3.

C. We are holding a three-day symposium in lieu of a two-day symposium.

We are only have a three-day symposium instead of

D. We succeeded by virtue of our experience.

We succeeded because of our experience

E. Should you require any further information, please do not hesitate to contact us.

Please contact us for further information

F. We look forward to receiving your esteemed order in due course.

We look forward to receive your order soon if you need any further information, please feel free to

1.5 Using less clichés and jargon (尽量少用陈词滥调及商业行话)

陈词滥调(clichés)指的是那些由于使用过于频繁而失去原有新鲜感和魅力的词语。如：“first and foremost”, “last but not least”等，这些表达由于用得太多而成为陈词滥调。类似的表达还有：“beyond the shadow of a doubt, bury the hatchet, state of the art, hit the nail on the head, run it up the flagpole, take the ball and run with it”。

商业行话(jargon)指某一特定行业人群使用的语言。几乎每一行业都有自己的行话。在商务写作中，应尽可能使用同义词来取代商业行话，避免产生误解。以下是一些常见的商业行话及其同义表达：

Jargon

deplane

in-service

interface

Synonymous expressions

get off the plane

provide on-the-job training

talk with

Exercise Five

Change the following jargon into proper expressions.

- A. pub date ()
- B. needs assessment ()
- C. one twenty ()
- D. functionality ()
- E. The doctor completed the operation skin to skin. ()

1.6 Avoiding vague expressions (避免使用意思模糊的表达)

商务写作中,有时会出现一些模棱两可的词或短语,这种表达无疑会使读者产生误解,影响商务沟通。因此,商务写作的措辞应具体化,结构清晰,内容清楚。使用特定、具体的表达能让读者在大脑中形成一副形象、生动的画面;而含糊其词只会使读者不识庐山真面目。有些商人由于图方便常使用一些笼统、模糊的词语,导致商务沟通障碍。譬如:“Our contract will be finalized next week?”中的“finalized”意思不够明确,合同下周签好,还是合同书下周将拟定好,或是下周同意签约,读者不知其解。商务写作中,类似此类表达应予以杜绝。以下还列举了一些模糊表达及其修改:

Vague

Does wholesale have a positive impact?

This will give us enough time to reach some meaningful conclusions.

Concrete

Does wholesale increase our profits?

This will give us enough time to determine our budget.

Exercise Six

Improve the following sentences by using clear expressions.

- A. As requested, I phoned some agents who had not been informed.

- B. Please send the sales contract to me ASAP.

- C. We accomplished a lot at this meeting.

1.7 Avoiding negative wording (避免使用否定的表达)

人们经常在生气或抱怨时使用否定的词或短语,这种表达常隐含对读者的批评或责备,因此不利于商务沟通。商务写作中应采用具有积极肯定意义的词语,尽量避免使用否定的表达。即便是想批评对方,也不应在措辞上表露出来,应采用委婉或积极的语气和语言,以便对方更好地接受。因为商务沟通的目的不是为了批评或责备对方,也不是故意让对方感到内疚,真正的目的是为了提供信息或劝说对方采取有益的行动,以便解决问题等。

譬如: “You did not send us your L/C at the end of last month.” 一句中的 “did not” 就含有责备的语气, 暗示对方无能。再如: “Your lack of carefulness is the cause of the problem.” 中的 “lack of” 则传达了对对方的严重不满。这两个例句可分别修改为: “Could you please send us your L/C by the end of this month?” “We would appreciate it if you could solve the problem for us.” 下列句子分别是否定与肯定表达的对比:

Negative

This letter is concerning your inability to remit payment on our invoice.

This kind of unfortunate incident will not occur in the future.

The pricing scheme you suggested for this product is not practical.

Positive

Did you receive our invoice?

Future transactions will be handled with great care.

If we can increase the profit by 10 percent, the pricing scheme you suggested could work.

Exercise Seven

Improve the following sentences by using positive tone.

- A. You frequently did not show up for work on time.

- B. We will not make your shipment until we receive the payment.

- C. We cannot release the names of our clients.

1.8 Knowing the proper use of the commonly misused words and phrases (正确使用一些易混淆、误用的词汇)

商务写作中, 有些词汇经常误用, 这些词汇发音和拼写都很类似, 如: “hopefully” 这一词在商务写作中经常出现, 其意思不明确或经常误用。以下列举一些用法容易出错的词汇, 并进行比较:

Ability

means the state of being able or the power to do something. e. g. He has the ability to write a 600-word essay within one hour.

Capacity

means the power of receiving or containing. e. g. The computer has the capacity to hold 7 plug-in boards.

Advise

means to offer counsel and suggestions. e. g. I advise that you buy a MP3.

Inform

means to communicate information. e. g. He informs us that our shipment hasn't arrived yet.

Affect	<i>is a verb meaning to change or influence.</i>
Effect	<i>is a verb meaning to bring about. It is also a noun meaning result or outcome. e. g. The report will have a satisfying effect.</i>
Because of	<i>means by reason of. e. g. The meeting was delayed because of heavy traffic.</i>
Due to	<i>means attributable to. e. g. Her promotion to president was due to her managerial skills.</i>
Beside	<i>means at the side of.</i>
Besides	<i>means in addition to. e. g. Besides the fees from advertising, we need also to spend a great of money on new office equipment.</i>
Convince	<i>means to cause someone to believe something. e. g. The statistics convinced me that improved quality controls are necessary.</i>
Persuade	<i>means to cause someone to do something. e. g. My secretary persuaded me to drink tea, for she thought that it was good to my health.</i>
Disinterested	<i>means impartial.</i>
Uninterested	<i>means not interested. e. g. He is uninterested in this kind of business as it is not concerned with his major.</i>
Hopefully	<i>means in a hopeful manner or filled with hope. The phrase "hopefully the situation will improve" makes no sense because the situation cannot be filled with hope.</i>
Practicable	<i>means that which appears to be feasible.</i>
Practical	<i>is an adjective used to indicate that a thing or activity is useful.</i>
Percent	<i>means per hundred.</i>
Percentage	<i>means a proportion of share in relation to a whole. e. g. My company has a small percentage of this market.</i>
Presently	<i>means soon.</i>
At present	<i>means now. e. g. At present, we are expanding our foreign market especially in Germany and France.</i>
Principal	<i>is used as a noun meaning head of a school, a main participant, a sum of money. As an adjective, it means first or highest in rank, worth, or importance.</i>
Principle	<i>is a basic law or truth.</i>

Exercise Eight

Choose the correct word for each sentence.

- She works for an **advertisement/advertising** agency.
- How will the increase in interest rates **affect/effect** your sales?
- My bank manager has agreed to **borrow/lend** me another \$ 2,000.
- We've had to **cancel/postpone** the meeting until next Monday.