

本书是作者在中国社会科学院7年教学的结晶

实用商务英语写作

(第二版)

Practical

Written and compiled by


Sue Kay

Translation by Wang Xiaoming

Business Writing

A guide to improving writing in English

(2nd Edition)

 北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

本书是作者在中国社会科学院 7 年教学的结晶

实用商务英语写作

(第二版)

Practical Business Writing

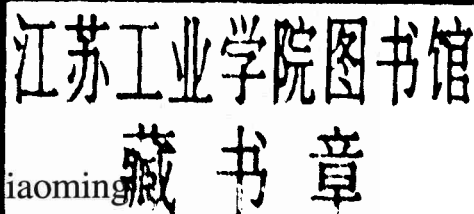
A guide to improving writing in English

(2nd Edition)

Written and compiled by

Sue Kay

Translation by Wang Xiaoming



 北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

版权专有 侵权必究

图书在版编目(CIP)数据

实用商务英语写作/(英)康(Kay,S.)编著. —2版. —北京:
北京理工大学出版社,2004.9

ISBN 7-5640-0080-5

I. 实… II. 康… III. 商务-英语-写作 IV. H315

中国版本图书馆 CIP 数据核字(2003)第 046259 号

北京市版权局著作权合同登记号 图字:01-2003-5028 号

出版发行 / 北京理工大学出版社

社 址 / 北京市海淀区中关村南大街 5 号

邮 编 / 100081

电 话 / (010)68914775(办公室) 68912824(发行部)

网 址 / <http://www.bitpress.com.cn>

电子邮箱 / chiefedit@bitpress.com.cn

经 销 / 全国各地新华书店

印 刷 / 北京圣瑞伦印刷厂

开 本 / 880 毫米 × 1230 毫米 1/16

印 张 / 10.5

彩 插 / 1

字 数 / 205 千字

版 次 / 2004 年 9 月第 2 版 2004 年 9 月第 2 次印刷

印 数 / 6001 ~ 10000 册

责任校对 / 梁铜华

定 价 / 19.00 元

责任印制 / 刘京凤

图书出现印装质量问题,本社负责调换



本书编著者与她在
 英语培训中心的同事和
 学生在一起





◆ 中国社会科学院英语培训中心的外教正在上课



Introduction

This is a teaching manual for students who want to learn how to write English in a business situation. It can also be used for self-study.

It gives instruction about the rules and conventions relating to layout of both formal and informal letters and invitations as well as considerable help with the use of appropriate language in different contexts. Information is also given as to how to write business correspondence such as notes, memos and reports. A section has been included about job applications and writing letters to the newspaper.

The book is structured into subject units. Units 1-5 can take approximately 5 hours of work each, although clearly this depends on the student's previous knowledge and level of English.

The section on informal writing may seem out of place in a book dedicated to teaching business writing. However, it has been included to give a valuable and clear indication of the vocabulary shift that occurs between informal and formal writing. These days business writing is less formal than of old and we need not mourn the passing of such pedantic language as "further to my correspondence of the 6th inst..." Much internal correspondence such as emails, faxes and memos often use quite informal language but there are many situations in which formal writing is required.

Applications for jobs do require formal language, clarity and conciseness. I hope unit 6 will provide a framework to which students can adapt their particular circumstances.

Unit 7 provides a little light relief with a look at the formal but fun occupation, for some people, of writing letters to the Editor.

The use of some of the common abbreviations used in business writing is discussed in unit 8.

Many people are already working in situations where they find they need to be able to write in English. They may not have the opportunity to take time off to attend classes. However, it is possible to work through this book unaided. Students doing so are encouraged to try doing the exercises before looking at the answers.

Whilst items of interest can be looked up it is recommended that the book is worked through in sequence as I have started with the basics and aimed to build the level of knowledge as progress is made through the book. This is particularly true of the language area.

Clearly, some parts may be passed over quickly if students are already familiar with the content but care should be taken not to skip apparently minor details. Business writing is a detailed and precise discipline and liberties can only be taken when there is thorough knowledge of the basics.

序言

这是一本为希望在商务写作方面有所提高的学员而编写的教科书,也可以用来自学。本书指导性地给出正式文体和非正式文体写作中的规则、格式和不同的语言应用,另外还介绍了通知、备忘录、报告、求职信和其他书信等各种文体的写作。

本书按单元排列。其中的一至五单元,每个单元应该用大约五个小时的时间来完成,当然,这要根据学员的英语水平和相关知识来决定。

第二单元关于非正式文体的写作似乎与本书主题没有什么关系。但它清晰地列出了正式文体和非正式文体是如何置换词汇的,这无疑是很有价值的。现在,商务信件的写作已经不再像过去那么正式了,因此我们也没有必要为那些迂腐的过时语言而难过。例如,人们已经不再用“further to my correspondence of the 6th inst...”。目前,很多公司或机构内部使用电子邮件、传真、备忘录等进行交流。公司职员使用的语言也已非常不正式了。当然,在很多情况下,还是要使用正式语言的。

求职信也要使用正式语言,并且要简明清晰。第六单元为学员提供了有关求职信的框架,希望学员能够对其灵活应用。

第七单元的内容比较轻松,介绍了读者来信的写法。对有些人来说,这种文体既正式又有趣。

第八单元是商务交流中常用的缩略语。

很多从事商务工作的人士没有固定时间参加专门的英文写作培训班,但是他们又很想提高实际运用能力。对这部分人士而言,本书同样是一本可以自学的教材。编著者在此提醒自学的学员:一定不要在练习前看答案。

有的学员可能只是根据自己的兴趣而有选择地阅读本书的某些内容。但作者的建议还是要按照书中编排的顺序来教学和学习。本书是从基本概念开始,按照一定顺序逐渐加深语言和知识的难度。对于学习语言来说,循序渐进是特别重要的。

显然,如果学员对书中的某些内容已经非常熟悉,在学习时可以一带而过。但是必须十分小心,不要放过那些微小的细节。商务写作的要求是精确、清晰。读者在达到灵活应用语言并自由写作之前,首先必须完全具有相关的知识。

Contents:

Introduction

Unit 1 Business Letters Page 1

Unit 2 Informal Writing Page 24

Unit 3 Formal Writing Page 41

Unit 4 Achieving Clarity Page 60

Unit 5 Internal Correspondence Page 91

Unit 6 C.V.s and Letters of Application Page 113

Unit 7 Letters to the Editor Page 124

Unit 8 Abbreviations Page 133

Teachers Notes and Answers to the Exercises.....Page 138

Acknowledgements

Unit 1 Business Letters

Contents: The basics of how to write business letters:

Layout:	conventions
Language:	punctuation
	useful phrases

Introduction:

In business writing in the west, politeness, importance, status and clarity are achieved by:

1. Correctly laying out the letter
2. Using appropriate language

The aim of both these points should be to make it quick and easy for the reader to understand what you, the writer, are writing about.

Particularly in business, people do not have the time to spend reading long, rambling letters or trying to decipher difficult writing.

本单元要点:

在西方的商务书信往来中，人们通过以下两点来体现礼节、重要性、地位和身份:

1. 正确的书信格式
2. 使用合适的语言

这两点旨在使读信人能够方便快捷地读懂写信人所要表达的内容和意思。尤其是在商界，人们没有多余的时间来阅读冗长、凌乱或难以辨认的信件。

Business Letters - Layout

Basic Layout

There are a number of important conventions as to how business letters are laid out.

Look at the letter below.

It is from Mrs Young who lives in Buxton (a town in England) to the manager of Star Stores in London. She is writing to complain that the Walkman that she bought doesn't work and is asking for a replacement to be sent to her.

Note the position of:

Mrs Young's address

The name and address of Star Stores

The date

'Dear Sir/Madam'

Mrs Young's signature and name

	19 Poplar Road Buxton Derbyshire DY3 6ET
	12 th March 2000
The Manager Star Stores 101 High Street Fulham London SW6 3BA	
Dear Sir/Madam,	
Further to my telephone call this morning, please find enclosed a Walkman. I bought this Walkman in your store last week but unfortunately it has stopped working.	
Please could you send me a replacement as soon as possible. I enclose a photocopy of the receipt.	
Thank you.	
Yours faithfully,	
<i>Sarah Young</i>	
S. Young (Mrs)	

Sender: The person who writes the letter

Addressee: The person who receives the letter

Exercise 1.1

Write 5 sentences combining the correct phrases from each side of the following table.

The sender's address is	under the addressee's address
The date is	above 'Dear ...' on the left
The addressee's name and address is	under the sender's address
The name of the writer is	at the top, on the right
'Dear ...' is	at the end, on the left

How a letter is closed depends on how it is opened.

Dear Sir Dear Madam Dear Sir/Madam	Yours faithfully
Dear Mr Brown Dear Mrs Wang Dear Ms Parker	Yours sincerely Yours truly
Dear Mary Dear Richard	Best wishes With kind regards Yours Love (informal, close friends or family only)

Note: Some people like to put a comma after the opening salutation. For example, Dear Sir, Dear Mrs Wang, Dear Richard,

This is optional, but the rule is - if you use a comma after the opening salutation then you should be consistent and also use one after the closing words. For example, Yours faithfully, Yours sincerely, Best wishes,

It is NOT correct to use a colon. For example, Dear Mrs Yang:

Titles

If you do not know the name of the person to whom you are writing or whether they are male or female you will have to start 'Dear Sir/Madam'.

If you know it is a man but not his name start 'Dear Sir'.

If you know it is a woman but not her name start 'Dear Madam'.

If you do not know if the woman to whom you are writing is married or not you will have to start 'Dear Ms ...'.

If you know the woman is married start 'Dear Mrs ...'.

If you know she is not married start 'Dear Miss ...'.

Note: With Mr, Mrs, Miss, Ms you only follow with the surname (family name). Do not use the initials or given names with the surname when addressing the letter 'Dear...'.
'Dear...'

For example:	Dear Mrs S. Young	✗
	Dear Sarah Young	✗
	Dear Miss Young	✓
	Dear Sarah	✓
	Dear Manager	✗

Names

In English the surname (family name, or last name) is put after the Christian name (given name, or first name).

e.g. James Smith

Jane Brown

Smith and Brown are both surnames.

It is usually quite clear from the given name whether the person is male or female.

Your Name

All letters should be signed. It is a useful and normal practice to also PRINT your name underneath your signature. This is because signatures are not always legible. Women sometimes put (Miss), (Mrs), (Ms) in brackets before or after their names so that the recipient knows how to address them when replying.

Exercise 1.2

Write in the missing openings and closings.

1. Mrs S. Green
24 Glover Avenue
Manchester

Dear
Yours

2. Dear Mary
.....

3. The Editor
The Times
London

.....
.....

4. Brown Ltd
67 High Street
Dorking

.....
.....

5. Dear Richard
.....

6. The Manageress
Saucy Restaurant
High Street
Leeds
.....
.....

Note! Manager is usually a man Manageress is always a woman
(as in tiger/ tigress)

Dates

Note: When writing the date be careful!

In China the 10th March 2000 is written 2000/03/10

In England the 10th March 2000 is written 10/3/2000 or 10/03/2000

In America the 10th March 2000 is written 3/10/2000 or 03/10/2000

It is probably safest to write 10th March 2000 (UK)
OR March 10, 2000 (USA) !!!

Addresses

Private addresses

Addresses are written in the following format on both the envelope and the letter

House number, Road name
District / Town / Village
City / County
Post code or Zip code **(Post code in UK, Zip code in USA)**
Country (only if writing from abroad)

Sometimes the house has a name.

e.g.	Rose Cottage	Fir Tree Lodge
	Newburgh	19 Hampton Road
	Fife	London
	KY14 6ER	SW11 3SH

Business addresses

If you know the name or position of the person you are writing to put that first followed by the company name.

e.g.	The Sales Manager	Mr S. Brown
	Blacks Ltd	The Sales Manager
	15 High Street	Blacks Ltd
	Buxton	15 High Street
	Derbyshire	Buxton
	LE2 6DD	Derbys.
		LE2 6DD

If you don't know the name or position of the person to whom you should write in a company, write to 'The Manager'; at a newspaper, write to 'The Editor'; at a school, write to 'The Headmaster'; at a university, write to 'The Rector' or 'The Dean of the Faculty of ... (Medicine/Engineering/ English Literature).

e.g.	The Manager	The Editor
	Blacks Ltd	The China Daily
	15 High Street	15 Huixin Dongjie
	Buxton	Chaoyang
	Derbyshire	Beijing
	LE2 6DD	100029

Corporate letters – layout

As we have already seen, business letters are normally laid out in a particular way. This is a common type of layout called '**block style**'. (see below)

The Manager Avis Car Rental Tonbridge Road Severn Oaks England	56 Prospect Road Glastonbury Connecticut 4021 USA March 9, 2000 Ref: CR67/398
Dear Sir/Madam,	
<u>Car Hire 6 – 13 June 2001</u>	
Further to my telephone call today, I am writing to confirm the details of my reservation.	
I would like to book an Audi saloon from 6 – 13 th June inclusive at the special discount rate of £300 per week. I enclose a cheque for £30 to cover the deposit, as requested.	
I look forward to hearing from you.	
Yours faithfully,	
<i>T. Spencer</i>	
T. Spencer	

Look carefully at the letter. You should notice that it has a familiar layout but that there are some additions:

The reference (i.e. 'CR67/398') is a number (or letters or a combination of letters and numbers) that was given to Mr Spencer by Avis when they accepted his telephone booking. It is often given by large companies to customers when making a booking, buying tickets or items in order to help identify their order. It should therefore be stated in any correspondence about the booking or purchase.

A heading (i.e. 'Car Hire 6 – 13 June 2000') is used by Mr Spencer in a similar way to highlight what he is writing about. In large companies time can be wasted if correspondence does not go directly to the correct department.

Both a reference and a heading are useful ways of referring to the last contact.

When writing on behalf of a company you will usually use **headed notepaper** or **company stationery**. This is writing paper that is already printed with the company's name and address and often with their logo as well. You should however still add the date, addressee's name and address, position and reference number as appropriate. (see below)

**Huddersfield Car Hire Company
Claxton Bridge
Huddersfield
HD6 8KL**

10th August 2000

Mr B. Jones
12 Humber Drive
Durham
DD3 4RT

Dear Mr Jones,

Thank you for your letter of 6th August.

I am pleased to confirm your reservation for an Audi car for the 12–15 September at the discounted rate of £120.

Please remember to bring your current driving license with you when you come to collect the car. I look forward to meeting you then.

Yours sincerely,

Nigel Fellows

Nigel Fellows

Exercise 1.3

Rewrite the letter below correcting all the mistakes.

Remember to start with the sender's address in the top right hand corner.

the Manager
olympic stores
101 high street
fulham London
Sw6 3Ba
Dear manager

19 oak avenue
buxton
Derbyshire
dy3 6ET

Please find enclosed a clock radio. I bought this radio in your shop last week but, unfortunately, it has stopped working. Please could you send me a replacement radio as soon as possible. I enclose a photocopy of the receipt.

Thankyou

Yours sincerely

Sarah Young

Syoung mrs

12/3/2000