



21世纪立体化高等院校规划教材·英语系列

北京高等教育精品教材

地道英语写作教程

(下册)

张清 主编
张洪芹 郝瑞丽 副主编

第2版



ENGLISH 用地道的思维
写地道的文章



南京大学出版社



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ENGLISH



南京大学出版社

内 容 简 介

在积累多年教学经验的基础上,根据教育部最新制定的《大学英语教学指南》(征求意见稿)以及《英语类专业本科教学质量国家标准》,为满足学生专业学习、国际交流、继续深造、工作就业等方面的需求以及现阶段我国大学生在英语写作中所面临的瓶颈问题,加强学生的书面表达能力,我们编写了《地道英语写作教程》(上、下册)。

本书是下册,主要介绍应用写作和应试写作,包括第三部分和第四部分,共9个单元。第三部分为应用写作,内容包括信件、大学入学申请材料、求职信、摘要和读书报告;第四部分为应试写作,内容包括大学英语四六级考试、英语专业四八级考试、研究生入学考试、托福考试、雅思考试等。本书理论和实用(实践和应试)相结合,论述和丰富实例相结合。在中英对比的基础上,充分分析英语写作的特点;在详尽介绍写作要素和基本文体写作特点的基础上,进一步分析实践写作和应试写作的特点和注意事项。

本书既可以作为大学英语的公共课教材,也可以作为英语专业写作课专用教材,还可以作为广大英语爱好者的自学教材。

图书在版编目(CIP)数据

地道英语写作教程.下册 / 张清主编. -- 2版. --
南京:南京大学出版社,2016.7
21世纪立体化高等院校规划教材.英语系列
ISBN 978-7-305-17159-8

I. ①地… II. ①张… III. ①英语—写作—高等学校—教材 IV. ①H315

中国版本图书馆CIP数据核字(2016)第141604号

出版发行 南京大学出版社
社 址 南京市汉口路22号 邮 编 210093
出 版 人 金鑫荣

丛 书 名 21世纪立体化高等院校规划教材·英语系列
书 名 地道英语写作教程(下册)(第2版)
主 编 张 清
策划编辑 胡伟卷
责任编辑 张朝姐 董 颖 编辑热线 010-88252319

照 排 北京圣鑫旺文化发展中心
印 刷 赣榆县赣中印刷有限公司
开 本 787×1092 1/16 印张 16.25 字数 361千
版 次 2016年7月第2版 2016年7月第1次印刷
ISBN 978-7-305-17159-8
定 价 35.00元

网 址: <http://www.njupco.com>
官方微博: <http://weibo.com/njupco>
微信服务号: njuyexue
销售咨询热线: (025) 83594756

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前言

《地道英语写作教程》(上、下册)被北京市高等教育委员会评为2013年北京高等教育精品教材。为更好地体现本套书的地道性与实用性,我们进行了修订,旨在满足学生的实际需求、提升学生书面语的地道性与学生的书面学术交流能力。本套书第2版的修订内容主要包括:增加了学生习作中的典型错误解析;增加了原汁原味的英美本族语语篇;更新了考试原题分析,增加了最近几年的考试题,以体现时效性;应用写作部分,更新了例子,以体现时代性。

本套书第2版的修订特色之一是在继承第1版内容的基础上,完善和更新了原有内容,每一单元增加了“学习目标”(Learning Objectives),全书增加了兼顾时代性和经典性的英语语篇,供学生进一步讨论、分析、模仿和练习。

修订特色之二是提升了地道性,如第四单元(Paragraph Writing),例文均摘录自原汁原味的英美本族语语篇,以提升学生英语表达的地道性。

修订特色之三是提升了实用性和常用性,如删去了第1版下册第十四单元关于备忘录、字条、通知和海报的写作,增添了英语专业四八级考试单元;还增添了学生作业实例,让学生体验到本套书就是谈论学生自身的写作提高问题。

本套书分为上下两册,主要有四个部分的内容,上册包括第一部分和第二部分,下册包括第三部分和第四部分。

第一部分(上册)为写作要素分析,分为五个单元,内容包括单词、句式、标点、段落、修辞,重在体现写作的基础。该部分单词单元(Unit One)、句式单元(Unit Two)侧重学生写作的语法基本功。在使用时,学生可以依据需求灵活选用,不必按部就班地学习,可以把其作为学习过程中的参考。一般情况下,大学生基本上已经掌握了一定的语法知识。但是作为写作要素的组成部分,我们编写在此,供学生自选使用。第三单元(Unit Three)侧重书面语表达中标点符号的使用技巧。标点符号是学生学习中易忽略的内容,导致多种语言问题。标点符号类型的分析均以高校大学生书面语表达错误为语料,从真实数据中解释标点符号的用法,旨在强化学生英语标点符号的使用能力,尤其是英语逗号的使用方法。标点符号部分所囊括的类型及例子均以学生作业语篇数据为依据。第三单元课后练习亦均源于学生语篇,以体现实用性。第四单元(Unit Four)段落写作是写作的概念基础与理论基础。其中,主题句陈述整段中心,体现论点或论题功能;发展句阐释论点,体现论据功能。该单元列举了八种作文方法,列举法、例证、定义、比较与对照、因果、分类、过程及整合法。第五单元(Unit Five)修辞部分阐释理论,同时注重学生的运用,拟在增加学生写作语言的闪光点与文采。

上册第一部分对英文写作要素进行了全面介绍,对中英两种文化在要素方面的差异做了详细的比较。

第二部分(上册)为基本文体特点分析,分别介绍了记叙、描写、说明、议论四大文体的特点,旨在提升学生的语体意识,满足不同文体的表达需求。该部分针对学生作业的实例进行分析,此外还选用了一些经典作品供学生学习与模仿。

第三部分(下册)是在前两部分的基础上,介绍实用性的写作,涉及大学阶段各类专门体裁的写作,如信件、大学入学申请材料、个人简历和求职信、文章摘要和学习报告等应用性写作。这些体裁是大学生在高年级常用到的。

第四部分(下册)是大学生应试体裁写作,涉及大学英语四六级考试、英语专业四八级考试、研究生入学考试、托福考试及雅思考试等。这些考试写作类型及体裁贯穿整个大学阶段,编写此类型写作旨在满足学生的实际需求。这两部分的举例均取材于学生写作考试的真实语料。

本套书的主编是张清教授,负责整体策划、协调及审稿工作。副主编是张洪芹、郝瑞丽副教授,负责全书的统稿、校对等工作。参与编写的教师均有多年大学英语教学经验。本套书的修订工作具体分工如下:上册由张洪芹负责第一单元、第二单元、第三单元、第五单元和第六单元;谢芹负责第四单元;蔺玉清负责第七单元;刘艳负责第八单元;张文娟负责第九单元;下册由李昕负责第十单元;刘艳负责第十一单元;蔺玉清负责第十二单元;孙晓磊负责第十三单元和第十六单元;张洪芹负责第十四单元和第十五单元;李丹负责第十七单元;谢芹负责第十八单元。在各单元的编写过程中,各位编者对彼此单元的编写都提供了丰富的资源和宝贵的意见。为了提升本套书的质量,我们还特地邀请了李立教授、田力男副教授审校把关,在此表示感谢。

本套书在编写过程中参考了国内外大量相关写作用文献。在此,我们对这些文献的编者和作者表示感谢。由于编者水平有限,书中难免有不足之处,敬请读者批评指正。

本套书系中国政法大学优秀中青年教师培养支持计划资助项目。

编者
2016年7月



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Unit Ten

Letter Writing



Lead-in Question

What are the elementary parts of a letter and the differences between a personal letter and a business letter?



Learning Objectives

After learning this unit, you will be able to:

1. understand different types of letters;
2. know the format and appropriate language associated with letter; and,
3. master the skills to write a good letter.

10.1 General Introduction

Letters may be formal or informal, depending on the purpose and the relationship between the writer and the recipient. Accordingly, letters may fall roughly into two categories: personal letters and business letters.

10.1.1 The format of a letter

It is no doubt that diversity occurs in stylistic features. The common practices widely used in letters are: full-block format, indented format, and semi-block format. Comparatively, the full-block format is easy to type and the most popular style for business letters.

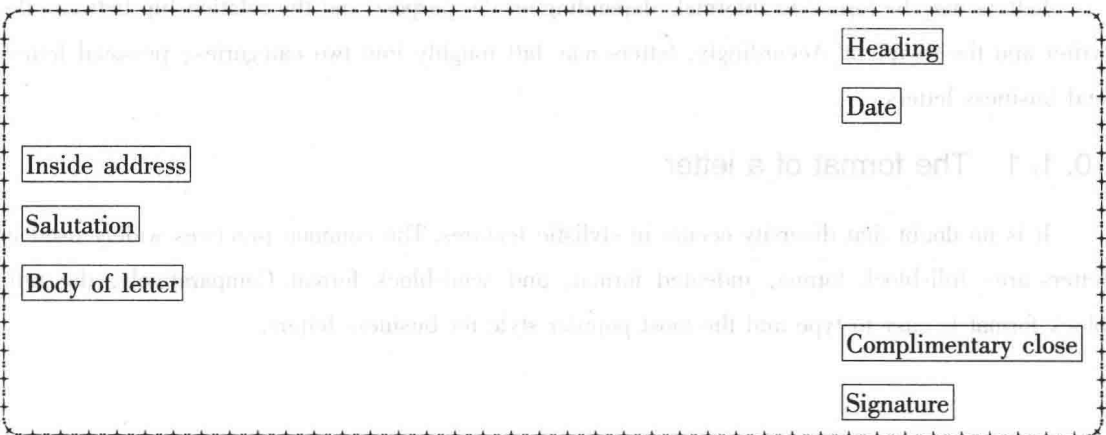
Full-block Style



Indented Style



Semi-block Style



10. 1. 2 The elementary parts of a letter

As agreed, there are seven essential parts in a letter: the heading, the date, the inside address, the salutation, the body, the complimentary close, and the signature.

1. Heading

The heading is the address of the writer, arranged into separate lines. The heading is often omitted in an informal personal letter, but is typed in a formal business letter. Almost every company uses letterhead stationery for a business letter nowadays. It indicates the name, address, telephone number, fax number and E-mail address of a company. Its topmost part of the paper helps the recipient identify the company effectively.

Heading in a Personal Letter

Room 123, Dormitory 8
Peking University
Beijing, 100870
P. R. China

Letterhead in a Business Letter

City Life Company LTD
18 Southern Avenue, Washington, U. S. A
Tel: 1-888-888-8888 Fax: 1-999-999-9999
E-mail: yourlife@citylife.com

2. Date

The date which goes below the heading indicates the time we write the letter. The date should always be written in a standard form, and all the number form should not be used. There are two styles of writing a date: the British style and the American style. The British style of writing a date is written in the order of day, month and year; whereas the American style goes in the order of month, day and year. Notice that an abbreviated month is not recommended in a business letter.

July 14, 2015	The American style
14 July, 2015	The British style

3. Inside address

As we know, the inside address, the recipient's address, is normally omitted in an informal personal letter, but written beneath the heading and date in a business letter, giving the name and title, and full address of the recipient (which includes company's name, street address, city, state/province, zip code and the country). Make sure that the inside address is identical with the address on the envelope.

Mr. Stephen Black
 Director of Human Resources
 Digital Globe
 72 Queen Plaza
 Industrial Zone, NY

4. Salutation

The salutation is a written greeting to the recipient. Using a comma or a colon after the salutation is standard and much more common in letters writing, depending upon the degree of formality desired; a comma is used in more informal correspondence. In British English, the greeting is always followed by a comma. In American usage, only a personal letter takes a comma, while a business letter takes a colon.^[1] The first name of the recipient may be used in a personal letter, such as "Dear John"; while in a business letter, the salutation used is different as the following examples:

To a woman whose marital status you don't know

Dear Ms. ,

To a person you don't know the name and sex

Dear Sir or Madam,

To Whom it may concern,

Dear + Job-title (E. g. Dear Personnel Director)

To a person you have formal relationship in business

Dear + Mr. (Mrs./Miss/ Ms./Dr.) + Family Name (E. g. Dear Mr. Smith)

To a person you have a close business contact or a friend

Dear + Given Name (E. g. Dear Emily)

[1] <http://www.sussex.ac.uk/informatics/punctuation/essaysandletters/letters>.

5. Body of the letter

The body is the most important part of a letter. It contains the message we want to pass to the recipient. Normally, body usually consists of three parts. The first part refers to any previous communication or introduces the issue we are going to write about. Besides, it intends to establish or deepen a relationship with the recipient. The middle section of the body is where we provide the most important information. Here, we may provide details or necessary information that the recipient may be interested in. In a formal business letter, we should demonstrate the facts that the recipient needs to know, or supply reasons for which a business transaction is conducted. The body of the letter often ends with a simple paragraph which consists of one or two simple sentences.

How to Begin the Body of a Letter

A Personal Letter
I am sorry it has taken me so long to reply, but...
How nice it was to hear from you at last.
I am writing this letter to congratulate your admission to Oxford.
I am writing this letter to show our gratitude for the help you offered us last summer.
A Business Letter
With reference to (your letter of..., your phone call, etc.)
In reply to your advertisement for an editor, ...
Thank you for your letter of (date)...
I am writing to enquire about/to apologize/to confirm...

How to End the Body of a Letter

A Personal Letter
Once again, we thank you for your hospitality.
We apologize again for the mistake.
I'm afraid I'll have to stop now, but I'll write to you again soon.
Please give my love/regards/best wishes to your family.
Please contact me again if...
A Business Letter
I look forward to hearing from you soon/meeting you.
If we can be of further help, please do not hesitate to contact us.
I would greatly appreciate an early reply.
Would you please let me know as soon as possible whether you would be willing to...?
I sincerely hope you will be able to help me in this matter.
I enclose ...

6. Complimentary close

The complimentary close is a courteous way of bringing a letter to an end. In the closing, only the first word is capitalized, and it is ended with a comma. It must agree in tone with the salutation.

If the salutation is in the way of "Dear Mr. + Family Name"

(You know the recipient's name)

Yours truly, / Truly yours, / Yours sincerely, / Sincerely yours,

If the salutation is in the way of "Dear Sir" or "Dear Sir or Madam"

(You don't know the recipient's name)

Yours cordially, / Cordially yours, / Yours faithfully, / Faithfully yours,

If the salutation is in the way of "Dear + Given Name"

(You have a close contact with the recipient)

Best wishes, / With kind regards, / Love,

7. Signature

The name of the writer is usually written by hand below the complimentary close. In a personal letter, we may sign our full name, our first name, or even our nickname depending on how close our relationship with the recipient is. In a formal business letter, after the handwritten signature there is a typed name of the writer, followed by the title of the writer identifying the official position.

Yours sincerely,

Alice Kurtz (handwritten signature)

Alice Kurtz (typed signature)

Marketing Manager

10.1.3 The optional parts of a business letter

Besides the seven elementary parts of a letter, there are also something additional for option in a business letter.

1. Reference number

The references help the recipient match and classify the letter to the relevant problems or earlier letters according to subject, persons, or time sequences. It is placed on the same line of the