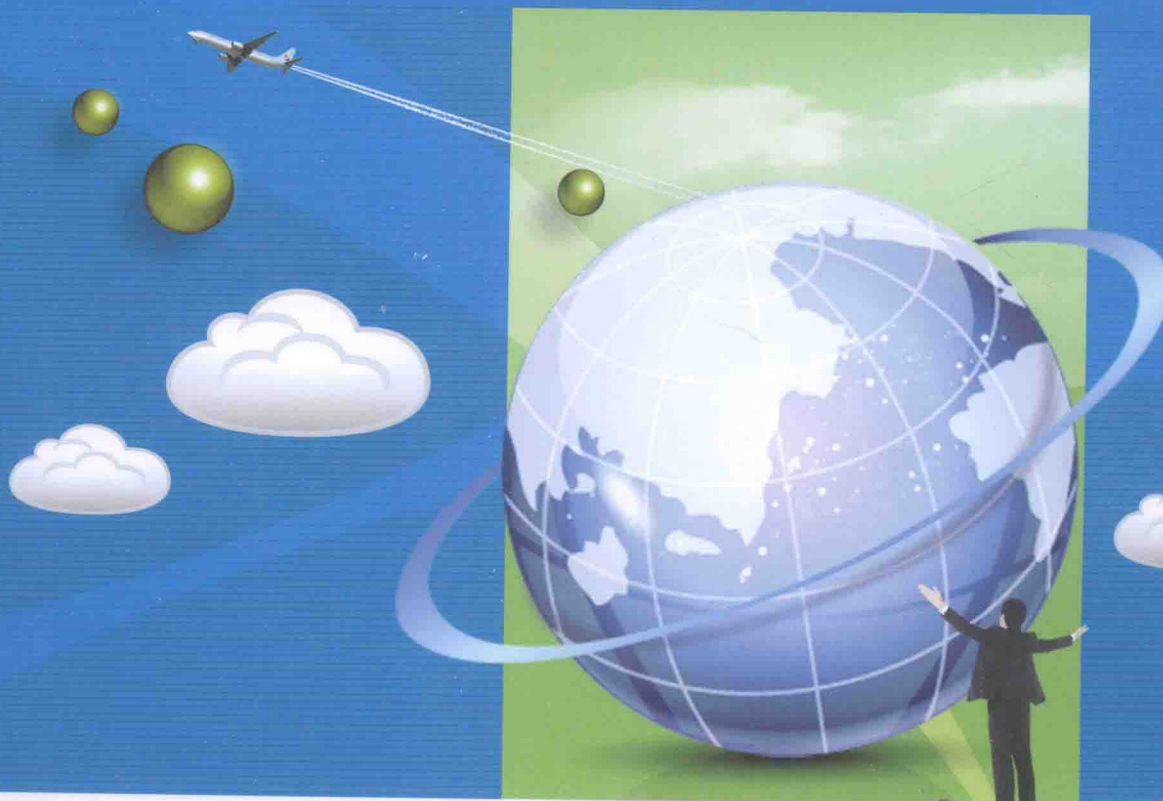




新体验商务英语系列教材



现代商务英语写作

Modern Business English Writing

◆ 主编 束光辉 ◆ 编者 束光辉 东刚



清华大学出版社
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· 北京 ·

内 容 简 介

本书共 17 个单元，主要内容包括商务信函的构成、商务信函的语言风格与文化认知、商务信函的语气、询购函、回复函、拒绝函、友好与社交信函、办公室日常信函、备忘录、电子邮件、通告、销售信函、广告、商务报告、合同、调查问卷、商务概要、就业写作等。

本书所涵盖的内容较为全面，涉及商务环境中主要信函及文本的写作。本书中所有信函、文本的范文均来自各种商务实践工作，同时文本的选择还兼顾了商务写作的得体性和功能性，表现了文本作者的写作目的和期望所达到的效果，能够让读者学到真实的写作技巧并体验到商务信函的写作风格。

本书可供英语专业学生、商务英语专业学生及具有较好英语基础的其他经贸专业学生作为教材使用，同时也可用作外企白领阶层和其他商务英语写作爱好者的自学用书。

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投诉电话：010-51686043, 51686008; 传真：010-62225406; E-mail: press@bjtu.edu.cn。

序

进入 21 世纪,随着全球经济一体化进程的加快,我国与世界的经贸联系更加紧密,贸易形式更趋多元化。与此相伴的是,中国的商务英语教学与研究也发生了巨大的变化。这至少表现在以下几个方面:第一,如今,商务英语已是一个相当大的概念,它已从最早的一门单一的“外贸英语函电”课程发展到了涉及金融、保险、国际企业管理、国际经济法、海外投资与企业合作等多领域的学科;第二,人们对商务英语学习的需求持续旺盛,不仅几乎全国所有的高校都开设了商务英语专业或课程,而且越来越多的企业在职人员也迫切需要学习商务英语;第三,外语界对商务英语的研究也提高到了一个新的层次。

为了适应新的形势,许多高校都正在对一些传统的经贸英语类课程进行调整、改革和扩充,以培养新型的国际商务专业人才。这就向教材建设提出了更高的要求。教材不仅是教学内容的表现,更体现了人才培养的规格。纵观过去的一些教材,我们便不难发现,无论从内容上还是体例上,它们都已远远落后于当今国际经贸发展的形势,例如大多围绕语法、词汇和翻译等来展开,缺乏商务英语专业的实践性和语言的真实性,难以满足工作的需要。而另一些教材则又过于突出“专业”的内容,把商务英语教材混同于国际商务专业教材。因此,编写能够适应时代要求的国际商务英语教材显得尤为重要。正是在这样的背景下,由束光辉老师主编的“新体验商务英语系列教材”面世了,它体现了“贴近时代,融合语言与专业”的编写理念,是一次积极而大胆的尝试。

该系列包括《进出口贸易实务》《现代商务英语写作》《商务英语函电与合同》《商务报刊选读》《商务英语汉英翻译教程》《跨文化商务沟通》等教材。它们在内容设计和编写形式上具有以下特点。

1. 融专业性与语言技能于一体

该系列教材在编写上突出了以培养学生的实际工作能力为目标的思路,所选材料涉及了商务环境的各个方面,均能反映出商务工作实践性的特点,同时也体现了语言技能系统化培养的理念。该系列教材通过拟定各种商务环境,将商务知识和语言技能融合在一起,使学生的语言应用能力在更接近于真实的商务实践中得以提高。

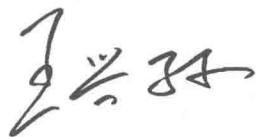
2. 选材新，贴近时代

该系列教材在材料选择上参考了国内外最近几年出版的教材和其他相关材料，充分吸收了国内外最新的教学科研成果，体现了国际商务活动不断变化的特点和商务领域专业性的特点，具有鲜明的时代特征。同时，该系列教材的许多文本、范例和研究材料均来自于近年来各类商务实践，体现了商务英语的真实性和实践性。

3. 练习形式多样，针对性强

该系列教材的练习将语言技能训练与商务环境较好地结合在一起，通过各种题型，对所涉及的商务环节和领域，有针对性地对对学生进行训练。这不仅能够巩固学生所学的专业知识，而且还将提高他们的语言技能。

21 世纪的中国更加开放，更加开放的中国在诸多方面都在与世界接轨。作为国际商务沟通的一个重要工具，商务英语的教学和研究理应跟上时代的发展和社会的需求。我们要更加重视并加强对商务英语教学的研究。该系列教材的编写是一次很好的探索，希望借此能进一步提高我国高校商务英语的教学和科研水平，为培养我国新型国际商务专业人才做出贡献。



中国国际贸易学会
国际商务英语研究委员会
原副主任
2016 年 3 月

前

言

商务英语写作是国际商务人员必须具备的业务技能之一，也是商务英语学生的必修课。在国际商务活动中，如何进行有效的对外沟通是决定业务成败极为重要的一个因素。因此，帮助学生学会各种商务英语写作技巧，培养较好的写作能力，是目前商务英语教学的重要任务之一。正是本着这样的认识，我们编写了这本教材。

本书几乎全部用英文编写，所涵盖的内容较为全面，涉及商务环境中主要信函及文本的写作。本书中所有信函、文本的范文均来自各种商务实践工作，同时文本的选择还兼顾了商务写作的得体性和功能性，表现了文本作者的写作目的和期望所达到的效果，能够让学生学到真实的写作技巧并体验到商务信函的写作风格。

本书共 17 个单元，主要内容包括：商务信函的构成、商务信函的语言风格与文化认知、商务信函的语气、询购函、回复函、拒绝函、友好与社交信函、办公室日常信函、备忘录、电子邮件、通告、销售信函、广告、商务报告、合同、调查问卷、商务概要、就业写作等。

本书有以下特点。

(1) 本书所收录的样信十分详尽。每一单元所涉及的信函样本多达近十封，而且写作风格也不尽相同。每单元均配有详细的注释译文和生词表，以便于读者更好地掌握和理解。

(2) 本书对各种写作技巧进行了全面的介绍，不但采用了国外较新的商务写作材料，而且结合国内的商务写作惯例来进行编写。同时，本书还吸收了国外商务沟通的最新成果，从交际学的原则出发，突出读者的心理需求在交际过程中的作用。此外，本书对这些信函及文本的典型句型进行了提炼和归纳，有利于学生更好地掌握和应用商务写作的常见句式。

(3) 本书的练习注重语言能力的培养，内容逼真，形式多样，贴近实际。本书克服了国内同类教材重语言形式、轻语言运用能力之弊端，将练习的重点放在语言的运用能力上，即突出学生篇章、文本写作交际能力的培养，通过拟定各种商务环境，让学生有

针对性地进行写作训练，使他们的商务写作更接近真实的商务实践。同时，练习中还提供了一些写得欠妥的信样让学生去分析、改正，以培养学生的创造能力和分析能力，而不是简单地模仿。

本书的主要读者对象为英语专业学生、商务英语专业学生及具有较好英语基础的其他经贸专业学生，同时也可用作外企白领阶层和其他商务英语写作爱好者的自学用书。

本书由束光辉担任主编，东刚参加编写。其中，束光辉编写了前10个单元的课文和练习，以及后7个单元的部分练习；东刚编写了后7个单元的课文和部分练习。

本书的编写与出版得到了北京交通大学语言与传播学院领导的大力支持及北京交通大学出版社张利军编辑的热情帮助，在此一并表示衷心的感谢。

编者
2016年3月

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Unit 1

The Components of Business Letters

商务信函的构成

1.1 The Essential Parts of a Business Letter

Business letters are the main means of written communication to establish business relations with the outside world. Business letters are sent out to convey the image of a business organization, therefore they must be presented on quality letterhead paper, with suitable layout, well-structured message, correct use of English and appropriate tone. A typical business letter consists of seven parts: the letterhead, the date, the inside address, the salutation, the body of the letter, the complimentary close, and the signature.

1. The Letterhead

The letterhead occupies the top most part of the paper. It usually consists of the name, address, telephone number and fax number of a company. The letterhead can be typed out but is usually printed on the company's stationery. Sometimes it also includes other items like the company logo, website, e-mail address, etc.

2. The Date

The date consists of the date, the month, and the year. The common ones are M/D/Y (widely used in US), D/M/Y (typical in the Great Britain). Do not use all figures in the writing of the date, i. e. 12/6/15, because not all English-speaking people agree about whether the month or the date appears first. Some people have the habit of abbreviating the date, but this is not recommended for business letters, for this will create confusion.

3. The Inside Address

The inside address is the recipient's address, the same as the delivery address on the envelope. The inside address should include the reader's name, title, and address. The inside address is placed at the left margin both with the block and modified block styles. Depending on the length of the

letter, place the inside address two or four-line spaces below the date line. The full name of the recipient is required with a courtesy title before it, e. g. Mr. , Mrs. , Miss, etc. The address is typed as it will appear on the envelope.

4. Salutation

For most letter styles, place the letter greeting or salutation two lines below the last line of the inside address or the attention line (if used). If the letter is addressed to an individual, use that person's courtesy title and last name, e. g. Dear Miss Helen. The salutation varies according to the writer-recipient relations and the formality level of the letter. "Dear Sir", "Dear Sir or Madam" or "Dear Sirs" and "Ladies and Gentlemen" can be used to address a person of whom you know neither the name nor the sex.

Sometimes some special titles may be used as the salutation. They are preceded by Dear and followed by the surname only, e. g. Dear Dr. Watson, or Dear Prof. Young. Be sure to add a colon or a comma, (not a semicolon) after the salutation.

Examples of typical salutations are:

Dear Mr. ×××

Dear Mrs. ×××

Dear Miss ×××

Dear Ms. ×××

Dear Dr. ×××

Dear Prof. ×××

Dear Sir(s)

Gentlemen

Ladies and Gentlemen

To Whom It May Concern

5. The Letter Body

It is the central part of the letter, usually following a subject line. If there is no subject line between, the message begins two lines below the salutation. Double spacing is used to separate paragraphs in the letter body.

The closing sentence

At the end of the body, the sender wants to express a certain courtesy or a wish to further contact the recipient, he or she may usually start with:

- We are expecting your immediate reply.
- Looking forward to your detailed reply soon.
- I am looking forward to your reply soon.

Or just to show a kind of consideration or trying to be considerate by simply saying:

- If you have any questions, please let me know, etc.
- If you have any questions, please feel free to contact me.

6. The Complimentary Close

The complimentary close provides the writer of a business letter with an opportunity to say “Goodbye” at the end of his written “conversation”. In this way it is the same as the salutation saying “Hello” at the beginning at the message.

There are a number of standards and accepted forms which may be used for the complimentary close. However, whatever they are, they should be chosen carefully to agree in tone and manner with the salutation used at the beginning.¹ The most commonly used forms for the complimentary close of a letter are listed below.

“Yours faithfully” is used in letters beginning with “Dear Sirs”, “Dear Sir or Madam” or “Dear Sirs” and “Yours sincerely” is used to match “Dear (name)” letters, or rather formal “Yours truly” and the most formal, “Yours respectfully” or “Respectfully yours” or simply “Respectfully”.

7. Signature

Every business letter must be signed. The signature indicates the approval of the responsibility for the content of the letter.

Type your full name on the fourth or the fifth line below and align with the complimentary close. Sign your name in the triple space between the two.

In most business letters the type-written signature and the title of the writer are needed to help the reader decipher illegible signature. The type-written signature and the title are typed below the hand-written signature, for example:

Yours faithfully
(Your signature)
Ma Qiang
Personnel Director

1.2 The Optional Parts of a Business Letter

For one reason or another, you may need more parts to be included in a business letter, say to direct the letter to a specific person without your knowing the name of that person. Any one or all the parts listed in this section can be added to the letter.

1. The Return Address

In most cases, the return address is printed on the letterhead. It is necessary only when you are using a blank sheet of paper.

2. The Attention Line

If you want your letter attended by or directed to a specific person or department, add an attention line. This will speed up the sorting process within a company. For instance, it can

indicate by “attention: Mr. Zhao” or “attn: Mr. Zhao”.

3. The Subject Line

It is written to indicate the subject and purpose of the letter so that recipients can easily identify the contents of the letter. There are a few ways to write the subject line.

- American Cars
- Re: Your order No. 453 for electric drills
- Subject: Insurance policy No. 234

4. The Enclosure Notation²

When something else is sent together with the letter, you add the enclosure notation to inform the reader of what is enclosed. The notation may be spelled out (Enclosure/Attachment), or it may be abbreviated (Enc./At.). It may indicate the number of enclosures or attachments, and it may also identify an enclosure specifically (Enclosure: Copy of Invoice 3505).

5. The Postscript Notation³

The postscript is used to add an afterthought. In sales letters, it is used mainly as added punch. If copies of a business letter have been made for other individuals, a copy notation is typed one or two lines below the enclosure notation. A colon following is optional. Most people prefer to use notations like CC, cc, Cc, which all means carbon copy. Since most copies are now photocopied, some people use the notation XC (Xerox copy), PC (photo copy), or C (copy). However, if you do not want the addressee to know that someone else is receiving a copy, do not include this notation on the original copy.

Sample Letter

◆◆ Star Bank ◆◆ 

45 River Road Stirling Scotland ST 3341

Tel: 123498 Fax: 197663 Web Site: <http://www.sss.com>

September 5, 2015

Universal Software, Inc.

468 Oak Street

San Francisco CA 94105

U. S. A.

Attention: Sales Manager

Ladies/Gentleman:

Subject: Inquiry about your product

.....
.....
.....
.....

Sincerely Yours

SHEN John (Mr.)
Client Manager

Encl: Catalogue
CC: Previous Woods Amazon, Hong Kong Office
PS: Please visit our web site; <http://www.sss.com>

1.3 The Formats of a Business Letter

The often used formats are explained as follows:


1. Indented Format

Almost all elements of the letter should have an indentation, for instance, letterhead, inside address, letter body.

There is a rule for indentation. Each line of the “Inside Name and Address” should be indented 2–3 spaces, while in the body of the letter, the first line of each paragraph should need 4–5 space indentation on the left-hand side of the sheet, while the complimentary close and the signature are centered or on the right-hand side of the sheet.

Sample of Indented Format

Letter Head

Date 

Inside Address

Salutation

Body

Complimentary Close
Signature

2. Semi-block Format

It's a combination of indented format and modified block format. It is very similar to the indented format with the only difference that the inside address should start neatly from the left-hand side of the sheet.

Sample of Semi-block Format

Letter Head

Date

Inside Address

Salutation

