

高职高专"十二五"部委级规划教材



# 纺织服装 英语函电

第二版

张 耘 📕 等编著



## 高职高专"十二五"部委级规划教材



"十二五"江苏省高等学校重点教材(编号: 2013-1-012)

# 纺织服装 英语函电

#### 第二版

张 耘 等编著



化学工业出版社

本教材着眼于纺织服装行业/企业的新理念、新方法、新术语、新标准的导人,吸取英美沟通专家提倡的最新沟通理念和沟通方式,以学生就业所需的专业知识和操作技能作为着眼点,力求教学内容与外经贸行业的职业能力要求相一致,与国家职业标准相衔接,做到"教、学、做、练、评"的统一,重点强调学生怎么写、如何写,体现前瞻性、针对性、科学性、实用性和职业性。全书以职业活动过程(工作过程)为导向,采用创新性的模块为编写体例,共分15个模块,各模块包括:学习目标、背景知识介绍、写作技巧、信函样例、实用语句、注释及模拟训练。

本教材适用于高职高专商务英语专业、国际贸易、纺织或服装专业的学生及从业人员,也可作为从事 外贸业务的工作人员、翻译人员和公关文秘人员的职业指导用书。

#### 图书在版编目 (CIP) 数据

纺织服装英语函电/张耘等编著. ─2 版. ─北京: 化学工业出版社,2014.1 高职高专"十二五"部委级规划教材 ISBN 978-7-122-18970-7

I.①纺… Ⅱ.①张… Ⅲ.①纺织品-对外贸易-英语-电报信函-写作-高等职业教育-教材②服装-对外贸易-英语-电报信函-写作-高等职业教育-教材 Ⅳ.①H315

中国版本图书馆 CIP 数据核字 (2013) 第 269399 号

责任编辑:崔俊芳 责任校对:蒋 宇

文字编辑:王 爽 装帧设计:关 飞

出版发行: 化学工业出版社(北京市东城区青年湖南街 13 号 邮政编码 100011)

印 装:化学工业出版社印刷厂

787mm×1092mm 1/16 印张 13½ 字数 324 千字 2014 年 1 月北京第 2 版第 1 次印刷

购书咨询: 010-64518888(传真: 010-64519686) 售后服务: 010-64518899

网 址: http://www.cip.com.cn

凡购买本书,如有缺损质量问题,本社销售中心负责调换。

### 前言

随着全球一体化的进程不断加快,作为世界经济重要组成部分的中国,已经成为全球经济、贸易、商务、技术合作和投资的热点地区,其国际交流日益增多。当今的国际商务竞争在很大程度上体现在跨文化沟通能力的竞争,而这种竞争又具体体现在思维方式、语言表达和书写能力方面。英语是国际交流的最常用语言,学好英语对于学生的求职、就业、晋升、发展有着重要的意义。

#### 一、编写依据

本教材是在 2008 年 2 月出版的《纺织服装外贸函电与写作》的基础上修订编写。

在对院校及纺织服装行业、企业广泛调研的基础上确定了教材的修订依据,坚持贯彻高职教学"以服务为宗旨,以就业为导向,走产学研结合的发展道路"的指导思想,吸取英美沟通专家提倡的最新沟通理念和沟通方式,体现将语言技能训练和商务知识学习有机融合的思路和理念,以学生就业所需的专业知识和操作技能作为着眼点,力求提高学生的实际运用能力,兼顾学生后续发展能力的培养。

#### 二、编写特点

在选材安排上,紧密围绕纺织服装行业发展方向,突出知识、能力、素质"三融合",深入研究纺织服装行业发展和岗位用人标准所需的新型专业人才的知识、能力、素质结构特点,把行业、企业的新理念、新方法、新术语、新技术、新标准引入教材,运用真实的案例作为教材内容,并根据行业、企业需要确定教材中各方面知识的比例结构,与外经贸行业的职业能力要求相一致,与国家职业标准相衔接,是一本实用性与操练性相融合的独具匠心的教材。

在内容编写上,围绕经济贸易岗位群的要求,针对纺织服装行业和企业对高职学生应用技能的要求,以职业活动过程(工作过程)为导向,以项目、任务为驱动,按照工作过程形成应用性教学体系。改变传统教材篇、章、节式的编写体例,采用创新性的模块为编写体例。对原版内容和结构做了75%以上的调整,增设了"背景知识介绍""资信调查""代理""还盘""拓展实践"等一些实用性较强的模块和训练,以期学生能接触到更丰富、多层次、跨学科的全面的专业知识。在附录中有"国际贸易常用缩略词""世界主要国家或地区的货币"等补充内容,紧扣贸易实践。

在教学模式上,以学生职业岗位要求为目标,建立一种由知识到技能、再由技能到素质的实践型教学模式,突出学生实践(动手)能力的培养,做到"教、学、做、练、评"的统一,即师生全程互动交流,以精讲、示范、质询、指导、研讨为方针的并行实践教学模式,展现高等职业"理实一体化"教学的项目式教材组织形式。

本教材作为"2013年江苏省高等学校重点教材"之一,可用于双语教学和英语教学,以便培养学生直接用英语思维的习惯,从而提高表达效果,是适用于高职高专商务英语专业、国际贸易、纺织或服装专业的学生使用的专业英语教材,也可供从事外贸业务的工作人员、翻译人员和公关文秘人员参考使用。

本教材的修订人员既有高职院校教学经验丰富且有相关行业经历的资深教师,又有外经

贸企业专家,适应形势发展的需要及高职学生的特点,从而保证了教材修订的质量,使其具有一定的指导性与权威性。本教材由常州纺织服装职业技术学院张耘拟订提纲、修改编撰定稿,参与编写的人员有:陕西工业职业技术学院卓永斌副教授(模块 6、模块 13)、企业专家汪育民高级商务师(模块 7、模块 10)、行业资深人员赵苏洪会计师(模块 8、模块 9)以及张耘(模块 1、模块 2、模块 3、模块 4、模块 5、模块 11、模块 12、模块 14、模块 15 以及附录)。

本教材的修订过程中借鉴了许多专家的论著和教材,虽然对于先行者的贡献和参考文献 尽量详细地列明,但也许会有遗漏,在此一并表示我们的诚挚谢意!由于时间仓促,水平有 限,难免会出现错误和遗漏,敬请各相关院校和读者朋友在使用本教材的过程中给予批评指 正,也欢迎大家交流和探讨。

本书有电子课件,可提供给采用本书作为教材的院校使用,如有需要请登录化学工业出版社教学资源网(www.cipedu.com.cn)免费下载。

编著者 2013 年 8 月

此为试读,需要完整PDF请访问: www.ertongbook.com

## 目 录

0	Module 1 Fundamentals of Business English Letter-writing	- 1
	1.1 Introduction to Business Letter Writing/商务信函写作介绍	-
	1.2 Principles of Business Letter-writing/商务信函写作原则	
	1.3 Structure of Business Letters/商务信函结构	
	1. 6 Envelope Addressing/信封撰写	
_	Simulation Practice/模拟训练 ······	
0	E E III STAN	
	2.1 Introduction 背景知识介绍 ······	
	2.2 Writing Skills/写作技巧	
	2.3 Specimen Letters/信函样例 ·····	
	2.4 Useful Expressions/实用语句 ······	
	Notes/注释·····	
	Simulation Practice/模拟训练 ·····	
0	Module 3 Status Inquiry 资信调查 ————————————————————————————————————	- 29
	3.1 Introduction/背景知识介绍	• 29
	3.2 Writing Skills/写作技巧 ······	• 30
	3.3 Specimen Letters/信函样例 ······	• 31
	3.4 Useful Expressions/实用语句 ······	• 33
	Notes/注释·····	. 34
	Simulation Practice/模拟训练 ·····	• 34
0	Module 4 Inquiry and Reply 询价与回复 ————————————————————————————————————	- 38
	4.1 Introduction/背景知识介绍 ······	. 38
	4.2 Writing Skills/写作技巧 ······	. 39
	4.3 Specimen Letters/信函样例 ······	. 39
	4.4 Useful Expressions/实用语句	• 41
	Notes/注释·····	• 42
	Simulation Practice/模拟训练 ·····	• 44
0	Module 5 Quotations and Offers 报价与发盘 ————————————————————————————————————	
	5.1 Introduction/背景知识介绍 ····································	
	5.2 Writing Skill/写作技巧	

	5.3 Specimen Letters/信函样例	
	5.4 Useful Expressions/实用语句	
	Notes/注释	53
	Simulation Practice/模拟训练	
0	Module 6 Counter Offers 还盘	
	6.1 Introduction/背景知识介绍 ······	
	6.2 Writing Skills/写作技巧 ······	
	6.3 Specimen Letters/信函样例	
	6.4 Useful Expressions/实用语句 ·······	
	Notes/注释·····	
	Simulation Practice/模拟训练	67
0	Module 7 Order, Acceptance or Refusal 订单、接受和回绝 ————————————————————————————————————	
	7.1 Introduction/背景知识介绍 ·······	
	7.2 Writing Skills/写作技巧 ······	
	7.3 Specimen Letters/信函样例	73
	7.4 Useful Expressions/实用语句 ······	75
	Notes/注释	77
	Simulation Practice/模拟训练	78
0	Module 8 Conclusion and Contract 合同 ———————————————————————————————————	- 82
	8.1 Introduction/背景知识介绍 ······	82
	8.2 Sales Confirmation/销售确认书 ······	83
	8.3 Writing Skills/写作技巧 ······	84
	8.4 Specimen Letters/信函样例	84
	8.5 Useful Expressions/实用语句 ······	
	Notes/注释	91
	Simulation Practice/模拟训练······	92
0	Module 9 Letter of Credit 信用证 ———————————————————————————————————	97
	9.1 Introduction/背景知识介绍 ······	
	9.2 Writing Skills/写作技巧 ······	. 99
	9.3 Specimen Letters/信函样例	100
	9.4 Useful Expressions/实用语句 ······	103
	Notes/注释 ·····	105
	Simulation Practice/模拟训练 ·····	108
0	Module 10 Terms of Payment 支付 ———————————————————————————————————	112
	10.1 Introduction/背景知识介绍 ······	112
		113
	10.3 Writing Skills/写作技巧 ······	114
	10.4 Specimen Letters/信函样例 ·····	115

	10.5	Useful Expressions/实用语句	118	
a:	Not	es/注释 ······	119	
		tion Practice/模拟训练 ·····		
0	Module 1	1 Packing 包装 ———————————————————————————————————		
	11.1	Introduction/背景知识介绍 ·····		
	11.2	Marks of Package/包装标记 ·····		
	11.3	Writing Skills/写作技巧		
	11.4	Specimen Letters/信函样例		
	11.5	Useful Expressions/实用语句		
		es/注释 ·····		
		ation Practice/模拟训练 ······		
0	Module 1	2 Shipment and Delivery 运输 ———————————————————————————————————		
	12. 1	Introduction/背景知识介绍 ······		
	12.2	Writing Skills/写作技巧 ·····		
	12.3	Specimen Letters/信函样例 ·····		
	12.4	Useful Expressions/实用语句		
		es/注释 ·····		
		Simulation Practice/模拟训练 ······		
0	Module 1	3 Insurance 保险 ———————————————————————————————————		
	13. 1	Introduction/背景知识介绍 ·····		
	13.2	Writing Skills/写作技巧 ·····		
	13.3	Specimen Letters/信函样例 ·····		
	13.4	Useful Expressions/实用语句 ·····		
		es/注释 ·····		
		ation Practice/模拟训练 ······	160	
0	Module 1	70.01, 71.77	163	
	14. 1	Introduction/背景知识介绍 ·····		
	14.2	Writing Skills/写作技巧		
	14.3	Specimen Letters/信函样例		
	14.4	Useful Expressions/实用语句		
		es/注释		
		ation Practice/模拟训练 ······	174	
0	Module 1		178	
	15. 1	Introduction/背景知识介绍 ······		
	15. 2	Writing Skills/写作技巧		
	15.3	Specimen Letters/信函样例 ······		
	15.4	Useful Expressions/ 实用语句 ······		
	No	tes/注释	184	

	Simulation	Practice/ 模拟训练 ····································	186
0	Appendix I	International Business Organizations 国际商务组织 —————	190
0	Appendix I	Useful Abbreviations in International Trade	
		国际贸易常用缩略语 ————————————————————————————————————	193
0	Appendix I	Foreign Currency in Major Countries or Regions	
		世界主要国家或地区的货币 ————————————————————————————————————	202
0	References \$	参考文献 ————————————————————————————————————	203

# Module 1 Fundamentals of Business English Letter-writing 商务信函写作的基础知识

#### Learning Objectives/学习目标

- 1. To learn basic principles of effective business letter-writing.
- 2. To learn the formats and structure of business letters, envelopes and e-mails.
- 3. To know the designing of an elegant and standardized letter or e-mail.
- 4. To master the correct arrangement of various parts of a business letter.
- 5. To practise writing business letters, e-mail and envelopes.

#### 1.1 Introduction to Business Letter Writing / 商务信函写作介绍

All the transactions depend on the exchange of information. In modern international business, information is of dominant significance, and its exchange can be made in various methods either in speaking or in writing. As written forms can secure completely understanding between the parties involved, they stand as a permanent record of each transaction. There are many types of written communication, including letters, memos, reports, telegrams, telexes, etc. Business letters are the principles means used by firms or companies to keep in touch with their customers. They are sent to ask for or to convey information, to make or accept an offer, to deal with matters concerning negotiation of business and so on. Foreign trade personnel should not only understand but also be good at business letters.

#### 1.2 Principles of Business Letter-writing / 商务信函写作原则

Writing effective and productive business letters is an essential skill for any individual working in a company. Different business letters about the same issue might bring about different results. Therefore, it is of vital importance to master the skill of business writing. The first step is, needless to say, to know the basic principles of a good business letter. There are seven Cs' principles for a good business letter, i. e. courtesy, consideration, completeness, clarity, conciseness, concreteness and correctness.

#### 1.2.1 Courtesy/礼貌

When writing to your correspondents, it is necessary for you not only to be polite, but also to be sincere and tactful, thoughtful and appreciative. It is also a kind of courtesy for the tradesmen to answer the letters and enquiries promptly. And delay in dealing with the matters is discourteous.

#### 1.2.2 Consideration/周到

Consideration focuses on "you" instead of "I" or "we". Your oriented writing is the key to successful business. Effective writers make the audience believe that the most significant person in their correspondence, say, in their business relationship, is "you", the reader. Your attitude looks at things from the reader's point of view, emphasizes readers' benefit, and protects the reader' self-esteem, so such attitude is very positive in written communication, implying psychology to humanize our messages.

#### 1.2.3 Completeness/完整

A business letter is very successful and functions well only when it contains all the necessary information to the readers. It is essential to check the message carefully before it has been sent out. See to it that all the matters are discussed, and all questions are answered. Incompleteness is impolite and it will lead to the recipient's unfavorable impression toward your firm.

#### 1.2.4 Clarity/清晰

Keep constantly in mind what you want to say in your letter. It is welcomed to express yourself clearly and directly in the easiest language. Plain, simple words are more easily understood. Properly paragraphing message is required for the purpose of clarity. For instance, we use "semimonthly" instead of "bimonthly" for "two times a month" because "bimonthly" may mean both "two times a month" and "once every two month".

#### 1.2.5 Conciseness/简洁

Try to make your message brief and straight to the point. Avoid using long words or sentences. Use daily expressions to replace jargons. Express yourself in an orderly and logical way. A good business letter should be natural, human and easy to read.

#### 1.2.6 Concreteness/具体

Make the message specific, definite and vivid. The inquiries of others about something and your answers to the others' letters must be made with reality and concreteness. You need to use specific facts, figures and time to stress concreteness. Any ambiguous and vague words must not be used.

#### 1.2.7 Correctness/正确

Correct grammar, punctuation and spelling are basic requirements for business writing. In addition, correctness means choosing the correct level of language and using accurate information and data.

#### 1.3 Structure of Business Letters / 商务信函结构

A business correspondence consists of seven standard parts, namely, the heading or letterhead, date, the inside name and address, the salutation, the body, the complimentary close, and the writer's signature. Whenever necessary or appropriate, any of the following optional parts can be included: reference number, attention line, subject, enclosure, carbon copy and postscript. See the following format:

- (1) Letterhead
- (2) Reference number
- (3) Date
- (4) Inside name and address
- (5) Attention line
- (6) Salutation
- (7) Subject
- (8) Body
- (9) Complimentary close
- (10) Signature
- (11) Enclosure
- (12) Carbon copy
- (13) Postscript

#### 1.3.1 Letterhead/信头

The letterhead includes the sender's name, address, postcode, telephone number, fax number, e-mail address, website and even a logo of the company. It is usually printed in the up-center or typed on the right side of the paper. It helps the recipient identify the company from which the sender comes just at a glance.

Chine National Light Industrial Products Imp. & Exp. Corporation
82 Tian An Men Street
Beijing, 100001, China
Tel: 010-87568355 Fax: 010-87568356 E-mail: CNLIP@line.com

#### 1.3.2 Reference Number/参考案号

In business correspondence, when one firm writes to another, each will give a reference. Many letterheads provide spaces for reference. The reference may include a file number, department code or initials of the signer followed by that of the typist of the letter. They are marked "Our ref:" and "Your ref:" to avoid confusion.

Your ref: LGB/wm
Our ref: PL/fh/246

#### 1.3.3 Date/日期

The date should always be written in a standard form—in full (April 5, 2012). And not abbreviated (April for Apr.). Don't write 12 instead of 2012 for the year. And avoid typing dates in figures (04/05/2006), since it should easily be confusing, because in British English the date would mean 4th May 2012, but in American English it would mean 5th April 2012. The forms of dates are as follows:

5 April, 2012 or April 5, 2012

#### 1.3.4 Inside Name and Address/信内地址

The name and address of the receiver is placed at the left-hand margin about two to four spaces below the date. It appears exactly the same way as on the envelope. Courtesy titles, such as "Mr.", "Mrs.", Miss, "Messrs." and "Mmes.", "Esq.", are the most common ones frequently used in correspondence. "Esq." is sometimes used instead of "Mr." for a certain class of people, such as judges or magistrates, and should always follow the personal name.

Generally, the inside name and address may have some or all parts of the following:

Ms. Joanna Kerry, Professor

Peking University

Haidian District

Beijing, 100871

China

In order to avoid ambiguity, when you write letters to other countries, always include the name of the country, even if the city mentioned is the country's capital. Here is an example:

Mr. Galen Smith, sales manager

The Eagle Press Inc.

6565 South Avenue

Birmingham, Alabama, OJ3U7E

U. S. A.

#### 1.3.5 Attention Line/具体经办人

Attention line directs the letter to a specific individual or department of the firm or organization addressed. It generally follows the inside address.

Attention: Mr. Cave
Attention of Purchasing Department
For the attention of Ms. Carry, after-sales manager
Attn: Promotion Department

#### 1.3.6 Salutation/称呼

Two lines below the inside name and address of a letter is the salutation. It is the complimentary greeting with which a letter begins. Its form depends upon the writer's relationship with the receiver. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing a person; and "Dear Sirs", "Dear Mesdames" or "Gentlemen" for addressing two or more people. If the writer well knows the receiver personally, a warmer greeting. "Dear Mr. White" is preferred. If the writer is not sure whether a man or woman will read his letter, the customary greeting is "Dear Madam or Sir".

Note: The Americans usually use "Gentlemen" (cannot be used in the singular) instead of "Dear Sirs" (cannot use Sirs alone). In American letter a colon is always placed after the salutation, e.g.

Dear Mr. Smith.

#### 1.3.7 Subject/主题

The subject tells recipients at a glance what the letter is about (and indicates where to file the letter for future reference). It'is usually two lines below the salutation, forming part of the body. Some companies omit the word "Subject:", some replace it with "Re:" or "re:" (meaning "regarding"), and some underline the subject. The following forms are commonly used:

SUBJECT: SALES CONTRACT NO. 3642 FOR 1000MT SEWING MACHINES

Subject: Our L/C No. 378

Re: Claims for short delivery of Order No. 789

A sales conference

#### 1.3.8 Body/正文

This is the most important part of the letter. It expresses the writer's ideas, opinions, purposes and wishes, etc., so it should be carefully planned. The body of the letter gener-

#### 6 纺织服装英语函电

ally consists of three essential parts.

#### 1.3.8.1 Opening paragraph

The opening part is actually the background of this letter. It indicated the referring letter, contract or letter of credit etc. to which response will be made.

#### 1.3.8.2 Middle paragraph

In the middle paragraph, the details of the transaction are discussed. The details refer to the inquiries, problems, requirements, etc. which will be put forth by the letter. Some relative details will be also illustrated in this part.

#### 1.3.8.3 Closing paragraph

The closing paragraph is to end the letter in a way of summation, further request and suggestion. A short clause must be made politely in this part. Attention must be paid to the keeping of friendly relations between the letter writer and the letter recipient. Business development should not be hindered by a discourteous letter close.

When writing, pay attention to the following:

- (1) Write simply, clearly, courteously, grammatically, and to the point.
- (2) Paragraph correctly, confining each paragraph to one topic.
- (3) See that your typing is accurate and the display artistic. Aim at an attractive and pleasing appearance for your letter. Margins especially are important, since they serve to "frame" your letter.

#### 1.3.9 Complimentary Close/结尾敬语

The complimentary close is a polite way to bring a letter to a close. It appears two lines below the last line of the body. Capitalize the first word and end with a comma.

The expression must match the salutation reflecting the relationship between the sender and the receiver of the letter. The following salutations and their corresponding complimentary closes are the most commonly frequented in modern business correspondence. Examples of the formats of "Salutation", "Corresponding" and "Complimentary Close" (see the following chart):

Salutation	Complimentary Close	Comment
Dear sir,/ Dear Sirs,/ Dear Madam,/ Mesdames,(Mmes),	Yours faithfully, Faithfully yours,	If you don't know the name of the person you're writing to. Formally used as standard practice in Britain.
Gentlemen:	Yours truly,	American always use this as the
Ladies:	Truly yours,	complimentary close.
	Yours sincerely,	If you know the name of the
Dear Mr. Harris,	Sincerely yours,	person you're writing to or
Dear Frank	Best wishes, (U.K.)	If the person is a close business
	Best regards, / Regards, (U.S.)	contact or friend.

#### 1.3.10 Signature/签名

The signature is the signing of the message sender's name. Type the name under the

complimentary closing, leaving enough blank lines to sign your name. Never "sign" with a seal or stamp.

Faithfully yours,

John Smith

John Smith

Your letterhead indicates that you are representing your company. However, if your letter is on plain paper and you want to emphasize that you are speaking legally for the company, you may type the company's name in capital letters below the complimentary closing and place the title of the message sender on the same line with or below the typed name.

Yours sincerely,

Durante Advertising Agency

Peter Halleck

Peter Halleck, Treasurer

#### 1.3.11 Enclosure/附件

When there is something enclosed with the letter, type the "Enclosure" or an abbreviation of it like "enc.", "encls." or "encs" in the bottom of left-hand. You can use any of the following styles:

Enclosure: Price List

Encl. As stated

Encls: 2 invoices

Enc. :1 quality certificate

1 B/L

#### 1.3.12 Carbon Copy/抄送

When copies of a letter are sent to named business associates or other interested parties, the copy recipients are acknowledged with their full name after the typed "c. c." at the left-hand margin, usually in alphabetical order by surname or in order of seniority as in the following examples.

c. c. Harbin Branch

CC: Mr. Copper

cc: Shanghai Branch Office

#### 1.3.13 Postscript/附言

If the writer wishes to add something he forgot to mention or emphasize, he may type his after-thought two spaces below the carbon copy. The adding of a "P. S." should, however be avoided as far as possible, since it is usually a sign of poor planning.

P. S. The price list will be mailed to you under separate cover.

#### 1.4 Format or Layout of Business Letters / 商务信函格式

There are several letter styles used by people nowadays. But it's better, we think, to follow established practice that the business world has become accustomed to. A good plan to make correct practice habitual is to adopt one form of layout and to stick to it. Two letter styles are frequently used as follows:

#### 1.4.1 The Block Style/齐头式

With this format, all letter parts begin at the left margin of a letter. This style, simple and easy to type, can save the typist's time, so it has to be much widely used and preferred now. (refer to specimen letter 1)

Below is a format of this practice.

#### THE NATIONAL TRADING CO., LTD

Room 1068, Building C, 108 Changjiang Road
Nanjing, Jiangsu Province, 600001
Tel: 025-12345678 Fax: 025-12345688 E-mail:

Our Ref.: JUN-005 Your Ref.: AC-020

March 8, 2011

Anderson Company 30 Clifford Street London, England,

Attn: Mr. Armold Simpson, Sales Department