



纺织高职高专“十一五”部委级规划教材

纺织服装外贸 函电与写作

FOREIGN TRADE CORRESPONDENCE & WRITING
IN TEXTILE & GARMENT

张耘 ◆主 编

黄露 卓永斌 ◆副主编

 中国纺织出版社



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内 容 提 要

本书从当前纺织服装外贸业务的实际需要出发,采取范文举例和写作实践相结合的方式进行系统讲解,内容涵盖了纺织服装外贸业务各个环节所涉及各类信函。范文举例注重反映交易的实际过程,写作实践注重讲解信函的写作要领和写作技巧。

本书附赠多媒体光盘,其中包括电子课件和教师用书。

本书不仅可以作为高职高专院校纺织工程、经济贸易、英语等专业的教学、自学参考用书,也可供从事纺织服装外贸业务的工作者参考使用。

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2005年10月,国发[2005]35号文件“国务院关于大力发展职业教育的决定”中明确提出“落实科学发展观,把发展职业教育作为经济社会发展的重要基础和教育工作的战略重点”。高等职业教育作为职业教育体系的重要组成部分,近些年发展迅速。编写出适合我国高等职业教育特点的教材,成为出版人和院校共同努力的目标。早在2004年,教育部下发教高[2004]1号文件“教育部关于以就业为导向深化高等职业教育改革的若干意见”,明确了促进高等职业教育改革的深入开展,要坚持科学定位,以就业为导向,紧密结合地方经济和社会发展的需求,以培养高技能人才为目标,大力推行“双证书”制度,积极开展订单式培养,建立产学研结合的长效机制。在教材建设上,提出学校要加强学生职业能力教育。教材内容要紧密结合生产实际,并注意及时跟踪先进技术的发展。调整教学内容和课程体系,把职业资格证书课程纳入教学计划之中,将证书课程考试大纲与专业教学大纲相衔接,强化学生技能训练,增强毕业生就业竞争能力。

2005年底,教育部组织制订了普通高等教育“十一五”国家级教材规划,并于2006年8月10日正式下发了教材规划,确定了9716种“十一五”国家级教材规划选题,我社共有103种教材被纳入国家教材规划。在此基础上,中国纺织服装教育学会与我社共同组织各院校制订出“十一五”部委级教材规划。为在“十一五”期间切实做好国家级及部委级高职高专教材的出版工作,我社主动进行了教材创新型模式的深入策划,力求使教材出版与教学改革和课程建设发展相适应,充分体现职业技能培养的特点,在教材编写上重视实践和实训环节内容,使教材内容具有以下三个特点:

(1)围绕一个核心——育人目标。根据教育规律和课程设置特点,从培养学生学习兴趣和提高职业技能入手,教材内容围绕生产实际和教学需要展开,形式上力求突出重点,强调实践,附有课程设置指导,并于章首介绍本章知识点、重点、难点及专业技能,章后附形式多样的思考题等,提高教材的可读性,增加学生在学习兴趣和自学能力。

(2) 突出一个环节——实践环节。教材出版突出高职教育和应用性学科的特点,注重理论与生产实践的结合,有针对性地设置教材内容,增加实践、实验内容,并通过多媒体等直观形式反映生产实际的最新进展。

(3) 实现一个立体——多媒体教材资源包。充分利用现代教育技术手段,将授课知识点、实践内容等制作成教学课件,以直观的形式、丰富的表达充分展现教学内容。

教材出版是教育发展中的重要组成部分,为出版高质量的教材,出版社严格甄选作者,组织专家评审,并对出版全过程进行过程跟踪,及时了解教材编写进度、编写质量,力求做到作者权威,编辑专业,审读严格,精品出版。我们愿与院校一起,共同探讨、完善教材出版,不断推出精品教材,以适应我国高等教育的发展要求。

中国纺织出版社
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我国加入世界贸易组织后,经济市场化、全球化的趋势日益深入,与对外经济贸易有关的业务往来也日趋频繁,纺织服装外贸英语信函的使用也越来越多。同时,随着高职教育的发展,迫切需要编写一批适用于培养复合型实用人才的教材,我们组织全国部分纺织服装职业院校的英语教学专家、学者,在研究、吸取现行多种同类教材优点的基础上,编写了本教材。

在本书的编写过程中,我们尽可能贴近业务实际及高职高专学生的特点,做到准确精练、深入浅出,内容覆盖面适当,取材真实,突出实用性、可操作性,充分体现高职高专教材“以能力为本位,以应用为目的,以学生为主体”的特点;同时,对内容与训练方式及顺序的精心安排也使本书独树一帜。简而言之,本教材比较适合学生学习,也很方便任课教师组织课堂教学。

本书用英文编写。所有信函文本均来自进出口实务的各个环节,同时文本的选择还兼顾了外贸函电的得体性。本书所收录的信函种类丰富,新颖实用,写作风格多样,能让学生学到真实的外贸函电写作技巧。同时,对各种写作技巧的介绍也非常详尽,均采用国外较新的函电写作材料并体现了国内商务函电的写作特点。此外,本书还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。

本教材共分十三章。其中第一章系统介绍了英文商务信函写作的基本知识,第二章至第十三章遵循纺织服装外贸常规流程,依次介绍了业务关系的建立、询价与回复、发盘与还盘、订单、信用证、支付、包装、运输、保险、抱怨、索赔与理赔,代理、合同等内容,在内容上,除了简介、样函、注释、典型语句、练习等传统组成部分之外,本书还增加了两大特色内容:一是提供了各类信函及其回复的写作技巧及常用表达方式,二是对每一章的相关内容进行了概述。此外,书后的附录部分提供了函电中的缩略语、世界主要贸易国家货币,方便读者查阅。

另外,我们还提供了与该教材相配套的光盘,光盘内容为教材中每一章的信函样例的译文、典型语句的翻译以及练习答案,同时提供了电子课件,方便了阅读和使用。

本书由常州纺织服装职业技术学院张耘拟定提纲、编撰定稿。南通

纺织职业技术学院黄露、陕西纺织服装职业技术学院卓永斌任副主编。其中南通纺织职业技术学院黄露编写第一章、第四章和第五章,陕西纺织服装职业技术学院卓永斌编写第九章和第十章,山东科技职业技术学院姚敏编写第三章、第十二章和第十三章,扬州职业大学高志飞编写第六章和第七章,常州纺织服装职业技术学院张耘编写第二章、第八章、第十一章以及附录。

中国纺织出版社和常州纺织服装职业技术学院对本书的组编与出版工作给予了大力支持,在此表示诚挚谢意!由于时间仓促,水平有限,难免会出现错误和遗漏,敬请各相关院校师生和广大读者朋友在使用本教材的过程中给予批评指正,并将意见及时反馈给我们,以便在修订时改进和完善。

所有意见、建议请发送电子邮件到:violet789@163.com

编 者

2007 年 11 月

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Chapter One

Structure and Style of Business Letters

商务书信的结构与格式

Knowledge Points/本章知识点

By learning this chapter you will be able to:

- (1) Understand some knowledge about writing a business letter.
- (2) Know how to arrange the composed parts of a business letter.
- (3) Know how to address an envelope and common styles of layout.

1.1 General Introduction/概述

Business letters are vital component parts in business activities. For its special business objectives we exchange information in letter, which is usually treated as an evidence of business action. In this way writing a business letter is very important in the business world. If a businessman is unable to write an effective business letter, it is very difficult for him to represent himself positively, which may cause some problems in doing business. So writing good business letters can carry out business routine efficiently. This chapter is intended to develop skills in writing such good business letters.

1.2 Essentials of Business Letter-writing/商务信函书写要点

Letter-writing does not differ from any other form of creative writing. Good English is one of the important bases of good business letters. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. In order to achieve good communication, there are certain essential qualities of business letters, which can be summed up in the following five "Cs" principles, i. e. clearness, conciseness, correctness, concreteness, courtesy.

1.2.1 Clearness/清楚

Message must be expressed clearly so that the reader will understand. To get this, you should

keep in mind the purpose of our correspondence. A point that is ambiguous will cause trouble to both sides, and further exchange of letters for explanation will become inevitable, thus time will be lost. So you must have a clear idea of what you wish to convey to the reader. When you are sure about what to say, say it in plain, simple words. Good, straightforward, and simple English is what is needed for business communication. To make your message clear, you must present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up.

1.2.2 Conciseness/简洁

Clearness and conciseness often go hand-in-hand. It means saying everything that must be said in the fewest possible words but completely without losing clearness of courteousness.

A concise letter is not necessarily a short one but must be brief. In short, you will gain in clearness and conciseness by writing short sentences rather than long ones. It must be remembered that keep your sentences short, avoid unnecessary repetition, and eliminate excessive details.

For best results, and also as a matter of conciseness, carefully paragraphing each point can make a letter clearer, easier to read and more attractive to look at. This is a good rule.

1.2.3 Correctness/正确

Correctness here refers to appropriate and grammatically correct language, factual information and accurate reliable figures, as well as the right forms and conventions. Errors of fact, such as price quotations and delivery dates, are often oversights that are results of careless typing, inadequate proofreading, or too hasty correction of erasures. No excuse can make such errors acceptable in business letters. All facts should be checked and double checked. Errors can also be made because reference books are not consulted when necessary. Special attention should also be paid to names of goods, specifications, quantity, figures, units, etc.

1.2.4 Concreteness/具体

To make the message specific, definition and vividness are the key points of concreteness. Whether you are writing an initial letter or a reply, you must make sure that your letter contains all the information your reader needs to act upon. Put yourself in the reader's place. It is necessary to check the message carefully before it is sent out. Avoid incomplete information.

1.2.5 Courtesy/得体

Courtesy is not mere politeness. But you should be sincere and tactful, thoughtful and appreciative. Treat your reader with respect and friendliness, answer letter punctually. Courtesy is a positive value, the tone in your letter must convey positive goodwill, warmth and interest.