



普通高等教育“十一五”国家级规划教材
高职高专规划教材

方宁 王维平 主编

商务英语函电



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本书是根据高职高专教育“强化技能，贴近岗位”的特点和要求编写的，是高职高专“十一五”国家级规划教材。

本书内容涵盖了书信结构，建立业务关系，询盘、报盘和还盘，形式发票，通信方式，促销，付款方式，包装，保险，装运，投诉和索赔等贸易业务。每章涉及一个外贸行业，遵循了“应用性原则”，突出了外贸信函技能的训练。每章包括教学目标、案例、常用短语和典型例句、信函、词汇、信函注释及练习等七个部分。

为了方便教师的教学，本书配有多媒体课件。

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前 言

随着中国加入 WTO 和国际经济贸易的迅速发展, 我国的经济正在更深层次地融入世界经济体系之中, 企业也更多地直接参与国际竞争。要想在竞争中取胜, 企业则需要一批既有外贸专业知识和技能, 又有较高商务英语水平的外贸实用型人才。

高职高专教育是我国高等教育的重要组成部分, 其培养目标主要是强调能力的培养和技术的应用, 培养具备较高的知识和操作技能的复合型、实用型人才。

为了适应高职高专教育的特点及时代发展的新要求, 我们组织编写了高职高专“十一五”国家级规划教材之一《商务英语函电》。本教材具有如下特点:

(1) 每章之首, 概括阐述了本章的教学目标, 让学习者了解本章学习目标。

(2) 每章编写不同案例, 突出“以能力为本位”。

(3) 每章谈及一个不同的行业, 如服装、玩具、手工艺品、电器、现代通信产品、文具、电子、机械、灯具、蔬菜、化工等, 让学生了解各个行业的外贸词汇。

(4) 本教材基本采用中英文对照, 并在书后附有练习题答案, 有利于学生的自主学习。

本教材由方宁、王维平任主编, 王黎明、王联晓任副主编, 王建成、王致华、阳振林、李紫微、李宏磊、王琦、邱婉丽、孔庆宇等参加编写。

我们衷心欢迎专家和读者对本书提出建议和指正。

编 者

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Chapter 1 Layout of a Business Letter

Learning Aims

Writing of a business letter is very important in the business circle. If a businessman is unable to write an effective business letter, it is very difficult to represent himself positively, which may cause problems in doing business. Through learning this chapter, students will get to know the common styles of layout of a business letter, arranging its composed parts and addressing of an envelope.

1.1 Parts of a Business Letter

Generally speaking, an ordinary business letter mainly consists of seven parts:

- (1) Letterhead (信头)
- (2) Reference and Date Line (编号和日期)
- (3) Inside Name and Address (封内名称和地址)
- (4) Salutation (称呼)
- (5) Letter Body (正文)
- (6) Complimentary Closure (结尾敬语)
- (7) Signature (签名)

Under some circumstances more parts may be contained:

- (8) Attention Line (注意事项)
- (9) Subject Line/Caption (事由)
- (10) Reference Notation (经办人代号)
- (11) Enclosure/Encl. (附件)
- (12) Carbon Copy Notation/CC (抄送)
- (13) Postscript /P.S. (附言)

1.1.1 Letterhead

A letterhead includes the sender's name and address, postcode, number of telephone, telex and fax, E-mail address, etc. It is usually printed on the top centre or typed on the right side of the paper.

1.1.2 Reference and Date Line

The reference may include a file number, department code or the initials of the signer followed by the typist of the letter. They are marked "Our Ref." and "Your Ref." to avoid confusion. They are typed immediately below the letterhead.

The date should always be written in standard form: September 10, 2006, for example. All number form (10/9/2006) should not be used. The date should be placed on the right-hand side for indented style and on the left-hand side for blocked style.

1.1.3 Inside Name and Address

Generally, the inside name and address should include some or all parts of the following: the receiver's name and title, company name, street address, city, state/province, postcode and country. It appears on the left margin and usually starts two to four lines below the last line of the letterhead.

1.1.4 Salutation

Two lines below the inside name and address of a letter is the salutation. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing one person; and "Dear Sirs", "Dear Mesdames" or "Gentlemen" for addressing two or more people. If the receiver is known to the writer personally, a warmer greeting such as "Dear Mr. Smith" is preferred.

1.1.5 Letter Body

This is the most important part of a letter. It expresses the writer's idea, opinion, purpose and wishes, etc. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-spaced between paragraphs. When writing, pay attention to the following:

- (1) Courtesy

Try to avoid irritating and offensive statements. It is also polite to answer a letter promptly.

(2) Clarity

The sender must express the meaning clearly so that the receiver will understand it well.

(3) Conciseness

Try to use the simplest sentences and fewest words to explain the meaning clearly.

(4) Consideration

Keep the receiver's request, need, desire and feeling in mind. Plan the best way to present the message.

(5) Completeness

All the necessary information should be included in a business letter.

(6) Concreteness

Make the message specific and definite.

(7) Correctness

Standard language, proper statements, and accurate figures are needed in a business letter.

1.1.6 Complimentary Closure

The complimentary closure ends a letter in a polite way. The main words in complimentary closure are as follows: sincerely, faithfully, cordially, respectfully and truly. These words may appear in any of these combinations as "Yours sincerely" or "Sincerely yours". The choice depends on the writer's preference. It is usually placed two lines below the last line of the body of a letter.

1.1.7 Signature

The writer's signature consists of a handwritten signature and a typewritten signature. When typing a letter, leave three blank lines below the complimentary closure and type the signature identification and title on the fourth line. The writer's signature should be placed between the complimentary closure and the typed signature.

1.1.8 Attention Line

The attention line is used to name the specific individual the letter is addressed to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style.

1.1.9 Subject Line/Caption

The subject line is the general idea of a letter. It is usually placed one or two lines below the salutation and centered over the body of a letter in the indented style.

1.1.10 Reference Notation

The initials of the person who types the letter should appear in business letters. If the dictator's name is not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. It is placed two or three lines below the signature.

1.1.11 Enclosure/Encl.

If something is enclosed, note it below the reference notation.

1.1.12 Carbon Copy Notation/CC

If copies of a letter are sent to other parties, type CC below the enclosure.

1.1.13 Postscript/P.S.

If the writer wishes to add something he forgets or for emphasis, he may usually add the postscript two lines below the carbon copy notation.

Letter 1

美国某公司欲进口一批皮夹克，北京轻工业产品进出口公司发函并寄去价目表，并对相关事宜进行简单的说明。

BEIJING LIGHT INDUSTRIAL PRODUCTS IMP. & EXP. CORPORATION Tel: (010) 66668888 E-mail: bjlipc@yahoo.com.cn Your Ref: 038/te Our Ref: QYT/zcs April 9, 2006 P & H Company 8000 Lincoln Drive New York, NY 1122 U.S.A. Attention: Import Dept. Dear Sirs, Subject: Leather Jackets	} 信头 } 编号和日期 } 信内名称和地址 } 注意事项 } 称呼 } 事由
---	--

We thank you for your letter of March 28.

As requested, we are sending you herewith a copy of our latest price-list for your reference. Please note that all prices are understood to be subject to our final confirmation.

We look forward to your specific enquiry.

Yours faithfully,

Z.G. Wang

Manager

ZGW/bk

Encl.: as stated

CC: our Branch Offices

P.S. Your letter of April 2 has just arrived. We will look into the matter and reply to you soon.

正文

1.2 Two Styles of Layout

There are several letter styles used by people nowadays. We mainly introduce two styles that are frequently used, which are the blocked style and the indented style. They may be used according to the writer's preference.

1.2.1 The Blocked Style

All typing lines of a block letter begin at the left margin of a letter. This style is simple and easy to type.

Letter 2

华强公司邀请美国的汤普森教授来华参加公司成立 50 周年庆典。市场部经理发函向其说明庆典时间与地点，并诚挚欢迎教授来参加。

Marketing Department of Huaqiang Company
200 Beijing Road, Changchun, Jilin, 130001, China

Sept. 12, 2006

Prof. Thompson

Harvard University

Boston, MA 02163

U.S.A.

Dear Professor Thompson,

To celebrate the fiftieth anniversary of the founding of our company, we request the honor of your presence at a reception which is to be held at Dayu Hotel, Changchun on September 30 from 7 p.m. to 9 in the evening.

We would be glad if you could come.

Yours faithfully,

Mike Tang

1.2.2 The Indented Style

This is a conventional style. In this style, paragraphs of a letter are indented, usually four or five spaces. Each line in the letterhead and the inside name and address is indented one or two spaces.

Letter 3

汤普森教授接受了华强公司的邀请，并复函表达谢意。

Harvard University

Boston, MA 02163, U.S.A.

Sept. 20, 2006

Mr. Mike Tang

Marketing Department

Huaqiang Company

200 Beijing Road

Changchun, Jilin 130001

China

Dear Mr. Tang,

Thank you very much for your invitation to join the fiftieth anniversary of the founding of your company at Dayu Hotel, Changchun on September 30.

I will be happy to be there at 6:50 p.m. to take part in the reception, and look forward to it with pleasure.

Yours faithfully,

Thompson

1.3 Other commonly Used Styles of Layout

1.3.1 The Modified Style

In this style, paragraphs of a letter, the lines in the letterhead, and the inside name and address are not indented.

518 Main Street
Rochester, NY 14612
U.S.A.

July 8, 2006

Mr. Galen Smith
ABC Company
5688 Sussex St.
Buffalo, NY 14384
U.S.A.

Dear Mr. Smith,

We enclose details of our inquiry for fur coats to be delivered before the end of August.

Will you please give us your prices for the quantity named?

Yours faithfully,

Mark Johnson

1.3.2 The Simplified Style

In this style, all parts of a letter begin at the left margin. This style omits the salutation and the complimentary closure. The writer's name is usually placed in capital letters four lines below the last line of the body of letter.

245 Zhongshan Street
Fuzhou, Fujian 350001
China
July 25, 2006
Miss Helen Brown

128 Berry Drive
 Minneapolis, MN 55106
 U.S.A.

We have received your letter dated July 16. We are interested in your fashion exhibition very much. We have decided to attend it.

We hope we can place large orders.

STEVEN ZHAO

1.4 Envelope

Addressing of an envelope calls for accuracy, legibility and smart appearance. The sender's name and address should be placed in the upper left corner, while the receiver's name and address should be placed about half way down the envelope.

The stamp or postmark should be placed in the upper right corner. The bottom left corner is for post notations such as "Confidential", "Par Avion", etc.

Business envelopes usually have the return address printed in the upper left corner. The address on the envelope and the inside address should be in the same style. The blocked style is preferred. Here are two examples which show the blocked style and the indented style.

1.4.1 The Blocked Style

Elegance Clothing Company
 60 South Street
 Dalian 116000
 China

Mr. Allan Addison
 1220 South Main Street
 Atlanta, GA 30091
 U.S.A.

Registered

Stamp