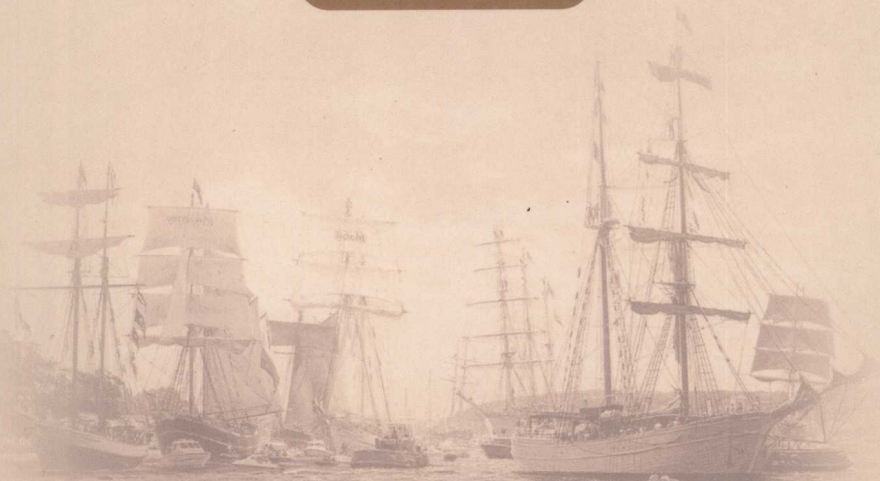




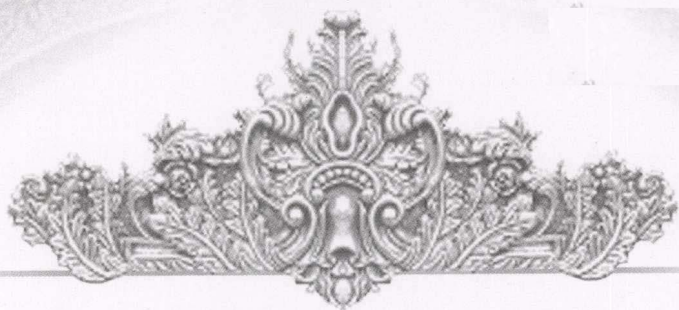
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经济管理类课程教材·国际贸易系列

商务英语写作教程

主编 杨伶俐



 中国人民大学出版社



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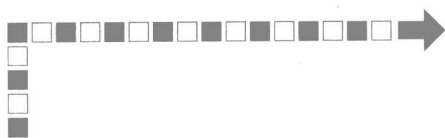
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总 序

在经济全球一体化的大背景之下，尽快培养出我国国际贸易的专业化、国际化人才，已经成为当前市场经济发展迫在眉睫的任务。

本着加强国际贸易学科建设、努力培养适应社会需要的贸易人才的理念，由对外经济贸易大学牵头，中国人民大学等校鼎力合作，并经过联合攻关，编写了这套适应新时期教学需要的国际贸易教材。

纵观本套教材，其特点主要有三：

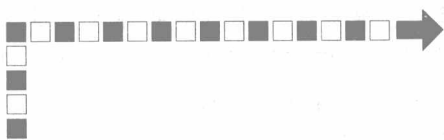
第一，内容前瞻新颖。本套教材立足于市场经济发展的前沿，借鉴了国际领先水平的工作经验，具有新结构、新内容、新观点、新方法，并紧跟时代发展的步伐。

第二，知识丰富实用。本套教材对国际贸易工作从理论到操作的方方面面做了介绍。它以实务为中心，将应掌握的知识 and 技能贯穿于每一个案例中，使学生明确在工作中应做什么、怎样才能做好以及怎样不断提高工作效率。

第三，架构系统全面。该系列是由多本教材组成的相互关联、衔接有序的动态系统，囊括了国际贸易的全部内容。

总之，我们在教材的先进性、实用性、规范性等方面做了集思广益的工作。真诚地期待广大师生和其他读者提出宝贵的意见和建议。

对外经济贸易大学国际贸易教材编写组



前 言



杨伶俐，对外经济贸易大学副教授，2001年1月至2002年2月，获得国家留学基金委奖学金，以访问学者身份赴美国圣托马斯大学从事国际经济学方面的研究和学习。专业研究方向为商务英语语言与教学。传授课程包括：商务英语写作、高级经贸文章选读、高级经贸听说、经贸口语等，并用英文向商务英语专业本科生和研究生讲授宏观经济学、国际经济学、电子商务等选修课程，发表了多篇论文和学术著作。

我国加入WTO后，改革开放进入一个新的时期。从此我国经济进一步与世界接轨，更深地融入全球化浪潮之中。为了参与国际大竞争、大循环，迫切需要既具有先进的专业知识又能使用英语作为交流工具的人才。而这种需求又是多层次、多方位的，既需要国际商务沟通和谈判专家又需要从事一般性的对外交往的人才，且涉及各个行业和各个部门。

为了适应形势的发展和针对国家对高素质、复合型、外向型商务人才的需要，特编写《商务英语写作教程》一书，可作为大专院校财经类学生或商务英语专业学生的教材或参考书。同时也是商务英语爱好者自学的好材料。本书特色为涵盖面广，内容新，实用性强。语言精练，深入浅出。

本书涉及的商务英语写作着眼于大商务概念。既包括与外贸程序相联系的信函也包括各种内部交流过程中常用的备忘录、报告等。读者通过模仿范例进行大量的实战练习便可获得很好的效果。

全书分三大部分：外贸商业书信、内部商务交流信函以及其他公关或日常办公类函件、传真和电子邮件等。每章相应配有练习，以有助于教师组织教学或学生自学。虽篇幅有限，难以概全，但力求能很好地引导读者学习。不足之处在所难免，欢迎批评指正。

杨伶俐

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An Overview of Business Communication

We are living in a sea of communication. It takes place everywhere in conversations and meetings, and in letters, advertisements, legal documents, and records of all kinds. It affects every aspect of business, from the creation of a business image and goodwill to the sale of goods and services, from effective customer service to efficient internal operations, from dealing with suppliers to dealing with government officials.

What is Communication

Communication is the process of transferring meanings. It is the sending and receiving of information through messages. The objectives of communication are to obtain complete understanding between the parties involved and get the responses required. Meanwhile, goodwill should be built up and developed between the sender and the receiver of the message.

Basic Forms of Communication

The basic tools of communication are speaking and writing, listening and reading.

Speaking is one of the most common functions in business. Consider, for example, how limiting it would be if a manager could not attend meetings, ask questions of colleagues, make presentations, appraise performance, handle customer complaints, or give instructions. Speaking is different from writing in that it allows more ways to get a message across to others. You can clear up any questions immediately; use nonverbal clues; provide additional information; and use pauses, emphasis, and voice tone to stress certain points.

Writing is crucial to the modern organization because it serves as the major source of documentation. A speech may make a striking impression, but a memorandum or a letter leaves a permanent record for future reference in case memory fails or a dispute arises. Besides, it is economical and can be better controlled and polished for achieving the desired objective.

Another interesting fact is that people spend more time receiving information than transmitting it. Listening and reading are just as important as speaking and writing. No matter how good a speech is, it cannot achieve its goal if the audience does not have effective listening skills. Some research has found that nearly 60% of all communication problems in business are caused by poor listening.

At the same time, the skill of efficient reading is becoming more important in today's technological society. The development of information technology has created more paperwork rather than less. It is estimated that the typical manager reads about a million words every week. It is, therefore, extremely important to grasp different aspects of the reading skill like reading for gist, extracting specific information and reading to find particular details.

As nearly all important business communication is eventually put into writing, writing will be the focus of this textbook.

Direction of Communication Flow

Let's examine from the point of view of two different audiences: the company's

internal audience which consists of its employees and owners; and its external audience, which includes the general public, customers, suppliers and other businesses and even government officials.

Internal communication involves communicating back and forth within an organization through such channels as memos, reports, meetings and telephones. It involves communication up and down the organizational hierarchy. Communication takes place among co-workers as well as between superiors and subordinates. Through internal communication, business decisions are made, policies are set and problems are analyzed and solved.

Just as internal communication carries information up, down, and across the organization, external communication carries it in and out of the organization. Companies constantly exchange messages with customers, vendors, distributors, competitors, investors, journalists, and government and community representatives. Whether by phone, fax, email or letter, much of this communication is carefully planned. Two functional units are particularly important in managing the flow of external messages: the marketing department and the public relations department. In addition to advertising and selling products, the typical marketing department is also responsible for product development, physical distribution, market research, and customer service, all of which involve both the transmission and reception of information. The public relations department manages the organization's reputation with various groups. The communication media used by PR departments include letters, news releases, brochures, advertisements, annual reports and audiovisual materials.

Effective Communication and Success

Whether you are speaking or writing, listening or reading, communication is more than a single act. Instead, it is a transactional (two-way) process that can be broken into six phases. That is, the sender has an idea, the idea becomes a message, the message is transmitted, the receiver gets the message, the receiver interprets the message, and the receiver reacts and sends feedback. Misunder-

standings arise when any part of this process breaks down. Communication barriers exist between people and within organizations. Your ability to overcome these barriers determines your communication success and effectiveness.

Effective communication benefits the organization by enhancing its image, improving cost effectiveness, raising employee morale, and increasing employee productivity. Your ability to communicate also increases your own productivity. Whether you run your own business, work for an employer, invest in a company, buy or sell products, or run for public office, your communication skills determine your success. And, regardless of the field you're in or the career you choose, your chances of being hired by an organization are better if you possess strong communication skills.

Glossary

image	n.	形象
goodwill	n.	友好、亲善
customer service		客户服务
internal operation		内部经营
transfer	v.	使转移, 使交换
objective	n.	目标
involve	v.	使参与, 涉及
appraise	v.	评价, 评估
nonverbal	adj.	不使用语言的, 非言语的
documentation	n.	文件证据, 文献资料
memorandum	n.	备忘录
gist	n.	主旨, 要点
extract	v.	摘取
hierarchy	n.	等级体系
subordinate	n.	下属
vendor	n.	卖主 (尤指出卖房屋等不动产者)
public relations		公关

transmission	n.	传送
news release		(通讯社或政府机构等发布的) 新闻稿
brochure	n.	小册子
audiovisual	adj.	视听的
transactional	adj.	相互作用的
phase	n.	阶段
feedback	n.	反馈
barrier	n.	壁垒, 障碍
determine	v.	确定, 决定
cost effectiveness		成本效益
morale	n.	士气, 精神面貌
productivity	n.	生产力

Exercises

Questions for discussion:

1. What is effective communication?
2. What would be the most efficient way (phone call, interview, memo, report, letter or a slip of message) of dealing with the following communication situations? (Briefly explain your answer.)
 - a. Informing everyone in the company of your department's new procedure for purchasing equipment.
 - b. Leaving final instructions for your secretary to follow while you're out of town.
 - c. Disciplining an employee for chronic tardiness.
 - d. Replying to a customer's complaints.
 - e. Giving suggestions to the employer concerning the implementation of a new scheme.
 - f. Asking for help from your colleague.

Part One

Business Letters

This part includes ten chapters(1~10).

In this part, various types of business letters will be introduced to you generally according to the process of a business transaction, from sales letters to after-sales letters. Business Letters require good solid communication skills and knowledge of business letter conventions. This part will provide guidelines for the writing of business letters that will enable you to transact business quickly, effectively, and courteously.

Parts and Formats of Business Letters

A letter is often the first (sometimes the only) contact you have with an external audience. So it's important that your letter looks neat and professional and is easy to read. Your reader's first impressions come from the general appearance of your letter. It's good business practice to use high quality stationery. When writing a business letter, you must pay attention to both the parts of a business letter and to your choice of formats.

Parts of a Business Letter

1. Heading

Letterhead (heading) shows the sender's name, full address, and (almost always) telephone number. Sometimes a fax number or an email address is included. It is not necessary to type the heading if you are using stationery with the return address already printed.

2. Date

The date line is used to indicate the date the letter was written. Place the date at least one blank line below the heading.