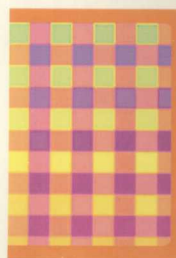




纺织高等教育“十一五”部委级规划教材
纺织服装经济与管理系列高等教材

纺织服装外贸 英语函电



↑ **F**ANGZHI FUZHUANG
WAIMAO YINGYU
HANDIAN

刘 嵩 曲丽君 ©主 编
杨 波 孙玉钗 ©副主编



中国纺织出版社



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内 容 提 要

本书集国际贸易实务、英文函电和纺织服装知识于一体,侧重实例,与实际纺织服装国际贸易业务紧密结合,通过大量的示范函电以及中文翻译,使学习者通过实例举一反三,学习符合规范的纺织服装国际贸易英语函电。同时,本书总结归纳了国际经贸业务中常用术语、常用短语、句型结构和缩略语,每章附有习题及答案。本书实用性强,既可作为高等学校纺织服装专业教材,又可作为纺织服装贸易从业人员的自学参考书。

图书在版编目(CIP)数据

纺织服装外贸英语函电/刘嵩,曲丽君主编. —北京:中国纺织出版社,2008.3

(纺织高等教育“十一五”部委级规划教材)

ISBN 978-7-5064-4846-8

I. 纺… II. ①刘…②曲… III. ①纺织品—对外贸易—英语—电报信函—写作—高等学校—教材②服装—对外贸易—英语—电报信函—写作—高等学校—教材 IV. TS941 H315
中国版本图书馆 CIP 数据核字(2008)第 013325 号

策划编辑:崔俊芳 责任编辑:赫九宏 特约编辑:宋蕊
责任校对:余静雯 责任设计:李然 责任印制:何艳

中国纺织出版社出版发行

地址:北京东直门南大街6号 邮政编码:100027

邮购电话:010-64168110 传真:010-64168231

<http://www.c-textilep.com>

E-mail: faxing@c-textilep.com

中国纺织出版社印刷厂印刷 三河市永成装订厂装订

各地新华书店经销

2008年3月第1版第1次印刷

开本:787×1092 1/16 印张:14.5

字数:250千字 定价:34.00元

凡购本书,如有缺页、倒页、脱页,由本社市场营销部调换

全面推进素质教育,着力培养基础扎实、知识面宽、能力强、素质高的人才,已成为当今本科教育的主题。教材建设作为教学的重要组成部分,如何适应新形势下我国教学改革要求,与时俱进,编写出高质量的教材,在人才培养中发挥作用,成为院校和出版人共同努力的目标。2005年1月,教育部颁发了教高[2005]1号文件“教育部关于印发《关于进一步加强高等学校本科教学工作的若干意见》”(以下简称《意见》),明确指出我国本科教学工作要着眼于国家现代化建设和人的全面发展需要,着力提高大学生的学习能力、实践能力和创新能力。《意见》提出要推进课程改革,不断优化学科专业结构,加强新设置专业建设和管理,把拓宽专业口径与灵活设置专业方向有机结合。要继续推进课程体系、教学内容、教学方法和手段的改革,构建新的课程结构,加大选修课程开设比例,积极推进弹性学习制度建设。要切实改变课堂讲授所占学时过多的状况,为学生提供更多的自主学习的时间和空间。大力加强实践教学,切实提高大学生的实践能力。区别不同学科对实践教学的要求,合理制订实践教学方案,完善实践教学体系。《意见》强调要加强教材建设,大力锤炼精品教材,并把精品教材作为教材选用的主要目标。对发展迅速和应用性强的课程,要不断更新教材内容,积极开发新教材,并使高质量的新版教材成为教材选用的主体。

随着《意见》出台,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”国家级教材规划选课,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本科教材的出版工作,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,充分体现教材的适用性、科学性、系统性和新颖性,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,从提高学生分析问题、解决问题的能力入手,教材附有课程设置指导,并于章首

介绍本章知识点、重点、难点及专业技能,增加相关学科的最新研究理论、研究热点或历史背景,章后附形式多样的思考题等,提高教材的可读性,增加学生学习兴趣和自学能力,提升学生科技素养和人文素养。

(2) 突出一个环节——实践环节。教材出版突出应用性学科的特点,注重理论与生产实践的结合,针对性地设置教材内容,增加实践、实验内容。

(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
教材出版中心

纺织服装经济与管理系列高等教材

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纺织业在我国国民经济中占有重要地位,是我国主要的创汇来源和主要的就业产业。据中国海关统计,2006年全国纺织品服装进出口总额1 620.6亿美元,同比增长22.6%,占全国货物贸易总额的9.2%。其中,出口总额1 440亿美元,同比增长25.2%,占全国货物贸易出口的14.9%;进口总额181亿美元,同比增长5.6%,占全国货物贸易进口总额的2.3%。全年纺织业实现顺差1 259亿美元,同比增长28.6%,是全国货物贸易总顺差的70.9%。纺织工业同时也是我国在全球经济体系中的相对优势产业,纺织纤维制品加工总量和出口贸易额多年来均居世界第一。中国正从贸易大国逐渐向贸易强国转变。本书是纺织高等教育“十一五”规划教材,目的是培养适应纺织服装国际贸易快速发展需求的、既掌握纺织服装专业知识,又能熟练运用英语进行国际贸易的复合型人才。本书有如下特点:

(1)规范。本书以国际贸易英语写作为重点,着重介绍英文贸易函电写作中常用的句型、短语、专业词汇以及相关国际贸易知识。

(2)实用。本书侧重实例,与实际纺织服装国际贸易业务紧密结合,通过大量的示范函电,配以中文翻译,使学习者通过实例举一反三,掌握符合规范的纺织服装贸易英语函电写作技能。

(3)便于自学。本书每章附有习题及答案,便于学习者巩固每章所学内容和自学。因此,本书既可作为纺织服装专业高等学校课堂教材,又可作为纺织服装贸易从业人员的自学参考书。

(4)使用方便。本书提供了大量的纺织服装贸易函电实例和国际贸易英文写作所需的材料,读者根据需要在本书中找到相近题材内容的函电,按照实际需要略加修改,即可写出所需要的函电。

本书第一章由曲丽君、王璐璐编写;第二章、第三章、第四章、第五章由刘嵩编写;第六章由杨波编写;第七章、第八章、第九章由李向红、王春辉、孙玉钗、张军英编写;第十章由肖居霞编写;附录一由刘嵩编写。曲丽君为本书稿提供了大量的原始资料,全书由刘嵩和曲丽君负责统稿,杨波协助

了主编的部分修改工作。

由于编者的业务水平与英文水平有限,书中错误在所难免,望读者与同仁不吝赐教。

编者

2007 年 12 月



课程设置意义 “纺织服装外贸英语函电”是现代国际经济与贸易沟通课程。国际经济与贸易沟通基本上是通过函电完成的,口头交流也常常需要函电确认。通过本课程学习可以提高读者实际使用英语进行纺织服装国际贸易交往的能力,培养既懂纺织专业、服装专业又熟悉国际贸易函电的复合型人才。

课程教学建议 “纺织服装外贸英语函电”课程作为现代纺织服装专业“纺织品检测与经贸”、“纺织品检测/国际贸易实务”、“服装艺术设计”等方向的主干课程,建议 60 课时,教学内容包括本书全部内容。

经济与管理学专业“国际经济与贸易”、“市场营销”等方向,“染整技术/国际贸易实务”专业,建议 48 课时。

课程教学目的 通过本课程的学习,应该了解和掌握:

- (1) 英语函电的格式和内容、写作步骤和规范。
- (2) 掌握常用的专业英文词汇、句子等,包括纺织服装词汇,函电的开头语、结束语和缩写语。
- (3) 了解英语表达习惯和风格。

最终学会撰写符合规范的纺织、服装国际贸易英语函电和草拟有关业务的合约、协议。

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Chapter One

The Layout and Structure of A Business Letter

贸易函电格式与结构

● 本章知识点 ●

1. 有关贸易函电格式。
2. 有关贸易函电结构。
3. 有关贸易函电的写作原则。

1.1 The Layout of A Business Letter / 贸易函电格式

In current use there are two main patterns of layout in a business letter: the traditional indented style(缩进式,空格式)and the modern blocked style(垂直式,齐头式).

The traditional indented style following traditional British practice takes in the first line of each paragraph in the body of the letter, five spaces for pica type and six for elite type.

The blocked style is quite common now. In the blocked style all typing lines including the date, inside name and address, the salutation, subject heading, complimentary close, and the writer's designation or the title of office all should begin at the left-hand typing margin. And one line-spacing between paragraphs is recommended to give a letter clear appearance.

1.2 The Structure of A Business Letter / 贸易函电结构

1.2.1 Envelope / 信封

The three important requirements of envelope addressing are accuracy, clearness, and good appearance.

Some suggestions about addressing an envelope as follows:

- (1) Type the name and the address of the receiver in the lower part of the envelope, beginning at least 1.5 inch from the top so as to leave ample space for stamps and postmark.
- (2) Use your correspondent's full address, including the Post Town followed by the country name and postcode; both should be typed in block capitals.

(3) Use double line-spacing, unless the address consist of more than four lines.

(4) Type your correspondent's name exactly, and be sure to spell it correctly.

1.2.2 Letter-head/信头

Letter-head should include the writer's name and postal address, telephone number, fax number and Email address. Good quality paper and a neat, well-balanced letter-head contribute to enhance the prestige of the writer's firm.

1.2.3 Inside Name and Address/信封内名字和地址

The preferred position for the correspondent's name and address is the upper left-hand side of sheet, three or more line-spacing below the line of the date.

Mr., Mrs., Miss, Ms., and Messrs are the ordinary courtesy titles used for addressing correspondents.

It is the usual practice to type inside name and address in blocked paragraph from the left-hand margin to give the letter a tidy appearance.

1.2.4 The Salutation/称谓

For ordinary business letters Dear Sir or Dear Madam (for both single and married women) is used for addressing one person, and Dear Sirs or Gentlemen for addressing two or more persons.

The salutation always appears on a line by itself for both indented style and blocked style, conventionally three line-spacing below the inside name and address, and followed by a comma for Dear Sirs and a colon for Gentlemen, e. g.

Dear Sirs, (英国常用) Gentlemen: (美国常用)

1.2.5 The Body of The Letter/正文

This is the main part of the business letter. When writing, pay attention to the following:

(1) Strong opening(开门见山).

(2) Conciseness(简洁), clearness(明了), accuracy(正确), courtesy(礼貌).

(3) Confining each paragraph to one topic.

(4) Typing correctly.

Double line-spacing may be adopted for very short letters, but the single line-spacing should always be used for the correspondent's name and address. And appropriate margins are very important for an attractive and pleasing appearance letter.

1.2.6 The Complimentary Close/结束语

The complimentary close is a polite way of ending a letter. There are different complimentary

terms.

Yours faithfully is the standard closure for business letter.

Yours truly is being used in business, particularly in the United States.

Faithfully yours or Truly yours and Sincerely yours or Cordially yours (for personal letter the latter being common in the United States) are considered somewhat forced and artificial by some writers.

Whichever complimentary term is used, it must be typed in full. The first should be capitalized and a comma usually placed at the end, e. g.

Yours faithfully, (贸易函电标准用法)

Yours truly, (美国常用)

The complimentary close must never be separated from the body of a letter to a separate sheet.

If there are one more pages of a letter, the same quality paper must be used and typed with a heading to show:

(1) the number of the page (in the center of the page).

(2) the name of your correspondent (on the left-hand side).

(3) the date of the letter (on the right-hand side).

1.2.7 The Signature/签名

The signature is the signed name or mark of the person writing the letter or that of the firm he represents. Pay attention to the following:

(1) It is written in ink immediately below the complimentary close (never sign your letter with a rubber stamp).

(2) Five line-spacing will usually leave enough room for the writer's signature. But it may be necessary to allow more if the signature is a bold one.

(3) The signature as written and the signature as typed must correspond exactly.

(4) The same style of one's signature must always be kept as a distinguishing mark of the writer.

1.2.8 The Others/其他

1.2.8.1 The Attention Line/注意事项

"The attention line" is used to address to an organization to let it to be directed to a particular official or department. It should be typed two line-spacing above the salutation, underscored and except with the blocked style, centered over the body of the letter, e. g.

For the attention of Mr. Smith

or

Attention: Mr. Smith

1.2.8.2 The Subject Line/事由

1.2.8.2.1 Main heading/主标题

The main heading should be typed two line-spacing below the salutation, underscored and except with the blocked style, centered over the body of the letter.

1.2.8.2.2 Paragraph headings/分标题

The paragraph headings are often followed by a full stop, though some prefer a colon or even a dash.

1.2.8.3 Date/日期

The date should be typed three or four line-spacing below the letter-head.

In the indented style, though other placements are now accepted, the last figure often is placed to the right to serve as a guide for line-endings in the body of the letter.

The date should always be typed in full and never abbreviated. Never give the date in figure (e. g. 10/2/19.), it could easily be confused.

Whether commas or full stops are used in dates is accepted as a matter of taste, but the inclusion of a comma after the month with no full stop after the year is now customary, e. g.

24th March, 2006 (British style)

March 24, 2006 (America style)

1.2.8.4 The Enclosure/附件

If there is enclosure, it may be typed two line-spacing below the typed signature. The following are examples:

(1) Enclosure: Price list

(2) Enclosures:

(3) Enclosures 4

(4) Encl. As stated

(5) Enc.

具体书写格式见下页。

1.3 Principles of A Business Letter/贸易函电的写作原则

1.3.1 Consideration/考虑周到

Prepare every message with the reader in mind and try to put oneself in his place. Plan the best way to present the message for the reader to receive. Emphasize the You-attitude rather than I or We.

Adapt the language and message to the receiver's needs, it is also better to focus on the positive rather than the negative approach.

TM Breweries GmbH

Baubergerstr 12
80991 Munich

Ms Teresa Winch
Vending Machines Inc.
Box 97
New York

19 February

Dear Ms Winch,

South East Asian opportunities

I was very pleased to have met you again at the open day we held in our Munich brewery last week. I hope you enjoyed yourself and felt that your visit was useful.

I found our discussion about the activities of your organization in Korea were very interesting. It seems to me that there are a lot of ways in which our organizations could work together to our mutual advantage in South East Asia. I have enclosed a brochure with further information about our products. I propose that we get together soon to discuss the matter in more detail.

I hope this suggestion is of interest and look forward to hearing from you.

Yours sincerely,

Katherine Sell
Sales Manager

Encl. product brochures

Salutation

When you don't know the name of the recipient:

Dear Sir/Madam (BrE)

Ladies and Gentlemen (AmE)

When you know the name of the recipient:

Dear Mr/Mrs/Ms/Miss Winch

Notes: in the US Mr. and Mrs.

Include a full stop/period.

Ending

When you don't know the name of the recipient:

Yours faithfully (BrE)

Sincerely yours (AmE)

When you know the name of the recipient:

Yours sincerely (BrE)

Sincerely (AmE)

Sign the letter then print your name and position under your signature.

Common abbreviations

Re. regarding.

pp. (on behalf of) when you sign the letter for another person

encs. Documents are enclosed with letter

cc copies, the name of the people who receive a copy are included in the letter.