

高校英语 应用文写作教程

傅似逸 编著 [英] Charles Tyzack 英文审订

**A Practical Writing
Course for College Students**



北京大学出版社

21 世纪大学英语专业教材·英语写作系列

H315
F494

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图书在版编目(CIP)数据

高校英语应用文写作教程/傅似逸编著. —北京:北京大学出版社, 2003.8

(英语写作系列)

ISBN 7-301-06299-0

I. 高… II. 傅… III. 英语—应用文—写作—高等学校—教材 IV. H315

中国版本图书馆 CIP 数据核字(2003)第 034464 号

书 名: 高校英语应用文写作教程

著作责任者: 傅似逸 编著 [英] Charles Tyzack 英文审订

责任编辑: 范一亭

标准书号: ISBN 7-301-06299-0/H·0849

出版者: 北京大学出版社

地址: 北京市海淀区中关村北京大学校内 100871

网址: <http://cbs.pku.edu.cn>

电话: 邮购部 62752015 发行部 62750672 编辑部 62765014

电子信箱: zpup@pup.pku.edu.cn

排版者: 兴盛达打字服务社

印刷者: 世界知识印刷厂

发行者: 北京大学出版社

经销者: 新华书店

787×1092 16 开本 14 印张 356 千字

2003 年 8 月第 1 版 2003 年 8 月第 1 次印刷

定 价: 21.00 元

序

厦门大学外语学院傅似逸教授去年曾向我预约,待她正在创作的新著脱稿后写个序,如今《高校英语应用文写作教程》即将付梓,该我来履行这一承诺了。

我和傅似逸教授相识已有多年。在我的印象中,她是一位文学与语言学全面发展的老师。说来也惭愧,干我们外语专业这一行当的,包括我自己在内,往往满足于说自己是搞文学的,是搞语言学的,这与王佐良、许国璋等前辈相比,功底远为不足。如今傅似逸教授给我们树立了一个要求自己全面发展的榜样,应予肯定。我国英语语言文学专业的确应该出现这么一批老师,文学与语言不要有所偏,无愧于所从事的专业。

《高校英语应用文写作教程》一书无疑是傅似逸教授在语言方面的成就。她论述“自上而下认识法”和“自下而上认识法”的互补优势,宏观语篇结构与具体语言形式的有机结合,以及语类特征、文体语气和文化差异等,如数家珍,令人刮目相看。这说明她是一位勤奋好学的老师。我没有问过傅似逸教授的年龄,看来她正处于向中年告别的年龄段,能如此苦学苦干殊非易事。

傅似逸教授在本书中也谈到交际法,以及交际能力的培养,我认为她的认识是比较全面的。这就是她在听说之余,仍能注意到读写能力的重要性。在相当长的一段时期内,人们一提到交际能力,不自觉地把这种能力过多地限定在听说上,给外语教育制造了一定的困难。原因在于有些好心人把四个技能和语言知识人为地分割开了;简单地认为听说可以离开读写而很快提高的。事实上,听说读写都可以成为交际的手段,而且是互补的。没有一定词汇量的积累,开口说什么呢。这样,虽然本书是一本写作教程,作者却不忘为学生提供范文,分析范文;提供真实的范文,分析真实的范文。正因为是真实的,我们更能体验其实用性。

所有这些,让我感到有必要向傅似逸教授祝贺她所取得的巨大成就。如果作者壮志依旧,还在酝酿新的佳作,而且还要预约我写序的话,我在这里再次许下我的诺言。

胡壮麟

北京大学英语系

2003年4月22日

前 言

教育部高教司 2000 年修订颁布的《高等学校英语专业英语教学大纲》(以下简称新《大纲》)增设了“英语应用文写作”课程。作为长期在高校从事英语教学的教师,我深感此举十分必要。以往的英语写作教学将重点放在遣词、造句、谋篇等专业写作技能的训练方面,应用文写作只作为附带训练,内容也仅限于简单的书信和便条。学生们毕业后,面对种类繁多的应用英语写作(如报告、公函、商务文书、外宣材料等),往往对格式和语言表达没有把握,或束手无策、一筹莫展,或洋相百出、贻笑大方。这显然有悖于高校培养复合型、应用型外语人才的精神。新《大纲》增设“英语应用文写作”课程,表明教育主管部门正采取有效措施,加强英语写作教学的薄弱环节。这促使我根据新《大纲》的要求,设计编写了这本英语应用文写作教材。

从社会对英语人才的需求出发,从学生的实际需要出发,是编写本书的主导原则。本书主要依据新《大纲》中有关“应用文写作课程”的教学要求,围绕外事和经贸活动选材。全书的教学内容分“私人求职文书”、“文秘写作”和“外贸业务文书”三大部分。私人求职文书包括求职信、留学申请信、个人简历、科研意向书以及有关的表格;文秘写作包括会议通知、会议记录、备忘录、商务报告、旅程表、办公便条、对外宣传材料等;外贸业务文书包括询盘、报盘、订购、签约、付款、装运、投诉各环节所需的信函与单据。各部分内容的编排均遵循如下顺序:

1. 简介该类文书的用途,提出阅读范文前的思考问题;
2. 提供该类文书的若干范例;
3. 围绕内容组织、语言表达、文体语气、中英文化差异等方面,对范例加以分析与点评;
4. 写作训练。

这种编排是遵循感性认识——理性认知——学以致用这一教学规律的,同时也符合交际教学法强调语言运用能力与交际能力培养的基本原则。

成功地写好英语应用文,关键在于掌握其宏观语篇结构与具体语言形式。学习任何一种体裁的写作,总要既懂得这一体裁的格式与基本框架(即先写什么,后写什么),又要得体地运用恰当的语言形式(包括具体的词汇、句型等)。二者必须兼备而不可偏废。本书各章节所提供的范文,旨在起一种“图式的作用”(role of schemata),帮助学生洞悉该类文书的宏观语篇结构;分析点评则着重引导学生主动积极地去掌握相关的语言形式。两个教学环节的有机结合旨在兼顾宏观语篇结构与具体语言表达,也在于发挥“自上而下认识法”(top-down strategy)与“自下而上认识法”(bottom-up strategy)两种认知策略的互补优势,以期收到学习写作的理想效果。

本书选用的范文大多数是真实文本或对真实文本稍加改动的材料;书中的写作练习也针对真实的交际需要而设计,强调学生注重中英文化差异,培养一种关注读者(audience-oriented)的写作态度。大部分写作练习是在对用人单位需求进行调查、对英语专业毕业生跟踪了解后经过分析而确定的。目的在于通过真实的、有现实意义的交际,增强学生的兴趣,激励学生主动积极地学习。

本教材适合用于 1 学期课程(每周 2 节,共 20 周)。附录提供了各章节练习的参考答案,以方便教师讲解、学生自学。这本教材已在厦门大学英文系试用了三轮,经过多次补充修改。虽然如此,不足与疏漏之处仍在所难免,谨就教于大方之家。

本书承蒙吴庆东先生和苏子惺先生提供外资企业办公文书以及外事文书和资料,承蒙厦大毕业生曾金吉、叶臻、苏逸侃、朱永兴等提供外事和外贸文书;叶臻和英国友人 Peter Symes 特地从英国寄来文书范本;厦门大学英文系 1996、1997、1998 级学生在使用本书作为教材期间给予积极配合,彭晓琳、高秋韵、许庆欣、王梅等同学欣然同意使用她们的范作,学生们的热情帮助使我时刻铭记于心。英国专家、牛津学者 Charles Tyzack 先生认真审阅全书,胡壮麟先生慨然允诺为本书作序,北大出版社玉成本书付梓之事,我不胜感激,统此致谢。

傅似逸

于厦门大学海滨新村

2003 年 3 月

CONTENTS

PART 1 WRITING WHEN MAKING APPLICATIONS

1. LAYOUT AND CONVENTIONS OF LETTER WRITING	(1)
Sample Reading	(2)
Sample Letter 1—An informal personal letter	(2)
Sample Letter 2—A formal business letter	(2)
Sample Letter 3—A business letter with headed stationery	(3)
Notes & Analysis	(4)
1) The schematic structure of an English letter	(4)
2) Mechanics of laying out a letter	(5)
3) Differences between British and American conventions	(8)
4) Criteria of good correspondence	(8)
2. APPLYING FOR JOB VACANCIES	(10)
Sample Reading	(11)
Sample 1/A—A covering letter	(12)
Sample 1/B—A Curriculum Vitae	(13)
Sample 2/A—A covering letter	(14)
Sample 2/B—A Curriculum Vitae	(15)
Sample 3— A CV focusing on professional experience	(16)
Notes & Analysis	(17)
1) The organisation of a covering letter	(17)
2) Alternative expressions for writing a covering letter	(17)
3) The layout of a CV	(18)
4) The order for presenting details in a CV	(19)
5) Key reminder: Be impressive but convincing and honest in selling yourself	(19)
Writing Practice	(20)
3. APPLYING FOR UNIVERSITY ADMISSION	(23)
Sample Reading	(24)
Sample 1—A letter requesting an application form	(24)
Sample 2/A—A personal statement by an English major	(25)
Sample 2/B—A personal statement by a student of Economics	(27)

Sample 2—Minutes of a company meeting	(72)
Notes & Analysis	(73)
1) The heading of minutes	(73)
2) The generic structure of minutes	(73)
3) Past tense and passive voice in minutes	(75)
4) Reported speech in minutes	(76)
5) Amendments in minutes	(76)
Writing Practice	(76)
3. MEMORANDA AND OFFICE MEMOS	(78)
Sample Reading	(79)
Sample 1—A memo from an executive to inform staff of new policies	(79)
Sample 2—A memo from staff to report to the superior	(80)
Sample 3—A memo to brief staff on decisions at a company meeting	(81)
Sample 4—A memorandum of agreements on a joint project	(82)
Notes & Analysis	(83)
1) Functions of formal memoranda	(83)
2) Functions of office memos	(83)
3) General format of memos	(84)
Writing Practice	(84)
4. BUSINESS REPORTS	(87)
Sample Reading	(88)
Sample 1—A report by a Purchasing Agent	(88)
Sample 2—A report by a student writer	(91)
Notes & Analysis	(93)
1) Classification of business reports according to purpose and style	(93)
2) The organisational pattern of business reports	(95)
3) Detachment and restraint in the language of reports	(95)
4) Business reports in contrast with memos	(96)
5) Business reports in contrast with science/research reports	(96)
Writing Practice	(97)
5. ITINERARIES	(99)
Sample Reading	(100)
Sample 1—A formal itinerary arranged by a travel agency	(100)
Sample 2—A detailed itinerary prepared by a secretary	(101)
Notes & Analysis	(102)
1) Difference between a formal itinerary and a detailed schedule	(102)

2) Layout of an itinerary	(102)
3) Verb forms in itineraries	(103)
4) Accuracy as an essential quality in writing itineraries	(103)
Writing Practice	(104)
6. NOTES AND OFFICE SLIPS	(105)
Sample Reading	(106)
Sample 1—A note to a colleague about office arrangements	(106)
Sample 2—A note to a professor to make an appointment	(106)
Sample 3—A note to ask for sick leave	(106)
Sample 4—A note to a foreign guest	(107)
Sample 5—Telephone slip	(107)
Sample 6—Visitor slip	(107)
Sample 7—Message slip	(108)
Notes & Analysis	(108)
1) Mechanics of note-writing	(108)
2) Stylistic features of note-writing	(108)
Writing Practice	(109)
7. PUBLICITY MATERIALS	(110)
Sample Reading	(111)
Sample 1—An overview of Standard Chartered Bank	(111)
Sample 2—A brief guide to Leeds University Business School	(112)
Sample 3—A hotel leaflet (Printed in English and Chinese)	(114)
Sample 4—A brief introduction of Xiamen	(117)
Notes & Analysis	(118)
1) Organisation of publicity materials	(118)
2) Be aware of the differences between Chinese and English ...	(120)
3) The language of advertising—toward more idiomatic expression	(120)
4) Useful expressions and structures	(121)
Writing Practice	(122)

PART 3 FOREIGN TRADE CORRESPONDENCE

1. MAKING ENQUIRIES	(124)
Sample Reading	(125)
Sample 1—Asking for a quotation	(125)
Sample 2—Requesting a catalogue, price-list and samples	(126)
Sample 3—Asking for credit information	(127)
Notes & Analysis	(128)

1) The organisational pattern of a trade enquiry	(128)
2) Alternatives in language expression	(128)
3) The printed Enquiry Form	(129)
4) Adopting the right tone	(129)
Writing Practice	(130)
2. MAKING OFFERS	(131)
Sample Reading	(132)
Sample Letter 1—A reply to an initial trade enquiry	(132)
Sample Letter 2—A quotation	(133)
Sample Letter 3—A letter of offer	(134)
Notes & Analysis	(135)
1) Organisation of a quotation letter	(135)
2) Organisation of a letter of offer	(135)
3) The candid and friendly opening	(135)
4) Drawing attention to specific items in the catalogue	(136)
5) Replying to enquiries for unavailable commodities	(136)
6) Importance of accuracy in quotations	(137)
Writing Practice	(137)
3. PLACING ORDERS	(140)
Sample Reading	(141)
Sample 1—A new order accompanied by an Order Sheet	(141)
Sample 2—A repeat order by fax	(144)
Notes & Analysis	(145)
1) Contents of a purchase order	(145)
2) Useful language structures for placing orders	(145)
3) Replying to orders	(146)
Writing Practice	(147)
4. SALES CONTRACT AND SALES CONFIRMATION	(149)
Sample Reading	(150)
Sample 1—A Sales Contract	(150)
Sample 2—A Sales Confirmation	(153)
Notes & Analysis	(154)
1) Components of a Sales Contract	(154)
2) Stylistic features of contract writing	(155)
Writing Practice	(158)
5. MAKING PAYMENT BY LETTER OF CREDIT (L/C)	(160)
Sample Reading	(161)
Sample 1—A bank notification of L/C	(161)
Sample 2—A Letter of Credit	(162)
Notes & Analysis	(163)

1) Understanding L/C terminology	(163)
2) Components of a Letter of Credit	(165)
3) Notifying the opening of an L/C	(166)
4) Urging establishment of an L/C	(166)
Writing Practice	(168)
6. SHIPPING	(169)
Sample Reading	(170)
Sample 1—A Shipping Advice	(170)
Sample 2—A fax letter urging immediate shipment	(171)
Sample 3—A reply to complaints about late shipment	(172)
Notes & Analysis	(173)
1) Organisation of the Shipping Advice as a letter	(173)
2) Contents and layout of a printed Shipping Advice	(173)
3) The Bill of Lading—an important shipping document	(174)
Writing Practice	(175)
7. COMPLAINTS AND CLAIMS	(177)
Sample Reading	(178)
Sample 1—A letter complaining about damage to a consignment	(178)
Sample 2—A letter complaining about poor quality of goods	(179)
Sample 3/A—A reply to complaints (Accepting responsibility) ...	(180)
Sample 3/B—A reply to complaints (Refusing to take responsibility)	(181)
Notes & Analysis	(182)
1) Organisation of a letter of complaints/claims	(182)
2) Organisation of a reply to complaints/claims	(183)
3) Courtesy and restraint in lodging complaints/claims	(184)
Writing Practice	(185)
REFERENCE KEY TO EXERCISES AND NOTES	(188)
BIBLIOGRAPHY	(211)

PART 1

WRITING WHEN MAKING APPLICATIONS

1. LAYOUT AND CONVENTIONS OF LETTER WRITING

Conventions of letter writing, like fashion, may change over the years. But there are some that can be regarded as rules—they are unlikely to change, if ever, for a very long time. Below are examples of how people usually set out their letters in English. Read them with the following questions in mind:

- a) What are the major components of an English letter? How are they normally laid out?
- b) How does business correspondence differ from personal letters, in layout and in language?
- c) Do you find any differences between Chinese and English in letter writing conventions?

Sample Reading

Sample Letter 1—An informal personal letter

12 Overdale Road
London SW7, OZ5
May 14th

Dear Ulrich and Berthe,

I thought I'd drop you a line to confirm the arrangements for my trip over to Germany—I must say, I'm really looking forward to it.

I should be leaving Heathrow Airport at 10 in the morning of the 27th. The flight gets in at half past eleven or thereabouts. Could you meet me at the airport? I'd like to stay with you for three days, and then, on the 31st of May, I'm going across the border to Koge in Denmark to see another old friend for a couple of days. I'll be back with you on about the 3rd of June and then we can go off on our travel through southern Germany. I must be back in England on the 18th of June.

I hope these arrangements are OK with you. Till then.

Yours,
Derek

(From Jolly, D. p.31)

Sample Letter 2—A formal business letter

Thompson Trade Co., Ltd
12/F Kim Wo Plaza
Causeway Bay
Hong Kong
6 October 2001

Howells & Sons Ltd.
46 Park Place
London, SW13Z
UK

Dear Sirs,

We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of refrigerators. Please could you send us details of the refrigerators you advertised in *Business Review* (No.3 2001)?

Thank you.

Yours faithfully,

Martin Lee
(Sales Manager)

THOMPSON TRADE CO., LTD.
12/F Kim Wo Plaza Causeway Bay Hong Kong
Tel: 0852 - 25467867
Fax: 0852 - 25675869

Your Ref. :
Our Ref. : SW/DJ

Mr. David Lamb
Global Trade Co., Ltd.
Vulcan Walk
Torquay, TQ6 4JT
UK

4 October 2001

Private and confidential

Dear Mr. Lamb,

Re: Non-payment of invoice 345/14

I am sorry to see that despite several reminders you have not yet paid the above-mentioned invoice. Unless, therefore, the account is cleared within 4 days of the above date, I shall have no alternative but to place the matter in the hands of our solicitors.

Yours sincerely,

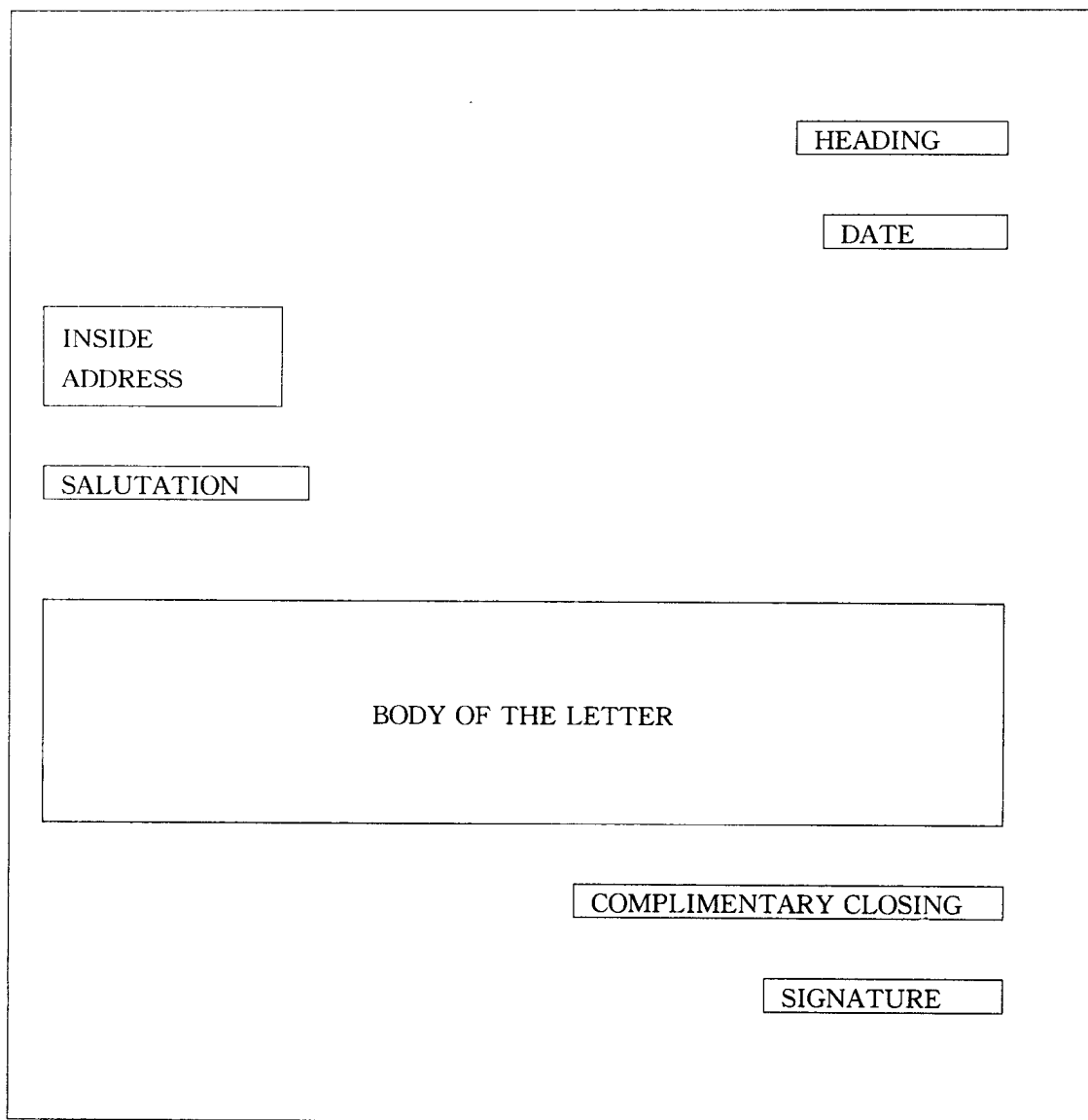
Mary Brown
p. p. D. Sampson
Finance Manager

c.c. Messrs. Poole & Jackson Ltd. Solicitors.

Notes & Analysis

1) The schematic structure of an English letter

As can be seen from the sample letters presented above, there are variations in laying out a letter in English, in blocked form or in indented form. The following illustrates a traditional layout:



Most business correspondence now, however, justifies everything on the left, without any indentations, and the change of paragraphs is shown by a line gap. (This includes the complimentary closing and signature.) The date is often put below the inside address, like this:

HEADING
INSIDE ADDRESS
DATE
SALUTATION
PARAGRAPH 1
PARAGRAPH 2
PARAGRAPH 3
COMPLIMENTARY CLOSING
SIGNATURE

(Compare the English conventions with the format of a Chinese letter)

2) Mechanics of laying out a letter

a) Heading

Include your full address if you are writing a business letter, though it is possible for you to write your address in simplified form for personal letters. (Compare the way you write your address in a Chinese letter)

b) Date

The date can be written in a number of acceptable ways: 3 September 2001, 3 Sept. 2001; September 3 2001, 3/09/01... etc. In business letters, however, the date is usually NOT abbreviated. So write "3 September 2001" instead of "3 Sept 2001" or "3/09/01". Writing dates in numbers can be confusing, as the British usually put the day first, followed by the month and the