

大学英语写作技能训练

实用 商务英语写作 Business Writing

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DALIAN UNIVERSITY
OF TECHNOLOGY

PRESS



大连理工大学出版社

实用商务英语写作

Business Writing

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图书在版编目(CIP)数据

实用商务英语写作 / 赵伟华,张艳敏编著. — 大连: 大连理工大学出版社, 2003.4

ISBN 7-5611-2234-9

I. 实… II. ①赵… ②张… III. 英语—教材 IV. H365.9

中国版本图书馆 CIP 数据核字(2002)第 056730 号

大连理工大学出版社出版

地址:大连市凌水河 邮政编码:116024

电话:0411-4708842 传真:0411-4701466 邮购:0411-4707961

E-mail: dutp@mail.dlptt.ln.cn URL: http://www.dutp.cn

大连理工印刷有限公司印刷 大连理工大学出版社发行

幅面尺寸:140mm×203mm 印张:7.75 字数:166 千字

印数:1~8000

2003 年 4 月第 1 版

2003 年 4 月第 1 次印刷

责任编辑:王佳玉 张琳

责任校对:赵娜

封面设计:孙宝福

定 价:11.00 元

前 言

《实用商务英语写作》是根据编者多年教学中积累的素材编写的。旨在帮助大学生及从事国际商务交流的工作者解决案头商务英语写作问题,对案头工作中所遇到的各种问题予以指导。

本书由 12 个单元组成,每一单元完成一种特定的写作任务,并配有标准文献样本及各种练习,以期使学习者掌握并很好地完成此种写作。

为方便学习者,书中讲解部分中英文并用,简明易懂,便于理解,便于模仿。

本书可作为教材使用,每周三学时,完成一个单元的教学内容;亦可作为常用工具书或实用手册,在国际商务工作者为一种特定的商务写作任务而工作时进行参考。

参加本书编写工作的还有孙晓程、唐影两位老师,在此一并感谢。

由于编者经验及水平有限,书中难免有诸多不尽人意之处,诚望读者提出批评、建议。

编 者

2003 年 1 月

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Unit One

Style in Written Communication

书面交流文体

Attractive document

A letter on good quality, white rag bond paper with dark clear type will receive more careful attention than one that lacks these essentials. An attractive page format is a plus. Many companies use a standard format—the same line length and the same starting point for all routine correspondence. Important letters deserve special treatment so that they have approximately even side and bottom margins. Ideally, a well-formatted letter looks like a picture in a frame. At least half the body of the letter should be below the vertical center of the page. The appearance of a formal business report, a proposal or a set of corporate minutes is even more important.

公文醒目

纸质精良、打印清晰的函件会格外引人注目,再配以悦人的布局则锦上添花。许多公司使用标准格式的公文纸——规圆矩方。重要函件需专门布局,使之具有匀称的边角和地脚。理想的函件布局精美,看上去犹如一幅镶嵌画,起码一半正文打印在纸的下半页。正式商务报告、建议以及会议记录的门面美观尤为重要。

Short sentences and paragraphs

For great readability, sentence length should average 16 to 20 words. Of course, you will have some short sentences, and some ideas are so complex that they need to be expressed in long sentences. If the word count of your sentences falls below the average, however, the writing may have a somewhat childlike quality. An average higher than 20 words per sentence indicates more difficult reading. The higher the average, the greater the burden placed on the reader.

Paragraphs in business communication differ from paragraphs in other writing in that they are short. The writer looks for frequent breakpoints. Research has shown that a message written as one long paragraph is less inviting than the same message broken into short paragraphs. Any paragraph in a business letter that is longer than six typewritten lines should be examined for a logical division point. Paragraphs in a report are usually longer, but most should not exceed 12 typewritten lines.

短句短段

句长在 16 至 20 个词内的句子最具可读性。短句自然要有,非用长句方可表达清楚复杂意思的长句也要有。但是句子的词数太少,行文会略显稚气;词数太多,则增加了阅读难度。词数越多,读起来越吃力。

商务函件文段与文段较短的其他公文不同。撰文人常常要找出转段点。实践表明,把大长段分为若干小段更吸引人,可将长于 6 行的文段合理分段。报告文段通常较长些,但也不超过 12 行。

Example 举例

面对空白信纸考虑如何下笔时,多数人感到开头难。

Long Sentence

Most people who wonder how they will ever fill a blank sheet of paper find that the difficult part of a letter to write is the beginning. (27 words)

Short Sentence

Most people find it difficult to fill a blank sheet of paper from the very beginning. (16 words)

Familiar words

Short words are best. Readability formulae have been developed based on the number of syllables per word. Generally, the longer the word, the more difficult it is to comprehend. If the purpose is to transmit thoughts as quickly and clearly as possible, choose the shortest, easiest word.

Examples 举例

当你把想说的话说完,就此结束(搁笔)。

When you have said what you intended/wanted to say, put your pen down for suspense. (生僻)可换成 stop

我们非常高兴和你们一起讨论建立特殊业务关系的可能性。

We shall be pleased to discuss the possibility of forming a special business relationship with you. (复杂)可换成 the coming special business relation

通俗用词

最好用短词。可读性提法就是根据每个单词的音节数形成的。一般来讲,单词越长越费解。若旨在快速明了地传递意见,最好选用最短、最简单的词。

Technically correct

Many business people know how to use the English language well. They are adept at spelling and punctuation. They understand sentence structure. And they expect to see it in the communication they receive. Some go so far as to say, "Why should I respect the analysis and ideas of a person who has not mastered the basics of the language?"

Concise writing

The minimum number of words should be used to get a point across. Repetitive, wordy, wandering expressions should be weeded out. Here are some examples:

精确恰当

许多商界人士有高超驾驭语言的能力,他们拼写自如,语句标准,通晓文理,因此希望收到的信件英文表达得不错,甚至有人说:“没有英文基础的人写的什么分析啦、意见啦,不值得我重视。”

行文简练

用寥寥数语阐明一点,删除那些繁缛、冗长、绕弯子的言辞。见以下几例:

Wordy

at this point in time
at your earliest convenience
please do not hesitate to call
hot water heater

Concise

now
soon
please call
water heater

繁缛

在这一时刻
在你最早适宜时
请别犹豫打电话
热水加热器

简练

此刻
尽早
请来电
热水器

Logical organization

Some writers flit from idea to idea with the speed of a hummingbird. The resulting jumble of ideas, with no apparent pattern, leaves the reader confused. To ensure that all your points are covered in the most appropriate and logical sequence, prepare a rough outline before you begin writing.

Examples 例如：

outline

- I Acknowledge the letter
- II Try to win over the potential client
- III Offers

层次分明

有些撰文人蜂鸟似的忽东忽西，堆砌意见，不成个格局，使对方蒙头转向。最好先列出提纲，有条不紊地阐述诸点。

Dear Sir,

We thank you for your letter of May 18 and are delighted to hear that you find our products satisfactory and that you think there is room for sales expansion in Canada.

We will be pleased to discuss the possibility of forming a special business relationship with you. We would like to get some ideas of the terms and conditions on which you are willing to handle our products. Meanwhile it is our pleasure to send you our export catalog with full details of our discount prices. Do let us know if any further information is needed.

We shall be happy to receive your initial order at these prices on a draft at sight under your irrevocable L/C.

Yours Sincerely

Smoothly connected sentences

This quality is called coherence. Start with a topic sentence at the beginning of a paragraph followed by sentences that develop the topic idea more fully. Transitional words like first, second, and finally—if not overused—can help guide the reader through the thoughts presented.

句子连贯

这一特点便是连贯性。主题句出现在全段之首，接下来是充分论述主题思想。诸如首先、其次和最后这类过渡词，若使用得当会有助于引导阅文人领会文意。

Examples 例如:

可利用以下四种衔接手段达到句与句之间结构上的衔接和意义上的连贯:

1. 过渡词(transitional words)的运用 如:

表示时间与空间: meanwhile, then, finally

表示列举与例证: for example, for instance, first(ly)

表示引申与转折: moreover, furthermore, additionally, but,
yet, however

表示原因与结果: so, hence, so that, because, thus, therefore

表示推论与归纳: to sum up, as a result

2. 关键词语的重复(repetition of key words)如:

The seller so prevented by Force Majeure shall, in reasonable time, inform the buyer by cable or telex of the occurrence of Force Majeure and...

3. 照应(reference)

“照应”又称“所指”,通过代词来指代上下文的某个名词、短语或句子。如:

She introduced me to the manager. She typed letters for him when he dictated letters to her.

4. 并行结构(parallel construction)

并行结构是指在句中平行出现的相同语法结构。如:

Besides the qualifications mentioned, I would bring to your bank a desire to succeed and a willingness to work hard.

Getting Paragraphs to flow smoothly in succession

Both transitional words and transitional sentences tie together various parts of your writing.

Examples 例如：

The whole organization—that is, all the members of the staff—must acknowledge and understand this; selling is the most important activity of the organization. From the chief executive to the office cleaner (过渡句), everyone must accept this as the first priority over everything else in the company. In other words (过渡词), everyone in the company must be sales-oriented.

The Opening paragraph should say something important.

Capture the reader's attention at once. Place the main idea in the first sentence whenever possible. The first paragraph should not be used to give the date of preceding correspondence or to inform the reader that a letter has been received.

文段流畅

过渡词和过渡句
将行文各部融为一体。

开篇点题

立即抓住对方的注意力，开门见山地点明中心思想。切勿于首段述及上封函件的日期，或通报对方信函已收讫。

Examples 例如:

Dear Elizabeth,

I am delighted to learn about your interest in our consumer reports. The index you requested is enclosed.

...

Yours truly,

Suitable language

Adapt the language to the age, educational level, and demography of your reader. And, perhaps more importantly, adapt the message to the interest of the reader.

To illustrate, assume that your local Chamber of Commerce has received three inquiries about your area. As an administrative assistant, you are to respond to these letters. An older couple which is thinking of retiring in your area writes the first letter. A teenager who is interested in educational opportunities writes another letter. The third letter is from a man with two children who owns a recreational vehicle and needs

语言适当

用适于对方的年龄、学识和读者群的语言,提供对方所关注事宜的信息。

例如,你供职的商会收到三封咨询信,询问当地情况。你作为商会的行政助理自然得答复。第一封信出自一对老年夫妇,他们想退休后在当地安度晚年;第二封信出自一青少年,他关注的是当地的求学机会;第三封信出自一名男士,他的两个孩子有辆娱乐车,他询问附