



应用型本科规划教材

外贸函电实战

——情境仿真 + 案例剖析

李为 © 主编



教育科学出版社
Educational Science Publishing House

应用型本科规划教材

外贸函电实战

——情境仿真 + 案例剖析

主 编 李 为

副主编 叶允清 袁志国

陈莉娟 冼先品

教育科学出版社

· 北 京 ·

出版人 所广一
责任编辑 胡 嫒 尹甜甜
版式设计 点石坊 沈晓萌
责任校对 贾静芳
责任印刷 曲凤玲

图书在版编目 (CIP) 数据

外贸函电实战：情境仿真 + 案例剖析 / 李为主编
—北京：教育科学出版社，2014. 8
应用型本科规划教材
ISBN 978-7-5041-8571-6

I. ①外… II. ①李… III. ①对外贸易 - 英语 - 电报
信函 - 写作 - 高等学校 - 教材 IV. ① H315

中国版本图书馆 CIP 数据核字 (2014) 第 166211 号

应用型本科规划教材

外贸函电实战——情境仿真 + 案例剖析

WAIMAO HANDIAN SHIZHAN——QINGJING FANGZHEN + ANLI POUXI

出版发行 教育科学出版社

社 址 北京·朝阳区安慧北里安园甲 9 号

邮 编 100101

传 真 010-64891796

市场部电话 010-64989571

编辑部电话 010-64989631

网 址 <http://www.esph.com.cn>

经 销 各地新华书店

印 刷 保定市中华美凯印刷有限公司

开 本 184 毫米 × 260 毫米 16 开

印 张 18.75

字 数 350 千

版 次 2014 年 8 月第 1 版

印 次 2014 年 8 月第 1 次印刷

定 价 38.00 元

如有印装质量问题，请到所购图书销售部门联系调换。

前言 Preface

外贸英语函电作为国际贸易往来中常用的联系方式,是开展相关国际商务活动最主要的工具之一。随着经济全球化的持续推进、我国国际地位的不断提升,以及我国“引进来、走出去”战略的深入实施,中外国际贸易迅猛发展。据有关专家预计,至2020年,我国对外贸易进出口总额将为7万亿美元左右。广阔的国际贸易市场需要大量熟谙国际贸易交流技巧、具备书面英语沟通能力的国际商务人才,于是,《外贸函电实战——情境仿真+案例剖析》因势而作、应时而成。

本书主编李为是福州外语外贸学院的骨干教师,入选“福建省高等学校杰出青年科研人才培育计划”,获选“福建省2014年高等学校教师国内访问学者”,教学经验丰富,积极参与国际贸易学科建设,并成功申报福建省精品课程——外贸英语函电,曾主编多部教材。本书副主编叶允清拥有10余年外贸实践经验,其他编者长期耕耘在教学科研第一线,具有丰富的实际教学经验。

本书在正式出版前,曾作为内部讲义在编写团队所在高校先期试用,并在教学实践中不断修改、完善。本书以应用为导向,突出教学内容的实用性、针对性和可操作性,特别强调国际贸易实务与英语函电写作知识的双向融合,设置合乎国际贸易操作规则的仿真情境及案例,帮助学生体验国际贸易操作流程,旨在培养学生掌握外贸英语函电的基本知识,熟练写出规范、地道的国际商务信函,准确地表达国际商务意图和决策的专业技能和素质。

本书特色

本书特色突出表现在以下四个方面。

1. **实战性强。**本书中的样函和案例均根据真实交易信息改编而成。其内容合乎实际,充分考虑国际贸易中涉及的地理、气候、文化差异等综合因素对订单的影响。

响；并在每封样函开头交代了写作背景，以帮助学生理解。

2. **仿真性强。**每章按照认知规律科学地进行编排，并设置主题情境对话及仿真练习，供学生模拟国际贸易实战环境。

3. **融合性强。**本书将外贸函电与国际贸易实务相关知识紧密结合，设置国际贸易实务基础知识和样函案例分析专栏，其内容紧密围绕章节主题，以便学生系统地学习专业知识。

4. **系统性强。**按照国际贸易操作流程，以同一案例将章节之间以及章节内部有机联系起来，既相互独立又相互渗透，系统性强。如“山东蓝鸟公司”与“美国百老汇公司”之间有关 1,200 台空调交易的案例，从报盘环节一直贯串至索赔环节。

课时安排

本书共 12 章，建议安排 72 课时。具体安排依次如下：

章 节	课 时	章 节	课 时
Chapter 1	4 课时	Chapter 2	5 课时
Chapter 3	4 课时	Chapter 4	5 课时
Chapter 5	6 课时	Chapter 6	8 课时
Chapter 7	6 课时	Chapter 8	6 课时
Chapter 9	6 课时	Chapter 10	6 课时
Chapter 11	6 课时	Chapter 12	4 课时
小计	66		

另外，本书附有丰富的实训项目与自测习题，建议安排 6 课时，请根据教学情况灵活掌握。

体例说明

每章分为六部分，具体设计如下。

1. **Warming-Up Questions.** 每章设置两个与本章内容相关的问题，教师可以口头问答的方式与学生互动，以话题导入本章主题，使学生初步了解本章内容。

2. **Basic Knowledge.** 梳理与本章主题相关的知识，特别是国际贸易实务方面的知识。采用中英双语呈现，使学生在了解基本知识的同时，学习国际贸易相关专业知识的英语表达。

3. **Scene Simulation.** 该部分分为情境范例和情境仿练两部分。情境范例为与

本章内容相关的实例对话，以中英双语的方式呈现，既便于学生理解，又可让学生在学习信函知识前进行国际贸易实战模拟；情境仿练是给出一个相关情境，要求学生据此情境自编自导自演对话，给学生充分练习和发挥想象的空间。

4. Specimen Letter. 每章一般安排 5 ~ 8 封样函，样函一般按照事件发生的时间顺序或者先收信再回信的方式呈现。每封样函开头先交代样函所述事宜发生的背景，样函结束后附有中文分析以及重点词语或者句型的释义。

5. Useful Words & Expressions. 本部分所列词语、句型等并不完全取自于课文，大部分内容来自课外且与本章内容密切相关。本部分设置的目的在于使学生进一步熟悉相关英语表达方式。

6. Exercises & Case Study. 每章一般设置 4 道大题，依次为英译中、中译英、信函写作和案例分析，旨在强化和检验学生的学习效果。

本书紧紧围绕应用型本科院校人才培养目标安排内容，中英文对照使用，适合英语、商务英语、国际贸易、国际商务管理等经管类相关专业的本科、专科学生使用，也适合有志从事外贸相关工作和欲参加外销员等相关考试的读者使用。建议该书与清华大学出版社出版的《国际贸易实务（双语）》一书配套使用，学习效果将更佳、系统性将更强。

感谢祝捷老师审校了本书，并参编第八章和第九章，也感谢周千莉和郑玉莹在本书校对过程中付出的努力。

由于我们的编写水平有限，不妥之处在所难免，敬请广大同行和各位读者批评指正。

目录

Contents

Chapter 1 The Layout and Structure of Business Letters ... 1

Section I. Warming-up Questions 1

Section II. Basic Knowledge 2

Section III. Scene Simulation 18

Section IV. Specimen Letter 20

Section V. Useful Words & Expressions 26

Section VI. Exercises & Case Study 27

Chapter 2 Establishing Business Relations 30

Section I. Warming-up Questions 30

Section II. Basic Knowledge 31

Section III. Scene Simulation 42

Section IV. Specimen Letter 44

Section V. Useful Words & Expressions 49

Section VI. Exercises & Case Study 51

Chapter 3 Inquiries 54

Section I. Warming-up Questions 54

Section II. Basic Knowledge	55
Section III. Scene Simulation	56
Section IV. Specimen Letter	59
Section V. Useful Words & Expressions	64
Section VI. Exercises & Case Study	67

Chapter 4 Quotations and Offers 69

Section I. Warming-up Questions	69
Section II. Basic Knowledge	70
Section III. Scene Simulation	73
Section IV. Specimen Letter	75
Section V. Useful Words & Expressions	81
Section VI. Exercises & Case Study	84

Chapter 5 Counter-offers 86

Section I. Warming-up Questions	86
Section II. Basic Knowledge	87
Section III. Scene Simulation	91
Section IV. Specimen Letter	94
Section V. Useful Words & Expressions	103
Section VI. Exercises & Case Study	106

Chapter 6 Orders and Acknowledgement 108

Section I. Warming-up Questions	108
Section II. Basic Knowledge	109
Section III. Scene Simulation	114
Section IV. Specimen Letter	116
Section V. Useful Words & Expressions	126

Section VI. Exercises & Case Study	130
--	-----

Chapter 7

Payment	135
----------------------	-----

Section I. Warming-up Questions	135
---------------------------------------	-----

Section II. Basic Knowledge	136
-----------------------------------	-----

Section III. Scene Simulation	139
-------------------------------------	-----

Section IV. Specimen Letter	141
-----------------------------------	-----

Section V. Useful Words & Expressions	147
---	-----

Section VI. Exercises & Case Study	150
--	-----

Chapter 8

Letter or Credit	152
-------------------------------	-----

Section I. Warming-up Questions	152
---------------------------------------	-----

Section II. Basic Knowledge	153
-----------------------------------	-----

Section III. Scene Simulation	155
-------------------------------------	-----

Section IV. Specimen Letter	158
-----------------------------------	-----

Section V. Useful Words & Expressions	164
---	-----

Section VI. Exercises & Case Study	166
--	-----

Chapter 9

Packing and Shipment	168
-----------------------------------	-----

Section I. Warming-up Questions	168
---------------------------------------	-----

Section II. Basic Knowledge	169
-----------------------------------	-----

Section III. Scene Simulation	173
-------------------------------------	-----

Section IV. Specimen Letter	175
-----------------------------------	-----

Section V. Useful Words & Expressions	183
---	-----

Section VI. Exercises & Case Study	188
--	-----

Chapter 10

Insurance	190
------------------------	-----

Section I. Warming-up Questions	190
---------------------------------------	-----

Section II. Basic Knowledge	191
Section III. Scene Simulation	195
Section IV. Specimen Letter	197
Section V. Useful Words & Expressions	203
Section VI. Exercises & Case Study	207

Chapter 11 Complaints and Claims 210

Section I. Warming-up Questions	210
Section II. Basic Knowledge	211
Section III. Scene Simulation	215
Section IV. Specimen Letter	217
Section V. Useful Words & Expressions	223
Section VI. Exercises & Case Study	226

Chapter 12 Agent 228

Section I. Warming-up Questions	228
Section II. Basic Knowledge	229
Section III. Scene Simulation	234
Section IV. Specimen Letter	237
Section V. Useful Words & Expressions	241
Section VI. Exercises & Case Study	243

附 录	
自测习题	247
实训项目	281
参考文献	290

Chapter 1

The Layout and Structure of Business Letters

Section I. Warming-up Questions

- ◆ Do you think the style of a business letter is the same with the letter you write to your best friend? Why?
- ◆ Have you ever written a resume for yourself? For what job?



Section II. Basic Knowledge

▶ The purpose of writing a business letter

A business letter is a formal letter corresponding with other parties in regard to a particular concern or objective. There are many different types of letters, because every individual business has its own aims and interests. However, all business letters are similar in style and format.

商务信函是基于某种特定的目的且涉及其他相关当事人的正式信函。由于每个单独的业务都有自己的目标和利益，因此商务信函种类繁多。然而，所有商务信函在样式和格式上都大体类似。

① Types 类型

The sort of a business letter depends on the aim of the person writing it. For instance, a bank manager may write a letter informing a client of an opportunity for a loan or a missed payment on their mortgage. A very common type is the cover letter to go with a CV or resume when someone wants to gain employment.

商务信函的种类取决于写作目的。例如，银行经理可能会写信告知客户贷款机会或提醒客户未偿还贷款。当某人需要找工作时，求职信或简历则是最常见的商务信函类型。

② Style 风格

No matter who the audience of the business letter is, be clear and concise. This is because the person receiving it is likely to only have time to scan over the letter. If they misunderstand anything, it may jeopardize further correspondence.

无论商务信函的受众是谁，它必须清晰、简明。这是因为收信人可能只有浏览信件的时间，如果产生误解，有可能会进一步影响后续的联络。

③ Features 特征

The main features of the business letter are the date, sender's address, recipient's address, salutation, body, closing and enclosures.

商务信函的主要特征包含日期、发送人地址、接收人地址、称呼、正文、结尾以及附件等。

④ Form 形式

The form will always be by e-mail or a typed and printed document sent in the mail. An e-mail is more likely to be written in a casual tone, whereas the printed one is more likely to be formal.

商务信函通常通过电邮发送，或将印刷文件寄送给对方。电邮的语气往往更随意，而印刷文件更为正式。

⑤ Power of Persuasion 说服力

The business letter is often used to persuade the recipient in some way, such as an unemployed person trying to convince a manager to hire him or a lawyer trying to negotiate terms of an agreement on behalf of a client. No matter what the aim is, think of all the relevant points the reader will need to know when writing the letter.

在某种程度上，商务信函通常用于说服收信人，如一个失业的人试图说服经理聘请他或律师试图代表客户谈判协议条款。不管基于何种目的，写信人在写信时都应考虑收信人想要了解的所有相关内容。

► Layout of business letters

A business letter can be divided into three styles: the indented style, the blocked style and the semi-blocked style.

商务信函可以分为三种类型：缩行式、齐头式和混合式。

The indented style is a traditional practice which looks attractive and is easy to read, but it is not convenient to type. The heading is usually in the middle and the date is on the right side. The complimentary close and signature appear in the bottom right-hand corner. The first line of each paragraph should be indented.

缩行式是一种传统的信函格式，它看起来吸引人且阅读方便，但是打字却不是很方便。它的信头居中，日期居右，结尾敬语和签名位于右下角，每段的第一行缩进。

The blocked style is popular due to its compactness and tidiness. The feature of it is that the letter head is usually in the middle and all other items such as inside address, salutation, subject, begin at the left-hand margin.

由于其简洁明了，齐头式很受欢迎。它的特点是信头通常居中，整齐有序，封内地址、称呼、主题等所有其他内容都从左边空白处起笔。

The semi-blocked style is widely used in international trade. It combines the features of both the indented style and the blocked style. The letterhead is in the middle. The first

line of a paragraph is lined up the left margin, but date, complimentary close and signature are indented.

混合式在国际贸易业务中被广泛使用。它融合了缩行式和齐头式两种风格，信头居中，段落第一行居左边空白处对齐，但是日期、结尾客套语和签名是缩进的。

▶ Structure of a business letter

The first impression a business letter makes on its reader often determines whether that letter will actually be read, and it also may determine the reader's reaction to the contents of the letter. Therefore, business letter writers must, in addition to composing well-written sentences and paragraphs, be able to communicate their thoughts in efficient, appropriate letter form. A well-dressed executive projects a quality image. A well-dressed letter also projects a quality image.

第一印象往往会决定读者是否会阅读这封商务信函，也会决定读者对信件内容的反应。因此，商务信函的句子和段落必须精心撰写，才能够高效表达写信人的想法。衣着考究的总经理能留下好印象，同样，措辞严谨恰当的信函也能留下好印象。

To make business letters effective and productive as possible, we must have a clear knowledge of the parts of a business letter. The discussion of this chapter concerns the structure and style of a business letter.

为使商务信函尽可能地有效和高效，我们必须对商务信函的构成有一个清晰的认识。本章主要讨论商务信函的结构和样式。

1. Standard parts of a business letter (商务信函的标准部分)

① Letterhead 信头

It consists of some elements about the writers: name; postal address and zip-code, telephone, facsimile numbers and e-mail address. A business letter is usually typed on printed letterhead paper displaying the name, address, fax and telephone number of the organization sending the letter. It is used only for the first page of a letter.

信头包含作者的一些信息：姓名、邮寄地址、邮编、电话号码、传真号码和电子邮件地址。商务信函通常直接在印有抬头的纸上打印出来，抬头包括发信人机构的名称、地址、传真和电话号码。它一般只用于第一页。

② Date 日期

The date is typed a few lines below the last line of the letterhead. The format of the

date line differs from country to country. The common formats are typical American one (Month/Day/Year) and British one (Day/Month/Year). Even though we Chinese prefer Year/Month/Day format, it is better to use American or British format in business English letters. As the date line is a vital part of a business letter, the month written in full is preferred because figures may create confusion.

日期通常位于信头下方几行的位置，各国日期格式各不相同。常见的格式是美式（月/日/年）和英式（日/月/年）。虽然中国人喜欢年/月/日的格式，但在商务英语书信中，日期最好使用美式或英式。由于数字也许会引起混淆，日期栏作为商业信函的重要部分，应该写全称。

③ Inside name and address 封内名称和地址

It is the receiver's name and address. It is usually typed at the left-hand margin about two to four spaces below date. The address of the organization receiving the letter is typed single-spaced at the left margin. The number of lines left blank between the dateline and the address depends on the size of the body of the letter, the size of type (the pitch) used, and the length of the printed lines. The address is typed as it will appear on the envelope.

封内姓名和地址指的是收信人的名称和地址。通常位于日期栏下方的两至四行处，顶格书写。收信人单位的地址居左对齐，单倍行距。日期栏与地址栏之间所留空行数取决于信函正文篇幅、字体大小，以及各行总长度。由于信封上有地址一栏，所以要将地址写上。

④ Salutation 称呼

Salutation is a kind of polite greeting to start a letter. It usually appears two spaces below inside name and address.

称呼是信函开头的一种礼貌问候，通常出现在封内收信人名称和地址下两行。

If the letter is addressed to an individual, use that person's courtesy title and last name (e.g. Dear Mr. Green). Even if you are on a first-name basis (e.g. Dear John), be sure to add a colon (or a comma, not a semicolon) after the salutation. Use an individual's full name (e.g. Dear John Green) only when gender is unknown.

如果这封信是写给个人，应使用对方的尊称和姓（例如，尊敬的格林先生）。即使你直呼其名（例如，尊敬的约翰），在称呼后一定要加一个冒号（或逗号，不用分号）。只有当性别不详的时候，才使用个人的全名（例如，尊敬的约翰·格林）。

For letters with attention lines or those addressed to organizations, the selection of an appropriate salutation has become more difficult. Formerly, "Gentlemen" was used generally for all organizations. With increasing numbers of women in business management today, however, it is problematic. Because no universally acceptable salutation has yet emerged, you'll probably be safest with "Ladies and Gentlemen" or "Gentlemen and

Ladies". One way to avoid the salutation dilemma is to address a document to a specific person. Another alternative is to use the simplified letter style, which conveniently omits the salutation (and the complimentary close).

对于有指定收信人或写给组织机构的信函，选择适当的问候语更显困难。以前，“先生们”一般用于所有组织。然而，现今随着越来越多的女性参与企业管理，“先生们”一词已经不再适用。由于还没有出现能被普遍接受的称呼，所以使用“女士们，先生们”或“先生们，女士们”这样的称呼应该是最合适的。避免称呼窘境的一种方法是将文件发送给一个特定的人，另一种方法是使用简化的信函风格，巧妙地省略称呼和结尾客套语。

⑤ Body of the letter 正文

This part is of great importance, which is what you want to convey to the receiver. Therefore, the messages should be stated carefully. Most business letters and memorandums are single-spaced with double line spacing between paragraphs. Very short messages may be double-spaced with indented paragraphs.

正文部分很重要，它正是你想要传达给收信人的内容，因此应该非常仔细地陈述。大部分商务信函和备忘录一般采用单倍行距且段与段之间空两行。如果内容较少，也许会选择缩进式两倍行距。

⑥ Complimentary close 结尾客套语

It is a way to end a letter politely without any particular meanings. Typed two lines below the last line of the letter, the complimentary close may be formal (e.g. Very truly yours) or informal (e.g. Sincerely yours or Cordially yours).

结尾客套语，是用来结束信函的一种方式，并不带有任何特殊含义。结尾客套语一般位于正文末行下方两行处，可以是正式的（例如，特此致函）或非正式的（例如，谨致问候或谨上）。

⑦ Signature 签名

The signature is usually put below the complimentary close. It generally includes the addresser's signature, the typed name and business title.

签名通常位于结束语之下，它大致包括写信人的签名、打印的姓名和商务头衔。



2. Optional parts of a business letter (商务信函的可选部分)

① Attention line 指定收信人

It is usually typed at the left-hand margin, two lines above the salutation. An attention line allows you to send your messages officially to an organization and to a specific individual, officer, or department directly. However, if you know an individual's complete

name, it is always better to use it as the first line of the inside address and avoid an attention line.

指定收信人通常位于称呼上方两行处，顶格书写。指定收信人一栏是以官方名义发送信函给某个机构，直接送达特定的个人或部门。然而，如果你知道一个人的全名，最好不要使用指定收信人一栏，将它作为信内收信人的第一行。

② Subject line 事由标题

It is a part of the body of a business letter which is placed two lines below the salutation. It draws attention to the topic of the letter and tells the content of the letter. Although experts suggest placing the subject line two lines below the salutation, many businesses actually place it above the salutation. By alerting your reader to the content of your messages, you enable him to decide whether the letter requires immediate attention. It should be underlined or typed in capitals.

事由标题也属于正文的一部分，位于称呼下方两行处，用来提请注意信件主题，并提示信件内容。尽管专家建议将标题放在称呼下两行，但实际上很多企业却把它放在称呼上方。通过提醒读者信函的内容，使他决定是否立即关注这封信。事由标题通常需加下划线或大写。

③ Reference 编号

It is often placed two lines below the letterhead. It generally includes a file number, departmental code, the signer's initials, and the typist initials. However, it may vary in different companies. The signer's initials are usually in capitalized letters while the typist initials are sometimes in small letters. The initials of the typist are typed two spaces below the author's name and title. If the author chooses to include his or her initials in the reference initials line, the author's initials should appear before the typist's.

编号经常位于信头的下方两行处。它一般包括文件编号、部门代码、签名者的首字母和打字员姓名的首字母，但不同公司之间有差异。前者通常大写；而后者有时候小写，位于写信人姓名和头衔下方两行处。如果作者选择在编号中写下他名字的首字母缩写，那么作者名字的首字母应该出现在打字员的前面。

④ Enclosure 附件

When brochures, catalogue, price lists are attached to the letter, enclosure should be used and it is usually placed two lines below the signature block. The abbreviated formed "Enc" Or "Encl" are short for enclosure. If an enclosure (or attachment) accompanies the letter, a notation to that effect is placed two lines below the reference initials. This notation reminds the typist to insert the enclosure in the envelope, and it reminds the letter receiver to look for the enclosure (or attachment). The notation may be spelled out (Enclosure, Attachment), or it may be abbreviated (Enc., Alt.). It may indicate the number