MODERN BUSINESS CORRESPONDENCE:
A PRACTICAL COURSEBOOK

现代外贸函电
实用教程

柯群胜　主编

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前　言

外贸函电是商务英语专业的一门专业技能课，它以商务英语写作和外贸实务为基础，目标是培养学生在外贸英语函电方面的读写能力。作为外贸函电课程的教材，《现代外贸函电实用教程》通过训练学生对进出口业务中往来函电的格式、写作技巧、外贸函电英语术语及相关知识的认知与运用，提高学生在国际商务背景下的英语语言运用能力。

本教材的编写坚持实用的原则，按照国际贸易全过程，选材科学、简明、实用又符合商务英语专业学生的需求，并注意与相关课程的衔接，能够让他们在学习过程中逐步提高商务英语读写能力。教材为学生提供了丰富的练习和实操机会，还补充了大量相关知识的阅读资料，方便学生自主学习以及教师备课。

本教材每单元的编排基本按照教学目标(Objective)、导入(Lead in)、信函实例(Main texts)、生词（New words and expressions）、关键词（Key words）、注释（Notes）、练习(Exercises)以及补充阅读材料(Supplementary reading)等部分组成。书后附录含练习答案及信函实例文本汉译，供学习参考。

本教材的编写分工如下：柯群胜老师策划了该教材的编写工作并审核全书，完成第一单元（Modern Business Correspondences）的编写；副主编易雪飞老师负责第二单元(Establishment of Business Relations)和第五单元(Contracts)的编写及全书的审校；姚雪莲老师编写了第三单元(Inquiries and Offers)；刘方荣老师负责第四单元(Order)的编写工作；丁杨老师完成了第六单元(Terms of Payment)和第八单元(Insurance)；李建鹏老师编写了第七单元(Shipment)；申慧丽老师编写了第九单元(Packing)，李曼老师完成了第十单元(Claims and Arbitration)的编写。大家在编写过程中兢兢业业、精益求精、分工合作、民主高效，顺利完成该书的编写工作，在此一并感谢！

在此要特别感谢武汉大学出版社外语分社谢群英社长，同时对编辑李场的辛勤付出也表示诚挚的谢意！

鉴于编者水平有限，时间较仓促，本教材在编写过程中一定有很多不足之处，我们真诚希望同行专家和广大教师不吝赐教。

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编者于江城武汉

2018 年 7 月

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目　录

Unit 1　Modern Business Correspondence

【Objective】

To enable the students to know the layout and format of modern business correspondence, the features and writing principles when composing a business letter as well as the envelop addressing of it.

【Lead in】

Business English correspondence is the principal means used by a business firm to keep in touch with its customers, including letters, cables, telexes, faxes and e-mails dealing in international business. A business correspondence aims at conveying the vast amount of information needed to day-to-day operations of the business and promoting business transaction to its final achievement. It has its unique language style and jargons and full of business terminology and abbreviations and abbreviated phrases. Generally speaking, a business correspondence should be appropriately structured and logically connected, with suitable style and tone as well as organized information.

Principles of business correspondence

Specifically speaking, the essential qualities of a business correspondence can be summarized as 7 C's: Clarity, Conciseness, Courtesy, Consideration, Completeness, Concreteness and Correctness.

Clarity

Clarity is the basis of effective communication, which requires that your letters should correspond with readers' understanding level. In other words, we should use the appropriate language, phrases and words that readers can comprehend. At the same time, we should pay attention to choosing the concise and accessible expressions and trying to avoid using the words, and sentences unclear in meaning or implicit and unfamiliar jargons or terminology or abbreviations. Besides, it needs coherent and logical ideas and opinions.

Conciseness

Conciseness means you should clearly express what you would do in a short and pithy style of writing as possible as you can without sacrificing completeness, concreteness and courtesy. Any business correspondence should be brief and hitting the key point by avoiding wordiness or redundancy or unnecessary repeat.

Courtesy

In order to make a business letter courteous, try to avoid irritating, or offensive statements.

To achieve courtesy, one of the most important things is promptness, especially when a reply is given to a customer's letter, do it without any delay.

Consideration

Try to put yourself in the recipients' place and emphasize the "your" attitude. What also should be borne in mind is to emphasize the positive and pleasant facts, stressing what can be done and focusing on ideas that help to form favorable impressions. Plan the best way to present the message for the reader to receive. Use tactful way to blame your readers, try to omit expressions that irritate or hurt your correspondent.

Completeness

Completeness means that a business correspondence should include all the necessary information and data.

Concreteness

Concreteness means making the message specific, definite and vivid rather than vague and general. Try your best to use the numbers, proportion and facts in your letters, but not the vague language. Put action in your verbs. Prefer active verbs to passive verbs or words in which action is hidden.

Correctness

For any business correspondence, correctness refers not only to correct grammar and punctuation, but also to appropriate language and approaches. Remember to make good use of your tools to check the spelling and grammar, proof your draft and final letter carefully.

A business English usually consists of seven principal parts: letterhead, date, inside name and address, salutation, body of the text, complimentary close and signature. However, depending on different purpose and options, a business English letter will also contain some optional parts, such as: reference number., attention line, subject line, enclosure, carbon copy and postscript.

【Main Texts】
Layout of a business correspondence

Text 1

Harvey Co., Ltd.

291st Caxton Street, New York, U. S. A ⟵ ①Attention line

Tel.: 732-524-0400   Fax: 732-525-0622   E-mail: carrie@ jnj. com

Our Ref.

Your Ref.   ⟵ ②Reference notation

15th November, 2016　　◁════ ③Date

Messrs H. Ronald & Co.　　◁════ ④Inside name and address
556 Eastcheap
London, E. C. 3, England

　　　　　　　　　　　　Attention: Import Dept. ◁════ ⑤Attention line
Dear Sirs, ◁════ ⑥Salutation
　　　　　　　　　　　　Aquatic Products ◁════ ⑦Subject line

　　We thank you for your letter and shall be pleased to enter into business relations with
you. ◁════ ⑧Body
As requested, we are enclosing our latest catalogues and pricelists of our exports.
　　If you find business possible, please write to us.

Yours faithfully, ◁════ ⑨Complimentary closing

Harvey Co., Ltd
William Smith ◁════ ⑩Signature

William Smith
General Manager

Encls: Catalogues and pricelists ◁════ ⑪Enclosure

CC our Shanghai Branch Office ◁════ ⑫Carbon copy

P. S. We require payment by L/C for a total value not exceeding USD 50,000.
　　　　　　　　　　　　　　　　　　　　　　　　　◁════ ⑬Postscript

　　(1) Letterhead
　　Letterhead tells the basic information of the sender, which is usually printed in the up-
center. A letterhead usually contains the following information:
　　　· The name of the firm
　　　· Its address and postal codes
　　　· Telephone number
　　　· Fax number
　　　· Internet address

- E-mail address
- Telegraphic and telex address
- A trademark or a brief slogan

China National Textile Imp. & Exp. Corp.

8th Jianguomen Nei Dajie, Beijing 10005, P. R. China

Tel.: 86-10-6526-8888   Fax: 86-10-6527-6028

http://will. neaase. net   E-mail: bcxbcx@411cn. com

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(2) Reference notation

The reference notation is sometimes used in a business letter as a useful indication for filing which enable replies to be linked with earlier correspondence and ensure that they reach the right person or department without delay. It is often placed two lines below the letterhead at the left margin and is marked " our ref.:"(发文号) and " your ref.:"(收文号) to avoid confusion.

(3) Date

Date is used to indicate when the letter is written. The date should be typed in the logical order of day, month and year. For the day, either cardinal numbers or ordinal numbers can be used; it can also be placed after month.

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e. g. 24th March, 2016   24 March, 2016 —British form

March 24th, 2016   March 24, 2016 —American form

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(4) Inside name and address

The inside address includes the essential particulars about the receiver's name, postal address. It is typed at the left-hand margin.

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e. g. Messrs H. Ronald Co.

556 Eastcheap

London, England

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e. g. Mr. C. E. Eckersley

The London Export Corporation and 7 Clifford Street

London, W. 1, England

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(5) Attention Line

Attention line is used when the writer of a letter addressed to a company wishes to direct the letter to a special individual or some department of the firm. It is generally typed following the inside address, above the salutation. It should be underlined.

e. g. Attention: Mr. H. A. Donnan, Export Manager Attention of Mr. Smit To the attention of Sales Manager

(6) Salutation

The salutation is the complimentary greeting to the receiver. It usually includes a personal or professional title and the name of the receiver. The particular form used depends upon the writer's relationship with the receiver. Salutation line is usually typed below the inside address of the attention line, and followed by a comma for "Dear Sir", "Dear Sirs", "Dear Sir or Madam", and a colon for "Gentlemen". "Dear Sirs", "Dear Mesdames", "Dear Gentlemen" are used for addressing two or more people. If unsure to whom you should address a letter, you should use "Dear Sir or Madam". To some extent salutation settles the form of the complimentary close and the two must be in accordance with each other.

e. g. Dear Sir, or Dear Sirs, or Gentlemen: Dear Madam, or Dear Mesdames,

(7) Subject Line

A subject line identifies the subject of the letter and helps the reader to obtain quickly the gist of the letter. It is inserted between the salutation and the body of the letter, either beginning at the left margin or in the centre, depending on which style you are using. Subject line should be underlined. Below are some samples of the subject line:

e. g. Re: Your Order No. 3456 Subject: Our Contract No. 123 Orientation Training Arrangement

(8) Body of the letter

This is the main part of a business correspondence, which expresses the writer's idea,

opinion, purpose and wishes, etc. It should begin below the subject or the salutation if there is no subject line.

(9) Complimentary closing

It is merely a polite way of ending a letter. It is typed below the final line of the body of the letter and should match the salutation. The most commonly used sets of salutation and complimentary close are show as follows:

Salutation	Complimentary Close	Occasion
Dear Sir(s), Dear Madam, Dear Mesdames,	Yours faithfully, Faithfully yours,	Formal (British way)
Gentlemen, Ladies/Gentlemen,	Yours truly, Truly yours,	Formal (American way)
Dear Mr. Hansen, Dear David, Dear David Hansen,	Yours sincerely/ Sincerely, Best wishes (U. K.) Best regards/ Regards (U. S.)	Informal (Generally used when person's name is used)

(10) Signature

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. Usually it consists of four parts:

· The name of the writer's name or company
· Hand-written signature (illegible)
· Typed signature
· Job title or position

It is generally placed immediately below the complimentary close. Never sign your letters with a rubber stamp.

e. g. Messrs H. Ronald Co.

John Smith

John Smith

General Manager

(11) Enclosure

When some documents, catalogues, price lists are sent with the letter, it is necessary to add or type the word "Enclosure", or an abbreviation of it (Encl.) at the bottom, left-hand, two or

three lines below the signature line. The commonly used methods for indicating enclosure are as follows:

> Enc.: Resume
> Encl.: 1 Price List
>   2 Catalogues
> Encls.: 2 Invoices
> Enclosure: as stated

(12) Carbon copy

When copies of the letter are sent to others, type c. c. or CC (abbreviation of carbon copy) two lines below the signature or immediately below the enclosure. The specific methods of indicating carbon copy are as follows:

> CC: Mr. J. Cooper
> CC: Marketing Department
> C/C: Mr. J. Cooper
> Copy to Mr. J. Cooper

(13) Postscript

In business letters a postscript is used only as a device to add something that the writer forgets to mention or to draw the reader's attention to a point which the writer wants to emphasize. The adding of a P. S. should, however, be avoided as far as possible, since it is usually a sign of poor planning. The postscript should be placed two lines below any other notations with the left margin.

The Format of a business correspondence

Generally speaking, there are three kinds of formats of a business correspondence, which are indented format, full-block form and semi-block form with indented paragraphs.

(1) Indented format

In the indented format, each line in the heading and the inside address is indented two to three more spaces than their preceding line; in the body of the letter, the beginning line of each paragraph should be indented several spaces.

Text 2

The Eastern Seaboard Corporation

350 Park Avenue, New York, 10017, USA

Telephone No.: 225-2788   Telex Call No.: 225-2780

Fax No. : RCA 543   E-mail: ESCo. @ CA. com

Our Ref.: AB65077

Your Ref.: YLH-315

April 20, 2016

Kanto Mercantile Corporation

2-1 Nihonbashi

Tokyo 301

Japan

Dear Sirs,

Re: Establishing Business Relationship

Your letter for establishment of business relationships has been received with thanks. We would gladly to have business with you in the line of Chinese textiles.

We are very interested in your product No. 123 in the catalogue you have just mailed to us. A full specification of our requirements is given on the enclosed sheet.

Would it be possible for you to give us the quotations? Your earliest reply would be greatly appreciated.

Yours faithfully,

John Smith

John Smith

General Manager

Encl.: Specification of our requirement

CC: Mr. William

(2) Full-block format

In a full-block format, all typing lines, including those for the date, the inside name and

address, the salutation, the subject line and the complimentary closing, begin at the left margin.

The Eastern Seaboard Corporation

350 Park Avenue, New York, 10017, USA

Telephone No.: 225-2788   Telex Call No.: 225-2780

Fax No.: RCA 543   E-mail: ESCo. @ CA. com

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Would it be possible for you to give us the quotations? Your earliest reply would be greatly appreciated.

Yours faithfully,

John Smith

John Smith

General Manager

Encl.: Specification of our requirement

CC: Mr. William

（3）Semi-block format

In a semi-block format, the inside name and address is typed in block form, but the paragraphs forming the body of the letter are all indented six or more spaces.

The Eastern Seaboard Corporation

350 Park Avenue, New York, 10017, USA

Telephone No.: 225-2788 Telex Call No.: 225-2780

Fax No.: RCA 543 E-mail: ESCo. @ CA. com

Our Ref.: AB65077

Your Ref.: YLH-315

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    Yours faithfully,

John Smith

John Smith

General Manager

Encl.: Specification of our requirement

CC: Mr. William

Addressing form of the envelope

There are two main parts on the envelope, the return address (the sender's name and address), which is typed in the upper left corner, and the delivery address (the receiver's name and address), which is typed about half way down the envelope. In addition, the address on the envelope and the inside address on the letter should be in the same style and present the same information. The postmark or stamps should be placed in the up right-hand corner, while the bottom left-hand corner is for post notations such as " Confidential ", " By Airmail ", " Confidential(机密), Private(私函), Personal(亲收), Urgent(急件), Registered(挂号), Printed Matters(印刷品), Par Avion / By Air(航空)and so on.

Generally speaking, there are two way of addressing the envelope, indented form and blocked form.

Indented Form

Harry Johnson	
Flat 15	stamp
Walter Street, Bonn	
Germany	
	To: John Smith
	5th Avenue, Manhatton
	New York, 23575
	U. S. A.
Photo Enclosed	

Blocked Form

Harry Johnson	
Flat 15	stamp
74 Walter Street, Bonn	
Germany	
	To: John Smith
	5th Avenue, Manhatton
	New York, 23575
	U. S. A.
Registered	

When a letter is mailed to a third person who is bound to pass it onto the receiver, write the third person's name and address below the receiver's, and put the phrase "care of" or "c/o" before the third part.

Harry Johnson
Flat 15   stamp
74 Walter Street, Bonn
Germany

                    Mr. William Brown —Final receiver
                    c/o Mr. F. M. Richard —the third part
                    215 Des Voeux Road —the address of the third part
                    HONGKONG

Registered

【New Words & Expressions】

correspondence *n.* 对应；一致，符合；通信，信件

jargon *n.* 行话；行业术语；黑话

terminology *n.* 专门名词；术语，术语学；用辞

abbreviation *n.* 省略，缩写，简化，缩写词

clarity *n.* 清晰度；明确；透明；清楚，明晰

courtesy *n.* 谦恭有礼，礼貌

conciseness *n.* 简洁，简明

concreteness *n.* 具体性

coherent *adj.* 连贯的；一致的；条理分明的；清楚明白的

redundancy *n.* 冗余度；冗余

promptness *n.* 敏捷，迅速，机敏

vague *adj.* 模糊的；不清楚的

letterhead *n.* 信笺上方的印刷文字，信头

salutation *n.* 致意；致敬；招呼；信函中的称呼语

complimentary *adj.* 赠送的；赞美的；表示敬意的；恭维的

signature *n.* 签名；署名

enclosure *n.* 附件；圈占；围绕

postscript *n.* （信末签名后的）附言，又及；（正文后的）补充说明

margin *n.* 边缘，范围；极限；利润，盈余

initial *n.* 首字母