



21世纪英语专业系列教材

普通高等教育“十一五”国家级规划教材

ENGLISH WRITING:
Practical Writing

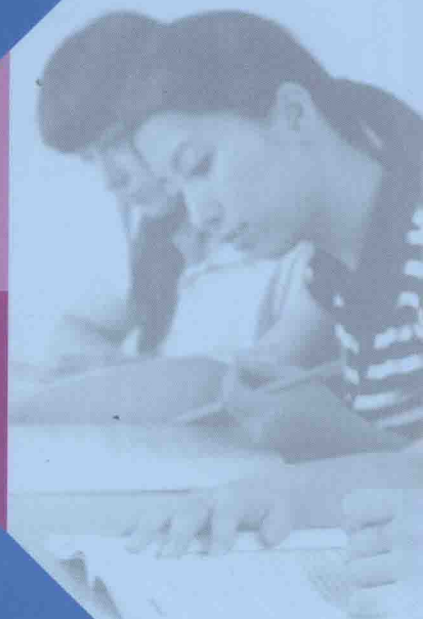
英语写作

应用文写作

(第二版)

编著 / 傅似逸

英文审订 / [英] Charles Tyzack



北京大学出版社
PEKING UNIVERSITY PRESS

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总序

北京大学出版社自 2005 年以来已出版“语言与应用语言学知识系列读本”多种,为了配合第十一个五年计划,现又策划陆续出版“21 世纪英语专业系列教材”。这个重大举措势必受到英语专业广大教师和学生的欢迎。

作为英语教师,最让人揪心的莫过于听人说英语不是一个专业,只是一个工具。说这些话的领导和教师的用心是好的,为英语专业的毕业生将来找工作着想,因此要为英语专业的学生多多开设诸如新闻、法律、国际、经济、旅游等其他专业的课程。但事与愿违,英语专业的教师们很快发现,学生投入英语学习的时间少了,掌握英语专业课程知识甚微,即使对四个技能的掌握并不比大学英语学生高明多少,而那个所谓的第二专业在有关专家的眼中只是学到些皮毛而已。

英语专业的路在何方?有没有其他路可走?这是需要我们英语专业教师思索的问题。中央领导关于创新是一个民族的灵魂和要培养创新人才等的指示精神,让我们在层层迷雾中找到了航向。显然,培养学生具有自主学习能力和能进行创造性思维是我们更为重要的战略目标,使英语专业的人才更能适应 21 世纪的需要,迎接 21 世纪的挑战。

如今,北京大学出版社外语部的领导和编辑同志们,也从教材出版的视角探索英语专业的教材问题,从而为贯彻英语专业教学大纲做些有益的工作,为教师们开设大纲中所规定的必修、选修课程提供各种教材。他们把英语专业教材的出版看作是第十一个五年计划期间组织出版国家“十一五”重点出版规划项目——“面向新世纪的立体化网络化英语学科丛书”的重要组成部分。这套系列教材要体现新世纪英语教学的自主化、协作化、模块化和超文本化,结合外语教材的具体情况,既要解决语言、教学内容、教学方法和教育技术的时代化,也要坚持弘扬以爱国主义为核心的民族精神。因此,今天北京大学出版社在大力提倡专业英语教学改革的基础上,编辑出版各种语言、文学、文化课程的教材,以培养具有创新性思维的和具有实际工作能力学生,充分体现了时代精神。

北京大学出版社的远见卓识,也反映了英语专业广大师生盼望已久的心愿。由北京大学等全国几十所院校具体组织力量,积极编写相关教材。这就是说,这套教材是由一些高等院校有水平、有经验的第一线教师们制订编写大纲,反复讨论,特别是考虑到在不同层次、不同背景学校之间取得平衡,避免了先前的教材或偏难或偏易的弊病。与此同时,一批知名专家教授参与策划和教材审定工作,保证了教材质量。

当然,这套系列教材出版只是初步实现了出版社和编者们的预期目标。为了获得更大效果,希望使用本系列教材的教师和同学不吝指教,及时将意见反馈给我们,使教材更加完善。

航道已经开通,我们有决心乘风破浪,奋勇前进!

胡壮麟

北京大学蓝旗营

2007 年 2 月

前 言

英文写作是英语教学的重要目标,对于绝大多数英语学习者而言,写作是一个人英语水平高低的全方位体现。具体而言,英语写作训练有着以下几种主要功能和特点:第一,是英语学习者英语水平的表达,写作需要调动学习者所能够获取的所有相关的英语材料进行实践,比口语训练强度更大;第二,是英语学习者净化英语的过程,在写作的过程中,学习者会逐步将不规范的英语用法和习惯抛弃;第三,是英语学习者精确化的过程,写作是反复推敲的过程,它能使学习者寻找最精确的表达方式。基于此,我们总结了英语写作教学的特点和教材建设的编写经验,重新修订了英语写作系列教材。

普通高等教育“十一五”国家级规划教材,《英语写作:毕业论文写作》(第三版)、《英语写作:应用文写作》(第二版)、《英语写作:基础写作》(第三版),经过多年的使用及修订,得到了教师和学生的认可,更加体现了鲜明的时代性和特殊性,以期让各院校成体系地完成英语专业本科阶段的英语写作教学,学生通过学习本套教材,能够较全面地掌握英语写作技巧,为以后的工作和学习打下良好的基础。

鉴于时间仓促和编者水平有限,本套教材难免有疏漏与不足之处,欢迎广大读者批评指正。

编者

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««« PART 1

WRITING WHEN MAKING APPLICATIONS

CONVENTIONS OF LETTER WRITING



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 on the 27th at 10 in the morning. 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
CHINA
6 October 2001

Howells & Sons Ltd.
46 Park Place
London, SW1L3Z
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* (2001 No. 3)?

Thank you.

Yours faithfully,

Martin Lee
(Sales Manager)

Sample Letter 3—A business letter with headed stationery

THOMPSON TRADE CO. ,LTD.
12/F Kim Wo Plaza Causeway Bay Hong Kong China
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 four 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

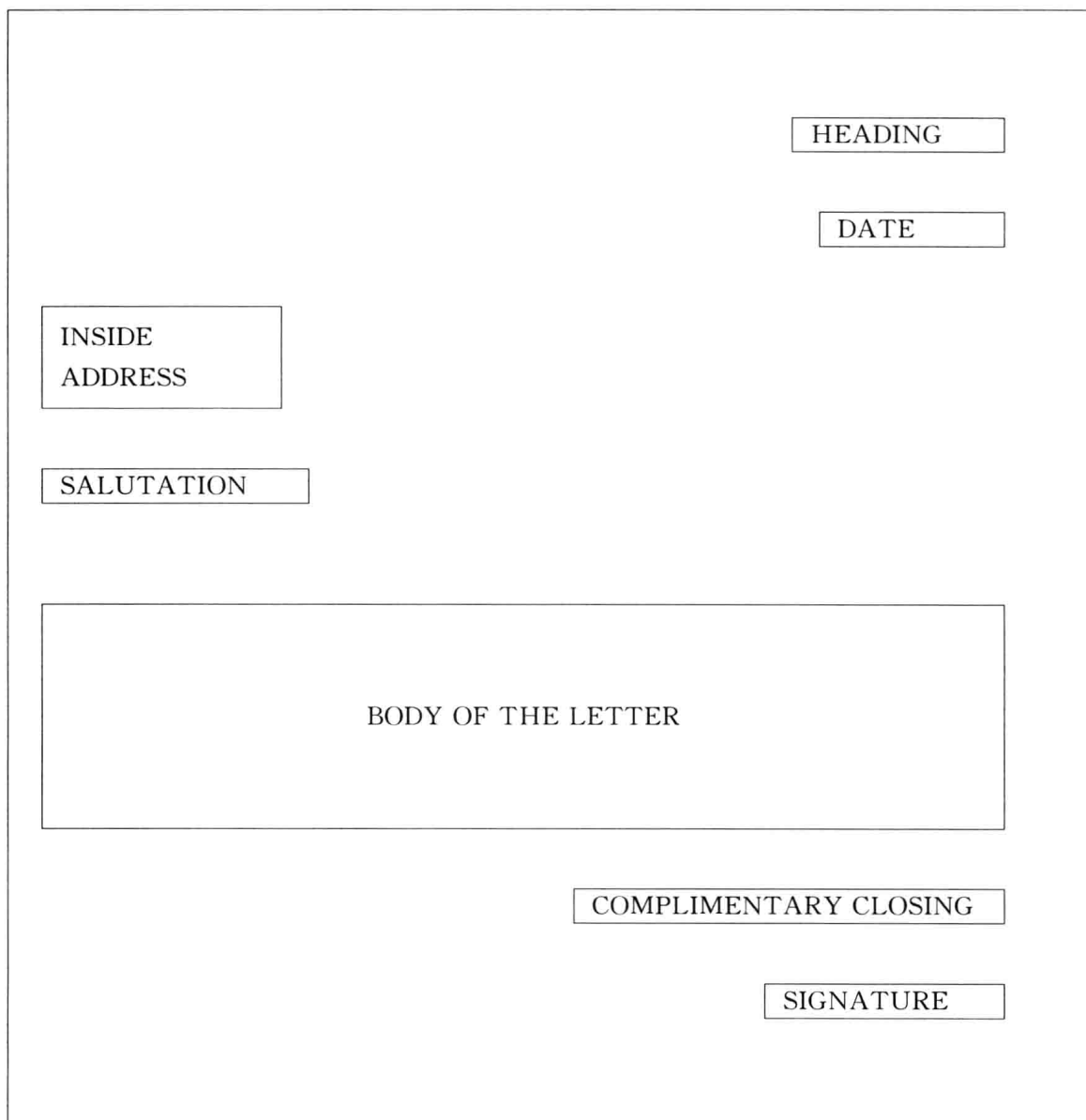
c. c. Messrs. Poole & Jackson Ltd. Solicitors.



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: