

英国伦敦工商会 (LCCI) 商务英语等级考试指导用书

北京外国语大学英语系教改项目课程指定教材



现代商务英语写作

3
付美榕 编著

北京理工大学出版社

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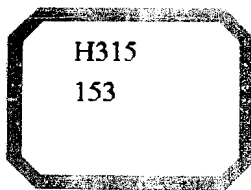
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Writing for Modern Business Communication

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北京理工大学出版社

内 容 简 介

《现代商务英语写作》依据英国伦敦工商会 (London Chamber of Commerce and Industry) 考试局商务英语写作等级考试规范全部用英文写成。其内容涉及现代商务领域,即国有、合资、独资企业及其它商务机构进行书面沟通须经常撰写的近二十种商务文体:商务信函、广告单、新闻宣传稿、商务请柬、个人简历、电传、传真、电子邮件、便函、通知、会议资料、调查问卷、商务报告、内刊载文、规章守则及讲稿提纲。各个单元包括写作规范、实例分析以及强化写作几个方面,突出商务案例式写作应用,力求使学习者得到从理论到实践的全面系统、生动有效的商务书面沟通能力的训练。本书还包括国际商务英语写作等级考试即英国伦敦工商会商务英语证书等级考试要求、内容、评判标准等方面的介绍并附有各级考试样卷,供学习者参考使用。《现代商务英语写作》既可作为大专院校主修或辅修经贸/国际商务等专业的在校生商务英语写作教程,又可作为不同英语水平的商务在职人员的自学用书。

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前 言

随着中国对外开放的深入与经济的迅速发展,越来越多的工作岗位涉及英文商务书面沟通,须经常用英语撰写商务应用文,如商务信函、新闻宣传稿、商务报告、广告单、问卷调查表、传真稿等。在向 WTO 迈进的二十一世纪,更加开放的中国在诸多方面都将与国际标准接轨,商务领域理应走在前列。因此,进行商务沟通所必需的英文书面文件的规范得体对于中国众多国有、合资、独资企业及其它商务机构来说至关重要。它不仅体现一个商务机构的形象与商务人员的整体素质,更有助于商务沟通的顺利进行。而这种商务书面沟通的能力可以通过系统、有效的商务英语写作课程获得。

商务英语写作相关课程(如外贸英文函电)在中国外语、经贸类大专院校以及综合大学的外语、经贸及相关专业已开设多年,使学生掌握了一些商务应用文写作知识与技能并在商务领域的实践中得以应用。但由于各高校在教材选用、教学要求、教学方法等方面不尽相同,商务英语写作教学目前还缺乏相对的规范,整个教学体系仍有待于完善。而突出的问题之一是教材内容单调、陈旧,难以适应二十一世纪全球化商务沟通的需要。英国、美国、澳大利亚、新加坡等国家的大学在许多专业的课程体系中对学生的英语写作能力要求很高,尤其注重适合现代商务沟通的需要。近年来,英国剑桥大学的商务英语证书考试以及英国伦敦工商会商务英语等级考试风靡中国,受到众多大学在校生以及在职商务人士的青睐。这为我们开设商务英语写作课,并编写适合当前教学需要的商务英语写作教程提供了规范和依据。

几年来北京外国语大学英语系一直开设的商务英语写作系列课程以其规范性、实用性、趣味性以及对商务英语写作水平提高的有效性得到本科生以及进修人员的普遍认可。数千名学生在完成此课程之后顺利通过了国际性商务英语写作等级证书考试。目前该课程已被列为北京外国语大学英语系教学改革项目课程。我们根据该课程一直使用的内部交流教材编写出版这本《现代商务英语写作》。该教程适用于大专院校主修或辅修经贸/国际商务等专业的在校生作为商务英语写作课教材使用,通过1~2个学期的强化训练掌握商务英语书面沟通的规范与技巧;同时也适合不同英语水平的商务在职人员通过参加课程培训或自学提高运用英语书面语言进行有效的商务沟通的能力。

《现代商务英语写作》参照英国伦敦工商会考试局(LCCI)商务英语写作等级考试规范全部用英文编著。其内容涵盖了商务书面沟通所使用的近二十种商务应用文的写作规范、实例分析以及强化写作应用,分成对外商务书面沟通(External Written Communication)与对内商务书面沟通(Internal Written Communication)两大部分,力求使学习者得到全面系统、生动有效的商务书面沟通能力的训练。

本教程在编著出版过程中有幸得到诸多中外同事的大力协助。英国伦敦的专家 Hugh Simmons 和 Alan Galleon 两位先生,以及来自加拿大的 Oliver Contz 先生在语言方面曾给予慷慨指点;北京外国语大学英语系资深教师张毓霖、周燕、李莉文、何敏智、李淑红等提供了部分资料及宝贵意见,在此深表谢意。

作者 2000 年 6 月于北京外国语大学

内 容 简 介

《现代商务英语写作》依据英国伦敦工商会 (London Chamber of Commerce and Industry) 考试局商务英语写作等级考试规范全部用英文写成。其内容涉及现代商务领域, 即国有、合资、独资企业及其它商务机构进行书面沟通须经常撰写的近二十种商务文体。

本书以绪论开篇, 对现代商务领域书面沟通的形式与特点、规范与原则进行概括, 旨在使学习者在掌握商务写作能力之前首先了解现代商务英语书面沟通的重要性以及相关的背景知识。

本书的主干内容分为**对外商务书面沟通**与**对内商务书面沟通**两大部分, 分别涉及不同类型商务应用文的写作。第一部分内容为对外商务书面沟通经常撰写的九种商务应用文——商务信函 (Business Letters)、广告单 (Leaflets & Advertisements)、新闻宣传稿 (Press Releases)、商务请柬 (Business Invitations)、个人简历 (Curriculum Vitae/C.V.)、电传 (Telex)、传真 (Fax)、电子邮件 (E-mail), 分成六个单元。第二部分包括对内商务书面沟通所使用的近十种商务应用文: 便函 (Memos)、通知 (Notices)、会议资料 (Meeting Documents)、调查问卷 (Questionnaires)、商务报告 (Business Reports)、内刊载文 (House Journal Articles)、规章守则 (Checklist/Code of Practice)、讲稿提纲 (Notes/Lists for Speech), 分成七个单元。两个部分的各个单元分别包括商务应用文的写作规范、实例分析以及强化写作应用几个方面, 力求使学习者得到从理论到实践的全面系统、生动有效的商务书面沟通能力的训练。

本书还包括有关国际商务英语写作等级考试即英国伦敦工商会商务英语证书等级考试要求、内容、评判标准等方面的介绍并附有各级考试样卷, 供学习者参考使用。

《现代商务英语写作》既可作为大专院校主修或辅修经贸/国际商务等专业的在校生商务英语写作教程, 又可作为不同英语水平的商务在职人员的自学用书。在内容安排上突出商务案例式写作应用。每个部分的强化写作训练题目均按难易程度编排, 学习者可根据情况完成部分或全部。所有的写作训练 (exercise and assignment) 的参考答案都附在本书的最后部分, 旨在为学习者掌握商务英语书面沟通能力提供有效、有益的帮助。

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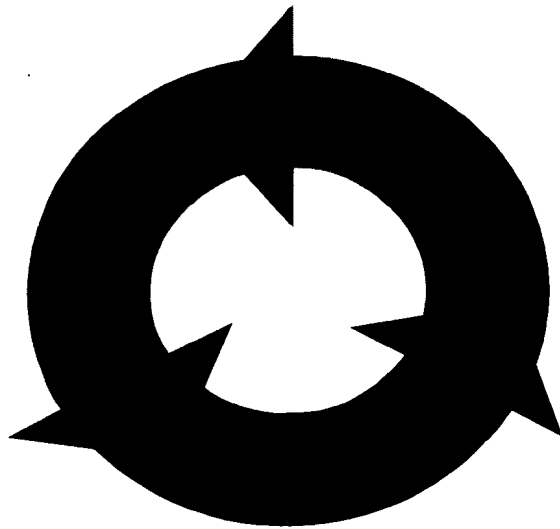
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An Overview

Writing in Business World

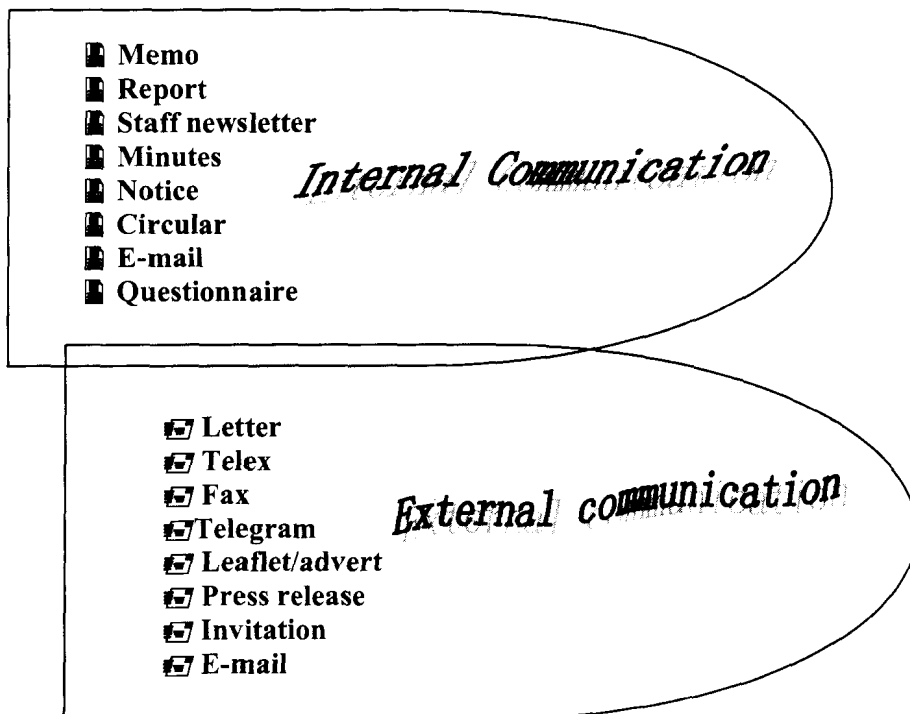


WRITING IN BUSINESS WORLD

Communication is one of the most important aspects of a business organization. We communicate internally with our bosses, our colleagues, various levels of staff etc, and externally with our clients/customers, our suppliers, the supporting institutions like banks, associations, and the general public. Effective communication can be thought of as the oil that lubricates the working organization and keeps it running smoothly and successfully. Communication may take various form — oral or written — and the ability to write effectively in English for business correspondence is a crucial skill for business people around the world. In comparison with oral communication, written communication gives structure and form to our ideas, so it has the advantage of providing records, reference, and legal defense. The message can be carefully prepared, can be read by a large audience through distribution of mass mailings, can promote uniformity in policy and procedures, and can reduce costs in some cases.

Forms of Writing for Business Communication

The main forms of written communication, both internal and external, are shown below:



To choose the appropriate form of writing for business communication, we need to take into account the following factors:

☛ **Cost**

Consider how much the communication will cost in way of the results expected: Can an internal message be handwritten or does it need to be typed? Is the postal service satisfactory, or can telex or fax be justified?

☛ **Confidentiality**

Telex or fax may not be suitable for sending confidential information, so a memo may need to be enclosed in an envelope.

☛ **Safety and security**

Should a special post office service be used, e.g. registered or recorded delivery? Would a courier service be justified?

☛ **Influence**

To convey a certain impression, a congratulatory telegram or invitation will be suitable. And multi-colored letterheads on high-quality paper also convey a good image of a company.

☛ **Urgency**

Choose the form of writing which will produce the desired results in the time available. Perhaps the higher cost of a fax will be justified by the results obtained through its speed.

☛ **Distance**

Consider if the communication is within the building, in the same town, or on the other side of the world?

☛ **Time of day**

This is particularly important when communicating with overseas countries, e.g. e-mail, telex and fax.

☛ **Resources**

Consider the equipment and staff available on both sides, e.g. telex operator, fax machine and computer network.

☛ **Recipient and nature of information**

Consider who is receiving the message and what message is to be conveyed so that the style of writing can be made formal or informal correspondingly, e.g. letter vs. e-mail, leaflet vs. notice.

The choice of written communication depends on the need of the communicator, but it should be allowed some room for flexibility.

Barriers in Written Communication

Many problems encountered in business result from miscommunication. What the recipient understands by a message may not always be the message which the sender intended. Several written communication barriers exist between the sender and the recipient due to writing deficiency. These barriers lie in the factors below:

☛ Language

Choice of words is vital to the effectiveness of written communication. Many words have different meanings. Our background knowledge and experience affect our understanding, for instance, specialized computer terms may pose problems in the communication between computer professionals and general staff of the company.

☛ Prejudgment

What is understood is often conditioned by what we already know and by our background knowledge and experience. Often we hear what we want to hear, or what we think we have heard, instead of what has actually been said.

☛ Relationships

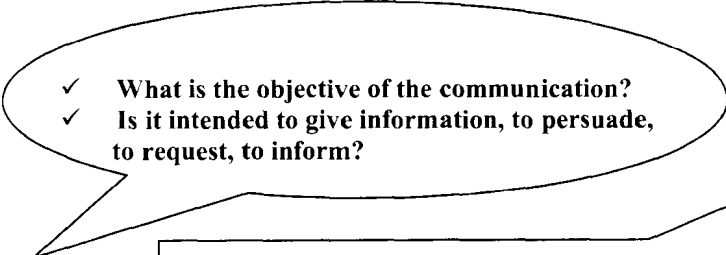
The effectiveness of written communication may depend on our relationship with the person communicating the message. If relationships between people are not good, communication may break down or fail to be effective.

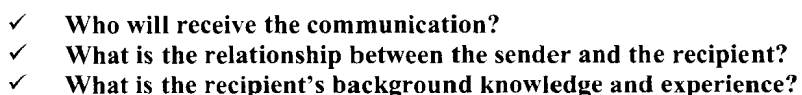
☛ Emotional responses

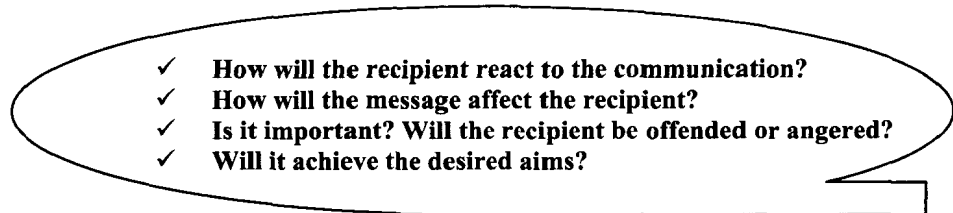
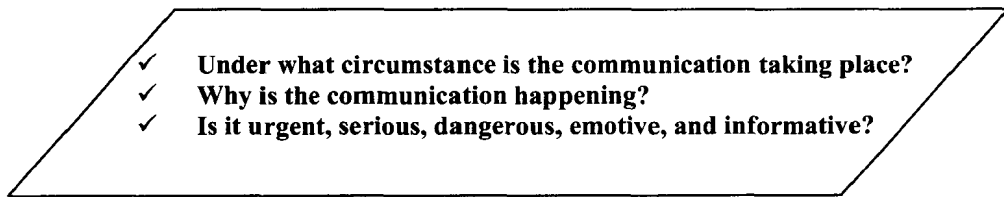
Communication cannot succeed if a person is highly emotional about the topic concerned. Problems may arise from insecurity, fear, anger, etc. If emotions are high on the part of the sender or recipient, then it would be better to wait for a while before trying to put the message across.

Principles of Effective Written Communication

Effective writing is to communicate a message successfully so that it is received as we intended, without any misunderstanding. It can be achieved by being aware of the barriers which exist, and by considering carefully the following vital factors:

- 
- ✓ **What is the objective of the communication?**
 - ✓ **Is it intended to give information, to persuade, to request, to inform?**

- 
- ✓ **Who will receive the communication?**
 - ✓ **What is the relationship between the sender and the recipient?**
 - ✓ **What is the recipient's background knowledge and experience?**



Whatever way we choose to convey a message for effective business communication, a high standard of use of English should be set and maintained, as high standards in our writing suggest high standards in our business administration generally. The business text must therefore be easily and quickly read and its message must be understood exactly as intended. The following guidelines should be applied to our written communication:

☞ **Appropriate layout**

Take care to display your business text, e.g. business letters, memos, notices, etc. according to the standard format, with all necessary parts of layout included.

☞ **Logically connected ideas**

Make sure that your ideas must be suitably connected so that the reader can identify related ideas while reading through and gradually understanding the message.

☞ **Correct grammar and spelling**

Train yourself to check for grammatical errors, words which are commonly misspelt and sentences which are incomplete.

☞ **Suitable style and tone**

The style and tone must match the message and its reader. You cannot, for example write a memo to a colleague in the same style and tone as you might use when speaking on the telephone to a friend.

☞ **Tactfully organized information**

Business discretion goes a long way towards composing the written text to achieve your communicative target. For instance, if a reader needs to be persuaded or convinced, your information will need tactful planning and wording.

Information Technology & Writing for Modern Business Communication

In recent years information technology characterized with computer network and E-commerce has been rapidly spreading around the world, exerting overwhelming impact on business world as well as other walks of life. While paper-based manual systems for

processing information and communicating are still very much evident, more and more office functions and procedures are now being undertaken by computer-based technology. And the implications of such information technology to communication methods cannot be ignored. In the area of text creation, computer experts are trying to make our writing task easier. Programs are available which will produce standard layouts for most business documents when the inputs or variables are keyed in. In other words, we don't decide on the layout and some other components — the computer program does.

Sadly, many of these programs are written by computer experts who may not be so expert in presenting documents for modern business communication, and quite a number of these standard layouts are not applicable at all. In writing business documents the fundamental skills of structure, tone and composition will always be of vital importance in ensuring effective communication. Although the information technology will prove to be more powerful, it is the writers other than the computers who can always have the control over these factors.

The IT-induced keen competition has obviously pushed the tempo of life and improved business efficiency, which, in turn, has had noticeable impact on the use of English in writing for business communication. The style of writing in business world today is characterized with the following:

- **Simplification of layout and display**

Despite traditional presentational conventions, fully-blocked style of display with open punctuation has been widely used in many forms of business writing such as business letters, memos, and reports etc. This means that every line of the letter begins at the left-hand margin, with one-line space between sections of the document, and usually there is no punctuation outside the body of the business document. This simplification is widely accepted for the obvious reason that it is the quickest, simplest, most up-to-date and attractive method of presentation, which is required by business efficiency today.

- **Use of short sentences and simple words**

Use of English in business documents has become more and more informal and relaxed in recent years, and long-winded, old-fashioned, jargon-filled language used years ago has no place in today's business communication. Writing in modern business world aims to put across the message in a natural way, using a friendly, informal style. The vocabulary and language used should lead to achievement of the main aim in written communication — to be understood easily.

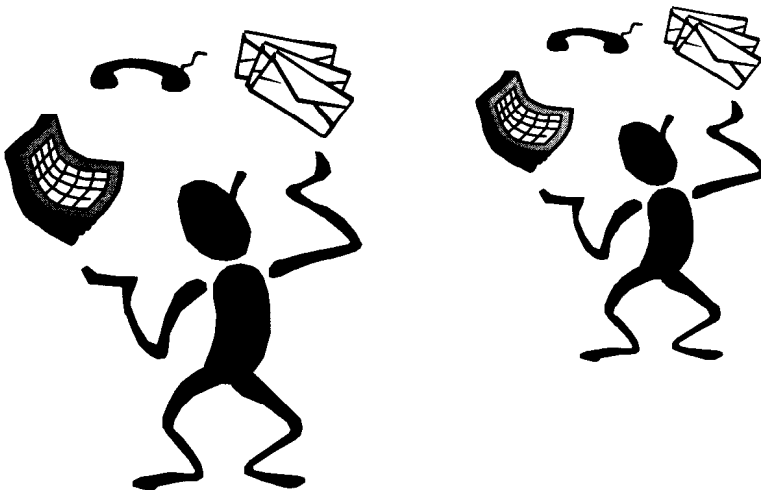
- **Choice of tone for easy communication**

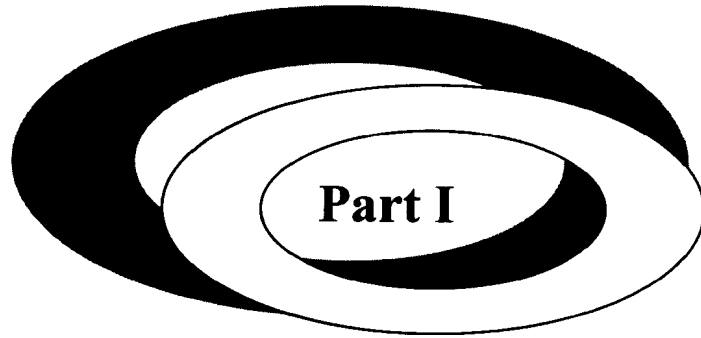
In writing for business communication, the choice of tone, firm or friendly, persuasive or conciliatory, depends on the impression we wish to convey on the recipient. Courteousness has always been the basic tone in traditional conventions of written communication, in particular between different levels of the management hierarchy in large companies. However, as a result of the intensified competition in the international business arena over the past decade, large and medium-sized companies have undertaken downsizing and restructuring, characterized with the flattening of management hierarchy through decentralization, delegation and empowerment, in

order to rationalize the chain of command and boost efficient business communication. The traditional channels of internal communication known as downward communication, upward communication and so on, have therefore slipped into obscurity, and horizontal (crosswise) communication takes the lead in speeding information flow, improving understanding and coordinating efforts for the achievement of organizational objectives.

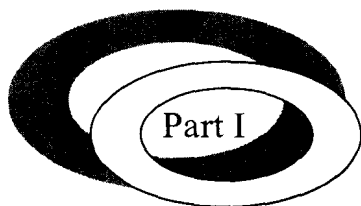
Therefore the choice of tone in communication between different levels of staff members has been adjusted for easy communication. Some polite expressions used so commonly before in written communication like business letters and reports are no longer applicable today, for example, "I am looking forward, with keen interest, to your early reply." "Thank you in advance for your kind attention to this matter." "I will appreciate it very much if you could kindly allow us another 10% discount." And such an expression as seen in a notice issued by the MD, "We hope to have the cooperation of all staff." gives a very good example of the appropriate tone, which is bound to ease communication with the staff.

Although we can't predict exactly how technology will develop in the foreseeable future, high standards in writing for business communication should be always set and maintained throughout the business world.





Writing for External Communication



Business Letters

Chapter 1 Principles & Procedures

Chapter 2 Sample Studies

Chapter 3 Writing Assignments