



“十二五”规划商务英语高职高专系列教材

B BUSINESS ENGLISH WRITING
PRACTICE (2nd Edition)

商务英语写作实训 (第二版)

袁 翠 主编



对外经济贸易大学出版社

University of International Business and Economics Press

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商务英语写作实训

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Business English Writing Practice
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对外经济贸易大学出版社
中国·北京

图书在版编目 (CIP) 数据

商务英语写作实训 / 袁翠主编. —2 版. —北京:
对外经济贸易大学出版社, 2014
“十二五”规划商务英语高职高专系列教材
ISBN 978-7-5663-1090-3

I. ①商… II. ①袁… III. ①商务 - 英语 - 写作 - 高等职业教育 - 教材 IV. ①H315

中国版本图书馆 CIP 数据核字 (2014) 第 152994 号

© 2014 年 对外经济贸易大学出版社出版发行

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商务英语写作实训 (第二版)
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责任编辑: 李 丽 田 园

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北京市朝阳区惠新东街 10 号 邮政编码: 100029
邮购电话: 010-64492338 发行部电话: 010-64492342
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北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行
成品尺寸: 185mm × 230mm 16.25 印张 326 千字
2014 年 8 月北京第 2 版 2014 年 8 月第 1 次印刷

ISBN 978-7-5663-1090-3
印数: 0 001 - 5 000 册 定价: 33.00 元

出版说明

“十二五”规划商务英语高职高专系列教材是对外经济贸易大学出版社联合多家全国示范性高等职业院校推出的一套全新的立体化商务英语教材，主要适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据目前高职教育提出的“工学结合，项目为中心，案例驱动教学，边讲边练”为核心的理念，本套教材着眼于提高学生实际操作能力和就业能力，采取模块化、多案例、互动式、重实训的编写方式，课程内容以适度够用为标准。

整套教材按照现有教学课程设置，内容包括《商务英语综合教程 1-4》、《商务英语听说实训 1-4》、《商务英语口语实训 1-2》、《商务英语写作实训》、《商务英语翻译实训》、《国际商务函电实训》、《国际商务谈判实训》、《国际商务制单实训》、《商务礼仪实训》、《文秘接待英语实训》、《英语应用文实训》、《跨文化交际实训》、《旅游服务英语实训》、《酒店英语实训》、《物流英语实训》、《财经英语实训》、《会展英语实训》、《英美概况》、《国际商务报刊选读》等。

本套教材的编写队伍来自全国示范性高等职业院校，编写教师不但具有丰富的商务英语教学经验，且有企业第一线工作经历，主持或参与过多项应用技术研究，是本套教材编写质量的重要保证。

此外，每册教材均配备有 PPT 课件（网站下载 www.uibep.com），并根据课程内容选配教学参考书或者 MP3 光盘，提供立体化教学资源。

对外经济贸易大学出版社

2014 年 4 月

修订说明

《商务英语写作实训》（第二版）是在第一版的基础上，广泛征求使用单位的意见，对原有的教材内容进行了更新和完善。修订后的教材所涉及的写作问题更加贴近生活实际，如增加了公司介绍（company profile）、通知（notice）等，同时也对一些内容进行了修改、删减和补充。每课的样文均加注说明，提醒学生注意某些写作技巧。同时对一些基本的写作知识在 Read for Reference 部分进行补充讲解，使得学生的商务写作技能与基础写作能力同步提高。为了方便教学，本教材配有习题答案和 PPT 课件。

全书共分为四个部分，十四个单元。本教材适用于高职高专英语专业二年级在校学生，或具有一定基础英语写作能力的学习者使用。建议一学期之内（一般为 54 学时）完成教学任务。

第一部分为 Introduction，着重介绍商务英语写作的基本概念和原则（Chapter 1）。第二部分为 Routine, Negative and Persuasive Messages，讲解商务英语写作过程中的一些日常内容写作的技巧及正面、负面内容的写作技巧和说服性内容写作的技巧（Chapter 2～Chapter 5）。这个部分侧重写作技巧的学习，并配有具体的应用文体，如咨询函（Inquiries and Replies）、回绝函（Refusal Letters）、销售函（Sales Letters）。第三部分为 In-house Correspondence，介绍商务英语写作的一些常用文体（Chapter 6～Chapter 12），包括公司介绍（Company Introduction）、邀请函（Invitations）、备忘录（Memos）、会议记录（Minutes）和商务报告（Reports），这部分侧重写作格式的学习。第四部分为 Employment Correspondence，包括简历和求职信，这部分侧重学生综合应用能力的培养。

此外，每个单元分为六个环节（Chapter 1 除外），环环相扣，形成一个自主学习的流程。每课均注明学习目标、学习任务，便于学生明确学习目的。

1. Intern Student—Cindy Wu's Story

Cindy Wu 以自己在实习时所经常接触到的各种类型的商务英语写作任务，记录了她的工作与体会：自己写作时所遇到的困难及初步体会到的成功和快乐。此部分作为课堂

教学的第一环节，为学习者提供了初步的单元背景介绍。

2. Listen to Mr. Tutorial

Mr. Tutorial 是一位虚拟的英语学习专家，针对 Cindy 的写作内容，进行点评，也提示解决问题的方法，激发更多的学习者参与。

3. Compose Your Message

此环节为学习者针对每一单元的具体写作任务提供较为详细的写作指导，同时提供 Sample Study，供学生进一步深化学习。

4. Write Your Message

在对第三个环节认真学习的基础上，学生可能面临一个与 Cindy Wu 相关或相似的学习任务。为完成此任务，每个情景（Situation）之后，均提供一些具体的写作步骤作为指导，以帮助学生顺利完成和掌握此写作任务，同时也引导学生对本单元商务文体写作规律的自主探索。

5. Read for Reference

本环节主要提供每单元相关的一些写作补充阅读材料，包括该文体的定义、结构、分类以及写作技巧等，供学习者参考。

6. Check Yourself

本环节在教学功能上是在自主学习环节之后提供补充练习，具体题型有：多项选择、判断正误、中英文句子翻译、改错、填空、情景写作等。其目的是全面考查学生对本单元所学商务文体写作技巧的掌握情况，并进一步巩固其语言表达能力。

总之，本书在编写体例上，力求做到理论讲解深入浅出不枯燥，写作任务贴近现实不教条；在教学思想上，力求将传统的教学流程中心由教师讲解写作技巧，转移至学习者自主探索写作规律，注重学习者的参与和自主学习能力的培养，探索具有高职高专特色的商务英语写作教学内容与教学方法。

前言

随着全球经济的发展和市场化运作，英语作为国际贸易用语变得越来越重要。尤其是我国加入 WTO 之后外贸业务的日益增长，对国际商贸从业人员的商务书面沟通能力提出了更高的要求。其适用范围涵盖公司之间、公司与客户之间、以及公司内部成员之间的各种场合和层面，其表现形式包括小至一张贺卡，大到一份商务报告的构思和书写，其所用技能涉及语言逻辑、词汇表达等多种书面沟通技巧。《商务英语写作实训》正是为了探索如何高效便捷地提升学生的商务英语写作综合能力而推出的。

对于在校学生而言，《商务英语写作实训》一般以“基础英语写作”后续课程的形式出现。“基础英语写作”注重培养学生如何用英文正确、清楚、符合逻辑地表达思想。而《商务英语写作实训》则在此基础上，强调培养学生如何在国际商贸环境中，以书面形式有效地沟通和解决实际问题。作为面向高职高专学生的教材，《商务英语写作实训》是以高职教育教学思想为指导，以教学项目为导向，以教学任务为驱动，力图打破学生被动接受讲解和模仿范文的传统写作教学模式，以商务背景下教师指导与学生自主学习相结合的教学方法，设计了由单项训练到综合写作的教学任务，旨在培养学生以需求为动力的自主学习能力和商务背景下的书面沟通能力。

《商务英语写作实训》的总体设计具有以下特点：

一、情景性

《商务英语写作实训》课程的教学内容繁杂，而更大的挑战则在于如何调动学生的兴趣。本书以某高职院校学生 Cindy Wu 在即将毕业进行毕业实习时所从事的一些商务工作为情景，以增加教材的趣味性和真实性，再加上虚拟教师 Mr. Tutorial 的点评，更适合高职院校的学生。此外，单元内部的综合性写作任务也配有一定的情境内容。

二、实用性

本书致力于解决高职高专商务类专业学生在商务英语写作中面临的主要问题，即如何学以致用，把课堂学习同就业需要与外贸行业企业实际需要相结合的问题。并从学生

在实际工作中所遇到的一些问题入手，以各种商务写作实践为例，涉及主题广范，涵盖学生在商业企业中面临的写作需要。所选内容具有极大的实用性。

三、自主性

本书的教学策略涉及首先强调学生在一定的提示下自主探索商务英语问题的特征和写作规律，以趣味性的情景导入激发学生完成写作任务的动力，使其更积极地参与到教学活动中。其次，注重写作过程的规范化，以简明扼要的写作分解步骤培养学生独立分析和完成写作任务的能力。

四、易用性

本书的教学操作设计充分考虑到教学双方在有限的时间内完成一定教学任务的可行性，全书总体知识点布局及单元内部教学流程配置均经过长期的实际教学的检验。此外，整本教材配有教学课件，便于老师进行日常教学。

《商务英语写作实训》教材具有以下特色：

1. 本教材突出高等职业教育特色，以项目为导向，任务驱动。内容新、操作性和实用性强。

2. 本教材以大三学生在企业实习的经历为背景导入各种商务文件的写作，使得教材更加贴近商务工作环境，旨在全面提高学生的商务写作技能和英语表达能力。同时一改往日商务写作教材仅限理论讲解的编写思路，课后配有大量的循序渐进的练习供教师选用。

3. 本教材把一些基础性的写作知识贯穿在各个章节之间，使学生们学到一定的商务写作知识和商务写作技巧，使商务英语写作水平得以提高。

4. 本教材的编写者是从事商务英语教学的一线教师，具有多年丰富的教学经验和较强的事业心和敬业精神。同时与珠海银隆新能源有限公司国际贸易部经理林玉莲合作，由林玉莲提供一些企业日常商务写作的素材作为案例，使得教材的编写更贴近工作环境。教材由外教审定，以确保教材的准确性。

本书的编写与修订参考了国内外许多优秀的商务英语写作教材。在本书的编写修订过程中外籍专家 John Thomas Heaton 和 Linda Mary Padgett 等给予了大力支持，审校了全书。在此表示衷心的感谢！

由于编者水平和经验有限，错误和缺点在所难免，欢迎广大读者批评指正。

编 者

2014年3月于珠海

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Part 1

Introduction

Chapter 1

An Introduction to Business Writing

Objectives

- Be aware of the basic principles of business writing;
- Achieve clarity in business writing;
- Adopt proper “you” attitude in business writing;
- Understand the process of effective business writing.

Getting Started

Intern Student—Cindy Wu’s Story

Learn Something about Business Writing

Studying English for many years, I am happy I’ll graduate and all the homework assignments and tests will be far away from me. I’ll start to look for a job now.

To be exact, it’s not my real job yet. It’s just what I’m supposed to do for the half-year

internship before graduation. I tried several times, may be due to my lack of experience, almost all the interviewers told me that if I passed the interview my work will be something about business writing, besides all the office chores, of course!

I had thought I would have chances to use my spoken English in a foreign trade company. But WRITING, and BUSINESS writing, instead of everything else! What can I get from writing? Not fun, to be sure, that I can get from business writing!

I never pay much attention to business writing, I think it's quite boring! That's why I had thrown my business writing textbook somewhere in my dorm after the final test last term. All I can remember about this course is just endless homework, which I could never finish without the samples in the textbook. But now I have to face some real tests about business writing in the interviews! I have to go back to my dorm to get my books to review some basics of business writing.

Quick Check

1. Change the following sentence into passive voice based on the instructions of business writing.

Active Voice: Ryan checked the report, but he missed the error.

Passive Voice: *The report was checked, but the error was missed by him.*

2. Shape the formation of your statements to involve the reader. Strive to develop the “you” attitude.

I need your response immediately so that I can make the employee vacation schedule by next week.

Would you please answer me immediately so that I can make the employee vacation schedule by next week?

3. Revise the following sentences to create a more conversational tone and to state ideas positively.

The undersigned takes great pleasure in welcoming you to our staff.

I'm happy to welcome you to our staff.

Listen to Mr. Tutorial

Like all the graduates, Cindy Wu is hunting for a job before she graduates. But when they start to find their first job most of the graduates cannot get their satisfactory job due to many reasons.

I feel sorry that Cindy seems a little unhappy about her two-month internship job as an office aide. It may be true for some students that typing on a lifeless computer or writing on stationery is never as enjoyable as talking in a foreign trade negotiation. You don't easily get noticed by people, at least not noticed face to face, so to speak. But the importance of business writing for a company can never be underestimated. In fact, a professionally written business letter, for example, can be just as essential to a business deal as, if not more important than, a good business talk.

In our daily life, at school or on the job, there is a need for effective written communication skills. Poor writing reflects badly on us, it limits the influence we can have on others, and it steals time away from those who do to decipher what we mean. To avoid these problems, there are a few commonly accepted principles of writing that we can follow.

In order to pass the test, Cindy reviewed what she had learned in the past and did some exercises. On the whole, not bad! She learned and mastered something, but did she do a perfect job? Of course not, she still got something to improve.

For example: in Exercise 1, when we change the sentence from active voice into passive voice based on the instructions of business writing, passive-voice verbs focus attention on actions rather than on personalities. They are useful in being tactful. So we should delete "him" and change it into: *The report was checked, but the error was missed.*

In Exercise 2, Cindy did not use the right technique of "you" attitude and she just made it more polite. The correct answer should be: *Your quick response means your vacation schedules will be ready next week.*

In Exercise 3, Cindy was completely right.

Try It Yourself

Task 1

Give informal words to the following formal words.

1	abbreviate		6	currently	
2	beverage		7	modifications	
3	utilize		8	endeavor(as a verb)	
4	terminate		9	subsequently	
5	purchase		10	expenditure	

Task 2

The following words are rather general in meaning. Think of words that are more specific.

1	tall	
2	professionals	
3	house	
4	laugh	
5	animal	

Task 3

Arrange each group from the most general to the most specific by writing “1” for the most general, “2” for the one moderate, and “3” for the one that is the most specific.

- 1) mammal, cat, animal
- 2) plant, tulip, flower
- 3) music, folksong, Oh Susanna
- 4) brick house, red brick house, house
- 5) clothes, shirt, white shirt with button down collar

Read for Reference

Principles of Business Writing

Business writing differs from other types of writing in that it is not really successful unless it arouses readers' attention and receives their responses. To make their writing effective, business writers often apply 7C's Principles (i.e. clarity, completeness, conciseness, correctness, concreteness, consideration and courtesy) to their writing.

Clarity

Clarity means being clear by choosing short, simple, familiar words and sentences rather than long, complex and difficult ones to construct effective sentences and paragraphs to achieve appropriate readability.

- ✧ Choose natural, familiar, conversational words and avoid jargon;
- ✧ Use common words instead of uncommon words;
- ✧ Avoid vague words whose meaning is hard to pin down, such as aspect, facilitate, proximity, etc.
- ✧ Use short sentences with correct words (avoid ambiguous wording and use precise words instead of almost-precise words.).

In the following table, the words under the heading "Say" are easier to understand than the words under "Don't Say", although they convey the same meaning.

Say	Don't Say	Say	Don't Say
big	substantial	to issue	to promulgate
home, house	domicile	pay	remuneration
use	utilize	about	circa
for	for the purpose of	during	during the year of
need	have need for	often	in many cases
because	due to the fact that	since	for the reason that

In the following table, the sentence meaning of the left column is clearer than that of the right.

Clarity	Vagueness
1. I am writing to apply for admission to the graduate school of your university in the spring of 2004.	1. I am writing to apply for admission to your university.

Completeness

Completeness means answering all the questions and requirements put forward by the readers, giving them something extra when desirable, and checking for the five Ws (who, what, when, where, and why) and any other essentials (how).

For example, when you reply to an inquiry, try to answer all questions—stated or implied. A prospective customer's reaction to an incomplete reply is likely to be unfavorable. Your customer may think you are careless or purposefully trying to conceal your weakness. If you have no information on a particular question, say so clearly; if you want to give unfavorable information in answer to questions, handle your reply with both tact and honesty.

Conciseness

Conciseness means omitting unnecessary words and expressions so that your writing gets to the point. Avoid unnecessary repetition and wordy expressions, include only relevant facts (with courtesy), and organize effectively.

Short sentences and paragraphs are easy to understand. Therefore, business writers try to avoid wordy sentences and lengthy paragraphs. Compare the following sentences:

Wordy	Economical
1. I am learning the skill of how to do the work of the job.	1. I am learning the job.
2. At this time I am writing to you to enclose the prepaid card for the purpose of arranging a convenient time when we might get together for a personal interview.	2. Will you please return the enclosed card and arrange a convenient time for an interview?

Correctness

This principle comprises more than correct grammar and punctuation. Correct grammar is the basic requirement for business writing. Correctness means giving accurate facts and figures, choosing exact words, using correct sentence structures and selecting