



英语应用文写作教程 (第二版)

A Coursebook for Practical English Writing
(Second Edition)

鲁瑛编著

对外经济贸易大学出版社



新世界
NEW WORLD

全国高职高专院校规划教材·商务英语专业



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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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出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社联合对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院、天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等院校推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。本套教材面向三个层次：研究生、本科生和高职高专专业。

研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材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。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》等共 11 册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

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2012 年 12 月

泛的应用性和实用价值。

4. 练习丰富多样，有针对性，能有效培养学生的语言运用能力和写作能力，同时对通过高等学校英语应用能力考试具有较强的指导性和实用性。

5. 语言浅显而规范，新颖而地道。

6. 书后配有“写作练习参考答案”。

本书可以分两个学期学完，也可以集中一个学期学完。

编写分工：

参加编写这本教材的教师都具有丰富的教学经验。主编是株洲职业技术学院的鲁瑛老师。具体编写分工如下：Unit 1 龚晓琼，Unit 2 李晓梅，Unit 3 李峰，Unit 4、Unit 15、Unit 16 鲁瑛，Unit 5 陈朝晖，Unit 6 颜伟华、刘芳歆，Unit 7 陈利，Unit 8 向琼，Unit 9 贺阳，Unit 10 陈梅梅，Unit 11 朱鹤飞，Unit 12 邓荟荟，Unit 13、Unit 14 袁伟征。

本教程在编写过程中参考了大量的国内外有关资料，得到了许多学界前辈、同行的热心帮助和指导，尤其是得到了长沙理工大学廖世翘教授的全程指导，在此谨表示由衷的谢意。

由于编者水平有限，再加上时间仓促，难免存在错误和不当之处，恳请读者批评指正。

鲁 瑛

2012 年 12 月

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Unit 1

Letters

Outline

English letters are very common in English learning. There are many kinds of English letters, such as Letters of Booking, Letters of Invitation, Letters of Congratulation, Letters of Consolation, Letters of Appreciation, Letters of Inquiry, Letters of Complaint, Letters of Job Application, Letters of Job Termination, Letters of Recommendation, Letters of Introduction, Letters of Application and so on.

Commonly Used Vocabulary

processor 加工程序, 加工者

hug 拥抱

appraisal 估价, 评价

accommodation 住宿

sorrowful 悲哀的, 使人伤心的

swift 迅速

appreciation 感谢; 赏识

carload 整车货物

delegation 委托; 代表团

hospitality 殷勤款待; 好客

laser printer 激光打印机

discount 折扣

enclose 随函附上

catalogue 目录, 一览表

mushroom 蘑菇

steamer 轮船, 汽船

cosy 昂贵的、豪华的

excellency 阁下

applicant 申请人, 请求者

consolation 慰问

grieved 不快乐的, 悲伤的

knock down 撞倒

mailman 邮差, 邮递员

bilateral 双边的, 双方的

accord 给予

representative 代表, 代理人

client 代理人

hesitate 犹豫

category 分类, 种类

quotation 报价

load 装载

deficiency 短缺, 不足

decline 谢绝	standard 标准；水平
terminate 结束	recommend 推荐
accuracy 精确；细心	bachelor 学士
cable 电报；电缆	proficient 精通的；熟练的
equivalent 相同的；相等的	prior 早先的；在前的
competent 称职的	humble 地位卑微的
transition 过渡；转变	energetic 精力旺盛的
formidable 惊人的；了不起的	conscientiousness 尽职的
distinguish 使具有特色	cordially 热诚地；真诚地
integrity 正直；诚实	advanced 先进的；高级的
discharge 履行；尽职	architecture 建筑学

Commonly Used Sentence Patterns

I would like to book a single room with bath from the 21st of October to the 2nd of November, inclusive.

Could you please confirm this booking with a return letter?

We look forward to hearing from you (to your early reply).

We have great pleasure in doing...

I can't wait to come to visit you.

I hope you will let me know that you can come.

We should be delighted if you could join us.

We do appreciate your kind invitation and hope we shall have the opportunity to say yes at some future time.

On the occasion of New Year,...

We are so sorry that...

We are greatly shocked to learn that...

With every good wish for your swift recovery!

I am sincerely grateful for...

That is a small token of a carload of appreciation.

I am glad to hear that you are interested in my jet printer.

If your needs amount to a certain degree and we will consider to give you a discount.

We have great pleasure in introducing to you...

I would be most grateful if you would...

Samples

Sample 1 Letter of Booking a Room

Computer Department
Zhuzhou College
8 August, 2012

Mr. Zhang Weihong
Manager Great Wall Hotel
Beijing 100000, China

Dear Sir,

I would like to book a single room with bath from the 21st of October to the 2nd of November, inclusive. It's for Black Smith, our sales manager. As you know, our executives usually stay at your hotel when in New York. We would like you to provide a room with a telephone extension and overlooking the park, if possible. Mr. Smith will arrive on the morning of the 21st of October, and leave in the afternoon on the 2nd of November. Could you please confirm this booking with a return letter? We look forward to hearing from you.

Yours faithfully,
Li Dawei

Sample 2 Letter of Invitation

Formal Letter of Invitation

Mr. and Mrs. Liu

Request the pleasure of your company
At a dinner party in celebration of
Their daughter's eighteenth birthday
Friday, the sixth of March.

At 7:30 p.m.

78 Station Road, Zhuzhou, Hunan

Informal Letter of Invitation

June 7th, 2012

Dear Mr. and Mrs. Liu,

My brother Peter will be staying with us for a few days during the Christmas holidays and my wife and I have planned a family dinner for him next Friday evening at seven

o'clock so that he can meet some of our friends.

We should be delighted if you could join us. I hope you will let me know that you can come.

Yours sincerely,
Zhang Hong

Informal Letter of Accepting an Invitation

June 9 th, 2012

Dear Mr. and Mrs. Zhang,

Thank you for your kind invitation to the dinner with you and Mrs. Zhang which is giving next Friday for your brother at seven o'clock p.m. I shall be very happy indeed to come, and look forward with pleasure to meeting your brother.

Yours sincerely,
Liu Fang

Informal Letter of Declining an Invitation

June 10 th, 2012

Dear Mr. and Mrs. Zhang,

We are so sorry that we can not go to the dinner with you and Mrs. Zhang which is giving next Friday for your brother at seven o'clock p.m. Unfortunately we have already made an engagement for that evening.

We do appreciate your kind invitation and hope we shall have the opportunity to say yes at some future time.

Yours sincerely,
Smith

Sample 3 Letter of Congratulation

Your Excellency Mr. Black,

On the occasion of New Year, may my wife and I extend to you and your wife our sincere greetings, wishing you a happy New Year, your career greater success and your family happiness.

Yours respectfully,
Wang Wei

Sample 4 Letter of Consolation

Dear Jack,

We are greatly shocked to learn that you were knocked down by a truck while cycling back to the campus last Sunday. How are you feeling today? We do hope that you are doing well after the operation on your injured leg.

We are coming to see you on Tuesday afternoon.

With every good wish for your swift recovery!

Your sincerely,
Members of Room 408

Sample 5 Letter of Appreciation

Dear Mr. William,

Thanks to your assistance, I am now an assistant to the sales manager of Pacific Trading Co. Everything you told me about Mr. Smith is true. He wanted to know all about me, such as what subject I liked most at school, what I had done since I left school, etc. Then he read your letter again, and I knew I had satisfied him and I could do the job.

I do want to tell you that I am sincerely grateful for all your help in finding a place for me. The mailman will bring you a package tomorrow. That is a small token of a carload of appreciation.

Yours sincerely,
Wang Dawei

Sample 6 Letter of Inquiry

February 6th, 2012

Dear Mr. Peter Black,

I'd like to buy a laser printer that your HP company produced. Could you send me some information, such as the price and after sales services about it?

We are looking forward to your early reply.

Sincerely yours,
David Smith

Sample 7 Letter of Reply

March 20th, 2012

Dear Mr. David Smith,

I am glad to hear that you are interested in our jet printer. I will provide quality