

高职高专
商务英语类专业
规划教材

商务英语函电

Business English Correspondence

◆ 主编 王 燕 ◆



武汉理工大学出版社
WUTP Wuhan University of Technology Press

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Business English Correspondence
商务英语函电

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武汉理工大学出版社

内 容 提 要

本教材通过对涉外商务活动中典型工作任务的分析,以广泛参照国内外同行业最新文献和外贸公司案例为基础,主要内容涉及整个涉外商务活动中典型的工作环节与任务,如建立贸易关系、资信调查、询价与回复、报价、推销信、报盘与还盘、订单、接受和回绝、售货确认书及购货合同、支付(信用证及其修改和展期)、包装、保险、运输、申诉、索赔和理赔、代理等内容。此外,教材还介绍了商务英语函电写作的基础知识,电子邮件的写作与发送技巧,商业销售合同范本(中英文对照)和商业报告的撰写等内容,以便于学员参考和自学之用。

本教材适宜高职高专商务英语类专业学生使用,也适合作为对商务英语感兴趣的读者或商务从业人员学习或自主学习的参考资料。

图书在版编目(CIP)数据

商务英语函电/王燕主编. —武汉:武汉理工大学出版社,2009.8
(高职高专商务英语类专业规划教材)
ISBN 978-7-5629-2967-3

I. 商… II. 王… III. 国际贸易-英语-电报信函-写作 IV. H315

中国版本图书馆 CIP 数据核字(2009)第 130408 号

出版发行:武汉理工大学出版社

地 址:武汉市洪山区珞狮路 122 号 邮编:430070

<http://www.techbook.com.cn> 理工图书网

印 刷 厂:武汉理工大印刷厂

开 本:787×1092 1/16

印 张:19.5

字 数:486 千字

版 次:2009 年 8 月第 1 版

印 次:2009 年 8 月第 1 次印刷

印 数:1—3000 册

定 价:31.00 元

凡使用本教材的教师,可通过 E-mail 索取教学参考资料。

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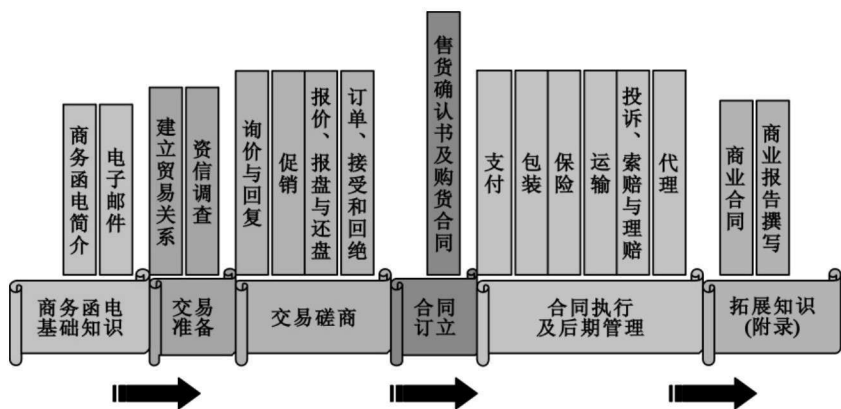
本社购书热线电话:027-87394412 87383695 87384729 87397097(传真)

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前 言

高职教育的发展方向是以服务为宗旨,以就业为导向,以培养高技能人才为目标。“商务英语函电”是商务英语专业高年级的核心课程之一,是一门将英语与涉外商务活动密切结合的课程。通过对国际贸易实践操作典型工作任务的分析,本教材按照职业岗位对于伴随着国际贸易实践操作而同步进行的函电往来进行了归纳,整合了教学内容和课业任务,力求理论知识“必需、够用”,凸显教学内容的实用性和针对性,强化智能结构、知识结构对学员实践能力的影响和培养,以实现教学内容与岗位要求的“零距离”对接。

有鉴于此,本教材通过对涉外商务活动中典型工作任务的分析,以广泛参照国内外同行业最新文献和外贸公司案例为基础,主要内容涉及整个涉外商务活动中典型的工作环节与任务,如建立贸易关系、资信调查、询价与回复、报价、推销信、报盘与还盘、订单、接受和回绝、售货确认书及购货合同、支付(信用证及其修改和展期)、包装、保险、运输、申诉、索赔和理赔、代理等,并对这些典型工作任务及其所处的外贸环节进行了归纳(见下图所示)。



此外,本教材还介绍了商务英语函电写作的基础知识,电子邮件的写作与发送技巧,在附录中还介绍了商业销售合同范本(中英文对照)和商业报告的撰写等内容,以便于学员参考和自学之用。

任课教师在教授该课程时,特别是在教授商务英语函电英语句法、词法、词汇等内容的基础上,应注重归纳和总结特殊表达法的特色和规律;注重课程设计各个部分的分解与重组;注重商务英语函电的格式与体例,通过“理论领先,举例相佐,任务驱动,提纲挈领”的方法,提高学员的专业英语应用能力。为此,本教材就该课程进行了整体设计,并在每单元依次列明了单元目标设计(知识目标、能力目标)、单元内容设计、单元能力训练项目设计和单元效果检验等环节;通过对每个单元中比较重要的、特殊的句式、句型的精讲和模练,使学员牢固掌握知识目标;通过拓展练习的演练,提高学员理解商务英语函电的能力和灵活使用这些句式对中文函电进行英译的能力,从而实现能力目标;通过结构性能力设计,对样信结构解析以及各相关部分的写作技巧的介绍,帮助学员熟悉每单元商务英语函电结构框架以及掌握专

业词汇、重要术语、套用语及其用法等。另外,文中还辅以翔实的样信、重要术语和套用语的汉语参考译文,便于学员参考和自学之用。

上述内容也正是本书在编写过程中的创新之处。

本教材适宜高职高专商务英语类专业学生使用,也适合作为对商务英语感兴趣的读者或商务从业人员学习或自主学习的参考资料。

本教材的编写先由主编拟定编写指导思想、编写大纲以及编写体例,之后会同编写人员讨论、修改,最后由主编修改定稿,统筹全篇。具体编写分工如下:

王燕(湖北十堰职业技术学院):第1单元、第2单元、第3单元、第4单元、附录1,以及全书统稿和电子课件的制作;

王艳丽(湖北十堰职业技术学院):第5单元、第6单元、附录2;

董秀菊(山东日照职业技术学院):第7单元、第8单元、第9单元;

解璐(安徽工业经济职业技术学院):第10单元、第11单元、第12单元;

汪舒(安徽工业经济职业技术学院):第13单元、第14单元、第15单元。

一本书的成功出版,除了作者的辛勤劳动之外,更凝聚了诸多人的智慧、支持和帮助,是多方面团结协作的结果。在此,谨向他们表示诚挚的谢意。

由于编者水平和经验有限,加之时间仓促,本书只能让广大读者尝鼎一脔,且讹误之处难免,恳请广大读者批评指正。

编者

2009年5月

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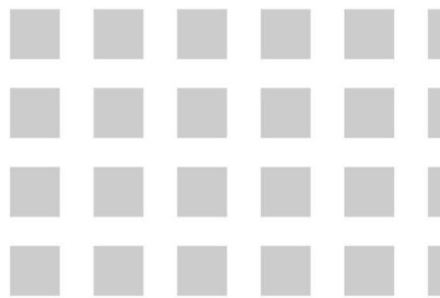
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General Knowledge of Business English Correspondence

商务英语函电基础知识



第一单元

商务英语函电简介

学习目的与要求

1. 了解商务英语信函的基本功能、语言特征、写作原则规范等基础知识；
2. 熟悉商务英语信函的布局、信封的写法，以及传真的格式；
3. 重点掌握商务英语信函的格式以及信函撰写技巧。

商务英语函电、传真、电子邮件等是商家、厂家与客户之间用于业务联系、沟通商情、进行咨询与答复的主要沟通方式。根据相关国际公约，通过电话、面谈等口头方式开展的业务活动，通常还需要用书信作最后的确认。从法律上来说，这些书面记录是对商务活动双方权利、义务的规约，也是解决争端的法律依据。现代商务英语函电具有鲜明的特征：格式规范、要素齐备、内容清楚、语言准确凝练、专业化明显。同时，通过往来商务英语函电、传真、电子邮件的质量可以判断对方公司人员素质的高低以及对方公司的资质与资信等基本情况。因此，在写作商务英语函电、传真、电子邮件时，运用恰当的格式，遵守其特有的写作原则和规范，不仅可以给对方留下良好印象，而且可以提高工作效率，使事半功倍。

本单元主要介绍商务英语函电写作的基本原则、信函的基本结构、信封的写法，以及传真写作的有关知识。电子邮件写作的有关知识将在第二单元专门介绍。

Unit 1

Introduction to Business English Correspondence

Teaching Objectives

Knowledge Requirements:

1. To enhance students' awareness of functions & essential qualities of business English correspondence;
2. To enable students to become familiar with structural parts and styles of business English correspondence.

Competence Requirements:

1. To skillfully write structural parts of business English correspondence with proper styles;
2. To skillfully rewrite sentences according to essential qualities or golden guidelines of business English correspondence through exercises.

***** * Part I Functions of Business English Correspondence * *****

The importance of proper communication skills can never be overstressed as it is of crucial importance in the conduct of business activities or in business personnel's clear, accurate and effective communication via the evolving information technology.

The written mode of communication consists of a vast variety of media, namely, letters, memos, working reports, instructions, notices, meeting agendas, minutes, etc. Among them, letters are the most commonly used medium.

Generally speaking, the functions of business correspondence can be cited as follows:

- **To inform**—which refers to conveying the vast amount of information needed to day-to-day operations of the business;
- **To influence**—which means that messages included in a business letter should also influence the reader's attitudes and functions.

● **To entertain**—which means that the ability to write communicative or informative business letters can be as conducive to you socially as the ability to converse eloquently or entertain successfully. To some extent, such letters can even help facilitate all business activities, such as timesaving, troubleshooting, inconvenience-solving and smooth transactions. They go to the hospital to cheer a sick business partner; they go to your business partner to thank him or her for entertaining you the other day or to express your appreciation and hospitality of reciprocating their kindness when you are not in the position to do so in person. They convey your best wishes, congratulations, condolences, etc.

* Part II *

Structural Parts and Styles of Business English Correspondence

2.1 Structural Parts of Business English Correspondence

A business correspondence consists of seven standard parts, namely, the heading or letterhead, reference number and date, the inside name and address, the salutation, the body, the complimentary close, and the writer's signature and official position. Whenever necessary or appropriate, any of the following optional parts can be included: reference number, attention line, subject line, enclosure(s), carbon copy notation(cc) and postscript. See the following format:

1) 信头(letterhead)
2) 编号,日期(reference number and date)
3) 封内名称和地址(inside name and address)
4) 经办人(attention line)
5) 称呼(salutation)
6) 事由(标题)(subject/sub. /subj. /subject line/caption line/Re.:)
7) 正文(body)
8) 结尾敬辞(complimentary close)
9) 签名(signature and official position)
10) 附件(enclosure/enc. /encl. /encls.)
11) 抄送(cc to××)(cc: carbon copy notation)
12) 附言(postscript)

2.1.1 Letterhead (信头)

The letterhead, usually printed in the up-center or at the right or left margin of a letter writing paper, contains the all necessary information about the company's name, address, postcode, telephone number or telex number and fax number, E-mail address,

website and even a logo of the company.

Sample 1-1

Golden Trading Company Ltd.

12D Northern Avenue, New York, 10017 USA
Tel: (01)633-3626626 Telex: (01) 45667 Fax: (01)633-3626676

Sample 1-2



SHIYAN DIZHAN INDUSTRY & TRADE CO.,LTD
Add: The Fifth Floor, No.2 Hanjiang Road, Shiyang City 442000,
Hubei Province, P.R. China
Tel: +86-719-8665652
Fax: +86-719-8662787
E-mail: liangj1966@yahoo.com.cn
Website: www.dzautoparts.com

Sample 1-3

Golden Trading Company Ltd

12D Northern Avenue,

New York, 10017

U. S. A.

January 14, 2008

Mr. Lee Johnsons,
4 Victoria Street
London EW1HOEP
Britain

Dear Mr. Johnsons,

Enclosed is our latest illustrated catalog of numerical machines which you have asked.

Sincerely yours,

(signature)

Sample 1-4

Golden Trading Company Ltd

12D Northern Avenue,

New York, 10017

U. S. A.

January 14, 2008

Mr. Lee Johnsons,
4 Victoria Street
London EW1HOEP
Britain

Dear Mr. Johnsons,

Enclosed is our latest illustrated catalog of numerical machines which you have asked.

Sincerely yours,
(signature)

2.1.2 Reference Number and Date (参考编号,日期)

Reference numbers and dates enable replies to be linked with previous correspondence and ensure prompt reception of the letter or facilitate the addressee to identify and locate the corresponding files. The reference may include a file number, department code or the initials of the signer of the letter, sometimes to be followed by the typist's initials. Failure to quote your counterpart's reference number may cause inconvenience.

If the letterhead includes a place for reference, they will be typed in the space provided. Otherwise, they are typed immediately below the letterhead with "Your ref. :" to precede "Our ref. :".

Sample 1-5

INTERCITY BANK Plc.
58 Jalan Thamrin, Jakarta, Indonesia
Telephone: 375018 Telex: 6756
Your ref. :
Our ref. : PL/fh/246
12 January 1987

Where the letterhead does not provide space for it, the reference number may form part of the first paragraph of the reply letter:

Sample 1-6

Dear Sir/Madam,
Thank you for your letter, **reference PL/fh/246**, of 12 January 1987.

Or the reference may be typed as a heading:

Sample 1-7

Dear Sir/Madam,

Your ref. : PL/fh/246

Thank you for your letter of 12 January 1987.

The date line is usually placed two lines below the last line of the letterhead. The date should always be typed in full and not abbreviated (e. g. November for Nov.). And the -th, -st, -nd, and -rd that follow the day can be omitted (e. g. 5 May for 5th May). Never write '94 for the year of 1994, or '08 for the year of 2008.

The following two are recommended:

September 15, 1994 (American practice)

15 September 1994 (British practice)

Sample 1-8

SKYVIEW ENTERPRISES

7111 Terrazzo Place Sarasota, Fl 33031 (813) 598-1026

January 20, 1995

NOTE: Avoid writing dates in figures only, for instance, 03/02/2009, since it could be quite confusing because British form follows the order of day, month and year while the American practice is to write in the order of month, day and year. So 03/02/2009 could be taken as either March 2, 2009 or February 3, 2009.

2.1.3 Inside Name and Address(封内名称和地址)

The inside name and address of the addressee is typed at the left-hand margin about 2~4 lines below the date line.

The inside address of a letter to an individual consists of the addressee's courtesy title, name, business or executive title and address. Courtesy titles, such as Mr. , Mrs. , Miss, Messrs. and Mmes. , Esq. , are the most common ones frequently used in correspondence.

“Esq.” is sometimes used instead of “Mr.” for certain class of people, such as judges or magistrates, and should always follow the personal name.

Sample 1-9

William Carlos, Esq.

However, “Doctor”, “Professor”, “Colonel” or “Sir”, and other special titles are used instead of “Mr.” or “Esp.” to precede the addressee while his or her official position or qualifications, such as Ph. D. , President, etc. follows.