

# 英语应用文写作新解

崔明路 丁燕 主编

陕西人民出版社

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## 上篇 英语应用文写作基本原理

### 第一章 英语应用文写作的规律及其特征

英语,随着个人电脑、因特网等各种现代化信息技术的普及,随着新世纪和知识经济的来临已成为日趋重要的全球性交流工具。与他人交流,与谁交流,什么时候交流,如何交流,这一切无不使掌握英语应用文写作的规律及其特征也变得日趋重要。

英语应用文的写作规律不外乎下述两个方面:理论上,掌握英语应用文写作的基本理论,以熟悉英语应用文的写作规律和特征;应用上,掌握英语应用文写作的基本知识和基本技能以及基本章法和要领,从而能够对英语应用文的各种实际内容进行灵活的分析 and 处理。英语应用文是一种“以言行事”<sup>[1](P229)</sup>的言语行为,“即用语句施行某种行动的语言行为”<sup>[2](P117)</sup>,包括陈述、断定、描述、警告、议论、评论、命令、指令、请求、批驳、道歉、指责、批准、欢迎、允许、赞成和遗憾。除了对英语语言应用尤其是对一些英语动词和动词短语的应用之外(见附表),还应以英语语言基础为前提,包括词语、句型、语法、标点符号、整一性及连贯性,从而使之不但具有可交流的性质,而且具有交流的“透明性”<sup>[3](P4)</sup>,因为只有当英语应用文传递的信息十分明确并易于解释时,才达到并完成交流的目的。

英语应用文写作规律首先是对英语语言的应用。这主要表现在两个方面:语法和语用。英语应用文写作着重于习惯用法、前后搭配、社会地位、体现并补充着英语写作的一般规律及其共性;也是在特定交流背景下对上述几个方面的普遍认同和特殊应用语,尤其是词和词组各自有着怎样具体的含义,以及遣词造句有着怎样的规则或对于这些种类规则的具体应用。同时,英语应用文写作规律也着重于规定性陈述语用学,如命令、戒律、指令、建议、要求、祷告、乞求等,即意义上的分类,所有这些不用类型的陈述都应遵守一定的种类规则,因为这些种类规则可以说明陈述的特征和用途,并帮助确定英语应用文的特征即写作应用文的恰当方法。在应用和分类的基础上,英语应用文写作规律还渗透着一种比较研究的意味,如与一般英语写作的横向比较,主要表现在它的形式因素方面:语法、用法人名、头衔、敬语,正确的地址书写等等,如中西文化异同的比较等。最后,英语应用文写作规律还是一种规范:一种文体和程序,一种书信体的写作和操作方式。

由于与各种类型具有特殊用途的英语写作相关联,英语应用文才能够有效地将重要的信息传播到整个社会、政治、经济、文化活动中。作为一种人类交流语用工具,英语应用文又将比任何一种具有特殊用途的英语写作更具有可通约性和可操作性。因而,英语应用文的写作规律是一种实用规律,“是以日常语言或多少是以形式化的语言(逻辑等)来表达的。”<sup>[4](P2)</sup>对它的把握则意味着对机遇与成功的把握。

从表达方式或句法手段的使用规则上讲,英语应用文的写作在逻辑上依赖于一般英语写作的总规则而存在。这主要体现在措词恰当。首当其冲的是对同义词、多义词、含糊其辞,本义与引义、不用词义之间的区别:以选择和使用恰如其分的词或词组表达意义。例如,请求信应该用 requesting favor 而非 asking favor。虽然 request 和 ask 是同义词,但毕竟有区别:ask 是极为普通的词;而 request 则更具正式性和官方性。此外,它还表明你有权得到你所要求得到的东西。拒绝信应为 declining requests,而非 refusing requests, rejecting request。同理,你可以 refuse 一个邀请,你可以更坚决地 reject 一个主张,但当你 decline 一个邀请时,你必须以口头形式或书面形式而非断然采取行动,而使这个 decline 更加温婉、更加正式和礼貌。表达同情和慰问的信应为 sympathy and condolence 而非 pity,当你向他人表达 pity 时,只含有你意愿帮助他人,但并不分担他人的痛苦。当你向他人表达 sympathy 时,你的这种感情是出于真心的而非仅仅是一种体谅的态度;condolence 是对亲朋好友失去家人的安慰。又例如,解雇信用 termination 而非 ending,当你 end 时,表明终结;而当你 terminate 时,则表明无论在时间上还是在空间里已达到了最后限度。解雇信中的正文是这样写的 “We regret to announce that because of this several salaried employees will be placed on temporary layoff starting Monday, February 8. We anticipate that the layoff period will last from three to four months. By that time we expect the start of the vegetable-canning season to stimulate sales sufficiently to call you back to work.” 此外,作者谨慎地使用 “layoff” 一词。该词的含义为 “stopping employing a worker, especially for a period in which there is not much work to do” 作者没有使用 stopping employing 为的就是通过 layoff 和 stopping employing 这对不同词义之间的区别,表达出公正、有礼、有理、合情、合理。

从语言表述上看,英语应用文写作要尊重简洁的原则,使用简洁的语言表达,“简洁是智慧的灵魂。”简洁更是英语应用文的灵魂。英语应用文中的“语言都有一种内在的趋势,力求表达上的精简”<sup>[5](P33)</sup>。尽可能用最少的词表达最大的信息量。建议信要简短。正如贺拉斯所说,“无论给出什么建议都要简洁。”例如,

Dear Father Gilbert,

You've known me all my life, and there's nobody who knows more about United Services College than you do, so here's my question: would you advise me to apply there? Do I have a chance of getting in? Once there, would I fit in?

Thanks for any advice you can give me!

请求信同样是简洁明了，只是加入了礼貌性的说明原因的几句话：

The year-end Tax Requirements report unintentionally omitted charitable contributions.

We could appreciate it if you would provide us with a schedule of donations made during the year showing the doles and the dollar amount.

谢绝信也是如此：

Dear Ms. Meacam,

Thank you for the invitation to speak at your investment club's annual dinner on May 3. I am sorry that because of previous obligations I will not be able to attend. I am sure you can find another investment counselor to address your group, and I wish you good investing.

Sincerely,

简短也同样适用于催款信：

Dear Mr. Neal,

May we call your attention to your loan payment that you have no doubt overlooked? It is 30 days past due. The amount is \$ 260. 20. Please mail your check ASAP.

Sincerely,

对通知信来说则更是如此：

Dear Mr. Crown,

This is to notify you that our hid price is \$ 4. 500 for each electric motor, to disassemble, replace worn parts, rewind, and reassemble. These are the six motors we discuss and looked at on April 7.

Sincerely,

最后，简历说明信顾名思义应简洁，求职说明信应更简洁：

Dear Mr. Finkelsteini,

My eleven years as a private and legal secretary, added to two years of tackles office procedures, should meet the requirements for a private secretary in your busy office. I am interested in such a position with your company. The enclosed letter explains my qualifications further.

Sincerely,

成功的基础是清晰，而清晰的关键是简洁。简洁即简明扼要，简明扼要能够更加准确无误地传达信息。作为一种书面语交际形式，英语应用文的表达方式是直接的、单一的，没有什么弦外之音。正如引言段、正文、结尾段等每“一段话所表达的意思，基本上就是每句话意思的相加，表达比较明确，接受起来比较容易”<sup>[6](P72)</sup>。概括起来讲，英语应用文要避免表达方式上的含混不清，语句上的模棱两可，要简洁、有条理。

应用文是对真实语境中的真实事件所进行的书面交际，所关注的是实际情形和真实的事件，而非理念也非想象。在此，书面交际则是指用比喻表达封闭着的信息和资



讯, 计划、目的: 包括请求、拒绝、推销、通知、查询、投诉、就业、辞职、同情、慰问、道歉、祝贺、感谢、报告备忘录以及其他商业信函、私人信函和公务信函。此种划分其唯一的目的是为了更加实用。

如果上述构成是英语应用文的软件, 那么其硬件部分是指英语应用文写作的一般性原则, 也即一般规律——一种能够被大多数人认同的语言行为方式。

英语应用文的语言行为方式无外乎三层蕴涵:

第一点是指英语应用文的文体意义, 此乃选词和立意。英语应用文的选词要逻辑化、形式化和数学化。逻辑化是指应用文要基于事实、原因及想法: 排列事实, 说明原因, 提出方法。例如, 辞职信中应该这样写 “Resigning was the furthest thing from my mind when I worked 20 vigorously to become director of the City Youth Program; However, I must leave the position at the end of December.”

The health and growing burdens in other areas have drained me of the energy and enthusiasm needed to conduct such a program. The young people and those with whom I've worked have added immense meaning to my life. Only wish I could continue to work with them. 形式化是指应用文的语言的组织和安排应符合思维和语言的本质属性和规律性, 从而揭示内容并使其精确化。例如, 通知信中的正文段落这样写道 “We have shortages of high-roof box cars in the Northwest. In addition, the South Bend mill has been short of box cars throughout the week. We expect to clear up the South Bend shortage by Saturday, and we are using standing box cars in lieu of high roof cars to avoid delays in customer shipments from the Northwest.” 这个段落的思路应该调整如下: “We have a shortage of high-roof box cars in the Northwest. We are replacing these with standard box cars to avoid delays in customer shipments. In addition, the South Bend mill has been short of box cars throughout the week. We expect to clear up this shortage by Saturday.” 经过重新组织的段落避免了先前的思路混乱, 从而不会使读者困惑不解。逻辑上由原先的 QA—QB—AA—AB 重新组织为 QA—AA—QB—AB, 从而更加符合思维的认识规律和语言的表达属性。数学化则是逻辑化和形式化的进一步体现: 数理逻辑的应用语言作为人文科学 “纳入最终包含全部科学的圆圈或总的网络之中”<sup>[7]</sup>。英语应用文的行文要具有一定专业技术性及与之相符的独特的行文方式, 这主要体现为写作者的专业知识、写作技巧、方法应用及对专业术语的使用。典型的形式化如英语请柬除了书信这种常规的书写之外, 还可书写成下列形式:

Dr. and Mrs. Adam Stanton

accept with pleasure

the kind invitation of

Mr. and Mrs. Persy Munm

for dinner

at eight o'clock

on Friday, the twentieth of August

Nineteen hundred and ninety-nine

又如，销售信的“广告是现代文学形式中最有趣和最难达到的形式之一”（-ALDOUS 胡利克斯。）

Greetings:

San Francisco has long been known for its fine foods. Barocchio's Bakery will become part of this tradition. We recently moved into a most modern bakery with a team of exceptional baking specialists whose two concerns are quality and taste.

Our bread line is complete with varieties from bleached to black, from white enriched to 12-grain, from extra sour to honey bran.

Each day we take a section of cookies, pies, and sweet rolls. Choose cakes from white angel food to German chocolate fudge.

The enclosed sheet of coupons will enable you to sample a wide range of our products at a 50% discount.

We value our customers and are certain that once you have tasted our bakery goods you will know they are a part of San Francisco's tradition of fine goods.

Sincerely,

上述两则英语应用文都突破了它们各自原有的表达方式，从而更加醒目。

此外，英语应用文还应具有自身的价值，即重要性和有用性。在此，英语应用文的相对独立的体系和其重要性具体地表现为有助于“做”或者达到的目的。

第二点指的是英语应用文的风格，此乃体现该问题的个人的典型的、独特的书写方式，并具有文化的、政治的、经济的色彩。所谓“风格即人也”。英语应用文的常规风格的基础是理性的清晰、实用并具科学依据。例如：推销信的经典的行文格式为 AI-DA 即提醒注意（attention）、唤起兴趣（interest）、建立购买欲望（desire），促成行动（action）。请看下列一则家庭住宅的广告：

Dear Mr. and Mrs.

Once in a lifetime there is a special place. (attention) Just beyond the gentle rise overlooking a flowering meadow you come upon a secluded setting of prestigious homes. (interest) The tree-covered slopes are fenced and guarded, ensuring protection and peace of mind. (interest)

The custom-built homes are designed by A. L. A. architects and priced from \$795000. Homesites of from two to five acres are also available from \$285000. (desire)

These are the Wallingford Estates of Saratoga-telephone 000-000-0000. (action)

Sincerely,

第三点指的是英语应用文写作更为广泛的文体学意义：其一，面向公众的英语应

用文有着指定的读者群，这主要表现在直接称呼上，如上则广告中的“you”的使用上，在此它是一个最为泛化的概念所指，它最能引起人们的注意（都以为这广告是专门为自己制作的），因而也是最有力度的语言表达手段。其二，个体各自体现在以需求为己任的英语应用文多以提问的方式开头：在写给雇员、偶遇者亲朋好友的谢意信（appreciation）中、在写给家人和朋友的信（family and friends）中、在询问信（information）中、在介绍信（introduction）中、在邀请信（invitation）中、在订单（order）中、在写给政府官员的信（public official）中、在请求信（requests）中、在推销信（sales）中：Can you stand one more compliment? What would we have done without you? Are you available to judge a race walk a week from Saturday? Did you see the article about marriage law in today's China Daily? Forgot to ask is it their 36th or 37th anniversary? I read about the tornado that went through your area—are you OK? I had a note from Mrs. Hook Eagles ask about a vacancy in the 1880 building, do you know? Are you checking your e-mail these days? (This is the third time I've written.) Is there any recent news about how Linda is doing? How are you? Where do I begin? And how is my favorite cousin? Will you please send me your packet for prospective students, including a course catalog for next year, admission procedures, an application form, and financial aid information? Would you be kind enough to send as the following information as soon as possible! Will you kindly send me information on changing the beneficiary of my life insurance policy? Would you please forward this request for information to the appropriate person? May I please have any free informational material you have on furniture care? Can you please explain how your attorney referral program works? Is it true that it's possible to have stars named for people and, if so, how does one go about it? etc. May I introduce myself? Will you lend us Abbie for a week this summer? (Sarah would love to have another eight-year-old in the house!) etc. Will you please check on the status of my order #62-1154 date August 10? etc. My daughter is interested in applying to the U. S. Air Force Academy—can your office tell us how we should begin this process? Can you please send me a list of Medicare-approved physicians and facilities in the metro area? etc. Will you please send my complete medical records to Dr. Elise Bodkin at the following address? May I give your name as a reference when I apply for a position as a ballroom dance instructor? Would you please send me a job application form in the enclosed self-addressed stamped envelope? May I ask a favor of you? Would it be possible to bring my sixth-grade students to your work. Shop for half an hour or so to watch you as you construct your kaleidoscopes? Would you be willing to coordinate our clothing drive this year? (It would require about 20 hours of your time between now and October!) 其中尤以 e-mail、询问信和请求信三种为甚。

谁在写英语应用文？英语应用文都写些什么？英语应用文都写给谁？英语应用文都采用什么写法？英语应用文都通过什么形式？这些问题都是在英语应用文写作领

域中亟待研究的问题。

关于应用文写作知识，是一种实证主义的知识。它很容易被应用在有关人和材料的信息传递和技术交流中。不仅如此，在今天这样一个竞争社会，它更培养并传递着一种普遍的生活方式，不断拓宽着人们职业生活的视野。可以好不夸大地说，具备了相当的英语应用文的写作能力，就具备了迎接世界竞争的能力，并享有更多的机会。

接着，我们也许会问：为什么要研究英语应用文？研究英语应用文，是为了使英语应用文的用途被用于最广泛的社会领域，以便加强社会各个部门之间的交流与沟通，使整个社会的运转更加协调。研究英语应用文，是为了寻找一种令人易于把握的规律或特征，以便在适宜的场合中用合适的英语应用文，互通有无，既促进社会各个部门之间人才资源的流动，又能使人才资源的流动更加趋于合理，从而避免一些部门人才和物质资源的过于饱和，以及另一些部门人才资源的稀缺，可见，对中式英语应用文规律及其特性的研究，实际上是承认英语应用文肩负着帮助社会发展、促进社会发展的这种基本使命。

然而，当我们把研究的课题转入英语应用文自身的规律性及其特性时，我们不难发现，虽然，国内外有关英语应用文的种种材料，其中有不少可借鉴的内容，英语应用文具有多样性和复杂性，如果不了解英语应用文在国内改革开放的广阔社会背景下是怎样进行行业与行业之间、个人与群众之间的沟通、润滑，不了解英语应用文在国内改革开放日益深化和全球已步入信息化时代的广阔社会背景下是怎样介入公务、交际、商贸、怎样沟通和影响着各项活动的，那就不可能对英语应用文的要领得以领会与把握，从而也就不可能得心应手地写出英语应用文。

英语应用文规律及其特征的一个重要方面是对部门作用的认识。部门活动中的每一项公务、商务、交际都与英语应用文的写作有关。公务部分涉及办公信函及事物性信函；商务部分涉外销售信函与购买信函；交际部分涉及真是想法、情感、心绪的交流等。所有这些内容都是部门活动的组成部分。在部门活动中英语应用文将起到一定的作用。

英语应用文是由投入部门活动的许许多多团体和个人根据各自的意愿而写就的。英语应用文的广泛的适用性是它固有的特性。具体地说，每个团体和每个人决定自己以何种形式的英语应用文和社会的各行各业发生千丝万缕的联系。这种广泛的适用性表明，各个不同的团体和个人的目的不一定相同，他们的偏好不一定一致，因而他们各自在不同的程度上需要和选择不同形式体裁的英语应用文。选择得准，操作得熟练，团体和个人就有望得到发展，就有望取得进步。反之，在机遇相似的前提下，选择失误、操作不当，将坐失良机，这样将有碍于团体和个人的发展和进步。

作为一种知识话语形式的英语应用文有如下的几个意义或特征。

首先，英语应用文本身陈述的就是人们对获得成功所做的一种尝试。这种尝试不是建立在失败的可能性基础之上的，而是建立在成功的可能性基础之上的，因此，这

种应用文一方面体现着一种规定能力标准,另一方面也还体现着一种社会实现的可能性。

其次,英语应用文形式不同于其他知识话语的形式,如议论文、政论文、记叙文等,它是一种较疑问性陈述,比如如何迎接挑战、如何回答问题、如何选择职业,其特点呈现为行动点的特点。

英语应用文的第三个特性是,它往往被划分为一定的种类,比如通告、订购、慰问,并要需要遵守种种规则,即用同样的程式开始的英语应用文以同样的程式结束,就是问题不得混用,必须前后保持一致。例如 “Gracious” 和 “Lady Jones” 在此时不是兼容的。正式用语和非正式用语不得同时出现在一封信中,这就是英语应用文的语用学意义,它显示了英语应用文的一般特性,规定了一种话语的能力。

英语应用文的第四个特性是它遵守着一种时间性和空间性的节奏,分为下列几个段落(极个别除外,如报告、建议、合同等),即包括引言段、正文段、总结段在内的三段,具有比较固定的形式和规则化的词句,比如称谓和落款如 Dear Sir 和 yours respectively 等。英语应用文的一种鲜明的特性就在于这些段落之间有着明显的差异,与英语文章的 one paragraph one idea 相吻合。所以切记这一点。这样一来,英语应用文便被界定为“有权在文化中自我言说、自我形成的东西”<sup>[7]</sup>,从而成为英语文化的一部分。

英语应用文在理论上的操作可借用新闻写作中的“五个 W”公式区以减轻其写作难度,即 who(谁)、what(什么)、when(何时)、where(何地)、why(为什么)——谁写给谁、就什么事而写、何时何地写及为什么写。这样写出的东西既包含信息量,又有得体的表达方式和适合文体。

所有这一切就意味着以公务、商务、交际为主体的英语应用文具有自身的语篇特色和文体特点。

英语应用文术语通用语篇,为最大多数人在最大多数语境中所使用。应用文的话语是发话人与受话人就有关公务、商务、交际等话题进行的对话。在语篇类型上,也即在应用文的语篇中,可分为公务下义语篇、交际下义语篇。其中公务语篇的下义语篇又可分为投诉语篇、信息语篇、请求语篇、感谢语篇,是针对公家和政府发布的;商务语篇的下义语篇又可分为介绍语篇、订购语篇、收感通知语篇,是针对公司、商行、厂家所写的;在交际语篇的下义语篇又可以分为邀请语篇、感谢语篇、祝贺语篇、慰问语篇、道歉语篇,是针对特定社交个人或社交团体所写的。作为一种媒体语篇,上述类型的英语应用文语言手段主要是指直言式的称呼,如“you”。

英语应用文写作属于公共语言交流行为的写作,具有特定的语言形式和特色。首先,英语应用文在行文格式上多以信函而出现;文体上多以惯用句式而构成。例如,正文部分的“提及”处(Reference)常用(We) Thank you for your letter of July 3rd; We are in receipt of your letter; We acknowledge receipt of our letter; It was a great pleasure

to receive your letter of Nov. 16th; I am very glad to learn from your letter of June 26th that ...; 等句子; 结尾处常用: I am looking forward to hearing from you soon; I would suggest that you come and see me in person on; ... We would suggest in your interest that you; ... I would greatly appreciate an early reply.

英语应用文在词法、短语等基本语法结构及对信息的组织上具有特色, 这包括名词、动词、形容词在内的词汇类别和包括名词短语、动词短语以及包括关系从句。英语应用文将“根本成分、语法成分词和句子跟单个概念, 或组成整体的概念按习惯联合起来”<sup>[8] (P33)</sup>去达成表现形式上的整一和连贯的效果, 以有效地实现其用于建立和维持社会关系的互动性功能(此处的互动是指只有在被写和被读中英语应用文才具有意义, 如被求职者所写的应聘信息被雇主所读)。

具体的英语应用文的一般语言特性还表现在下述几种交际语境中, 在迟寄的信中 (belated letters) 须有用于表歉意的一个短语或句子; e. g. 在信息编排须遵循高潮顺序法中的重要性递减的顺序——从最重要的到最不重要的。例如:

Dear Walter Morel,

Please excuse the delay in sending you your copy of the signed contract. Mr. Lawrence will be calling you next week about the schedule.

Sincerely,

Gertrude, Coppard

在生日贺信或贺卡中 (birthday letter) 只需一句话, 不要使用陈词滥调。例如, “You are not getting older”:

Dear Rabbi Wasserman,

On behalf of the members and offices of the Adath Women's League, I send you best wishes for joyous birthday and a happy, healthy year!

Karen Engelschall President Adath Women's League,

在投诉信中 (complaints) 不要使用主观色彩强烈的短语: I want/need/feel; 例如:

Dear Ms. Warren,

I pointed out three weeks ago that the finish polishing area is a filthy mess expect immediate action from everyone to clear the area and to keep it clean on a daily basis. This is one area that should be kept as clean as a kitchen.

Sincerely,

在包裹信中 (cover letter) 结尾不要使用 “hope”, “wish”, “if”, “should”, “could”, “might” 等词; 也不要使用 “I hope to hear from you”, “If you wish, I could come for an interview at your convenience”, “Call me if you are interested” 等句式, 例如:

Dear Reverend Bashaw,

According to the item in this morning's paper, you are getting up a fund to provide food,

shelter, and other necessities for those members of your congregation whose home burned yesterday. Our family once found itself in almost identical circumstances. Enclosed is a check \$500, which you will put to good use on behalf of the family.

Thank you.

再如催款信 collection 不用下列词语: can not understand, remit promptly failure on your part, delinquent, ignore, require, unsatisfactory, wrong 等, 因为这些词含有多多少少的指责性, 而应使用一些含有肯定意义、温婉蕴涵的词: respond, fairness, you, your order (payment, check) 等, 也不要使用 “your failure to respond/pay”, “you have ignored our letters”, “we insist that you sent payment at once” 等句式。例如:

Dear Mrs. Lanier,

We at Parker Investment Mortgage. Inc. understand and appreciate how difficulty this past year must have been for you. However, given your history of missed payments ( June 1997, September 1997, November 1997, and February, March, and April 1998) , the fact that your account is now three month past due, and our inability to arrange a meeting with you to unpaid balance by May 15, you will receive a foreclosure, notice.

Sincerely,

在电子邮件中要使用一个字词或一个短语去做主题, 不要使用 “Dear”, “I shall” 应缩写为 “I’ll”。例如:

Subj: Just keepin’in touch

Date: 95-05-05 13: 43-52EDT

From md@email.com

To rm@email.com

Hi mom. Of course I’m alive. Had you doubts? I hardly think those three days without hearing from me justifies using capital letters on me.

在雇佣信中话要从正面说: 不要写 “Don’t sent out any letters with misspelling”, 而写成 “please use your spellcheck-function followed by a dictionary check of any questionable words”。例如: You need more training in cost control ... separate seminars are to be arranged with purchasing and accounting departments to broaden your awareness of these two factors. Your awareness of these two factors. Your use of this education will be monitored by the production manager.

查询信中, 应有 “I appreciate your help” 或 “Thank you for your time and attention” 作结语, 而不必写 “I hope this is not too much trouble” and “I’m sorry to inconvenience you.” 等短语; 也不必有问候语, 直接以 “please send me ...” 或 “May I please have ...” 等句式开始:

To: Owner

Manager of lodging Lake Lodge please send me your brochure and a schedule of rates for this summer along with information on landscape accessibility. We should be interested in two-bedroom cabin during the first part of August. Thank you.

在备忘录中，它的行文格式与电子邮件相似：不必有“Dear”作呼语，也不必有“Sincerely”，“Truly”作结尾客套语。其次要选择合适的主题词；最后以“please call me”，“please inform others in your department”，“Send me a copy of your report”等等结束全文。例如：

TO: All employees

FROM: Raymond Erenger, Building Services

DATE: November 15

SUBJECT: Building maintenance

Please be reminded that the building custodian was determined a week ago, on the day of the merger announcement. I ask that all employees cooperate by keeping your areas clean and picking up after yourselves. Thanks.

在申请信中不要用“etc.”的字样，在建议信不要用“should”或“ought”；

在欢迎信中不要使用“Good Luck”（祝你好运）这样的字眼，这将包含着运气不好，仅用或不用“Best wishes”即可。例如：

Dear Mick,

Welcome back!

We are so glad to be able to work at Trade Unionist Leader again this summer. We missed you while you were away at school, and we especially missed your magic with sick computers!

Sybil

在祝贺婚礼信中不要使用缩写；在正式的婚礼邀请函中除了使用“Ms.”，“Dr.”，“Mr.”，“Mrs.”，“Jr.”，不要使用缩写形式。不要使用非并列句态，例如将“man and wife”应写为“husband and wife”；

在致谢信中，任何表达谢意的色彩性语言都不如“Thank you”来得质朴无华，得体大气；

在表达同情与慰问的信中，可使用“death”，“suicide”直言，但不要过度渲染悲哀的短语和句子：“the most tragedy I've ever heard of”，“the dreadful/horrible/appalling news”一句“I'm sorry”已足够；最后以对未来的关心、情意和鼓励而结尾即可。例如：

Dear Rick,

We were sorry to hear about Maryanne's death. We will always remember her for her fascinating interest in the environment and the people around her. She will be missed by many.

Cordially,



在写给公家的信函诸如报告建议、合同等，要有主题栏（），其正文部分仅由一段构成，清晰、易懂并具有逻辑性，既可正式也可非正式；但行话不可被在此使用。例如：

TO: Qingdao Haier Electronic Company

DATE: July 16

SUBJECT: Buy or rent air compressor?

I've looked into this and it seems far more cost-effective in the long run and convenient for us in the shorter run to buy a small portable air compressor rather than to rent one as needed. A study of our use of an air compressor essentially redefined the term "in frequent". What may seem infrequent can be effectively "frequent" when we add up the rental charges and lost productive time in not having one immediately available. I suggest buying.

在履历中要有姓名、地址、时间、电话在右上角或正上方；不要使用“very”（非常），wonderful, good, exciting “好极了”等形容词和副词；而要使用强有力的，甚至不同寻常的名词和动词。例如：I directed, I supervised ... I increased ...；不要使用“etc.”，因为它既不包含任何信息，也不要使用行话、冗长的词组、学究式的词语。在此特别需要强调的是，雇主是根据我们做了些什么而非根据我们感觉能做什么而判断是否录用。例如：

Leslie Sanders

1939 Anstruther, street

Cleveland, OH 44101

216/555-1234

#### OBJECTIVE

To obtain a position as an administrative assistant commensurate with my experience, capabilities, and need to be challenged.

#### EDUCATION

Bachelor degree from Public Management College in Northwest University.

#### WORK EXPERIENCE

assistant to the present, 1996—present

administrative assistant, 1993—1996

#### SKILLS

All general office duties.

Typing 65 wpm;

Extensive experience with Microsoft, Excel, Oracle Database, Peachtree Accounting

Good oral and written communication skill;

Fluent in written and spoken English and Japanese;