



21世纪高职高专
新概念(财经类)系列教材

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商务英语写作

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总 序

当今世界,科学技术日新月异,知识经济初见端倪,国力竞争日趋激烈。针对这一知识化、信息化、全球化的时代特征,世界各国正在酝酿进行一场深刻的教育改革,以培养同时代要求相适应的高素质的劳动者和富有创造性的专业人才。

随着市场经济体制的逐步完善和对外开放的不断扩大,我国经济将完全融入世界经济体系之中。而教育水平的高低与经济的发展密切相关。作为我国高等教育的全新组成部分,职业教育应确立怎样的培养目标来适应时代要求,已成为人们普遍关心的问题。教育部在关于《面向21世纪教育振兴行动计划》的有关问题的回答中,对高职的培养目标是这样定位的:“高等职业教育应以培养基层和生产第一线技术应用型人才为办学宗旨,建立以基本素质和技术应用能力培养为主线的教学体系……专业课应加强针对性和实用性,实践教学要以培养学生专业应用能力为主……时间可占总课时数的1/3以上,至多可达50%……”可见,高等职业教育的培养目标,主要强调能力的培养和技术的应用,它要求我们的教育能够不断造就基本功扎实、操作能力强,又具有较高知识、技能的复合型、实用型人才。

教材作为“整个教育系统的软件”,不仅反映着社会发展的要求,同时在某种程度上还直接决定着受教育者的培养质量,因而,世界各国都非常注意教材的开发和建设。但目前,我国职业教育教学和管理模式受传统教育思想和教育模式的影响较深,以能力为本位的教育观念还未能在教学领域完全形成,课程改革和教材开发还远远满足不了形势发展对高职教育的要求。因此,要适应21世纪知识经济时代发展和我国现代化建设的要求,高等职业教育必须加快课程体系改革和教材建设的步伐,建立符合时代特征和具有我国特色的职业教育新思想、新模式、新课程体系。有鉴于此,对外经济贸易大学出版社为适应教育发展的新形势,并努力推动高职高专院校的教材建设,委托我们组织全国职业院校的教师及具有企业工作经验的业务骨干,编写这套高职高专新概念(财经类)系列教材。本系列教材暂包括国际贸易、会计、市场营销、经贸英语、旅游管理、物流管理、电子商务等九大专业76门课程。

为使教材编写尽量适应高职教育的特点及时代发展的新要求,我们在编写过程中,尽可能把最新的研究成果吸收渗透到教材中来,在内容安排、教法选择、编写体例等方面也进行了较多的改革,甚至是新的尝试,使本套丛书具有以下特点:

1. 在内容安排上,突出了“能力培养”和“创新教育”,加大了技能训练的比重

本套丛书各册教材,在基础理论讲授之后,每篇均加列“技能训练”专章,通过采用案例分析等形式,引导学生对本篇的重点、难点内容进行分析、讨论、练习和模拟训练;每章结束后针对本章重点内容设计了个案分析、关键名词、讨论与思考等项目,以

达到强化学生对经济与管理理论和业务环节处理技巧的掌握。这些新增加的关于“能力培养”和“技能训练”等新内容,约占整本教材篇幅的1/3,基本上达到了国家对职业教育改革的要求。这种编写体例的运用在目前经济类课程的教材中还较少见,希望这种新的尝试能经日后的教学实践验证,成为一种“能力培养”和“创新教育”的有效方法。

2. 在编写体例上,积极探索模块教学,使学生容易理清教材的知识体系,迅速系统地牢固地掌握知识

本套丛书各册均采用“篇、章、节”的结构,每篇开始之前,均有一段概括性文字,对本篇内容的重点与难点、目的与要求加以说明,使学生在在学习之前能对整篇主要内容有所了解;每章之下又提出了具体的学习目标及应掌握的难点,以便学生明确具体的学习任务。这样,每篇作为教材的大模块,包含着“章”这样的小模块,小模块又通过具体的学习任务的确立映衬着大模块,既使大模块之间篇篇相连,又与小模块环环相扣,组成系统的“知识链”。这种先将一本教材中的相关知识切块“溶解”,最后又串联起来的编写思路及形式,符合人类的分析综合的思维特点,有利于学生在学习过程中迅速而系统地掌握知识。

3. 在教学方法上,注意吸收国外流行的教学理念,并尝试教学改革与教法创新

模拟教学、案例教学和启发式教学,源于国外,现在是我国经济专业比较流行和推崇的教学方法。在本套教材的编写过程中,我们注重了上述教学方法的综合运用,旨在增强学生主动参与意识和创新意识,提高学习的功效。同时,我们进一步借鉴了培养MBA的教学经验,在本套教材的编写方法上尽量运用提示、启发、引导、讨论和模拟等方法,其目的是使学生运用所学知识在进行初步的分析、综合、比较、分类后,达到将知识、技能抽象概括和具体化,提高学生灵活分析和解决问题的能力。这样做,既与国家对高职教育培养的目标相吻合,又适合学生的学习思维特点,并容易激发学生的学习兴趣,从而,较之传统的教学方法有了较大的改革与突破。

4. 在学科建设上,积极探索和建立综合型、技能型、实践型的新科目

江泽民同志在第三次全国工作会议上指出:“职业教育和成人教育要使学生掌握必要的文化知识的同时,具有熟练的职业技能和适应职业变化的能力。”可见,现代职业教育呼唤综合型、应用型、技能型的新学科的设立。为反映这些要求,我们在每个专业都增设了“综合技能训练”课程,以此为基础编写了经济管理类各专业实践课的应用教材。该科目在内容上以各专业的业务为线索,将骨干核心课程的知识高度浓缩并有机串联;将主干课中没有系统讲授而实际工作中必然牵涉到的知识纳入其中,弥补了原来系列教材的欠缺与不足。同时,该系列教材大量采用模拟教学和案例教学,让学生以“业务员、经济师、总经理”的身份参与学习与训练,独自策划交易,进行经济活动等,刻意营造一种仿真情境,让学生在“训练”中学习,在“情景”中增长才干和积累经验,有效地将知识转变为专业性的技能技巧,提高其解决和处理实际问题的综合能力。总之,各专业“综合技能训练”课程的设立,是按照教育部“要多增加综合课”的要求而设立的新型试验科目,其主要目的是通过运用灵活有趣的模拟训练及案例教学等手法,启发诱导学生的立体思维,全面提高其独立操作经济业务的综合实践

能力。

本套丛书的编写，得到了有关学校领导和学者、教授的大力支持，并引用了有关作者的部分资料，在此一并表示谢意。

本套丛书无论从体例安排到内容设置，从知识点的归纳到教法的运用，都进行了大胆探索和尝试，意欲为我国财经类高职高专教材的编写与探索尽微薄之力，但由于时间和水平有限，疏漏和不足甚至是错误在所难免。希望广大教师、读者多提宝贵意见，以便日后充实与完善。

21 世纪高职高专新概念（财经类）系列教材编委会

2005 年 1 月

编写说明

随着世界经济一体化的发展以及中国加入世界贸易组织,国际间商务活动日趋频繁,对英语书信质量的要求也越来越高。因此,如何提高国际商务从业人员和涉外工作人员的英语文书写作水平是当务之急。

本书在体例安排上,比传统教材作了很多改进,力求体现职业教育特色。在内容的安排上,本着“循序渐进、够用为度”的原则,强调基本素质和技能的培养,注重针对性和适用性。具体来说,本书的特点如下:(1)难易适中,定位准确。本书旨在传授从事国际商务活动所需的英语文书的基本知识和技能,重点突出英语文书实际应用能力的培养,可操作性强。(2)书中的范例具有典型性、代表性,便于学生举一反三。(3)既有写作理论知识,又有实例佐证,充分贯彻了理论和实践紧密结合的原则。

本书分为写作基础、一般商务文书及普通信函三个部分。第一部分,主要就商务英语书信写作基础理论作较详尽的阐述,重点介绍商务英语书信写作应遵循的原则以及合理选词和组织句子的技能技巧,力求使学生对英语书信有初步的认识;第二部分,立足于提高学生的商务文书的表达能力,较详尽地阐述了主要的商务文书类型、格式、写作技巧及习惯表达方式,使学生了解和掌握这些文书的格式及写作方法,并在实际应用中能独立撰写一般的英语商务文书;第三部分,立足于提高学生的英语信函的书写能力,重点介绍商务书信常用套话以及简历、证明书、介绍信、求职信和邀请信写作的格式、范例以及写作技巧。

本书由李细平任主编,郭天宇、黄文娟担任副主编。具体分工如下:姚智峰编写第一、二章;朱振英编写第四、七、九章;郭天宇编写第五、八章;黄文娟编写第六章;卢洋编写第十章;许晴编写第十一章;李细平编写第三、十二、十五、十七章;于浩杰编写第十三、十四章;李思元编写第十六章;翁林颖编写第十八、十九、二十四章;胡姗编写第二十章;江虹编写第二十一、二十二、二十三章。

在本书的编写过程中,参阅和吸收了有关著作和论文中的研究成果,在此向有关作者深表谢意。由于编者水平和时间的限制,书中难免有疏漏和错误之处,请广大专家和读者批评指正。

编 者

2006 年 1 月

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Part One

Fundamentals of Business English Writing

As international business and trade activities are rapidly increasing, business writing becomes more and more significant. How to improve and master the skill of business writing is therefore important for international enterprises' research. This part explains the fundamentals of modern business writing, emphasizing the principles, adaptation and selection of words, construction of effective sentences and paragraphs. Through the study of the applied language materials and practices, the learners are required to master the principles in business writing. Based on the analysis of all kinds of writing styles, the learners would get a clear impression of the characteristics of business writing and can select the correct words and organize the sentences efficiently in practical application.

由于国际商务活动日趋频繁,当代国际商务对英语书信质量的要求越来越高,如何提高和把握商务英语书信商务质量,已经成为国际企业研究的重要课题。本编主要就商务英语书信写作基础理论作较详尽的阐述,重点介绍商务英语书信写作应遵循的七大原则,怎样针对读者合理选词和有效组织句子和篇章结构以及商务英语书信特殊的写作技巧。通过学习有关商务活动的实用语言材料和实际操练,要求学生了解和掌握商务英语书信写作应遵循的原则,在实际应用中合理选词和有效组织句子和篇章结构,并在分析各种不同写作风格利弊的基础上,力求使学生能对英语书信共同的特色有一个明确的印象。

Chapter One

General Principles of Business Writing

[Learning Objectives]

This chapter mainly narrates the 7 principles in business English writing, and why and how to follow these principles. The students would understand the characteristics in business writing, and how to master and standardize their business writing.

[Important & difficult Points]

1. The contents of 7 principles
2. The status of 7 principles
3. The standardization in business writing

[Key words & Expressions]

courtesy, conciseness, completeness, clarity, correctness, concreteness, consideration

[Learning Contents]

Every business message is designed to achieve a specific business objective. Its success depends on what it says and to what extent it induces a favorable response from the reader. Broadly speaking, the functions of a business message may be said to be: 1) to inform, 2) to influence, and 3) to entertain. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. There are certain essential qualities of business messages, which can be summed up in the seven C's, i. e. 1) Courtesy, 2) Conciseness, 3) Clarity, 4) Completeness, 5) Correctness, 6) Concreteness, 7) Consideration

每个商务文件都要达到特定的目的,成功与否取决于文件的内容和读者的反应。总的说来,商务文件的功能是:1)告知;2)说服;3)提议。所以商务写作应当避免语法错误和哪怕是无足轻重的歧义的可能。商务写作要求具备七个C:礼貌、简洁、清晰、完整、正确、具体和周到。

I. Courtesy: Courtesy plays an important role in business correspondence. So it is necessary to avoid hurting expression and you should select some polite and tactful words, such as would, could, may, please, thank you, etc.

礼貌在商务活动中扮演着重要角色,必须注意避免使用伤害性言辞,而应使用一些客气委婉的词语,如 would, could, may, please, thank you 等等。

For example:

- 1) Thank you for your letter of March 4, 2003.
- 2) Please let us know at once if you need some other information.

II. Conciseness: Conciseness means to write the fewest useful words without losing essential elements. Effective writing is concise about each word, sentence, and paragraph. The eliminations of wordy business jargon can help to make a letter cleaner and at the same time more concise.

Concise writing is not necessarily short. Sometimes a letter dealing perhaps with multiplicity of matter cannot avoid being long. If conciseness conflicts with courtesy, then make a little sacrifice of conciseness. Generally speaking, you will gain in clearness and conciseness by writing short sentences rather than long ones.

A letter can be made clearer, easier to read and more attractive to look at by careful paragraphing. A paragraph for each point is a good rule.

简洁是指使用精练的词句却不丧失写作基本要素。避免使用罗嗦的行话有助于信件表达的清晰和简明。简洁并不意味着简短,有时一封处理复杂事情的信件则不可避免地要长一些,如果要在简洁与礼貌之间作选择,则只能放弃简洁。一般来说,短句比长句的表达更清楚了。

段落的精心组织会使一封信读起来简单明了,清晰易懂,更吸引人。一个段落要遵循只讲一个问题的原则。

III. Clarity: Clarity tells the readers exactly what they want to know, using short, simple, familiar words and sentences rather than long, complex and difficult ones.

清晰是指使用简短、易懂的词句而不是又长又复杂的词句来进行写作。

Compare the following examples to see how a clarity one can catch the reader's eyes.

- 1) I am writing to apply for admission to the graduate school of your university in the spring of 2004. (clarity)
- 2) I am writing to apply for admission to your university. (vagueness)

IV. Completeness: Business writing should include all the necessary information and data. A complex message may bring you hoped-for results, establishment of good will. On the contrary, an incomplete one may head to increased communication costs, loss of valued customers, cost of returning goods, etc. Whether the business writing is complete or not, we may use 5 "W's" to check, — who, what, when, where and why or how. A message that conclude or can answer the five "W's" may be regarded as a complete one.

商务写作应包括所有必需的信息资料,一条完整的信息能带给你所希望的结果,建立良好的信誉。相反,一条不完整的信息则可能导致成本增加、重要客户的流失、退还货物的花费等等。商务英语写作是否完备可以用五个 W 来进行检验——谁、什么事、什么时候、什么地点和为什么或怎么样。一条内容已包含了五个 W 的信息才是完整的。

V. Correctness: Correct grammar, punctuation and spelling are basically required business writing. In addition, correctness means choosing the correct level of language, and using accurate information and data.

正确的语法、标点符号和拼写是商务英语写作的基本要求。此外,准确性是指选择恰当的语言和使用准确的信息资料。

For example:

It was said in China Daily that the fourth World Conference on Women will be held in Beijing in September, 1995.

VI. Concreteness: Business Writing should be vivid specifically and definite especially when you are requiring something. We should certainly manage to be concrete in business writing, but sometimes we conscientiously avoid some details for civilities.

商务英语写作要生动、具体、明确,特别是你向对方提出要求时。在进行商务写作时我们应尽量具体,但有时我们因为礼貌问题而有意识避免面面俱到。

Compare the following examples to see which one is more appropriate.

1) We wish to confirm our telegram yesterday.

Better: We confirm our telegram of March 29, 2003.

For business writing, it is better to make the dates and codes clear.

Compare the following example:

2) We have received with thanks your check. The amount has been placed to your credit.

Better: We have received with thanks your check No. 23 for us US \$ 20000, in payment of our machines. The amount has been placed to your credit.

VII. Consideration: Skillful business writers always visualize their readers' needs, problems, customs and problem reactions to the writing and put themselves in the readers' position. Such thoughtfulness is helpful to building up good interpersonal relations between writers and readers. But it is better to your attitude and the tactful way to blame your readers in business writing. In addition, it is necessary to consider the readers' sex, and level of education, etc.

熟练的商务公文写作者会事先考虑到读者的需要、问题、习惯以及对文函可能作出的反应,并进行换位思考。这种思考有助于作者与读者建立良好的关系。在商务写作中宜采用你方态度和委婉的方式归责于对方。另外,尚需考虑读者的性别、教育程度等。

Compare the following examples:

1. Congratulations to you on your ... (your attitude)

- We want to send our congratulations . . . (our attitude)
2. As mentioned in our June 18 letter to you . . . (tactful)
- Obviously you have forgotten what I wrote to you three weeks ago. (blunt)

Exercises

I. Answer the following questions:

1. We often hear people say the seven C's. What are they?
2. What will be the result if a letter is ambiguous? How can this be avoided?
3. Do we use complicated words in our letters?
4. If a letter is ruthlessly concise, what impression will it give to the recipient or reader?
5. In what way can a letter be made clearer, easier to read and more attractive to look at?
6. What does promptness mean in the passage concerning courtesy?

II. Rewrite the following sentences based on the constructions in the text.

1. Mr. Johnson wrote to Mr. Zhou that he had received his order.
2. We have duly received your order, for which please accept our thanks.
3. We have ordered the goods, and they will be received by us in two weeks.
4. We hope to receive your catalogue by return mail. Thank you in advance.

III. Which of the characteristics of effective business letters are lacking in the following letter?

Dear Sirs,

I know your advertisement in the Estate Builder's Monthly of 3rd of July, we want to have a quotation for the new bathroom showers which are described. As building constructors we erect many houses and many blocks of flats a year. If we receive a favorable offer, and your equipment is of good quality, we can place large orders with you.

Yours faithfully

Chapter Two

How to Write Effectively

【 Learning Objectives 】

This chapter mainly narrates how to select appropriate words, and how to construct effective sentences and paragraphs. Students would master the skills and characteristics of business writing in this chapter.

【 Important & difficult Points 】

1. Adaptation and selection of words
2. Construction of effective sentences and paragraphs

【 Key words & Expressions 】

adaptation, selection, construction, effective sentences/paragraphs

【 Learning Contents 】

Your first concern in improving the readability of your nonfiction writing is to choose the right word. Your writing should use words most closely conveying the meaning of your thoughts. Flowery words and jargon should be avoided, if possible, say what you have to say simply and clearly.

Just as simple words will aid your writing, simple sentences are easier to read. Generally, more than twenty words in a sentence make reading harder.

To achieve clarity in your writing you have to be clear and organized about what you want to write. Organization is a key to effective nonfiction writing.

要提高作品的通俗性,第一个要考虑的问题是选择恰当的词汇。你应该选择最能表达你的想法的词汇,要尽可能避免使用华丽的词藻或专业术语,要简明扼要地说明你想说明的事情。

正如简单的词语有助于提高你的作品的可读性一样,简单句的使用也能使别人更容易看懂你的作品。一般说来,一个句子如果含有 20 个以上的单词,阅读起来就有点费劲。

要想主题鲜明,在商务写作时除了要遵循简单明了的原则外,还要精心组织好材料,因为布局谋篇才是影响你的写作质量的关键。

I. Suggestions for Selecting Words

The right words can communicate best and have correct meanings in readers' mind. How to select the right words depends on your ability in using language, your knowledge about the readers and your good judgment.

恰当的选词可以使读者准确理解作者的用意。如何进行恰当的选词取决于你使用语言的能力、你对读者的了解和你良好的判断力。

1. Use short and Familiar Words

Business writers choose short, familiar, and conversational words instead of long, unfamiliar ones.

商务写作者一般宜使用简单、大众化、口语化的词,而不是长的、生僻的词。

Compare the following examples:

long and Unfamiliar Words

domicile

utilize

since

because

pay

for

Short and Familiar Words

home, house

use

for the reason that

due to the fact that

remuneration

for the purpose of

2. Use Concrete Language

Concrete language is marked by the sharp and clear meanings in the readers' mind. Abstract wordings cover broad meanings, concepts, ideas and the like. They are vague and general.

具体的言辞因其准确清晰的含义给人深刻印象;抽象的言辞所涵盖的意义、概念、理念等较为宽泛,过于模糊和笼统。

Compare the following examples:

Abstract

in the coming days

the minority

a significant loss

Concrete

by Wednesday afternoon

15 percent

a 65 percent loss

3. Use Active Voice

Active voice makes writing stronger and livelier. It emphasizes taking action and usually expresses concisely. How to choose an appropriate voice depends on concrete situations. Passive voice is better especially when the performer is not known or not wanted to be mentioned, such as in the following examples:

采用主动语态写作使语言表达更为有力而生动。它强调采取某种行动且通常表达简洁。怎样选择恰当的语态应视具体情况而定。当行为主体不愿为人知或不愿为人所提及时,则最好选择被动语态。