



高职高专规划教材

ENGLISH FOR BUSINESS COMMUNICATION

商务英语函电

主 编 方 宁 王维平
副主编 王联晓 高原青

浙江大學出版社

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内 容 简 介

本教材切合高职高专的教学实际,适应时代发展的新要求,遵循“应用性原则”,突出了技能的培养。全书共分十章,主要内容涵盖书信结构、建立业务关系、询盘、报盘和还盘、形式发票、通讯方式、促销、付款方式、包装、保险、装运等贸易业务。每章设置教学目标、信函、词汇、短语和典型句例、信函注释及练习六个部分。教材基本采用中英文对照,并在每章之后附有信函译文及练习答案,利于教师教学和学生自学。本书可作为高职高专国际贸易专业、经贸英语专业教材,也可作为经贸类管理人员和从业人员培训用书。

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前 言

随着对外开放的不断深入和世界贸易组织的加入,我国的经济将完全地融入世界经济体系之中,企业将更多地直接参与国际竞争。要想在竞争中取胜,企业需要一批既有外贸专业知识和扎实基本功,又有较高商务英语水平的外贸实用型人才。

高职高专教育是我国高等教育的重要组成部分。其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的是具有扎实的基本功,较高的知识和操作能力的复合型、实用型人才。

为了适应高职的特点及时代发展的新要求,我们组织编写了高职高专国际贸易专业系列教材之一《商务英语函电》。本教材内容涵盖了书信结构、建立业务关系、询盘、报盘和还盘、形式发票、通讯方式、促销、付款方式、包装、保险、装运等贸易业务。突出了技能的培养,遵循了“应用性原则”。每章包括教学目标、信函、词汇、短语和典型句例、信函注释及练习等六个部分。每章之首,概括阐述了本章的教学目标,让学习者了解本章重点和难点。该教材基本采用中英文对照,并在每章之后附有练习答案,有利于高职高专学生自学。

该教材由方宁、王维平主编,王联晓、高原青副主编,李宏磊、王建成、王致华、王黎明、牟子颖、阳振林、王琦参加编写。

我们衷心欢迎专家和读者对本书提出建议和指正。

编 者

2004年1月8日

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Chapter I Layout of a Business Letter

Learning Aims

Writing a business letter is very important in the business world. If a businessman is unable to write an effective business letter, it is very difficult to represent himself positively, which may cause some problems in doing business. Through learning this chapter, students should learn some knowledge about writing a business letter. They should know how to arrange the composed parts of a business letter, how to address an envelope and the common styles of layout.

学习目标

撰写商务信函在商界非常重要。如果一个商界人士没有撰写有效的商业信函的能力,那么他就很难树立起良好的形象,也可能给经商带来一些麻烦。通过对本章的学习,学生将学习一些有关撰写商业信函的知识。他们将了解商业信函的结构、信封的写法以及常见的格式等知识。

I. Parts of a Business Letter

Generally speaking, an ordinary business letter mainly consists of seven parts:

- | | |
|----------------------------|-----------|
| 1. Letterhead | (信头) |
| 2. Reference and Date Line | (参考和日期) |
| 3. Inside Name and Address | (封内名称和地址) |
| 4. Salutation | (称呼) |
| 5. Letter Body | (正文) |
| 6. Complimentary Closure | (结尾敬语) |

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7. Signature

(签名)

Under some circumstances some more parts may be contained:

8. Attention Line

(经办人)

9. Subject Line/Caption

(事由)

10. Reference Notation

(查号)

11. Enclosure/Encl.

(附件)

12. Carbon Copy Notation/CC

(抄送)

13. Postscript /P.S.

(附言)

1. Letterhead

A letterhead includes the sender's name and address, postcode, telephone number, telex and fax number and e-mail address, etc. It is usually printed on the top centre or typed on the right side of the paper.

2. Reference and Date Line

The reference may include a file number, department code or the initials of the signer followed by that of the typist of the letter. They are marked "Our ref:" and "Your ref:" to avoid confusion. They are typed immediately below the letterhead.

The date should always be written in standard form: September 10, 2003, for example. All-number form (10/9/2003) should not be used. There is no rule for the date placement. It can be placed at left or right margin below the letterhead according to a person's preference.

3. Inside Name and Address

Generally, the inside name and address should include some or all parts of the following: the receiver's name and title, company name, street address, city, state/province, postcode and country. It appears on the left margin and usually starts two to four lines below the last line of the letterhead.

4. Salutation

Two lines below the inside name and address of a letter is the salutation. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing one

person; and “Dear Sirs”, “Dear Mesdames” or “Gentlemen” for addressing two or more people. If the receiver is known to the writer personally, a warmer greeting such as “Dear Mr. Smith” is preferred.

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5. Letter Body

This is the most important part of a letter. It expresses the writer's idea, opinion, purpose and wishes, etc. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-spaced between paragraphs. When writing, pay attention to the following:

(1) Courtesy

Try to avoid irritating and offensive statements. It is also polite to answer a letter promptly.

(2) Clarity

The sender must express the meaning clearly so that the receiver will understand it well.

(3) Conciseness

Try to use the simplest sentences and fewest words to explain the meaning clearly.

(4) Consideration

Keep the receiver's request, need, desire and feelings in mind. Plan the best way to present the message.

(5) Completeness

All the necessary information should be included in a business letter.

(6) Concreteness

Make the message specific and definite.

(7) Correctness

Standard language, proper statements, accurate figures are needed in a business letter.

6. Complimentary Closure

The complimentary closure ends a letter in a polite way. The main words in complimentary closure are as follows: sincerely, faithfully, cordially, respectfully and truly. These

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words may appear in any of these combinations: Yours sincerely, Sincerely yours. The choice depends on the writer's preference. It is usually placed two lines below the last line of the body of a letter.

7. Signature

The writer's signature consists of a handwritten signature and a typewritten signature. When typing a letter, leave three blank lines below the complimentary closure and type the signature identification and title on the fourth line. The writer's signature should be placed between the complimentary closure and the typed signature.

8. Attention Line

The attention line is used to name the specific individual the letter is addressed to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style.

9. Subject Line/Caption

The subject line is the general idea of a letter. It is usually placed one or two lines below the salutation and centered over the body of a letter in the indented style.

10. Reference Notation

The initials of the person who types the letter should appear in business letters. If the dictator's name is not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. It is placed two or three lines below the signature.

11. Enclosure/Encl.

If something is enclosed, note it below the reference notation.

12. Carbon Copy Notation/CC

If copies of a letter are sent to other parties, type CC below the enclosure.

13. Postscript/P. S.

If the writer wishes to add something he forgets or for

emphasis, he may usually add the postscript two lines below the carbon copy notation.

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The following letter illustrates the position of each part mentioned above.

1. BEIJING LIGHT INDUSTRIAL
PRODUCTS IMPORT & EXPORT CORPORATION
Tel: (010) 66668888
E-mail: bjlipc@yahoo.com.cn
2. Your ref: 038/te Our ref: QYT/zcs April 9, 2003
3. P & H Company
8000 Lincoln Drive
New York, NY 1122
8. Attention: Import Dept.
4. Dear Sirs,
9. Cotton Sweaters
5. We thank you for your letter of March 28.
As requested, we are sending you herewith a copy of our latest price list for your reference.
Please note that all prices are understood to be subject to our final confirmation.
We look forward to your specific enquiry.
6. Yours faithfully,
BEIJING LIGHT INDUSTRIAL PRODUCTS IMP. &
EXP. CORPORATION
7.
Z. G. Wang(Manager)
10. ZGW/bk
11. Encl. :as stated
12. CC our Branch Offices
13. P.S. Your letter of April 2 has just arrived. We will look into the matter and reply to you soon.

II. Two Styles of Layout

There are several letter styles used by people nowadays.

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Two styles are frequently used. They are the blocked style and the indented style. They may be used according to the writer's preference.

1. The Blocked Style

All typing lines of a block letter begin at the left margin of a letter. This style is simple and easy to type.

Marketing Department

Huaqiang Company

200 Beijing Road

Changchun, Jilin Province, 130000

Sept. 22, 1999

Prof. Thompson

Rm. 2558, Fu Hua Hotel

Changchun, Jilin Province, 130000

Dear Professor Thompson,

To celebrate the fiftieth anniversary of the founding of the People's Republic of China, we request the honor of your presence at a reception which is to be held at Dayu Hotel, on September 30, from 7 to 9 in the evening.

We would be glad if you could come.

Yours faithfully,

Mike Tang

2. The Indented Style

This is the conventional style. In this style, paragraphs of a letter are indented, usually four or five spaces. Each line in the letterhead and the inside name and address is indented one or two spaces.

Rm. 2558, Fu Hua Hotel
Changchun, Jilin Province, 130000

课堂笔记

Sept. 26, 1999

Mr. Mike Tang
Marketing Department
Huaqiang Company
200 Beijing Road
Changchun, Jilin Province, 130000

Dear Sir,

Thank you very much for your invitation to join the fiftieth anniversary of the founding of the People's Republic of China at Dayu Hotel on September 30.

I will be happy to be there at 6:50 p.m. to take part in the reception, and look forward to it with pleasure.

Yours faithfully,
Thompson

III. Other Commonly Used Styles of Layout

1. The Modified Style

This style is similar to the indented style. However, in this style, paragraphs of a letter, the lines in the letterhead, and the inside name and address are not indented.

2. The Simplified Style

In this style, all parts of a letter begin at the left margin. This style omits the salutation and the complimentary closure. The writer's name is usually placed in capital letters four lines below the last line of the body of letter. The following are the examples of the two styles.

课堂笔记

The Modified Style

518 Main Street
Rochester,
NY 14612
April 18, 2003

Mr. Galen Smith
ABC Company
5688 Sussex St.
Buffalo, NY 14384

Dear Mr. Smith,

We enclose details of our inquiry for carpets to be delivered before the end of June.

Will you please give us your prices for the quantity named?

Yours faithfully,
Mark Johnson

The Simplified Style

245 Zhongshan Street
Fuzhou, Fujian
July 22, 2003

Miss Helen Li
963 Xingfu Road
Fuzhou, Fujian

We have received your letter dated July 16. We are interested in your exhibition very much. We have decided to attend it.

We hope we can place large orders.

STEVEN ZHAO

IV. Envelope

Addressing an envelope calls for accuracy, legibility and smart appearance. The sender's name and address should be placed in the upper left corner, while the receiver's name and address should be placed about half way down the envelope.

The stamp or postmark should be placed in the upper right corner. The bottom left corner is for post notations such as "Confidential", "Par Avion", etc.

Business envelopes usually have the return address printed in the upper left corner. The address on the envelope and the inside address should be in the same style. The blocked style is preferred. Here are two examples which show the blocked style and the indented style.

The Blocked Style

Stamp	
Elegance Clothing Company	
60 South Street	
Dalian 116000	
	Mr. Wang Gang
	518 Yinfeng Road
	Ningbo 315000
Registered	

The Indented Style

Stamp	
Elegance Clothing Company	
60 South Street	
Dalian 116000	
	Mr. Wang Gang
	518 Yinfeng Road
	Ningbo 315000
Registered	

课堂笔记

Exercises

I. Arrange the given parts in a proper form as they should be set out in a business letter.

- (1) Sender's name: Organizing Committee of Dalian International Fashion Festival
- (2) Sender's address: 188 Hangzhou Street, Dalian 116000
- (3) Sender's telephone: (0411) 4579266
- (4) Sender's fax: (0411) 4579288
- (5) Date: September 18, 2002
- (6) Receiver's name: Mr. Dorrell
- (7) Receiver's address: 456 Carondelet Street, New Orleans, LA 70620
- (8) Salutation: Dear Sir
- (9) Subject line: Invitation to Festival
- (10) Message: We would like to invite you to attend the 2002 Dalian International Fashion Festival. The Festival will be held from October 8 to 15 in Dalian City. Details will be faxed to you very soon. We look forward to your coming.
- (11) Complimentary closure: Yours faithfully, Zhang Qiang, Director of the Committee

II. Write the above letter in the blocked style.**III. Address an envelope for the above letter.**

Keys

I. Arrange the given parts in a proper form as they should be set out in a business letter.

Organizing Committee of Dalian
International Fashion Festival
188 Hangzhou Street, Dalian 116000
Tel: (0411) 4579266
Fax: (0411) 4579288

课堂笔记

September 18, 2002

Mr. Dorrell
456 Carondelet Street
New Orleans, LA 70620

Dear Sir,

Invitation to Festival

We would like to invite you to attend the 2002 Dalian International Fashion Festival. The Festival will be held from October 8 to 15. Details will be faxed to you very soon.

We look forward to your coming.

Yours faithfully,
Zhang Qiang

Director of the Organizing Committee

II. Write the above letter in the blocked style.

Organizing Committee of Dalian
International Fashion Festival
188 Hangzhou Street, Dalian 116000
Tel: (0411) 4579266
Fax: (0411) 4579288
September 18, 2002

Mr. Dorrell
456 Carondelet Street
New Orleans, LA 70620