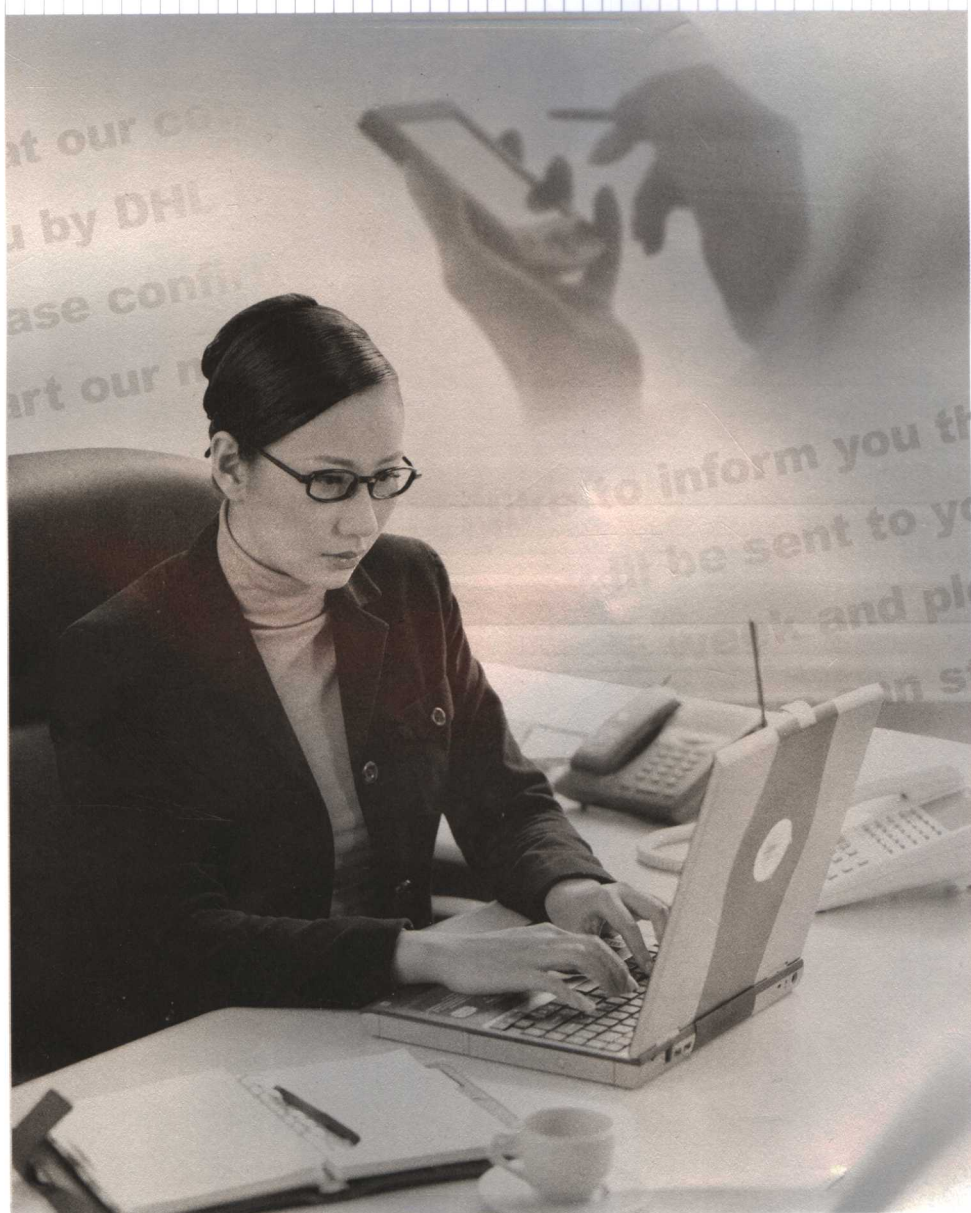


21世纪高职高专商务英语规划教材

# English

主 编：徐仁凤 吴 冰  
副主编：唐志华 刘 辉 陈彩珍

## 实用商务英语写作教程



东南大学出版社  
Southeast University Press

21世纪高职高专商务英语规划教材

# 实用商务英语写作教程

主 编 徐仁凤 吴 冰  
副主编 唐志华 刘 辉  
陈彩珍

东南大学出版社

## 内 容 提 要

本书主要涉及电话留言、传真、议程表与日程表、会议记录与会议笔记、会议总结与会议摘要、备忘录与通知、商务社交信函、电子邮件、求职信和简历、新闻稿、广告与单张宣传册、简报、业务报告、图表及合同与协议等方面的内容,既可以作为高等院校商务英语专业教材使用,也可以供从事商务活动的专业人士作培训教材之用,亦可为广大英语爱好者提升商务英语写作水平作参考。

### 图书在版编目(CIP)数据

实用商务英语写作教程/徐仁凤,吴冰主编. —南京:东南大学出版社,2006.9

ISBN 7-5641-0530-5

I. 实... II. ①徐... ②吴... III. 商务—英语—写作  
IV. H315

中国版本图书馆 CIP 数据核字(2006)第 093695 号

## 实用商务英语写作教程

出版发行 东南大学出版社

出 版 人 宋增民

社 址 南京市四牌楼2号(邮编:210096)

电 话 (025)83793329(办公室)/83795801(发行部)

83374334(邮购)/83362442(传真)

电子邮件 liu-jian@seu.edu.cn

---

经 销	全国各地新华书店	印 刷	南京京新印刷厂
开 本	700mm×1000mm 1/16		
印 张	16.5 323千字		
版 次	2006年9月第1版第1次印刷		
印 数	1~4000册	定 价	22.00元

---

\* 未经本社授权,本图书内任何文字不得以任何方式转载、演绎,违者必究。

\* 东大版图书若有印装质量问题,请直接与读者服务部联系,电话:(025)83792328。

# 总 序

二十一世纪是全球经济一体化的时代,给人们带来了更多的机遇与挑战。随着国际经贸方法的更加灵活多样,对外商务联系与交往的日趋频繁,以及中国经济融入世界经济的进程愈来愈快,努力培养和造就一大批具有国际视野、精通经贸业务、熟练掌握外语、能积极有效地参与国际竞争与合作的高素质商务人才已成为非常紧迫的时代课题。

高职高专教育是高层次的职业技术教育,是高等教育的一个重要组成部分。如何改革高职高专的商务英语教育机制,加强这一层次的商务英语学科建设、课程体系建设,特别是教材建设,对人才培养具有十分重要的现实意义。为此,东南大学出版社和江苏省几十所高职高专院校联合推出了一整套全新的高职高专商务英语系列教材。该套教材基于继承传统、重在创新的编写理念,以高职高专商务英语基本课程建设为依据,紧紧围绕国际商务的各种主题与实际的业务内容,广泛取材于当代国内外商务活动,材料新颖,内容充实,语言规范,信息量大,体现了知识性、实用性、系统性和技能性的有机结合,从而使学习者既学习国际经贸知识,又掌握当代流行的国际商务英语,注重培养学习者运用商务英语知识与技能从事国际商务工作的实际应用能力。

本套系列教材共分三个系列。第一系列为商务英语基础课程教材,包括《实用商务英语综合教程》(1-4册)、《实用商务英语阅读教程》(1-2册)、《实用商务英语听说教程》(1-3册)、《实用商务英语口语教程》(1-2册)、《实用商务英语函电》、《实用商务英语写作教程》、《实用商务英语谈判与实务》、《实用进出口单证与实务》、《实用国际贸易与实务》、《实用大学英语语法》等。今后还将陆续推出第二、三系列教材:商务英语专业核心课程教材和商务英语文化课程教材等。各套教材自成体系,同时又形成一个有机的整体。

本套系列教材的编写者都是多年来从事国际商务英语教学和工作的专家、学者和优秀的一线教师,有丰富的教学与实践经验,保证了教材的编写质量,具有一定的指导性与权威性。

本套教材的编写始终得到了各院校、东南大学出版社的关心和支持,我们在此特致以衷心的感谢。

总主编 程同春教授

2006年8月

## 21 世纪高职高专商务英语规划教材编委会成员单位

(排名不分先后)

无锡商业职业技术学院	徐州建筑职业技术学院
无锡市城市职业技术学院	南京信息职业技术学院
无锡科技职业技术学院	南京理工大学高等职业技术学院
无锡工艺职业技术学院	南京工业职业技术学院
江阴职业技术学院	江苏海事职业技术学院
苏州农业职业技术学院	江苏经贸职业技术学院
苏州托普信息职业技术学院	应天职业技术学院
苏州工业园区职业技术学院	钟山职业技术学院
苏州职业大学	连云港师范专科学校
苏州经贸职业技术学院	连云港职业技术学院
苏州工业职业技术学院	常州纺职业技术学院
扬州环境资源职业技术学院	常州机电职业技术学院
扬州职业大学	常州轻工职业技术学院
扬州教育学院	南通纺织职业技术学院
扬州工业职业技术学院	南通航运职业技术学院
徐州工业职业技术学院	东南大学出版社

# 前言

进入 21 世纪以来,我国经济迅猛发展,国人的经济生活已越来越多地融入世界经济圈,商务专业人才尤其是懂英语的专业人才变得越来越紧缺。为了使商务专业人员及商务英语交流岗位工作人员迅速、准确地掌握商务英语写作要领,提升其商务英语写作能力,在东南大学出版社的组织下,我们特编写此教材。

《实用商务英语写作教程》主要涉及电话留言、传真、议程表与日程表、会议记录与会议笔记、会议总结与会议摘要、备忘录与通知、商务社交信函、电子邮件、求职信和简历、新闻稿、广告与单张宣传册、简报、业务报告、图表及合同与协议等方面的内容,既可以作为高等院校商务英语专业教材使用,也可以供从事商务活动的专业人士作培训教材之用,亦可为广大英语爱好者提升商务英语写作水平作学习、研究、参考之用。

全书章节编写分工精细,由苏州经贸职业技术学院的吴冰老师负责第一章的编写,南通航运职业技术学院的徐仁凤老师负责第二、三、八、九、十五章的编写,无锡工艺职业学院的唐志华老师负责第十章的编写,苏州经贸职业技术学院的陈彩珍老师负责第四、五、六、七章节的编写,连云港职业技术学院的刘辉老师负责第十一、十二、十三、十四、十六章的编写。

商务英语写作类的刊印物、电子出版物可谓名目繁多,我们在编写过程中精选了其中的一些内容作为参考。对能注明出处的,我们在参考书目中一一注明;还有一些电子出版物及其他公开出版物,因其作者不详,我们无法在参考书目中一一注明。在此,我们对上述所有参考书目的作者表示崇高的敬意和衷心的感谢。

此外,特别对在审稿过程中付出辛勤劳动和热情帮助的加拿大友人 Joe Gilhooly 先生表示诚挚的感谢。

由于编写时间仓促,加之编者水平有限,错误及不当之处肯定在所难免,欢迎您给我们提出宝贵意见,以便再版时更臻完善。

编者

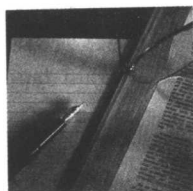
2006 年 7 月

# 目 录

# Contents

Unit 1	Introduction: Communication & Writing( 导论:信息沟通与写作)	( 1 )
Unit 2	Telephone Message( 电话留言)	( 10 )
Unit 3	Fax ( 传真)	( 18 )
Unit 4	Agenda and Schedule( 议程表与日程表)	( 23 )
Unit 5	Minutes and Note - taking( 会议记录与会议笔记)	( 34 )
Unit 6	Summaries and Abstracts( 会议总结与会议摘要)	( 45 )
Unit 7	Memos and Notices( 备忘录与通知)	( 56 )
Unit 8	Business Social Letters ( 商务社交信函)	( 73 )
Unit 9	E-mails and Questionnaires ( 电子邮件与问卷调查)	( 98 )
Unit 10	Application letter & Resume( 求职信和简历)	( 112 )
Unit 11	Press Release( 新闻稿)	( 141 )
Unit 12	Advertisements and Leaflet Brochures( 广告与单张宣传册)	( 160 )
Unit 13	News-letters( 简报)	( 179 )
Unit 14	Business Reports( 业务报告)	( 188 )
Unit 15	Contracts and Agreements( 合同与协议)	( 203 )
Unit 16	Graphs and Diagrams ( 图表)	( 226 )
	Key to Exercises	( 238 )
	Bibliography	( 256 )





## Unit 1

# Introduction: Communication & Writing

(导论:信息沟通与写作)

## Highlights

- 1.1 The Importance of Communication (信息沟通的重要性)
- 1.2 Functions of Communication (信息沟通的作用)
- 1.3 The Communication Process (信息沟通的过程)
- 1.4 Forms of Communication (信息沟通的形式)
- 1.5 Responsibilities of Participants (信息沟通参与者的任务)
- 1.6 Summary (小结)
- 1.7 Exercises (练习)

## Case Study

### 案例学习

Three months ago, Jane Smith graduated from her college. Upon graduation, she obtained her first full-time job with a big company. Needless to say, she was quite excited about her opportunity.

As a sales representative of this company, she wanted to send a message to a very important customer. This particular customer was a good friend of her company's president—they played golf together often. Also, this customer consistently used her company when placing large orders for supplies. In her opinion, the two companies established good relationship.

However, the last time she paid him a visit just to make sure everything was going

well, he seemed very impatient. He seemed to want her leave immediately so he could do something in hand.

Now, two days after her visit, her company has started a sales campaign on many of the products. The prices are great but the sale will last only two weeks. Would Jane contact this customer? If so, how would she do? By letter? By phone? By e-mail?

## 1.1 The Importance of Communication

### 信息沟通的重要性

Communication occurs everyday, almost at any time and at anywhere, talking to friends, maintaining relationships with co-workers. What is communication? It means the process of transmission of information and meaning from one individual or group to another. When communicating, you go through this process quickly and naturally that you do not realize this process is being used. In the business environment, this process is called business communication. Being an effective communicator is critical to you in your personal, academic, and professional lives.

Research shows that adults spend two-thirds of each day communicating. Studies also indicate that managers spend half of their time attending meetings, speaking to customers, making arrangements and listening to others.

Communication skills include the ability to use language accurately—use proper grammar, choose precise words and spell correctly. Being an effective communicator requires other abilities, such as speaking, counsel, debate and listening. Your success in life, whether in daily life or in business field, to some extent depends on your communication skills.

## 1.2 Functions of Communication

### 信息沟通的作用

#### 1.2.1 To inform

Information is one of the most valuable resources we have. You must communicate to obtain the information you need and to inform others. This function will help you cope

with friends, colleagues and customers.

### 1.2.2 To persuade

Motivating or persuading others act in a certain way depends on your ability to convince them that they will benefit from such an action. When others make sure that you are concerned about their interests personally, they will trust you and your relationship will become more valued.

### 1.2.3 To promote goodwill

Whether in social, academic, or professional life, this ability determines the depth of your relationships with your friends, loved ones, family members. This ability will affect almost every aspect of your life. Good relationships result in goodwill. It will bring you favorable reputation that an individual or business people will value.

### 1.2.4 To build self-esteem

You may notice that sometime positive comments or reactions from others will increase self-esteem or encourage you to do better. Such positive comments make you feel good about yourself and add your confidence. This confidence has a strong effect on your social relationships with others.

## 1.3 The Communication Process

### 信息沟通的过程

#### 1.3.1 The sender

The process of communication begins when the person with whom the message originates—the sender—has an idea. The form of the idea depends on many factors, such as mood, background, culture and surroundings. When greeting others in different situations, you use different ways. When you are the sender, you have major responsibility in the communication.

#### 1.3.2 The message

A message is composed of a set of symbols. These symbols can be verbal or nonverbal. Verbal symbols are words used when speaking or writing. Letters, memorandums, reports, announcements are verbal symbols. Nonverbal symbols always go together with verbal

symbols. Gestures, facial expressions, tone of voice, eye contact are nonverbals. You may notice that nonverbal symbols always speak louder than verbal symbols. That means when verbal symbols conflict with nonverbal symbols, most people believe the latter. For example, your boss may say your proposal is perfect, but frown on it.

### 1. 3. 3 The channel

The medium or the way over which the message is sent is called the channel. Message can be delivered by letters, memos, telephones, announcements, pictures, meetings, e-mails and some other ways. Selecting the proper channel becomes an important issue. For example, a company may use its annual report to deliver many messages to its stockholders. A board of directors can hold meetings to discuss important questions. A supervisor can use memos to ask his subordinates to write a proposal.

### 1. 3. 4 The receiver

A person or thing to whom a message is intended is the receiver. A receiver's responsibility is to decode the verbal or nonverbal symbols sent by the sender. It is very difficult for a receiver to understand the exact meaning of his sender, because many barriers can interrupt the process. The meaning of the message depends on their respective educational backgrounds, interests, opinions and emotional states, sometimes, even their surroundings.

### 1. 3. 5 The feedback

The verbal and nonverbal responses of the receiver are called feedback, a vital part of the communication process. Feedback may be a smile, a pause, a frown or maybe a telephone or a letter. Sometimes even no response is a feedback. Feedback can help you determine whether the receiver has understood the message. If the receiver looks confused, you need to clarify or provide other related information.

## 1. 4 Forms of Communication

### 信息沟通的形式

#### 1. 4. 1 External and internal communication

External communication means a message originates within a company and is meant to send to receivers outside the company. Communication with customers, sales

representatives, government agencies and other relative departments belongs to this category. Internal communication means this message is designed to send to receivers within the same organization. An e-mail from a manager to his secretary is a kind of internal communication.

### 1.4.2 Downward, upward and lateral communication

Downward communication occurs when a message is sent from a superior to his subordinates, from a manager to his personnel. Instructions or policies from the board of directors to all the employees travel downward.

Upward communication refers to communication from subordinates to supervisors. When employers express suggestions for improving production, their feelings and opinions about their jobs to their supervisors, communications travel upward.

Lateral communication means a message is sent between persons of the same status among an organization, for example from sales manager to production manager. This kind of communication is often called horizontal communication.

### 1.4.3 Written, oral, and electronic communication

Written communication means letters, memorandums, and reports. This kind of communication also includes agendas, minutes of meetings<sup>1</sup>, speeches and annual reports. Oral communication indicates that something can be sent quickly and provides immediate feedback to the sender, such as face-to-face conversations and telephone conversations. As modern technology develops, more and more advanced equipment is used in communication. Electronic mail or<sup>2</sup> e-mail and voice mail are two kinds of electronic communication.

## 1.5 Responsibilities of Participants

### 信息沟通参与者的任务

#### 1.5.1 The sender's responsibilities

The sender's responsibilities in the communication process are critical and sometimes determine whether the communication is successful or not. The sender's responsibilities include these three ways: (1) to analyze and understand the receiver (audience analysis), (2) to analyze the environment in which the message will be

sent, and (3) to solicit and interpret feedback.

### ● Audience analysis

There are no two people alike, so the more you know about your receiver, the better you will be able to analyze your audience. Knowing about your receiver's background, interests, attitudes, emotional state will help you select the ways that you will deliver your message. One common pitfall when using audience analysis is the I-attitude. When conveying messages, senders need to employ the you-attitude. The you-attitude focuses on the needs, interests, and concerns of the receiver while the I-attitude focuses on the sender. The former will make you be accepted easily.

### ● Message environment analysis

Another factor a sender must consider when sending a message is its environment. Message environment refers to the physical and social setting in which a message is sent. Physical environment is something like that when your group are behind schedule, you probably do not ask for time off or when your boss is flying into a rage, you will decide not to ask for a pay raise.

### ● Solicit feedback

A successful sender always encourages his or her receiver to make feedback. Your attitudes or your verbal or nonverbal languages are key elements. When your message receiver feel you are open, sincere, honest, and considerate to their needs, it is more likely that they will make feedback.

## 1. 5. 2 The receiver's responsibilities

The receiver's responsibilities are important and can be more easily controlled than those of the sender. Generally speaking, the receiver's responsibilities are to read and to listen carefully.

If the receiver wants to get information eagerly, he or she will be willing to pay any price to get it, that price is your time or your attention. When you read, you come upon a word that you don't understand, don't hesitate to look it up. Listening is a more direct way to communicate. When you don't listen carefully, you seldom can make any responsible response or you may mislead others. Good listeners also check understanding by clarifying understanding or paraphrasing.

## 1.6 Summary

### 小 结

This chapter tells us the basic information of communication. The importance of communication is obvious and becomes more and more practical in our daily life and professional life. Functions of communication are to inform, to persuade, to promote goodwill and to build self-esteem. The most important keys in communication process are senders, message, channel, receivers and feedback. Forms of communication are varied according to the different classification. They can be divided into external and internal; upward, downward and lateral; written, oral and electronic. Responsibilities of senders are audience analysis, message environment analysis and to encourage feedback and receivers, responsibilities are to listen and read effectively.

### Notes

1. minutes of meeting: 此处指会议记录。
2. or: 此处不是说“或者”,而是“即,也就是说“或者说”的意思,用来引出同义语、说明语等。

## New Words and Expressions

### 生词及表达

consistently	<i>v.</i>	一贯地,前后一致地,相符地
campaign	<i>n.</i>	广告宣传活动(以推销某种产品)
counsel	<i>n. &amp; v.</i>	劝告,建议
motivate	<i>v.</i>	作为(某人行为)的动机,激发(某人)的兴趣
convince	<i>v.</i>	使某人相信,使某人明白,说服
originate	<i>v.</i>	起因,发端,发明(某事物)
compose	<i>v.</i>	写,创作,组成,构成
memorandum (memo)	<i>n.</i>	备忘录
subordinate	<i>n.</i>	下级,属下
decode	<i>v.</i>	译码,解码
feedback	<i>n.</i>	反馈信息
clarify	<i>v. &amp; n.</i>	(使某事物)清楚易懂,澄清
lateral	<i>adj.</i>	侧面的
analyze	<i>v.</i>	分析,研究
analysis	<i>n.</i>	分析,研究
solicit	<i>v.</i>	设法获得(某事物)
pitfall	<i>n.</i>	陷坑,陷阱,诱惑,圈套
behind schedule		落后
fly into a rage		勃然大怒
in hand		在手头上的
frown on		皱眉,不赞成某事
be concerned about		对某事关心
needless to say		无须说,不用说



## 1.7 Exercises

### 练习

#### 1.7.1 True or false

- 1) The primary participants in the communication process are senders and receivers.
- 2) All business messages should promote good will.
- 3) Nonverbal symbols are seldom used in communication.
- 4) Among supervisors and their coordinates, there are upward and downward communication.
- 5) Audience analysis should be a major tool for the effective senders of messages.
- 6) External communication only occurs between customers.
- 7) Senders, responsibilities are to listen and to read carefully.
- 8) Sometimes a letter can be written in internal communication when delivered from one department head to another.
- 9) To encounter different customer, you may use the same attitude and the same words to show them your concerns.
- 10) Message can not be affected by the environment in which it will be sent.

#### 1.7.2 Answer these questions

- 1) What is communication?
- 2) What are major responsibilities of senders and receivers?
- 3) In which situation lateral communication can be used?
- 4) In most job situations, how important is communication? Why?
- 5) Among these factors, which one is the key element for a successful communicator?

#### 1.7.3 Writing tasks

- 1) Write down the main steps in a communication process.
- 2) Please write "How important communication is in business".