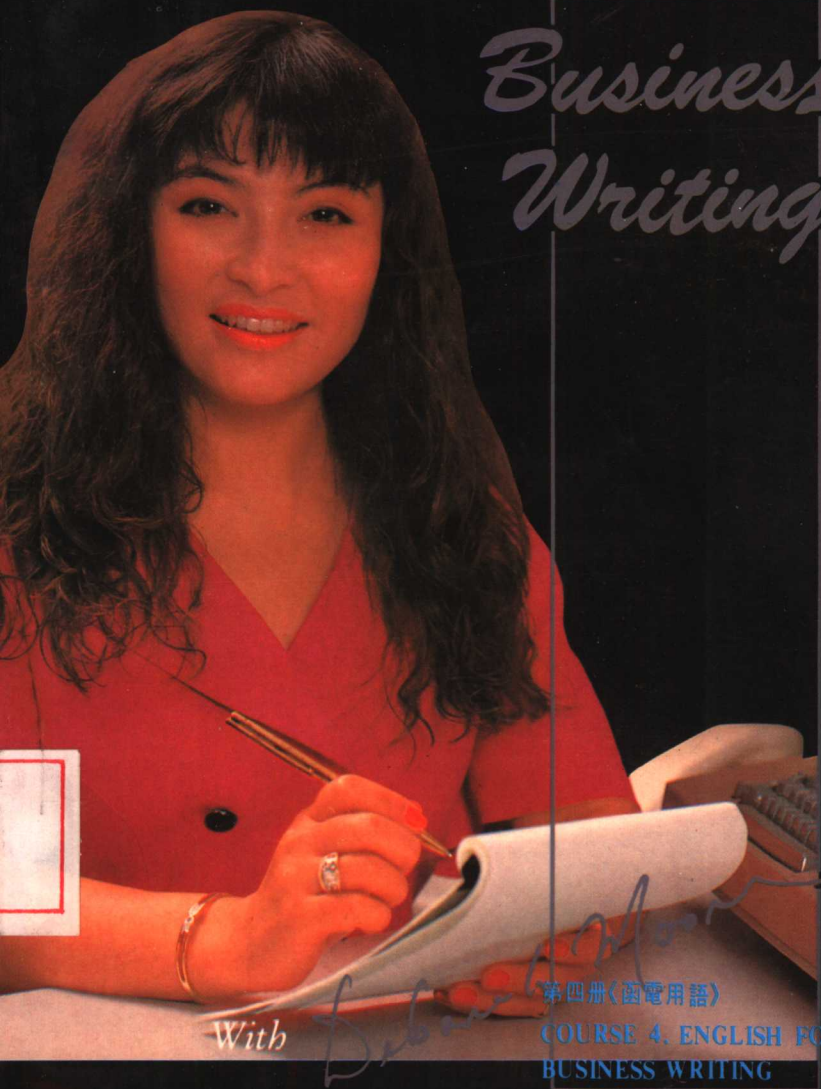


ENGLISH  
F O R

*Business  
Writing*

現代交際英語



With

*Deborah Moon*

第四册〈函電用語〉

COURSE 4, ENGLISH FOR  
BUSINESS WRITING

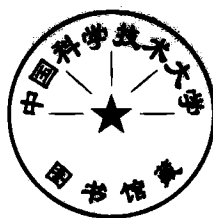
世界圖書出版公司

# 现代交际英语

## 第四册

函电用语

ENGLISH FOR BUSINESS WRITING



世界图书出版公司

北京·广州·上海·西安

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## 现代交际英语

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# 序 言

《现代交际英语》教程即将在全国各大中城市电视台播讲,和教程配套的文字教材、录音带、录像带也将同时发行。借此机会,我谨向全国广大英语学习者推荐这套教程。

随着我国改革开放的深入发展,对外的社会、经济、文化交往日益增加,因而对作为交往的重要工具的外语(特别是英语)的需要也不断增长,提高我国民族的外语素质已成为教育界、乃至社会各界密切关注的问题,各地广播电台、电视台的英语教学节目受到群众的欢迎,就是一个明证。最近的迹象还表明,我国的英语学习者已经不满足于学习一般的英语,而希望往高一层次发展,学习专门用途的英语。《现代交际英语》是适应秘书、公关、管理、社交、商业函电来往等需要而编制的一套中级教程,它编排合理,表演生动,语言地道,观看之余还可利用录音带来练习巩固,具有很大的实用价值。

我国英语教学受传统的教学思想影响较深,把语言作为一门知识来学习,每学一句话都要进行语法分析,至于这句话应该怎样使用,却不大讲究,结果是学用脱节。这套教程通过生动的情境来教学员使用语言,而不拘泥于语法分析。为适应国内读者的不同需求,帮助学员更好地理解 and 掌握教学内容,节目中穿插了中国教师的讲解。但要真正学到手,还必须勤学苦练,尽量在实际的交际环境中使用。

本来在广播电视的英语节目里,主要是学习英语口语,但这套教程还通过口语教授英语函电写作,这是一项很有意义的尝试,想必会受到广大读者的欢迎。

桂诗春

1992年10月

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# **Lesson 1**

## **Letter Formats and Guidelines**

20:30



Play the video

Watch the video.

Then study Section 1 for consolidation

## Section 1 Scenes and Conversation

**Deborah** : ... At the top is the letter head. That includes the company's name, the address, telephone number, fax number, etc. Next is the date, followed by the filing indices. These reference numbers (Our Ref: and Your Ref:) help both the writer and the receiver to file the letter properly. Then the inside address which includes the receiver's name, if known, his title and his address. It's helpful to have the inside address on the letter for future reference. Then the salutation — we should use the surname whenever possible, like on this letter, it's 'Mr Brown'. Use 'Dear Sir' only when you don't know the name of the receiver. The subject line lets the reader know immediately what the letter is about. Note that there is an extra space between the paragraphs in the body of the letter. The complimentary close comes just before the signature. We use 'Yours sincerely' when we begin the letter with the receiver's name and 'Yours faithfully' when we begin with 'Dear Sir (sir)'. After the signature, we type clearly the signer's name and title, and the initials of the secretary who typed the letter. Finally, we mention the enclosure; here it is the invoice and the bill of lading, and the carbon copy (cc) sent to Peter Smith, International Bank.



**[BLOCK FORM]**

All lines start at the left hand margin.



**International Publishing Ltd.**  
**62, Queen's Road, 20th Floor, Central**  
**Tel: 5487631 Fax: 5376798**

20 April, 1999

Date

Letterhead

Our ref: GH/6/99

Your ref: JB/3/99

Filing indices

Mr James Brown,  
Purchasing Manager,  
Far East Ltd.,  
P.O. Box 413,  
Singapore.

Inside address

Dear Mr Brown,

Salutation

Body

Your order no. 6821

Subject line

Thank you for your letter of 15 March, 1999. I am pleased to inform you that your order will be shipped to you by M.V. Kiro Maro, which is due to arrive in Singapore on 20 May, 1999.

Please feel free to contact me if you have any further questions. I look forward to hearing from you again.

Yours sincerely,

Complimentary close

*G. Howard*

Signature

George Howard,  
Marketing Manager

Signer's (writer's)  
name

Signer's (writer's)  
title

dm

Typist's Initials

Paragraphs

Enclosure: invoice, bill of lading  
cc: Peter Smith, International Bank

Enclosure

Carbon copy

**[SEMI-BLOCK FORM]**

Similar to block form, except that the date, the subject line and the close begin at the centre.



**International Publishing Ltd.**  
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20 April, 1999

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Please feel free to contact me if you have any further questions. I look forward to hearing from you again.

Yours sincerely,

*George Howard*

George Howard,  
Marketing Manager

dm

Enclosure: catalogue  
cc: Peter Smith, International Bank

**[INDENTED FORM]**

The beginning of each paragraph is indented, usually five spaces.



**International Publishing Ltd.**

**62, Queen's Road, 20th Floor, Central**

**Tel: 5487631**

**Fax: 5376798**

20 April, 1999

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cc: Peter Smith, International Bank



Play the video

**Read carefully Sections 2 and 3.**

**Then replay the video and learn with  
Deborah.**

## **Section 2 Key Writing Skills**

**Pay attention to these key writing skills while  
replaying.**

**The three basic rules of business letter writing**

1. Courtesy
2. Clarity
3. Conciseness

### **1. Courtesy**

A business letter must be polite. It should never offend the reader.

**Examples:**

**(Bad)** : You must send the details to us before next week. We are very busy!

**(Good)** : As we are very busy at present, could you please send us the details before next week?

### **Making a courteous request**

Could you (possibly) send us the details ...

Would you be able to ...

Would it be possible to ...

- A request in question form is always more courteous than a command!

## 2. Clarity

The writing must be well-organised, and it should be exact and specific.

### Examples:

(Bad) : I am interested in whatever books on travel that you publish. Also if there is any discount for schools. Especially interested in travel in Asia, and also Asian arts and crafts. Our school is doing a project on Asian travel.

(Good) : Our school is doing a project on Asian travel. I am interested in whatever books that you publish on this subject, as well as Asian arts and crafts. Do you offer any discount for schools?

### To organise your writing

- Decide on your most important, or most basic ideas.
- Make each of these the topic of a paragraph.
- Write a topic sentence to express each basic idea.
- The topic sentence will usually (but not necessarily) be the first sentence in the paragraph.
- Group your other ideas and other information according to which topic sentence they support. Develop each paragraph by adding these supporting sentences.
- If possible, arrange the paragraphs in order of importance.

Example : *Our school is doing a project on Asian travel.*  
I am interested in whatever books you publish on this subject, as well as Asian arts and crafts. Do you offer any discount for schools?

- The sentence in italics is the topic sentence. The rest are all supporting sentences.

### 3. Conciseness

Use no more words than necessary. Don't waste the time of your reader. And don't use a lot of wordy, old-fashioned phrases.

#### Examples:

**(Bad)** : We are in receipt of your letter of 4 September, and intend to comply with your instructions as you ordered by the commencement of next month.

**(Good)** : Thank you for your letter of 4 September. We will follow your instructions by the beginning of next month.

Below are some examples of wordy and old-fashioned phrases to avoid:

Don't write	Write
We would advise ...	We would like to inform ...
Thanking you in anticipation ...	I hope you will agree ...
We look forward to your favourable reply.	We look forward to receiving your reply/hearing from you
We are in receipt of your letter.	Thank you for .../We received your letter of ... (date)
At your earliest convenience ...	when convenient
In my/our possession ...	I/we have
It is our opinion that ...	We think ...
It is within our power ...	We can ...
prior to	before
a long period of time	a long time
at this time	now
during the time that	while
for the reason that	because
in spite of the fact that	although

## **Section 3 Useful Expressions and Vocabulary**

**Learn the use of these expressions and vocabulary while replaying.**

### **Informing**

I am pleased to inform you that ...

(for information the reader will be happy to hear)

I regret to inform you that ...

(for information the reader will not be happy to hear)

### **Inviting further contact**

Please feel free to contact me / us again if you have any further questions.

I look forward to hearing from you again.

### **Closing a letter**

Yours faithfully,

(if you don't know the name of the reader)

Yours sincerely,

(if you do know the name of the reader)

Yours,

-(if informal personal letters)

### **Other expressions and vocabulary you should know**

business letter

enclosure

personal letter

catalogue

format

cc (carbon copy)

content

courtesy (noun)

tone

courteous (adjective)

order

clarity (noun)

shipped

clear (adjective)

M.V. (motor vessel)

conciseness (noun)

due to arrive in (a

concise (adjective)

place) on (a date)

## Section 4 Exercises

### Exercise 1 Multiple choice questions

*Read through the following questions and circle the best answers.*

1. ... you for your letter of 28 July.  
A. Thanks  
B. Thank  
C. Thanking
2. I ... to inform you that your application for membership was accepted by the board.  
A. am pleased  
B. am please  
C. pleased
3. Your order ... to you last week.  
A. was shipped  
B. will be shipped  
C. will ship
4. It is due to arrive ... London on 20 September.  
A. for  
B. in  
C. on
5. Please ... to contact me if you have any further queries.  
A. feel  
B. feel free  
C. free
6. I am ... from you again.  
A. look forward to hear  
B. looking forward to hearing  
C. look forward to hearing



## Exercise 2 Comparing sentences

Consider each of the following pairs of sentences. Then tick (✓), in the space provided, the one which sounds more courteous.

1. (a) \_\_\_\_ You have made a mistake. You should check the figures again.  
(b) \_\_\_\_ I think there has been a mistake and would appreciate it if you could check the figures again for me.
2. (a) \_\_\_\_ Unfortunately, in the circumstances, we are not in a position to consider your proposal.  
(b) \_\_\_\_ Your proposal isn't any good, so we're not going to accept it.
3. (a) \_\_\_\_ You haven't paid us yet. You're late. Send the money right away.  
(b) \_\_\_\_ Unfortunately, we don't appear to have received your payment. As this was due three weeks ago, we would be pleased if you would settle the matter in the very near future.