



*Technical Writing
in the Work Place*

职场

实用英文写作

Technical Writing in the Work Place

程贵清 张 伟 编著



中国计量出版社

CHINA METROLOGY PUBLISHING HOUSE





*Technical Writing
in the Work Place*

职场 实用英文写作

Technical Writing in the Work Place

程贵清 张 伟 编著



中国计量出版社

CHINA METROLOGY PUBLISHING HOUSE

图书在版编目 (CIP) 数据

职场实用英文写作/程贵清, 张伟编著. —北京: 中国计量出版社, 2008. 3

ISBN 978 - 7 - 5026 - 2795 - 9

I. 职… II. ①程… ②张… III. 英语—应用文—写作
IV. H315

中国版本图书馆 CIP 数据核字 (2008) 第 029149 号

内 容 提 要

该书是为大中专和本科院校在校学生, 及在外企公司工作和打拼的普通职员与成功白领们而专门编写的。本书包涵 25 个单元, 分别精选了 25 种常用职场英文信函, 每一种都详细介绍了写作常用的词汇、语句和段落及写作时需注意的事项, 并且给出了范文, 以便大家学习和模仿。读者可在短时间内准确掌握具体信函的写作技巧, 使工作和学习变的更加自信和成功。

中国计量出版社出版

北京和平里西街甲 2 号

邮政编码 100013

电话 (010) 64275360

<http://www.zgjl.com.cn>

北京长宁印刷有限公司印刷

新华书店北京发行所发行

版权所有 不得翻印

*

850 mm × 1168 mm 32 开本 印张 10.875 字数 290 千字

2008 年 3 月第 1 版 2008 年 3 月第 1 次印刷

*

印数 1—3 000 定价: 25.00 元



INTRODUCTION

(序言)

随着中国经济的快速发展和全球化经济时代的到来，国际商务和国际贸易已成为国家经济生活中举足轻重的内容。在商务和贸易往来中，信函被广泛使用，它对业务的开展，客户的联络，人际的沟通都能起到至关重要的作用。特别是在中国众多的外企公司里，管理人员和普通职员都应该了解和掌握英文信函的写作和使用。各类院校的商务英语专业学生更应该将其作为必修内容。

但是，各种现代化通讯手段的使用和互联网的发展，写信对八十年代后出生的年轻人已变的相当陌生。写就一封通顺流畅，完美得体的中文信笺已属不易，英文书信对很多人就倍觉困难了。

针对这种现状，我们编写了《职场实用英文写作》(Technical Writing in the Work Place)，还有它的姊妹篇《社交实用英文写作》(Technical Writing for General and Social Occasions)。“职场”精选了25种常用英文信函，每一种我们都为读者提供了写作指要，常用的语汇，词组，语句和段落，尤其是每篇都附有多篇范文，以利学习者的参考和模仿。在写作指要部分，我们通过研习商

务往来中的惯例和常用信函模式，对写作过程中注意的事项作了全面的归纳和总结，这对学习者是有裨益的。另外，我们还对英文信件的构成，格式和写作标准与要求作了总体的概述，真诚希望读者在学习具体信函之前，认真阅读这两个部分。

教为业，文为余。该书是作者在繁忙的教学工作之余，利用早晚和节假日完成的。期间，陈聪尔，徐明和董江红三人给予了热情的帮助和支持，在此谨致谢意。但因时间紧迫，特别是由于水平有限，书中难免疏漏和谬误，敬请同学和读者与专家和广大教育同仁提出宝贵意见。

编 者

2008 年 3 月

CONTENTS

Elements of a Letters \1
Letter Formats \8
Effective Letter Writing \14
Unit 1 Resumes \26
Unit 2 Letters of Application \52
Unit 3 Cover Letters \65
Unit 4 Letters Dealing with Employment \79
Unit 5 Sales Letters \95
Unit 6 Faxed Letters \116
Unit 7 Follow – up letters \125
Unit 8 Fundraising Letters \137
Unit 9 Letters Dealing with Orders \153
Unit 10 Memos \163
Unit 11 Letters of Instructions \172
Unit 12 Letters of Introduction \184
Unit 13 Complaints \194
Unit 14 Letters of Adjustment \208
Unit 15 Letters That Serve as Contracts \221

- Unit 16 Requests and Inquiries \229
- Unit 17 Query Letters \243
- Unit 18 Letters to the Editor \252
- Unit 19 References and Recommendations \264
- Unit 20 Reports and Proposals \275
- Unit 21 Letters of Appreciation \285
- Unit 22 Letters of Welcome \294
- Unit 23 Letters about Credit \304
- Unit 24 Collection Letters \316
- Unit 25 E-mail \331

ELEMENTS OF A LETTER

(信函组成部分)

1. Personal Letters (个人信函)

Date: The date is placed near the top of the right side of the page. When the person is unfamiliar with your address and you aren't using stationary with your address on it, start with your address in the upper right corner (usually two lines) followed by the date. The left edges of these three lines line up underneath each other.

Salutation: Begin the salutation a few spaces down and flush left. It is followed by a comma ("Dear Jean, "). You don't usually put the person's address above it, as you would with a business letter.

Body of the letter: Indent the first paragraph-five spaces if you are typing the letter, about 3/4" if you are handwriting it. Indent all other paragraphs the same way.

Closing: The complimentary close ("Love", "Sincerely") is set about one line below your last sentence and to the right, its left edge on a line with the left edge of your date. Sign your name on the line below the complimentary close.

If your letter is more than one page long, generally write only on one side of your stationary.

2. Memos (便函)

Headings: At the top of the memo are the headings, the to/from/date/subject lines, which replace the letter's salutation. The most common ways of arranging the headings on the page are:

TO: Paul Rayley

FROM: Minta Doyle

DATE: April 23, 2003

RE: Lighthouse repairs

Message or body of the memo: There are no rigid rules for spacing in a memo, but two or three blank lines are commonly left between the headings and the text, which is single-spaced. Each paragraph begins flush left and is separated from other paragraphs by a single line of space.

Notation lines: Notations such as "Enc.:" or "cc:" are placed flush left at the bottom, as in a letter.

No signature is necessary on a memo, but people often sign or initial it at the bottom or next to their name in the "From:" line. Some memos are arranged in two parts so that the recipient can respond on and return the second half.

3. Business Letters (商务信函)

Return address: If you aren't using letterhead stationery, use the two lines immediately preceding the date line for your street address, city, state, and zipcode. Unless the letter is extremely formal, abbreviations ("Rd.," "Apt.,"

“NY”) are acceptable.

Date: For dates use this format: “October 12, 2003.” The month is not abbreviated, the day is not spelled out, and endings for numbers (“16th”, “2nd”) are not often used. But with the use of computers, We have more and more of this kind of endings. You may see “12 October 2003” particularly for international or government business. If you are typing in your return address, the date line goes directly beneath it. Otherwise, it is placed two to six lines below the printed address. When using the shortened date from (“11/12/2003”) in a casual memo, remember that this is used primarily in the United States; in other countries the first number is the day, the second the month.

Confidential or personal notation: Indicate “Confidential” or “Personal” halfway between the date line and the inside address, flush left.

Inside address: The number of spaces between the date line and the inside address depends on the length of your letter. Balance the elements of the letter so that there’s not too much white space above the inside address or below the last printed line. The inside address is always flush left and single spaced. If one line is long, put half of it on the next line, indenting two or three spaces. The person’s name goes on the first line. A brief title follows the name, preceded by a comma. Otherwise the title goes on the second line, or if you need the space, can be omitted. When writing to two or

more people, list them one to a line in alphabetical order. The company's name is on the next line, and the department or division is on the following line (unless space is a problem, in which case omit it). Information such as suite, room, floor, or apartment usually has its own line, unless it and the street address are short enough to fit on one line. It used to be standard practice to spell out all words of the inside address, but the use of two-letter state abbreviations has spread from the envelopes (where the Postal Service wants to see them) to the inside address, and if the letter is not formal, other abbreviations ("Ave.") may appear as well. Spell out compass directions that precede a street name but abbreviate those that follow it ("14 North Cedar", "14 Cedar N. W. ").

Attention line: When you don't know the name of the individual to whom you are writing or you want to direct the letter to a particular person's attention, the attention line ("ATTN: Customer Service Representative") is placed below the inside address, leaving one line of space between them. You can also include an attention line as part of the inside address on either the first or second line (after the company name).

Subject line: To indicate the subject of your letter, type "Subject:" or "Re:" (for "regarding") between the salutation and the body of your letter or between the inside address and the salutation. A brief phrase follows it ("Sub-

ject: block and brick work” or “Re: vacation dates”). Many people replace the salutation with a subject line when writing an impersonal letter to an anonymous recipient (your credit card statement was incorrect, for example). The subject line is popular with people handling stacks of incoming letters, trying to quickly identify the purpose of each. It is not recommended when your letter deals with several subjects.

Reference line: When referring to an order number or to a reference number used either by your correspondent or by your firm, handle it like a subject line and place it between the inside address and the salutation or between the salutation and the body of the letter (leaving one line of space on both sides in each case). It may also be placed between the date line and the inside address.

Salutation: Leave one line of space between the inside address (or the subject line) and the salutation. The salutation is followed by a colon (which is more formal) or a comma.

Body of the letter: Leave one line of space between the salutation (or the subject line) and the body of the letter. In general, single space within paragraphs and leave a line of space between paragraphs. If your letter is brief, however, double-spacing (or even 1 1/2 spacing) will make it look better on the page. Wide margins will also balance brief letters on the page just as narrow margins (but not less than 1

1/4) modify long letters. To indent paragraphs, start in five to ten spaces.

Do not justify the right margin.

If your letter runs to a second page, indicate the name of the recipient, the page number, and the date across the top of the page (about six lines below the page's edge). When writing to two individuals, put both names on the left, one under the other, and on the right indicate the date with the page number under it. Then leave three to five lines before resuming the body of the text. There should be a minimum of three lines of type in addition to the signature block to justify a second page.

Complimentary close: Leave one line between the body of the text and the complimentary close (Yours truly).

Signature: Your handwritten signature goes between the complimentary close and your typed name and title.

Name and title lines: Four spaces (or more, if your signature is large) below the complimentary close, type your name with the first letter directly beneath the first letter of the complimentary close. If you use a title, it is typed on the line beneath your name, and also lined up with the left edge of your name and the complimentary close. Omit the title if it appears on the letterhead.

Identification line: Leave one line of space between the name or title line and the identification line. Type the letter-signer's initials in capital letters flush left, followed by

a slash or colon and the typist's initials in lowercase letters ("DCK/jp", "IN:pjm"). Or, since it is obvious who has signed the letter, the typist's initials appear alone. The identification line is no longer much used.

Enclosure line: Leave one line of space between the identification line or the name/title and the enclosure line. Set flush left, this line begins with "Enc.:" and lists any enclosures in the order in which they are found in the envelope, one to a line. You may also use "Encl." or "Enclosures" followed by the number of items enclosed: "Enclosures(4)".

Copies line: Leave one line of space between previous material and the copy line. After "cc:" (from the old "carbon copy") list those receiving copies of the letter in alphabetical order, one to a line, either by their full name, initials and last name, or title and last name only. The person's address may also be included. If you don't want the recipient of the letter to know that copies were sent, indicate "bcc:" (blind carbon copy) with the names of those receiving copies on the office copy of the letter.

Postscript: A postscript, preceded by "P. S." is typed flush left two spaces below the last typed line.

Mailing notation: Instructions for mailing (Special delivery, Overnight express) are noted on copies of the letter, but not on the original. This is rarely used today.

LETTER FORMATS

(信函格式)

There is no “best” way to arrange the elements of a letter on the page (unless your company has a house style). You do, however, need to be consistent (if you indent one paragraph, you indent them all) and the layout must be readable and appealing. The following four formats are the most common, but any arrangement is acceptable if it makes sense, is readable, and is spaced nicely on the page.

1. Full-block letter (齐头式)

The easiest format for the typist, full block-style means that every line begins at the left margin-no exceptions. If you have a second page, the name of the recipient, the page number, and the date are typed flush left, one under the other.

CHANGING FURNITURE RENTAL

1927 James Avenue

Huntly, WI 53597

March 15, 2003

Confidential

York Furniture Rental

ATTN: Constance Yorke

1862 Wood Street

Huntly, WI 53597

Dear Constance Yorke,

Re: bad checks

We spoke at the Huntly Business Association meeting last month about exchanging lists of customers who have written at least three unbankable checks. Enclosed is my list.

Yours truly,

(signature)

Hamish Channing

President

Enc. : list

P. S. I don't feel too bad about passing these names along because I keep this same list posted by my cash register.

2. Block letter (半齐头式)

The block letter is identical to the full-block with two exceptions: the date line and reference line are typed flush right and the signature block (complimentary close plus sig-

nature plus name line and title line) are also set flush right or at least to the right of center. Otherwise, everything is flush left and there are no identifications. This format, which has a more traditional look than the full-block format, is used in the majority of business letters.

CHANGING FURNITURE RENTAL

1927 James Avenue

Huntly, WI 53597

March 15, 2003

CONFIDENTIAL

York Furniture Rental
ATTN: Constance Yorke
1862 Wood Street
Huntly, WI 53597

Dear Constance Yorke,

Re: bad checks

We spoke at the Huntly Business Association meeting last month about exchanging lists of customers who have written at least three unbankable checks. Enclosed is my list.

Yours truly,
(signature)
Hamish Channing
President

Enc. : list

P. S. I don't feel too bad about passing these names along because I keep this same list posted by my cash register.