



21世纪高职高专规划教材

(财经类)

# 外贸英语 函电与单证

王俐俐 主编



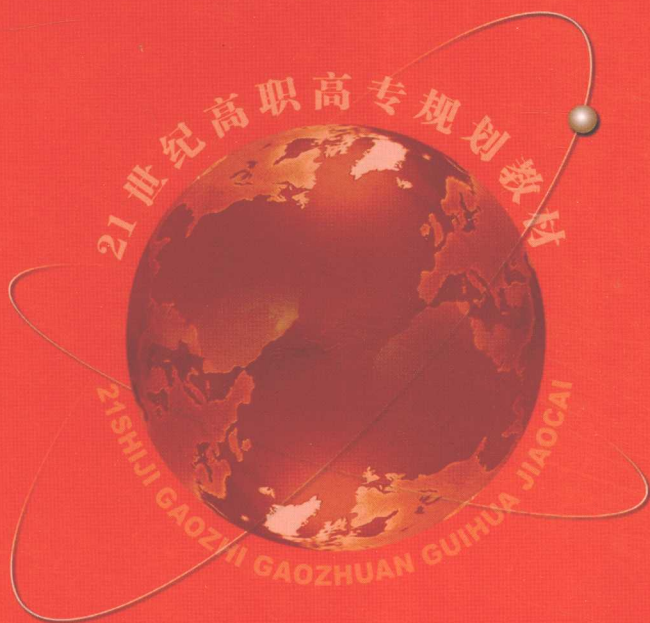
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# 外贸英语函电与单证

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《外贸英语函电与单证》一书是针对当前高职高专广大学生的实际水平编写的。本书是建立在教学实践的基础上,并对之加以不断深化与完善。它是随着在加入世贸组织后经济市场化、全球化趋势日益加深,对外贸易业务发展如火如荼的背景下编写的。本书主要是培养高职高专贸易类专业的学生在从事外贸业务活动中进行业务沟通的能力。通过介绍商务活动中各种英文业务函件的写作格式、商业术语和各种不同的表达方法,并通过介绍对外贸易各环节信函的具体写作方法,使学生在提高英语水平的同时,熟练掌握写作技能与阅读单证的能力。

本书分为英语函电和单证两大模块。英语函电模块分为10章,主要包括函电介绍、建立业务关系、询盘与报盘、还盘、商务合同与订单、付款方式、信用证、装运与保险、申诉与索赔;代理。单证模块分为7章,主要培养学生阅读单证、正确掌握单证内容的能力。

本书可作为2年制和3年制高职高专院校外贸、金融、经济管理、电子商务、商务英语等专业外语课程的教材,也可供有关专业及外贸商务人员参考。

本书配有电子课件,需要者请与本书的责任编辑余茂祚联系。  
(联系电话 010-88379759)

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# 前 言

随着我国对外经济贸易业务的日益频繁，外贸函电从内容到形式都发生了很大的变化。为了使学生在从事外贸业务活动中进行熟练的业务沟通，并能够准确地掌握常用单证的含义，我们在多年从事函电教学的基础上，参考国内外相关教材，根据目前的世界经济发展情况，编写了这本《外贸英语函电与单证》。本书注重职业岗位需求，按照“实用为主，够用为度”的原则编写，信函体例新颖，注重实践环节的安排。书中囊括了外贸业务中常见的函电、单证的大量实例。每单元均有相关的教学环节指导与专业术语介绍，所有的生词均采用例句解释。各单元均给出一些商务交往中有用的句型，供学生在实际的业务环境中参考借鉴。课后附有相关的练习，并设计了技能训练环节，旨在训练学生的思维能力、表达能力和团队协作能力。本书根据现行环境下对外贸业务员这一岗位的职业能力要求，大胆地将函电内容与单证内容融合在一起，有助于学生加深对函电与单证的认识，使学生能够真正学以致用。

本书由王俐俐（辽宁地质工程职业学院）担任主编，杨静（辽宁地质工程职业学院）、李丽（沈阳师范大学）和王伶俐（丹东科技教育学院）担任副主编，黄蘋、李悦、沈会超参编。第1章由王伶俐编写；第2、3章由黄蘋、王伶俐编写；第4、5、6章由李丽、李悦编写；第7、8、9、10章由王俐俐编写；单证部分由杨静、王伶俐编写。全书的课件部分由沈会超进行统一编辑、制作。

由于编者水平有限，且编写时间仓促，书中难免有不当之处，敬请各相关高职院校和读者在使用本教材的过程中给予指正，并将意见及时反馈给我们，以便在修订时进行改进、完善。

编 者

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# Part 1 Business Letters

## 英语函电

### Chapter 1 The Introduction of Business Letters

#### 函电介绍

##### 【学习要点】

1. 掌握函电的写作原则。
2. 掌握函电的写作格式及基本的写作结构。
3. 掌握传真、电子邮件的写作格式。

#### 1.1 Introduction

##### 介绍

In modern society, it is an essential ability for a person to write effectively. Business writing is widely used in business activities, such as establishing business relationship, enquiring and offering, ordering business contracts, complaining and claiming, etc. 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. Thus, business writing has three functions: to inform, to persuade and to entertain. The effective business writing can help companies increase their sales and profits by promoting good relations with business partners, customers and general public. How can a successful message be written? This is the purpose of this textbook.

#### 1.2 The Principles of Business Writing

##### 函电写作原则

Generally speaking, business writing requires the same skills as any other kind of practical writing. Besides the good command of English and no definite grammatical mistakes, special attention should be devoted to the following 6Cs principles: Courtesy

(礼貌), Correctness (正确), Conciseness (简要), Clarity (清晰), Concreteness (具体) and Completeness (完整).

### **1.2.1 Courtesy**

Courtesy means treating people with respect and friendly human concern. Effective writers imagine the reader before starting to write, using you-attitude and focusing on the positive approach. They consider the reader's desires, problems, circumstances, emotions and probable reactions to their request.

### **1.2.2 Correctness**

Correct grammar, punctuation and spelling are basic requirements for business writing. In addition, correctness means choosing the correct level of language and using accurate information and data.

### **1.2.3 Conciseness**

Conciseness means writing with the fewest possible words without giving up completeness and courtesy. Because a wordy message requires more time to write and read, business people pay more attention to conciseness in business message. It will give emphasis to the message.

### **1.2.4 Clarity**

Clarity tells the reader exactly what he/she wants and needs to know. Using words and format correctly makes your writing totally understood with just one reading. To realize this purpose, familiar words, simple and short sentences are better than difficult words and complex long sentences.

### **1.2.5 Concreteness**

Business writing should be vivid, special and definite rather than unclear, general and abstract, especially when the writer is requiring a response, solving problems, making an offer or acceptance, etc.

### **1.2.6 Completeness**

Try to include all the necessary information and data in the message because they can help writers get readers' responses and achieve desired replies. An incomplete message may result in increased communication costs, loss of goodwill, sales, and valued customers.

## **1.3 The Structure of Business Writing**

### **函电写作结构**

The first impression that a business letter leaves on its reader often determines whether the letter will actually be read, and it also determines the reader's reaction to

the contents of the letter. Therefore, the writers of business letters must be able to communicate their thoughts in efficient, appropriate letter form as well as composing well-written sentences and paragraphs.

Broadly speaking, business letters usually consist of the following seven standard parts:

- (1) Letterhead or Heading (信头)
- (2) Date (日期)
- (3) Inside Address (封内地址)
- (4) Salutation (称呼)
- (5) Body of the Letter / The Message (正文)
- (6) Complimentary Close (结尾敬语)
- (7) Signature (签名)

If necessary, the following six parts can be optional:

- (1) Reference Number (存档编号)
- (2) Attention Line (注意事项)
- (3) Subject Line (事由/主题行)
- (4) Enclosure (附件)
- (5) Reference Notation (经办人代号)
- (6) Postscript (附言)

### 1.3.1 The Seven Standard Parts

#### 1. Letterhead or Heading

Now almost every business letter is typed on printed letterhead paper. Letterhead is the essential element of a business letter. It lies on the top of the paper and indicates where the letter comes from. The first impression is given by the letterhead.

A letterhead generally contains the following information:

- (1) The name of the firm;
- (2) Its address and postal codes;
- (3) Telephone number;
- (4) Fax number;
- (5) Internet address;
- (6) E-mail address;
- (7) Telegraphic and telex address;
- (8) A trademark or a brief slogan, etc.

For example:

## CHINA NATIONAL LIGHT INDUSTRIAL

PRODUCTS IMP. & EXP. CO. , LTD.

No. 912 Section Jinsong, Chaoyang District,

Beijing, 100021 China

Tel:0086-10-6774774 Fax: 0086-10-6772315

[http:// www.chinalight.com.cn](http://www.chinalight.com.cn)

E-mail: [info@chinalig.com.cn](mailto:info@chinalig.com.cn)

### 2. Date

The date should be typed two lines below the last line of the letterhead. The common formats are typical American one (Month/Day/Year) and British one (Day/Month/Year). As the date is a vital part of a business letter, do not give the date in figures for they may cause confusion.

### 3. Inside Address

The inside address of the letter is typed directly below the date line at the left hand margin. The number of lines left blank between the date line and the address depends on the size of the body of the letter. The address to an individual consists of the people's courtesy title, name, business or executive title and address. When the letter is to a group, the inside address should include the full group name and the address.

### 4. Salutation

Salutation is the greeting to the recipient appearing two lines below the last line of the inside address. Be sure that it agrees with the recipient in the inside name and address or in the attention line. The one customarily used in a business letter now is Dear Sirs followed by a comma, while the Americans use Gentlemen with a colon after it. Do not use Sirs alone; Gentlemen cannot be used in singular. If the firm or the company is owned or managed by a woman, we often greet the recipient as Dear Madam. The following table shows some common salutations.

Examples of Salutation	Person to Address
Dear Sir	Without specific reference, formal
Dear Sirs	Without specific reference, formal
Gentlemen	Without specific reference, formal
Ladies and Gentlemen	Without specific reference, formal
Dear Mr. Smith	Male, never use Mister instead of Mr.
Dear Mrs. Smith	Married woman

(Continued)

Examples of Salutation	Person to Address
Dear Miss Smith	Unmarried woman, girl
Dear Ms. Smith	Female, marital status unknown
Dear Sales Agent	When the individual's name is unknown, use the person's professional title

### 5. Body of the Letter/The Message

This is the actual message of a letter. As the main purpose of a business letter is to transmit information, besides the contents which are of great importance to the whole letter, the writer should pay more attention to consideration how to make his or her ideas understood and accepted in the most proper way by the recipient. The 6Cs principles should be attached importance to. Try best to write the letter completely, correctly, concisely, clearly, courteously, grammatically and to the point.

### 6. Complimentary Close

The complimentary close is a polite way of bringing a letter to a close. Typed two lines below the last line of the letter, the complimentary close may be formal or informal. The following table shows some examples.

Formal	Less Formal
Yours faithfully, Truly yours,	Yours sincerely, Yours cordially,

### 7. Signature

**Organization Name:** If an organization name is used after the complimentary close, the name should be typed entirely in capital two lines below the complimentary close.

**Author, Title, and Department:** The author of the letter needs space to sign his/her name. Therefore, three blank lines should be left above the typed name of the author. If short, the author's title or department may appear on the same line as the author's name. If long, it should be typed immediately below the author's name.

For example:

<p>THE NATIONAL TRANSPORT CO. , T. M. White Manager</p>
---

### 1.3.2 The Six Optional Parts

#### 1. Reference Number

If needed, the reference number can be indicated near the date or above the inside address so as to facilitate the recipient's numbering and filing the letters he/she receives and enable the writer and the recipient to link the reply with the previous correspondences.

## 2. Attention Line

If you send your message officially to an organization, an attention line allows you to send it directly to a specific individual, officer, or department. However, if you know an individual's complete name, it is always better to use it as the first line of the inside address without the attention line.

## 3. Subject Line

The subject line helps identify the subject of the letter. It is often placed one line below the salutation. Using a subject line will remind your reader of the content of your message and enable him/her to decide whether the letter requires immediate attention. So it is a good idea to underline it or make it in boldface letters.

## 4. Enclosure

If something is enclosed with the letter, type the word "Enclosure" or the abbreviation of "Enc" at the left bottom with a figure indicating the number of enclosures, if there is more than one.

Examples :

Enc. Price list  
Enclosures: 4

## 5. Reference Notation

The reference notation consists of the initials of the person who dictates the letter and of the secretary or typist. The initials are usually typed two line-spacing below the signature against the left-hand margin.

## 6. Postscript

Postscript is mostly shortened to "P. S.". It is an afterthought which we should try to avoid using, as in formal letters, this is usually a sign of poor planning. Do not use postscript unless you want to add a personal touch to your letter. It is placed one line below the enclosure.

### 1.3.3 The Formats of a Business Letter

There are three formats of a business letter in current use; the indented style, the blocked style and the modified blocked style.

#### 1. The Indented Style

The indented style is a traditional British practice with the heading usually in the

middle and the date line on the right-hand side. In the body of the letter, each paragraph starts four or five spaces from the left-hand margin, while the complimentary close and the signature are centered or on the right-hand side of the sheet. It looks attractive and makes for easy reading, but it is not convenient to type.

Sample:

<b>Zong Shen Group</b> Chongqing, China	May 27, 2009
Information Service Department Bank of China Chongqing, China	
Dear Sirs,	
<u>Re:       *****</u>	
We have received an order from Peter James International Trade Co. , Ltd. , U. S. A. for US \$ 100,000 worth of goods. They have given us Bank of America as a credit reference.	
We would be obliged if you could approach the said bank and provide us with relevant information about the financial standing and modes of business. We will keep any information you send us confidential.	
We enclose a stamped and addressed envelope for your convenience.	
	Yours faithfully, Liu Mei

## 2. The Blocked Style

The blocked style is an American style, which is now much more widely used than before. Its feature is that all typing lines begin at the left-hand margin.

Sample:

**Zong Shen Group**

Chongqing, China

May 27, 2009

Information Service Department

Bank of China

Chongqing, China

Dear Sirs,

Re:       \*\*\*\*\*

We have received an order from Peter James International Trade Co. , Ltd. , U. S. A. for US \$ 100,000 worth of goods. They have given us Bank of America as a credit reference.

We would be obliged if you could approach the said bank and provide us with relevant information about the financial standing and modes of business. We will keep any information you send us confidential.

We enclose a stamped and addressed envelope for your convenience.

Yours faithfully,

Liu Mei

### 3. The Modified Blocked Style

The modified blocked style is also called the semi-block style or the mixed-block style, including the date line, reference line (if used), complimentary close, organization name (if used, the author's name and title begin at the center of the page). The first line of each paragraph may begin at the left margin or may be indented four or five spaces. All the other lines begin at the left margin.

Sample:



**Zong Shen Group**  
Chongqing, China

May 27, 2009

Information Service Department  
Bank of China  
Chongqing, China

Dear Sirs,

Re:       \*\*\*\*\*

We have received an order from Peter James International Trade Co., Ltd., U. S. A. for US \$ 100,000 worth of goods. They have given us Bank of America as a credit reference.

We would be obliged if you could approach the said bank and provide us with relevant information about the financial standing and modes of business. We will keep any information you send us confidential.

We enclose a stamped and addressed envelope for your convenience.

Yours faithfully,  
Liu Mei

## 1.4 Fax and E-mail

### 传真和电子邮件

Languages are products of the times and always bear the marks of a particular time. The rapid development of technology has brought changes to business writing. Fax and e-mail send messages so quickly and conveniently that they are widely used now.

#### 1.4.1 Fax

Facsimile machine is connected with telephone wires, so documents can be sent easily and quickly. Not only writing but also graphics, designs and pictures can be transmitted and the expense is cheaper than telegraph and tele-printing.