



高等院校英语专业现代应用型教材

**ENGLISH FOR
INTERNATIONAL BUSINESS
CORRESPONDENCE & DOCUMENTS**

**商务英语
函电及单证**

杨乐梅 / 编著

南开大学出版社

高等院校英语专业现代应用型教材
总主编 郝庆华

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English for International Business Correspondence & Documents

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总 序

改革开放的深入，改变了人们对英语和英语教学的认识。在中国逐步向世界全面开放的过程中，英语作为一种通用语，在人们眼里已不再神秘，它只是中国与世界交流必不可少的语言工具。英语的教学目标也不再像几十年前那样，旨在培养少数英语语言精英，而是要培养各行各业急需的、能直接进行跨文化交际和双向语言沟通的千千万万普通劳动者。在这种新认识的驱动下，从 20 世纪后期起，各大学在继续传统英语专业教学的同时，都积极探索着新的英语教学模式，以培养中国社会飞速发展所需要的大量复合型应用英语人才——既能用英语同世界直接交流又懂一些专门知识与实务操作技能的现代化社会劳动者。

近 10 年来中国涌现出来的 300 多所民办独立学院，即源于上述这种认识。作为独立学院的英语专业，也明确提出了培养复合型应用英语人才的目标，所采用的教学模式是“英语+专业”，抑或“专业+英语”，即新型英语专业。

新型英语专业的培养目标符合当今中国社会发展的需要。因为与传统英语专业学生相比，新型英语专业的学生拥有前者所欠缺的专门化学科知识；而与其他学科的学生相比，他们又拥有后者所不具备的英语接收与表达能力。这些懂专业、会英语、能直接与世界交流与沟通的毕业生，是有着极大提高潜力和完善空间的复合型应用英语人才，为国家和社会所需要，因此就业面广，很受社会欢迎。

新型英语专业采用“英语+专业”的教学模式值得肯定，但要成功培养出符合社会需求的高质量复合型应用英语人才，则必须在课程设置、教材编写和教学模式等方面充分考虑到一个关键点，即英语教学本身在培养目标上与其他学科的区别，将英语语言教学与有关专业学科教学适度、得当地结合起来。因为基础阶段的英语教学，主要是语言技能的训练，而非语言知识的传授，它不仅要求学生懂得词法、句法、语义及修辞、搭配等习惯用法，还要求学生用大量的时间进行应用练习，通过语言实践来掌握交流的基本功。只有当学生能熟练掌握并灵活运用他们所学的语言基础知识时，即能用英语自主表达个人意图并通过听说读写译等方式与他人自由交流时，学生才算学会了英语。而普通高校其他专业的本科教学则主要是知识的传授，只要学生学懂并记住书上的知识就可以了，至于运用，那是学生毕业以后走上社会工作时所要做的。因此，在新型英语专业的教学里，一定要围绕本科基础阶段英语教学的特点，选好相关的专业学科课程（如与外语应用结合密切的贸易、金融、管理、法律、旅游等）和适宜的教学方式（如增加老师或专家引导、学生自主创意的体验式教学：场景模拟、辩论、演讲等），使学生在有限的 4 年时间里，既能学好英语，又能学到相对适用的学科专业知识。如此才能尽早实现复合型应用英语人才的培养目的。

南开大学滨海学院即是一家颇具上述教学特色的独立学院，它诞生于沿海开放的领先地位——天津滨海新区，成长于北方环渤海经济圈提速发展的大环境，天时、地利都促成了该校“立足社会需求、打造应用型人才”的教学探索。滨海学院外经贸英语翻译专业所进行的

课程与教材改革收效显著,极具借鉴意义和推广价值。该专业自2004年建立以来,一直尝试“英语+专业”这种新型英语专业的教学模式。他们在新生入学头两年狠抓学生的英语语言基础,从第三年起,用自编英语教材给学生开设国际贸易、对外经济、进出口实务、公司理财、工商管理、市场营销、国际商法、经贸文选、外贸书信函电等专业课程。已毕业的两届学生从业情况证明,他们的教学取得了不错的成果:作为一个三本独立学院的英语专业,他们的学生求职应聘适应面宽、选择面广,就业范围涵盖了金融机构、进出口公司、外资生产企业、投资或销售代理机构等;从事的工作含翻译、企业管理、市场营销、贸易实务等;由于目标明确,兴趣得到释放,部分愿意提高自己的学生也能自觉学习,最终拿到国外大学的奖学金出国深造,还有的考取了全国著名重点大学的研究生。他们在全国英语专业四级考试中,一次通过率达到72.6%,英语专业8级通过率达到47%,考上研究生的学生也占到13%(今后比例还会有提高)。细究其原因,是他们较好地做到了将英语与其他学科有机结合,能够学有所为、学以致用。

“滨海模式”的具体方法虽然需要“因地制宜”,但其指导思想顺应了时代的发展,符合国际化、现代化的要求,尤其是毕业生的受欢迎度更加证明,英语专业不同层次的教学目标应当多元化,教学模式及教材编写亦应随之改革,培养出更多真正能解决实际工作需要的人才。鉴于此,南开大学出版社组织了来自南开大学滨海学院、南开大学、天津外国语学院、天津师范大学、天津财经大学、天津工业大学、天津科技大学、天津城建学院、北京航空航天大学等高校的资深骨干教师,结合近几年的课堂经验与用人单位的信息反馈,着手编写这套“高等院校英语专业现代应用型教材”。这套教材的选题基本上围绕新型英语专业所选定的有关学科的专业课程设计,经过滨海学院两届毕业生的就业实践证明,这些课程适时度地为学生储备了一定的专业或行业知识得到用人单位的特别肯定和好评。参编人员均具有一线教学经验、精通所选专业并直接承担过新型教学任务,他们在教材的编写中注意保留专业课程的精髓要点,语言深入浅出,适合独立院校和新型英语专业学生的英语水平,并努力将语言学习与专业学习融会贯通;同时适当安排文学文化类课程,使学生了解语言文化背景、提升相关文化素质;在编写加强学生英语基本技能的教材中,重点培养学生对语言的观察分析能力,并通过口笔译训练,使他们开动脑筋,悟懂道理,想出方法,解决问题,以提高双语交流的语言组织与表达能力,达到培养应用型英语人才的目的。

“滨海模式”与这套“专业现代应用型系列教材”是探索性的,但也是有启示性、前瞻性和创新性的。它为新型英语专业的教学和教材的发展拓展了新的视野,为培养我国急需的复合型应用英语人才的教材编写开辟了新的思路。我们希望,这套教材的出版能够为独立院校乃至普通高校的英语教学提供有益的参考;我们也相信,会有越来越多的师生受益于不断完善的课程探索,为新型人才插上腾飞的翅膀!

编者

2009年8月于南开大学

前 言

随着经济国际化不断加深，国际经贸联系日益紧密，中国的对外经贸业绩持续增长。特别是进入 21 世纪以来，中国在加入 WTO 后商务与国际接轨，国际贸易往来和各种方式的交流与合作也日益增多，外经贸函电也随之在内容和形式上都发生了很大的变化。商务英语函电是开展对外经济贸易业务和有关活动的重要工具。因此，使学生了解当前国际商务英语的基本知识，正确地掌握商务英语函电的写作方法和技能，并能熟练填写进出口贸易单证，提高在国际商务活动中运用英语进行交流的能力，是培养他们成为新世纪从事对外经济贸易业务工作者必须具备的一个重要条件。

本教材以增强学生商务英语交流能力为主旨，根据现代商务英语函电的特点，结合当前天津对外经济贸易业务的实际情况和需要，确定课文情景、业务环节和课后练习，将信文与有关单证的学习合为一体，按照进出口业务各主要环节的顺序，较系统介绍了商务英语函电的专业词语、基本句型、基本单证、写作特点和写作技巧，并通过与课文内容紧密相关的练习，达到训练学生正确使用信函常用词汇和句型，熟练地翻译和撰写业务信函、正确填写有关单证的目的。

全书共分 17 个单元，每单元分为七部分：前言、信文、单证、常用词汇、常用表达法、练习和选读。选读部分包括信文和单证，有效地增添了有关章节的内容，使本书的内容更加联系实际，更加充实完整。根据需要有些单元增加了外贸注释。书后附有《中华人民共和国对外贸易法》(*Foreign Trade Law of the People's Republic of China*) 及商务英语常用缩略语表，以便参考、检索和记忆。

本书由杨乐梅编写，寇婷和杨曼希参加了部分资料的搜集和整理工作。作者在编写中参阅了国内外与商务有关的书籍，在此向有关作者致以真诚的敬意。本书的编写得到了天津财经大学外语系领导的支持和外贸系有关教师的帮助，在此一并表示衷心的感谢。

对本书内容存在的缺点和不足之处，欢迎读者，特别是各经贸院校的教学工作者，给予批评指正。

编者

2009 年 9 月

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Unit One Business Letter Writing

Principles of Business Letter Writing

In the modern age the signification of good communication skills is almost unanimously recognized as all the business depends upon the satisfactory exchange of information. The objectives of communication are to obtain complete understanding between the parties involved, and elicit the responses required, which can be achieved through clear expression and right approach.

Therefore it is of the utmost importance for students to learn how to write good business letters — letters that present ideas interestingly and clearly to enable readers to understand with the least possible efforts.

We suggest that the following points should be borne in mind when writing an English business letter:

To express the idea in the most clear, concise, and courteous way, the writer should, first of all, make sure that his meaning is conveyed so clearly that the letter can not be misunderstood. To achieve such clearness, he should keep in mind the purpose of his letter and use words — plain, simple, and appropriate, in correct sentence structures to avoid ambiguity.

Clearness and conciseness often go hand-in-hand and the elimination of wordiness or redundancy can help to make a letter clearer and at the same time more concise. A concise letter should say things briefly but completely without losing clearness or courtesy. Conciseness can be achieved by shortening wordy expressions, using words instead of phrases or clauses and avoiding padded expressions.

It should hardly be necessary to stress the importance of courtesy in business correspondence. Courtesy, not merely politeness, stems from a sincere You-attitude. The writer should not only avoid irritating or offensive statements, but put himself in the shoes of the people who will be reading the message. He should always keep them in mind, see things from their point of view, imagine them in their situation, think of their problems and difficulties and express the idea desired in terms of their experience.

In the business world time is a commodity, and punctuality is regarded as a virtue. Naturally prompt reply to a letter and being punctual in transaction will certainly please your customers as a common form of courtesy.

Layout of Business Letters

I. Forms of a Business Letter

Although formality in business letter writing is rapidly giving ways to a less conventional and more friendly style, the layout still follows a more or less set pattern determined by custom. It is advisable to follow established practice, to which the business world has become accustomed.

Generally speaking, two patterns of layout are in current use — the conventional indented style (Example 1) and the modern blocked style (Example 2). The former takes in four to six letters in the first line of each paragraph in the body of the letter, while the latter begins all typing lines, including those for the date, inside name and address, salutation, subject heading and complimentary close etc. at the left-hand margin. However, the inconvenience of paragraph indentations in the indented form and the loss of clarity occasioned by the absence of indentation in the blocked style give birth to the third pattern of layout — modified blocked style (Example 3), where the date is placed on the upper right-handed side of the paper to achieve eye-catching effect.

Example 1: Indented Format

Tianjin Foodstuffs Import & Export Corporation

98 Jianshe Road, Tianjin, China

Telephone: (022) 25873568 Fax: 25876688 E-mail: tjfod@public.tpt.tj.cn

Our ref: No. PC/mj

Your ref: No. SP/gb

Date: 30th May 2009

Messrs. MacDonald & Evans
101 Tracy Avenue
Spokane, Washington 88202
U.S.A.

Dear Sirs,

Your Order No. 556

We are pleased to learn that our Xinghai Pianos appeal to your market and thank you for your E-mail duplicating your order for 1,000 sets.

You know that owing to the sudden rise in the cost of the special steel sheets, the prevailing prices of pianos in the world market are somewhat higher. However, considering the long-standing relationship between us, we have entertained your repeat order on the same terms as before and are sending you our sales confirmation No. PT-206 in duplicate. Please sign and return one copy to us for our file.

It is understood that a letter of credit in our favor covering the above-mentioned pianos will be established immediately. We wish to point out that the stipulations in the relevant credit should conform strictly to the terms set out in our sales confirmation in order to avoid subsequent amendments. You may rest assured that we shall effect shipment with the least possible upon receipt of your credit.

We appreciate your cooperation and trust that the goods to be dispatched will be found to your complete satisfaction.

Yours sincerely,

(Sg) _____
(Manager)

Example 2: Blocked Format

Tianjin Foodstuffs Import & Export Corporation

98 Jianshe Road, Tianjin, China

Telephone: (022) 25873568 Fax: 25876688 E-mail: tjfod@public.tpt.tj.cn

Our ref: No. PC/mj

Your ref: No. SP/gb

Date: 30th May 2009

Messrs. MacDonald & Evans

101 Tracy Avenue

Spokane, Washington 88202

U.S.A.

Dear Sirs,

Your Order No. 556

We are pleased to learn that our Xinghai Pianos appeal to your market and thank you for your E-mail duplicating your order for 1,000 sets.

You know that owing to the sudden rise in the cost of the special steel sheets, the prevailing prices of pianos in the world market are somewhat higher. However, considering the long-standing relationship between us, we have entertained your repeat order on the same terms as before and are sending you our sales confirmation No. PT-206 in duplicate. Please sign and return one copy to us for our file.

It is understood that a letter of credit in our favor covering the above-mentioned pianos will be established immediately. We wish to point out that the stipulations in the relevant credit should conform strictly to the terms set out in our sales confirmation in order to avoid subsequent amendments. You may rest assured that we shall effect shipment with the least possible upon receipt of your credit.

We appreciate your cooperation and trust that the goods to be dispatched will be found to your complete satisfaction.

Yours sincerely,

(Sg) _____
(Manager)

Example 3: Modified Blocked Format

Tianjin Foodstuffs Import & Export Corporation

98 Jianshe Road, Tianjin, China

Telephone: (022) 25873568 Fax: 25876688 E-mail: tjfod@public.tpt.tj.cn

Our ref: No. PC/mj

Your ref: No. SP/gb

Date: 30th May 2009

Messrs. Mac Donald & Evans
101 Tracy Avenue
Spokane, Washington 88202
U.S.A.

Dear Sirs,

Your Order No. 556

We are pleased to learn that our Xinghai Pianos appeal to your market and thank you for your E-mail duplicating your order for 1,000 sets.

You know that owing to the sudden rise in the cost of the special steel sheets, the prevailing prices of pianos in the world market are somewhat higher. However, considering the long-standing relationship between us, we have entertained your repeat order on the same terms as before and are sending you our sales confirmation No. PT-206 in duplicate. Please sign and return one copy to us for our file.

It is understood that a letter of credit in our favor covering the above-mentioned pianos will be established immediately. We wish to point out that the stipulations in the relevant credit should conform strictly to the terms set out in our sales confirmation in order to avoid subsequent amendments. You may rest assured that we shall effect shipment with the least possible upon receipt of your credit.

We appreciate your cooperation and trust that the goods to be dispatched will be found to your complete satisfaction.

Yours sincerely,

(Sg) _____
(Manager)

II. Parts of a Business Letter

The business letter consists of the following twelve parts: (1) the letter-head, (2) the date, (3) the reference, (4) the inside name and address, (5) the salutation, (6) the subject line, (7) the message, (8) the complimentary close, (9) the signature and designation, (10) the enclosure, (11) the postscript, (12) the attention line.