



21世纪高等院校教材·国际经济与贸易系列

# 外贸英语函电

兰天 时敏 叶富国 主编



科学出版社

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国际贸易英语函电教程第一册  
国际贸易英语函电教程第二册  
国际贸易英语函电教程第三册  
国际贸易英语函电教程第四册  
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国际贸易英语函电教程第九册  
国际贸易英语函电教程第十册

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## 内 容 简 介

本书主要包括两部分。第一部分的第一章系统地介绍了英文商务信函写作的基本知识,第二至第十二章遵循外贸常规流程,依次介绍了业务关系的建立、资信调查、询盘及回复、报盘、还盘和接受,支付方式、包装、保险、装运、索赔与理赔,代理等内容。第二部分是附录部分,内容包括各个章节的样信、对话的译文及练习答案。本书的特色是,以两个具体的模拟公司的一单生意,从建立外贸业务关系开始一直到索赔及代理,为主要线索,以外贸操作过程的各个环节所涉及的样信为具体内容,两个公司对一单电子产品完整的贸易过程贯穿整本书,使读者置身于一个业务操作环境中,对外贸信函的特点、实际运用过程有更透彻、更深刻的理解,具有实用性。同时,本书的练习题内容全面,题型多样,突出各个章节的重点。

本书可供高等院校国际经济与贸易专业、外贸英语专业及其他相关专业师生使用,也可供社会读者,尤其是从事外贸商务活动的读者参考。

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# 总 序

科技革命迅猛发展，知识更替日新月异，国际竞争日趋激烈。从国际经济环境看，跨国投资飞速发展，世界各国和地区间的经济依赖程度不断加深，区域经济集团化和世界经济全球化趋势不断加强，国际经济协调日显重要，经济集团内部以及经济集团之间的合作与竞争日益成为关注的焦点。从国内经济环境看，社会主义市场经济体制的建立与不断完善改善了我国企业参与国际竞争的条件，经济发展方式的转变和对外开放程度的加深提高了我国企业迎接机遇和挑战的速度。

为了培养熟悉国际经济运行规则、符合社会主义市场经济建设需要的人才，优化人才的知识结构，我们组织东北财经大学国际经济贸易学院的专业骨干教师编写了国际经济与贸易专业本科系列教材。东北财经大学国际经济与贸易专业系辽宁省示范专业，国际贸易学是辽宁省重点学科。

这套教材结合教师多年教学的经验，尽可能地反映本学科领域最新的研究成果和最新的发展趋势。我们深知，教材从写出的那一天起就已经“过时”了，这就需要教师在讲授过程中不断充实、调整有关授课内容，我们也根据国内外经济环境的变化适时修订本系列教材。

本系列教材是为国际经济与贸易专业本科生课程编写的，同时也适用于其他经济类专业和有兴趣学习、更新国际经济与贸易知识的人士使用。

由于作者学识和资料所限，本系列教材难免有不足之处，敬请广大读者批评指正。

东北财经大学国际经济贸易学院

2008年2月

## 前 言

随着我国加入 WTO, 国际贸易与投资业务迅猛发展, 国际商务交往活动更加频繁, 社会各界人士学习商务英语的积极性高涨, 掌握扎实的外贸函电写作基础知识日益重要。本书就是为了适应各界读者的这一需要而编写的, 是一本实用性较强的外贸函电图书。

本书结构新颖, 内容全面, 脉络清晰, 实用性强。

本书分两大部分。第一部分是外贸函电各个章节的相关背景知识介绍, 内容包括各种样信、与本章节相关的口语对话及相关的配套练习题。第二部分是附录, 内容包括各个章节的样信、对话的译文及练习答案。

本书的第一部分共 12 个章节, 在内容和结构的编排上分别以外贸交易磋商过程为线索, 注重其实用性和可操作性。除第 1 章外, 每一章包括如下五个方面: Section one Introduction, Section two Useful sentences, Section three Specimen letters, Section four Dialogue practice and Section five Exercises。

“Section one”, 除第 1 章(用汉语介绍写作知识)外, 从第 2 章开始至第 12 章采用双语介绍本章节与英文函电写作相关的背景知识, 这既有利于外贸相关专业及英语基础相对好的读者对重点知识的回顾, 提高理解、写作能力, 又有利于非国际贸易专业读者或英语基础相对弱的读者对本章节相关重点知识的理解和掌握, 便于相关的外贸背景知识和英语阅读能力同步提高。

“Section two”主要是相关章节的重点词汇、句型。作者在多年教学经验积累的基础上, 经过筛选斟酌, 把最常用的词语、句型加以总结, 呈现给读者, 使读者少而精地掌握这些函电写作中常用的实用的词语、句型, 便于实际函电写作之应用。

“Section three”是本部分的重点, 也是本书的重点, 主要包括各个章节的相关样信。它以两个具体的模拟公司(大连阳光电子产品进出口公司——卖方, AAA 宇宙贸易公司——买方)的一单生意为例, 以建立外贸业务关系开始一直到索赔及代理为主要线索, 以外贸操作过程的各个环节所涉及的样信为具体内容, 两个公司对一单电子产品生意完整的贸易过程贯穿全书, 使读者置身于一个业务操作环境中, 对外贸信函的特点及实际运用过程的理解更透彻、更深刻。同时, 为了外贸信函的完整性, 弥补这一单生意所缺少的信函, 每章在以上主脉络的基础上, 还列举了一些其他常用的信函, 每封信都是以买卖双方的信函来往为基础, 遵循信函的有来有往的特点, 使读者深刻理解外贸信函写作的完整过程并加以运用。此部分是编者多年教学经验的结晶。

“Section four”,为了适应现代商务英语实际应用的需要,每个章节还包括相关的对话练习并附有译文,目的在于使读者在掌握商务函电写作知识的同时也加强各个章节的口语操练,做到既练“笔”又练“口”,写作和口语同时提高。

“Section five”是每一章的信函和对话之后的练习。在编写过程中,作者注意练习题内容的全面性,题型的多样性、趣味性,突出各个章节的重点。例如,第9章对包装材料词汇这一环节的内容的处理,作者将这些包装材料分别归类为“包”、“箱”、“桶”等,并采用“匹配”的题型设计,既减少了埋头做题的枯燥感,又便于读者记忆。另外,作者也十分注重所有练习题的实用性和可操作性,使读者所做的练习题尽可能地与外贸过程的相关环节紧密联系起来,做到有目的地做练习题,“练”以致用。例如,在“信用证”、“索赔”这些章节的写作练习题中,融入了外贸操作过程的主要内容,如“根据所给的信用证条款和相关的合同,查找出不符点,然后写出请求改证的信函”;又如,根据大副提单写一封装运通知;再如根据“索赔函”,写出相应的“接受和拒绝函”。这些与信函配套的相关练习使读者把商务函电与实际应用联系起来,真正学以致用。本部分练习附有详细的答案,并且对于所要求的写作难度较大的信函还有参考译文,更易于英语基础相对薄弱的读者理解、掌握、运用商务函电。

本书第1章、第2章由兰天编写,第3章至第11章由时敏编写,第12章由叶富国编写。全书由兰天统稿。

由于作者水平及时间所限,书中难免有不足之处,敬请读者不吝赐教。

兰 天 时 敏 叶富国

2009年12月

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# Chapter 1 Business Letters Writing

## Learning focus

- Knowing of the difference between common letters and business letters
- Knowing of the layout of business letter writing
- Learning to write business letters in different formats according to different culture backgrounds
- Knowing how to address an envelope

## Section one Common letters and business letters

The image shows two diagrams comparing letter formats. The left diagram, titled 'Friendly Letter Format', shows a layout where the heading (Street Address, City, State, Zip, Date) is on the right, the greeting is on the left, and the closing/signature is at the bottom. The right diagram, titled 'Business Letter Format', shows a layout where the heading is at the top right, the inside address is on the left, the greeting is on the left, and the closing/signature is at the bottom. Both diagrams include explanatory text about the differences in formality and audience.

**Friendly Letter Format**

Street Address (Number and Street)  
City State Zip  
Date

Heading →

Dear Recipient ← Greeting

By the arrangement of the parts of this letter, you probably already know that it is a friendly letter. Some letter parts are shared in common between both business and friendly letters, but they are used for different purposes. (Remember the T.A.P.F.) Friendly letters are much less formal, and are not used for official purposes.

The language of a friendly letter is much more casual, and the audience is usually a friend, family member, or acquaintance.

Closing → Your friend,  
Signature → A. Writer

**Business Letter Format**

Street Address - Number & Street  
City State Zip  
Date

Heading →

Name of Addressee  
Street Address - Number & Street  
City State Zip

Inside Address ←

Dear \_\_\_\_\_: ← Greeting

As you can tell from the inside address just before the greeting, a business letter is much more formal. This is the type of letter you might write to a company to complain about a product, claim repair or replacement under warranty, or to request information. The language—grammar and vocabulary—used for this type of formal writing is very concise and the audience for such a letter needs to be able to read the letter quickly, and understand the message that the writer is sending, whether it is a complaint, a request for information, or some other communication.

The tone of the letter can be as important as its precision. Be sure to communicate your information in a manner appropriate to the situation. For example: register a complaint, don't whine.

Closing → Sincerely,  
Signature → A. Writer

Typewrite your name here

这两封信的不同之处就是商务信函有封内地址,以便对方公司通信交流时查找。

## Section two The layout of business letters

一般商务英语书信的结构都包括以下几部分内容。

### 1. The heading 信头

信头就是指书信中发信人的地址和发信的日期等。通常情况下,公司都会专门印制带有信头的信笺纸,包括发信人的姓名、地址、电话、传真等。当我们撰写传统信件时,直接使用这种信笺纸就可以。例如:

Dalian Sunny Electronic Products Imp. and Exp. Co. Lit. 108 Xian Road. Shahekou District Dalian Liaoning Province China
--

### 2. Date 日期

这部分内容是为了方便今后查询信件。日期应该写在信头下方三四行处,为了避免混淆,不要用这样的写法“10 / 10 /2009”(2009年10月10日)。

是否使用逗号或句号,取决于个人的喜好,但是现在一般的习惯写法是:在月份后用逗号,年份后不使用句号。例如:

October 10, 2009 ( American style) 10 <sup>th</sup> October, 2009 ( British style)
---

### 3. The inside address 封内地址

这是指收信人的姓名和地址,一般写在信笺的左上方。收信人名称地址的格式和信头的格式相同,但必须把收信人的姓名一并写出。例如:

The general manger Fuji The Textile Imp. &Exp. Co. Ltd. 188 Ginza-Chome, Tokyo, Japan
---

### 4. The subject heading 事由

事由也就是我们通常说的主题,可以直接写明信件的重点,让人不必读完全信即了解到信的内容。所以,事由要写得简明扼要。

## 5. The salutation 称呼

较常使用的有 Dear Sirs、Dear Madam、Dear Mr. ××。称呼后面的标点,一般使用逗号。称呼里的第一个字母要大写。

## 6. The open sentences 开头语

开头语没有统一的格式,但习惯上先用客套的语句把收到对方来信的日期、主题及简单内容加以综合叙述,使对方一目了然这是答复哪一封去信的。如果是第一次通信,也可以利用开头语作必要的自我介绍,并表明目的要求。开头语一般与正文分开,自成一节,要求简单明了。

## 7. The body of the letter 正文

信的主体。一封信件的优劣,完全要看正文写得好或坏。我们会在后面继续讨论写作商务信函的一些技巧、规则。

## 8. The closing 结尾语

结尾语一般用来总结文本所谈的事项,提示对收信人的要求,如“希望来信/来函订货”,“答复询问”等,另外也附加一些略带客套的语气。正文结束后,另起一段写结尾语。

## 9. The complimentary close 结尾敬语

结尾敬语是结束信函时的一种客套,应该与前面的称呼相呼应。如“Sincerely,” “Best Regards,” or “Yours Truly,”。结尾敬语写在结尾语下隔一行,只有第一个字母大写,后面加逗号。

## 10. The signature 签名

写在结尾敬语的下面,签上写信人的名字。如果是传统的信件,写信人最好亲笔签上自己的名字,因为用印章的话,说明该信件并非本人亲自过目,只是通函而已,不为人重视。签名的下面,最好写上发信人的职位。

## 11. Enclosure 附件

如果信中有附件,应在左下角注明 Encl. 或 Enc., 例如:

Encls: 2 Invoices Enc. : 1 B/Lading
--

	<b>Koffit Trade Co., Ltd.</b>	<b>1</b>
	15 Western Avenue, Shanghai China, Telephone: +86 021 88654987 Fax: +86 021 88654988 Email: koffit@A-Z.com.cn	
ST/KL		<b>2</b>
25 January 2003		
Mrs Irith Williams		
Williams Trading Co., Ltd		<b>3</b>
28 Hunter Avenue Denver, CO 80206		
USA		
Re: Delayed arrival of your new glasses		<b>4</b>
Dear Irith,		<b>5</b>
Thank you for your letter of 24 January.		<b>6</b>
On behalf of Koffit I would like to apologize most sincerely for the problems you have experienced in receiving your new glasses. This is most unlike the speedy, professional service we pride ourselves on.		<b>7</b>
As a gesture of Koffit I would like to offer you a refund of \$100 to recover your traveling costs and inconvenience which you have incurred. Our cheque is enclosed.		
I understand from the manufacturers that your glasses should be arriving in our store during the next few days. I will give you a call as soon as they are with us to arrange an appointment for you to come down to collect them.		
Many apologies again for the problems you have experienced.		<b>8</b>
Yours sincerely,		<b>9</b>
<i>Shirley Taylor</i>		
SHIRLEY TAYLOR		<b>10</b>
Manager of Sales Department		

英语坊 (www.enfang.com)

## Section three Format of a business letters

### 1. Format of a business letters 商务信函的格式

商务书信写作有三种常见排版格式。通常商务交流中的书信书写格式分为三种，每一种都有其突出的地方，而选择用哪种格式则要看写信人的喜好。

#### 1) Block format 平头式

每一行都是从左边开始取齐，成一垂直线。

#### 2) Indented format 缩行式

封内地址和其他需要分行的地方的后一行，都比前一行缩进两格或三格。信的正文、每一段的开始一行都缩进若干格。

#### 3) The semi-blocked format 混合式

这是前两种格式的混合体。信的正文部分采用平头式，作者的地址、日期、结尾敬语及签名采用缩行式。

Block format	Indented format	The semi-blocked format
<p>Heading Date Inside Address Dear Sirs,</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Yours faithfully, Signature</p>	<p>Heading <span style="float: right;">Date</span></p> <p>Inside Address Dear Sirs,</p> <p><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/> _____</p> <p>_____</p> <p><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/> _____</p> <p>_____</p> <p>.....</p> <p>Yours faithfully, Signature</p>	<p>Heading <span style="float: right;">Date</span></p> <p>Inside Address Dear Sirs,</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Yours faithfully, Signature</p>

2. Format on envelope 信封的格式

<p>寄件人姓名、地址、国家, 如:</p> <p><i>Mark King</i></p> <p>No. 21 Xinhua West, Nanning City</p> <p>Guangxi, China</p> <p>Tel: 0771 2××××××(附属, 方便联系)</p>	<p>STAMPS(邮票)</p>
<p>收件人姓名、地址、国家, 如:</p> <p><i>James Bond</i></p> <p>No. 007 Spies Road.</p> <p>England Street, 200601.</p> <p>UK</p> <p>Tel: 0044 2361××××(附属, 方便联系)</p>	

Liu Yan-hua  
Room 302, No. 48, Yanan Road (M)  
Shanghai, 20040  
P. R. China

stamp

Prof. John Hill  
607 North Willington Avenue  
West Palm Beach, Florida 33404  
U. S. A.

## Section four Writing principles on business letters

Read the following two letters(关于公司合并的通知函), then answer the following questions:

- (1) Which letter is better for you to understand quickly?
- (2) Which letter is more friendly and courtesy for the reader to read?
- (3) Which letter do you prefer to read? Why?

### Letter 1

Dear Mary,

Subject: Answering the question of the merger

Following through our discussion last week, I'm pleased to let you know as of May 1 we'll be a wholly owned subsidiary of Amaco Ltd. .

We've worked hard for this and now it comes as good news. There are two major advantages. First, we'll have added strength in terms of public acceptance and operating capital. Second, we'll be able to serve our customers more promptly, efficiently, and thoroughly. To help you learn more, we'll be sponsoring a company-wide luncheon on April 28 at noon, at the Victory Holiday Inn in NY. This will give you the opportunity to have all your concerns addressed.

Principals from Amaco Ltd. will be on hand to answer questions and to let you know of their sincere intentions to continue operating this division autonomously. Please call Barara Jenkins, my administrative assistant, to answer questions by



April 20 to let her know if you'd like chicken, fish, or vegetarian for lunch. This should be a worthwhile meeting and I hope you'll be able to make it on such a short notice. We are looking forward to seeing you there.

Yours Sincerely,  
James Lin

## Letter 2

Dear Mary,

Subject: Yes, we are merging with Amaco Ltd.

As to April 11 we'll be a wholly owned subsidiary of Amaco Ltd.. We've worked hard for this and now it comes as good news. Here are two major advantages we'll see soon:

First, We'll have added strength in terms of public acceptance and operating capital.

Second, We'll be able to serve our customers more promptly, efficiently, and thoroughly.

### Learn More Over Lunch

We'll be sponsoring a company-wide luncheon so that we can all get together and address our customers. Principals from Amaco Ltd. will be on hand to answer questions and to let you know of their sincere intentions to continue operating this division autonomously.

When: March 11 at noon

Where: the Holiday Inn in Suffern, NY.

Lunch choices: Chicken, Fish, or Vegetarian

### Next Step

Please call Barara Jenkins, my administrative assistant, to answer questions by March 5 to let her know what you'd like for lunch. We are looking forward to seeing you there.

Yours Sincerely,

写作商务信函并不要求使用华丽优美的词句。所有需要做的,就是用简单朴实的语言,准确地表达自己的意思,让对方可以非常清楚地了解您想说什么即可。围绕以往的“7C”(completeness, clearness, concreteness, conciseness, correctness, courtesy, consideration)写信原则我们总结了以下几方面的内容,供商务函电写作之借鉴。