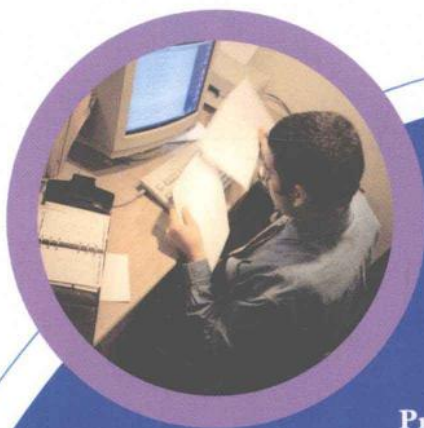


国际商务函电 写作与实践

International Business Correspondence Writing and Practice

胡进平 张曦凤 等编著



Presentation and Layout of Business Letters
Enquiries

Orders and Acknowledgement

Establishment of L/C and L/C Amendment

Insurance

Complaints and Adjustment

21 世纪大学行业英语系列

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**International Business Correspondence
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胡进平 张曦凤 吴桂仁 饶丽 编著

 复旦大学出版社

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前言

P R E F A C E

在经济全球化与信息技术同步发展的今天,人们在经贸和商务等涉外交流过程中使用的联系手段越来越多,技术也越来越先进。伴随着传送技术的发展,如电报、电传、传真及电子邮件的运用,商务英语信函的基本格式和表达形式并没有发生根本性改变。以书信格式为基本的商务英语函电课程和商务英语其他课程一样深受正在从事或立志从事商务工作的人们的重视。

伴随着特定行业的发展,作为基本语言工具的英语也逐渐被赋予专门用途英语(English for Specific Purposes 或 English for Special Purposes)的称谓。研究者认为,专门用途英语是与某种特定专业、科目或目的相关联的英语。英语已比以往更具有明确的特殊目的和功能性作用。

自中国全面走向对外开放以来,社会对专业性外语人才的需求与日俱增。而当今时代,随着国内经济的快速发展以及与国际商务性活动的增多,社会更需要掌握一门外语加一种特定专业的复合型人才。从就业模式上来看,具有外语技能加特定专业的复合型人才比单纯外语型人才的就业渠道更宽。与外语专业有关的毕业生中进入涉外企业从事外贸和商务性文秘等工作的人越来越多。从我国现有的进出口公司所拥有从业者的总体情况来看,我国至少还需要百万以上的外贸人才,其中对商务英语人才的需求所占的比重相当大。



商务英语从一门课程概念到成为一门学科,经历了近半个世纪的过程。除英语国家以外,世界上许多国家商学院或大学商科专业普遍开设商务英语课程。近年来,随着综合性大学的不断增多,商务英语专业的开设也在逐年增加;在与国外合作办学的项目中,与外语相结合的经管、商务专业亦是首当其冲。国外引进或国内自编的商务英语教材不断涌现。此外,有关商务英语的辞书、研究论著、考试项目更是层出不穷。商务英语实际上已发展成为一个紧跟社会发展的学科。商务英语在我国最早是以函电课程的形式出现的。由于商务英语函电是集英语语言运用与经贸实际操作能力为一体的、结合性很强的课程,所以该课程在各大院校开设以来一直是一门经久不衰的常青树课程,对培养我国的外经贸人才起到了十分重要的作用。同时据行业人士普遍反映,这门课程也是最能让他们感受到实用价值的课程,因为某项具体涉外经贸商务活动从头至尾的操作过程,其实就是商务函电所涉有关的技能和知识的运用过程。即使是在当今信函联系几乎已达到无纸化的E-时代,信函书写工作仍旧是业务联系的最基本内容。

目前,国内各高等院校在使用的英语函电教材种类已有不少,甚至有些已修订再版多次。这些教材都各有千秋,并在培养各层次外经贸人才中发挥着应有的作用。鉴于英语函电是旨在帮助学生在语言运用与操作能力两方面平行发展的一门课程,所以学以致用目标显得尤为突出。本教材本着启发式与讨论式教学、课文学习与知识积累、自主学习与操作运用相结合的教学宗旨,借鉴其他教材的成功之处,并结合编者多年积累的实践经验与教学经验,在尊重传统教学方法的基础之上尝试增加操作性的教学内容,让学习者通过精学、博览、勤练等多样性的学习方法增长知识。

全书共由12个单元构成。除第一单元(内容为商务信函格式综合介绍)和第十二单元(内容为信函写作与业务实践案例展示)以外,第二至第十一单元内容将按以下六个项目来编排:

1. 单元介绍
2. 课文
3. 课文疑难注释
4. 语料库
5. 写作指导



6. 练习场

由于商务函电是一门应用性、实践性很强的集语言知识与业务操作于一体的课程,因此在学习过程中,学生应:注重对信函范例的阅读与学习,以求掌握规范、符合现代语言习惯的表达方式;在任课教师的指导下,通过综合性练习提高语言运用与业务联系的能力。

本教材在材料收集、建议咨询、编写修正、成型定稿的过程中,一直得到江西财经大学、南昌大学和华东交通大学等高校同仁的热情支持,同时也直接或间接地从其他国内外行家本人或其所编有关教材中得到帮助。本教材在多次试用过程中得到众多使用者的宝贵建议。教材在编写、试用及最后付梓出版的过程中也得到了南昌航空大学的大力支持及教材建设基金的资助,在此一并致以谢意。由于编者水平有限,缺点和错误在所难免,欢迎国内外同行及使用者批评指正。

内 容 提 要

《国际商务函电写作与实践》依据外贸实务基本理论，围绕商务信函布局、英语语言表述、写作技巧、模拟操练等内容展开编写，重点突出外贸业务各环节磋商时往来函电的写作，包括在国际业务往来过程中贸易关系的建立、询盘、报盘、还盘、支付、装运、保险等主要环节。同时，从实际应用角度出发，注重涉及外贸业务中货、证、船、款磋商时应正确对待的语言和写作方面的关键问题。

通过对本书的学习，学生易于理解和掌握外贸业务过程中各贸易环节往来信函的写作技巧、语言和语气特征；了解商务书信的不同类型、布局与写作技巧；熟悉国际贸易惯例和国际贸易所涉一般程序的英文表达方式。

书中样信、语句表达和写作指导材料的提供为高等院校学生获得国际商务方面的专业英语基本知识和写作技能提供了良好示例，有助于学生在国际商务知识和语言知识方面的积累；书中配套练习和业务实践操作材料的提供也有助于学生增强国际交往中必备的语言沟通能力和书面的业务磋商能力，为其未来从事国际业务做好充分准备。本书亦可为从事国际经济与贸易活动的专业人士提供良好的信函参考样本。



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Unit One

Presentation and Layout of Business Letters

I. The principal parts of a business letter 商务信函的主要构成部分

Every well-constructed letter consists mainly of the seven parts and other complementary parts as listed below:

1. The Letterhead 信头
2. The Date Line 日期
3. The Inside Address 信内地址
4. The Salutation 称呼
5. The Body of the Letter 信体
6. The Complimentary Close 结束语
7. The Signature 签名
8. Complementary Parts of a Business Letter 附加部分

1. Letterhead

Every company may have its own especial stationery available for business correspondence. A blank sheet of plain white bond paper, with the letterhead printed in bold form, is generally in the size of A4 duplicating paper, about 21×30cm or in other sizes.

Usually, letters written may alternatively be transmitted by facsimile machines or e-mail facilities, but envelopes may still play their incomparable functions. Envelopes of standard size are approximately 22 × 11cm. Any information printed or written on a finished envelope should conform to what



encompassed by the letterhead.

A typical letterhead of pre-printed stationery may contain some or all of the following parts:

(1) Full Name of the Company

The sight of the name of a company (mostly the full name, but sometimes the acronym might as well be used when widely accepted) may give the reader an instant impression, just like the name of a product which may be famous or less well-known, or the name of a person, which may be a reminder of his or her personality, e.g., General Motors Corp. (GM) .

(2) Logo

A logo is usually a printed design or symbol that a company or an organization uses as its special sign, e.g., an upright capitalized **H** stands for Honda (A Japanese auto-maker); in contrast, an italicized **H** stands for Hyundai (A South Korean auto-maker).

(3) Address

The letterhead may give the address of the head office, branches or any other offices the company owns, indicating the present location of the sender of the letter, together with other information on any possible means of communication, such as telephone, fax, and e-mail address.

(4) Icon of products

This may be a picture, image, sign, or other representation of a certain product the company manufactures or sells.

(5) Type of business

Wording such as Import/Export/Representation printed below the full name of the company may generally tell, when ticked, what type of business the company is engaged in. Otherwise, you can not know what line the company specializes in until you finish reading the letter.

(6) References

References can be divided into two parts: Your Ref. and Our Ref. , the purpose of which is for future reference when giving a reply or keeping files.



2. The date line

Two or three lines below the letterhead is generally printed with the word Date followed by a blank or empty space for you to fill in the specific date number.

The date line is normally typed or written in either of the following two forms:

(1) Month Day, Year (or Day Month, Year) — a blended form using both words and numerals. The name of the months, preferably spelled out in full, is immediately followed by the date in either ordinal or cardinal number (or vice versa for Day Month, Year form), and then, separated by a comma, followed by the year in Arabic number, for example, August 1, 2008, 1 August, 2008, August 1st, 2008, or 1st August, 2008.

(2) D/M/Y — a form using only Arabic numerals, and expressing the day, month, and year each with two digits. For example, 01/08/09.

3. The inside address

Different from writing a Chinese business letter, writing an English business letter involves writing two addresses, one on the envelope, and another on the letter itself. An inside address typed on the letter sheet, if properly folded, may sometimes serve as the recipient's address on the envelope when a window envelope is used. This can partially explain the reason why both the addresses should be identical with each other.

The inside address of a business letter to be sent abroad may have some or all of the following components:

(1) Full name of the recipient (if it is known)

Courtesy titles used in addresses are *Mr.* for a man; *Mrs.* for a married woman; *Miss* for an unmarried woman; *Ms.* for both married and unmarried women. Otherwise, *Messrs.* may be used before the name of a company, when the name of the person whom the letter may concern is unknown.

(2) Business title of the recipient

If necessary, business title may be typed after the recipient's name on the



same line, or on a separate line below the name.

(3) Name of the company addressed to

Name of the company should usually be presented in full form, but if it is too long, some of the words may be abbreviated, for example, China National Cereal, Oil and Foodstuff Import and Export Corporation, may be shortened as China National Cereal, Oil and Foodstuff Imp. & Exp. Corp.

(4) Name/number of suite, building, street, town or city (followed by postal code or zip code) and country.

All those names and numbers are indispensable components on the envelope. The availability and proper arrangement of the information may undoubtedly facilitate the delivery of the letters, e.g. :

Sample 1

Ms. Maria Micalizio
Manager — Corporate Purchasing Asia Desk
Henkel Asia-Pacific Ltd.
27/F Asia Orient Tower, Town Place,
33 Lockhart Road, Wanchai, Hong Kong

Sample 2

Mr. Jung Tae Yoon, President
Vast Continent Enterprise Co., Inc.
356 Garden Oaks Blvd. Houston,
Texas, 77020 USA

Sample 3

Messrs Hawker Siddeley International Ltd.
36 Duke Street, St. James,
London, SW5 1DY
England

4. The salutation

The salutation for a business letter is like a greeting saying hello to



someone when beginning a conversation. *Dear Sir(s)* is used to address a man (or men) whose name(s) you do not know, while *Dear Madam(s)* to a woman (or women), whether single or married, whose name you do not know, either. Nowadays, people tend to use *Dear Sirs* or *Mmes*, or *Ladies/Gentlemen* (usually in plural form) to avoid being tainted with sexual discrimination. Otherwise, "To whom it may concern" can be used instead.

Suppose you actually know the name or have the business card of the person you are writing to, then your salutation may take the form of *Dear* followed by a courtesy title (*Mr.*, *Mrs.*, *Ms.* or *Miss*) and the person's last name or family name, e. g., *Dear Mr. William*, instead of *Dear Mr. Johnson William*; *Ms. Wang*, instead of *Ms. Wang Fang*. Some Americans may turn to casual way of addressing, e. g., *Dear Wanghai*, *Dear Wang*, or *Dear Liz*, to show their intimacy with you if they think you can become their real business partner or friend.

5. The body of the letter

The body of the letter is the most important section of any business letter, for this is the very place where you have something to tell. Any letter of average length, no matter how many paragraphs it is composed of, may be supposed to have three integrated parts:

Part A

Generally, reference (提及) is to be made here in this part. The typical examples are the opening sentences such as saying things like "Thank you for ...", "Referring to ...", "As regards ...," etc. Very compact as the first paragraph usually is, it tends to be of a single sentence, which may need to:

- (1) indicate the subject and purpose of the letter,
- (2) acknowledge any previous correspondence, and
- (3) establish a satisfactory tone

Part B

Subject matter (具体事宜) is to be dealt with in this part. Different from writing essays or compositions, using rhetoric sentences is not as important in



writing business letters, for they are not meant for appreciation. When people are busy and have dozens of other interests to entertain, how can they tolerate their being fooled to read so many redundant sentences, and at last to find only one point meaningful. Since the main purpose of the letter is to convey a clear message with plain language, it is advisable to bear in mind the 7Cs (completeness, concreteness, clarity, conciseness, courtesy, consideration, correctness) and to keep your letter more readable by writing short sentences and short paragraphs with smoothly flowing ideas.

As the philosophy of businessmen or businesswomen is effectiveness, writing or reading business letters are not compared to writing or appreciating essays or compositions.

Part C

One or two sentences are normally expected here in this part to wind up the letter by expressing a desire for further cooperation (表示希望). The closing paragraph should also be relatively short. It may:

- (1) show friendliness and good will,
- (2) leave the reader with a single clear-cut thought or idea, and
- (3) inspire whatever action or response that is desired.

6. The complimentary close

The complimentary close is simply a matter of custom or a polite way of closing a letter, which may, to a certain extent, correspond with the salutation, to be summed up as follows:

Dear Sir(s), or Dear Sirs or Mmes	vs.	Yours faithfully/Faithfully yours
Gentlemen, or Ladies/Gentlemen	vs.	Yours very truly/Very truly yours
Dear Mr./Mrs./Ms./Miss XXX	vs.	Yours sincerely/Sincerely yours
		Yours faithfully/Yours truly

Nowadays, people tend to use more popular and casual ways to draw a complimentary close, e. g., (With) Best regards, Best wishes, or Kind regards, etc.



7. The signature

Every business letter, when finished, is normally hand-signed in ink by the person who is entitled the corresponding authority. A handwritten signature may appear to be personal, but meanwhile illegible. In this case, another neatly typed signature, followed by the business title, seems to be necessary. The business title may follow the typed name on the same line or be placed on the line below. If the signer represents only a certain department of the company, the department name should be typed on another separate line further below. The name, once signed, should not vary from one letter to another, for example, Frederick G. Smith should remain Frederick G. Smith in all his subsequent business correspondence. For example:

Frederick G. Smith
Managing director
Export Department No. 3

8. Complementary parts of a business letter

(1) Attention line

This part is necessary when the letter is meant to be attended to by a particular person or otherwise handled by someone else who is able to take his/her place.

The most frequently used phrases are "For the (kind) attention of", "Attention" or simply "Attn" punctuated with a colon, and then followed by the addressee's name or business title, or both.

(2) The Subject Line

The subject line may instantly give the reader a brief idea what subject matter is going to be dealt with in the letter. It is placed two lines below the Salutation and above the Body of the Letter. For this part, people may choose to type, for example, "Re: Table-cloth", "Sub: Tablecloth", or "Table-cloth" with a line drawn below for emphasis, without using either "Re" or "Sub".

(3) Enclosure Notation

The word Enclosure or Encl typed at the bottom, left-hand, two or three



lines below the signature may serve as a check-list to remind someone what have been sent together with the letter. For example:

Encl. : Bill of Lading (3 copies)

Commercial Invoice (3 copies)

Certificate of Origin (3 copies)

Alternatively, with the wide use of facsimile-machines and later e-mail facilities, people tend to type the word "Attachment", instead of "Enclosure" when some documents are submitted together with the fax or e-mail message.

(4) Postscripts

P.S. (the shortened form of Postscripts) followed by some remarks may be typed left-hand at the bottom, when it occurs to the writer that he has slipped something important when almost having finished writing the letter. But this part is not yet advocated for formal business letters.

(5) Copy Notation

If you expect your correspondence to be disclosed to a third party or more other parties, a special demand may be made to the first recipient of the copy by typing CC followed by two spaces and then more recipients.

CC stands for carbon copy, and remains in use, in spite of the fact that people are actually using more advanced photocopy machines. However, business people prefer using CC, because they believe it may also stands for copies circulated (to).

II. Layout of business letters 商务信函的基本格式

A very large part of the business of the world is conducted by means of correspondence. Therefore it is extremely important to be able to write good business letters — letters that represent oneself and one's firm to the best advantage.

Normally, there are three styles to follow when planning the layout of a business letter. They are block style, indented style and semi-block style with indented paragraph.



1. Block style 齐头式

Maggot Industries

Fisheries Building, 118 Nan Jing Xi Lu, Shanghai, P. R. China

Tel: (021) 56985642; Fax: (021) 55789575

29th March, 2008

Mr. Phil Hannah, Marketing Manager

Big Ben Clocks and Watches

Tower Street, London, SW1

England

Dear Mr. Hannah,

I write for information regarding the delivery of your ornamental products.

Maggot Industries is a medium sized company based in Shanghai, and a major supplier of both mechanical and electrical ornamental products to over 650 outlets in Eastern China. We actively conduct regular market surveys and have identified a growing market for Big Ben clocks. We are therefore keen to source a supplier.

I have reviewed your catalogue and am impressed with your company profile. However, before going ahead with a purchase I would like to know the availability of the products. Therefore, if you can send me details of price level and technical data of the products, I feel confident that we'll be able to negotiate a deal soon after.

I look forward to receiving the information at your earliest convenience. And should you require further details please don't hesitate to contact me.

Yours sincerely,

William Hague

.....