

大学英语 外贸写作

College English for
Foreign Trade Writing

金泽林 © 主 编



中国海洋大学出版社
CHINA OCEAN UNIVERSITY PRESS

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中国海洋大学出版社

•青岛•

图书在版编目(CIP)数据

大学英语外贸写作 / 金泽林主编. —青岛: 中国
海洋大学出版社, 2015. 7

ISBN 978-7-5670-0929-5

I. ①大… II. ①金… III. ①对外贸易—英语—写作
—高等学校—教材 IV. ① H315

中国版本图书馆 CIP 数据核字(2015)第 182285 号

出版发行	中国海洋大学出版社	
社 址	青岛市香港东路 23 号	邮政编码 266071
出 版 人	杨立敏	
网 址	http://www.ouc-press.com	
电子信箱	yyf_press@sina.cn	
订购电话	0532-82032573 (传真)	
策 划	韩玉堂	
责任编辑	杨亦飞	电 话 0532-85902533
印 制	日照日报印务中心	
版 次	2015 年 9 月第 1 版	
印 次	2015 年 9 月第 1 次印刷	
成品尺寸	185 mm × 260 mm	
印 张	24.75	
字 数	580 千	
定 价	48.00 元	

序

21 世纪世界经济全球化进程加快,各国贸易往来日益频繁,我国对外经贸也快速发展,对于通晓外贸实务的高端商务人才的需求与日俱增。为适应国内外发展形势,许多高校纷纷开设《大学英语外贸写作》课程,作为国际贸易专业学生的必修课。

金泽林先生在我院任教多年,主讲《大学英语》《国际贸易理论与实务》《外贸函电》《外贸英语写作》等课程。他平日严谨治学,爱岗敬业,讲课精彩,深受广大学生的爱戴。他在教育战线辛勤耕耘几十年,可谓桃李满天下。

金先生曾任青岛教育学院外语系主任,中国援助坦桑尼亚医疗队翻译,青岛市李沧区外经贸委副主任等职;主编出版了《大学英语外贸函电》,并发表多篇学术论文。现又结合自己多年来从事外经贸工作的经验和长期的教学实践,在参考国内外相关文献的基础上,历时八个多月,几经修改,编撰完成《大学英语外贸写作》。

本书准确把握商务英语写作的时代脉搏,内容全面实用、针对性强;围绕商务英语专业知识,提供大量商务环境中的真实材料,并结合商务英语写作的基础知识、方法和技巧及范例的讲解,辅以有针对性地培养和强化大学生实践能力的练习,实现“教”“学”“做”一体化。试图为高校相关专业师生的教学实践提供一个崭新的视角,激发广大英语学习者的潜能。

本书的出版,是我院人才培养工作水平提升的重要标志,也是我院在新常态下加强学科建设、重视科研工作的重要体现。进学致和,行方思远。让我们怀着诚朴的求知心,跟随金先生银发满头但仍精进进取的身影,一起步入《大学英语外贸写作》的学习情境。

青岛求实职业技术学院

董事长、院长



Preface

In every chapter of this book, a keen note has been revealed on the basic ideas to fit any student at hand interested in expounding the knowledge of Business English writing. It is purposely scripted using the simplest form of the English language to accommodate those who take English as a second language in the best way possible.

Prior to writing this book, I made a thorough research on the Business English writing books available to most colleges and learning institutions in our country. The lack of adequate texts in them encouraged me to use my business English teaching experience to come up with this book. At a greater glance, it is channeled for students to use as well as professionals in the business field. Due to changes in the business world today, I have already prepared a steady flow of research to come up with the revised edition of the book to fit in the supposed alterations.

A major gap has been filled in this book contents to exemplify business English as a course that bases in step-by-step infiltration of knowledge; from the basics to the complexity that some of us face in this course. Clear examples in every chapter show a growth in writing ideas to portray an uttermost knowledge to be acquired upon familiarizing with this book. Every reader will be at ease upon reading this book.

College English for Foreign Trade Writing is designed and compiled as a textbook for Chinese students who make a speciality of the international trade. It consists of sixteen chapters and divides into two parts. The six chapters constituting Part One are a general survey of basics of business English writing. Amid the basics, manuscript format, punctuation, words, sentences, business English writing style, language skills and writing techniques are discussed to a certain degree, but special stress is laid on details of the verb that Chinese students find to be most perplexing. The ten chapters of Part Two deal with practical business writing. It involves writing effective business letters, employment writing, correspondence for entry to a college

abroad, writing lucid memorandums, summary writing, goodwill and social letters, office routine letters, sales letters, business report writing, understanding and interpreting graphic information. The correspondence for entry to a college abroad is given a lot of descriptions because more and more Chinese students are going to study abroad. Since it is compiled to meet the needs of Chinese students who major in world trade, it is provided with a considerable quantity of exercises, a key to which is furnished in the end of the book.

In preparing this book, I have made free use of so many books on business English writing for reference that my gratitude is beyond my words. (Bibliography is given at the end of the book.)

Rationally just as other great writers may state, I have a burning perception of the book crossing borders and be used nationally and internationally to overcome a standing block in business knowledge. My advice is to follow the structure, chapter by chapter to ensure an ascending stack of ideas in Business English writing. All questions will be answered in the writings of this book.

In acknowledgement of the people who helped in compiling this book here, I'd like to thank a foreign languages instructor and Business English teacher, Mr. Marcos Moses, who went over all the chapters and gave some good advice, and proofread the book. If you are ready for the secret of proper writing, you already possess half of it, hence, you will recognize the other half upon your completion of knowledge here. Welcome!

Finally, I wish to extend my hearty welcome to any criticisms and suggestions. They will be highly valued if the usefulness of the book should be sufficient to warrant a second edition.

Jin Zelin
May 2015

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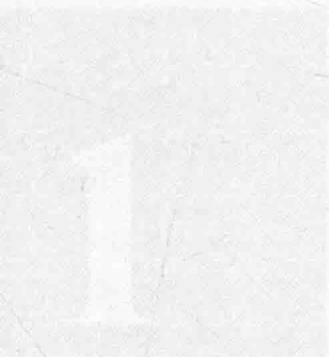
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Communication Portfolio

Part 1

Basics of Business Writing

Manuscript Format

As you are learning to write, you should have a clear idea of what is good manuscript format. You should do everything—writing the title, leaving margins, indenting, capitalizing, and dividing words—according to generally accepted rules. Whenever you write something, work carefully, write neatly and clearly, and try to make as few mistakes as possible.

I. Lay Out (Arrangement)

1. Title.

Center the title or topic of the essay in the middle of the first line and capitalize the first and last words of (including words following hyphens in compound words) the title and all other words except articles, short prepositions (prepositions of fewer than five letters), and coordinating conjunctions (and, or, but, nor, so, yet, for) and to in infinitives. No full stop should be used at the end of a title. A question mark is needed if the topic is a direct question. Use quotation marks with quotes or titles of articles. Double-space after the title and begin typing the text of the article:

The World Economy
The People Without a Country
Crank-Up Costs
Chicken or Egg?
Count Me in
Overnight From Nothing
The Myth of a “Negro Literature”
Why I’m Going to Beijing

2. Margins, spacing, and indentation.

Leave margins of at least two centimeters but no more than two centimeters and a half on all

sides of the page. You cannot make the right margin straight or neat, unless you are using a computer, but you should never justify the right margin. When there is not enough space left for a word, write it on the next line if it cannot be divided, or divide the word if it is a long one. In other words, there must be some blank space on the right side of the paper.

Double-space between lines and indent the first line of each paragraph about four or five spaces from the left margin.

For quotations longer than forty words, indent each line five spaces from the left margin. Double-space between the body of the paper and the quotation, and double-space the lines of the quotation. Quotation marks are not needed when a quotation is indented.

Note: More than three lines of poetry should be set off by indenting ten spaces from the left margin. Quotation marks are not required because the indented format tells readers that the quotation is taken word for word from a source. Long quotations are ordinarily introduced by a sentence ending with a colon.

He loves poems written by English poet Percy Bysshe Shelley (1792—1822), especially *The Mask of Anarchy*:

Rise like lions after slumber
In unvanquishable number.
Shake your chains to earth, like dew,
Which in sleep have fallen on you!
You are many, they are few.

3. Pagination.

Number all pages, including the title page, at the upper right corner (one half centimeter below the top edge) or at the middle below the last line (one centimeter above the bottom edge) of each page. (If you have a separate title page, the title page is uncounted and unnumbered.) Use Arabic numerals (1, 2, 3, and so on), preceded by the short title that you typed on the title page. Do not put a period after the number and do not enclose the number in parentheses. The first page need not be marked.

4. Punctuation and typing.

Some people use one space after all punctuation, but most writers prefer two spaces at the end of a sentence and use one space after all other punctuation.

To form a dash, type two hyphens with no space between them. Do not put a space on either side of a dash.

Do not begin a line with a comma, a period, a semicolon, a colon, a question mark or an exclamation mark. Do not end a line with the first half of a pair of brackets, quotation mark, or parentheses. The hyphen that indicates a divided word is put at the end, not at the beginning, of a line.

5. Abstract.

If you require key words or an abstract, put them right after the title page. Key words or an abstract is a 70-to-100 word paragraph that provides readers with a quick overview of your essay. It should express your thesis (or central idea) and your key points; it should also briefly suggest any implications or applications of the research you discuss in the paper.

II. Word Division

If a word must be divided at the end of a line, divide only between syllables and use a hyphen at the end of the line to connect the separated parts. Pay attention to the following:

1. Divide words between syllables.

Faulty: When I returned from overseas, I didn't recognize him immediately.

Improved: When I returned from overseas, I didn't recognize him immediately.

2. Never divide one-syllable words.

Faulty: Grandmother didn't have the courage of the strength to open the window.

Improved: Grandmother didn't have the courage of the strength to open the window.

3. Never divide a word so that a single letter stands alone at the end of a line or fewer than three letters begin a line.

Faulty: I'll tell him the happy news when he comes again.

Improved: I'll tell him the happy news when he comes again.

Faulty: As audience to *The White-Haired Girl*, he was touched deeply.

Improved: As audience to *The White-Haired Girl*, he was touched deeply.

4. When dividing a compound word at the end of a line, either make the break between the words that form the compound or put the whole word on the next lines.

Faulty: My niece Monica is determined to become a long-distance runner when she grows up.

Improved: My niece Monica is determined to become a long-distance runner when she grows up.

5. Never divide a word with fewer than six letters—no matter how many syllables it comprises.

Faulty: Mike told me that his motorcar was out of order.

Improved: Mike told me that his motorcar was out of order.

6. Never divide such a word abbreviated with apostrophe (') as wouldn't.

Faulty: The weather is too hot and humid, so we wouldn't like to visit Mt. Lao scenic spot.

Improved: he weather is too hot and humid, so we wouldn't like to visit Mt. Lao scenic spot.

7. Avoid to mislead the reader or produce ambiguity by division of a word.

Faulty: You have passed the college entrance examination, really?

Improved: You have passed the college entrance examination, really?

Faulty: Climbing up hills and mountains is my favorite recreation.

Improved: Climbing up hills and mountains is my favorite recreation.

8. Avoid to make the break of the proper noun.

Faulty: Beijing is the capital of the PRC, and Washing-