

INTERNATIONAL BUSINESS ENGLISH WRITING PRACTICE

新视界商务英语系列教材

国际商务英语实务写作

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International Business English

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Writing Practice 实务写作



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2010 年是中国经济的里程碑，因为在这一年中国的国内生产总值达到 58 786 亿美元，超过了日本的 54 742 亿美元，成为世界上第二大经济体。而按照美国高盛公司预测：中国的国内生产总值在 2041 年将达到 28 万亿美元，超过美国的 27.9 万亿美元，成为世界最大的经济体。中国经济的腾飞带动了高等教育的快速发展，中国的在校大学生数量目前已经达到 2 900 万，位居世界第一。与经济密切相关的学科发展更是令人瞩目，商务英语就是这样一个学科。从 20 世纪 90 年代诞生以来，经过短短 20 年的发展，已经有 400 多所高校设立了商务英语本科、专科专业或方向。虽然“小荷才露尖尖角”，但由于其定位是培养国际视野的复合型应用型人才，备受社会欢迎，就如同改革开放以来的中国经济一样，表现出了强大的发展势头和潜力。

按照教育规律，教材是一个学科发展的基石，就如同地基对于摩天大楼；没有精品教材，就不可能培养出适应社会发展的精英。为此，中国人民大学出版社与时俱进，决定陆续推出一套大型的商务英语系列教材，打造适合中国学生学习和成长的一流教材。

一流教材，必须有一流的编写队伍。为此，我们特聘请两位在中国商务英语领域乃至中国外语界卓有影响的权威专家担任本套教材的总顾问，他们分别是：中国国际商务英语研究会会长、上海对外贸易学院副校长、教育部高等学校外语专业教学指导委员会委员叶兴国教授，中国国际商务英语研究会副会长、教育部商务英语国家级教学团队负责人、对外经济贸易大学英语学院院长、博士生导师王立非教授。本套教材的总主编由山东省国际商务英语学会会长刘白玉教授担任，30 多位具有丰富教学、实践经验的大学专家教授担任本套教材的编委。这些编委，不仅有多年从事商务英语的一线教学经验，而且具有多年从事国际商务的实践经验，甚至有很多到过英国、美国等国家教学、工作、留学，对发达国家有比较全面的了解和独到的见解，这无疑保证了教材的编写质量。

一流教材，必须有一流的内容。一流的内容包括系统性和新颖性。和其他版本的商务英语系列教材相比，本套教材有一大亮点：内容系统地涵盖了商务英语的主要领域，同时增加了中国企业从事国际商务的成功和失败案例，这是大胆的尝试和创新性的贡献。

一流教材，必须有一流的语言。为保证学生学到原汁原味的英语，教材的资

料全部选自英美书籍、报纸、杂志、网站。英语语言规范是英语教材的基础。

一流教材，必须有一流的育人理念。大学不仅要教书，而且要育人。在竞争日益激烈的现代社会，每个人的压力都很大，“没落”甚至“自杀”成了现代社会的流行词。如何使我们的大学生在具备“高智商”的同时也具备“高情商”，成了大学的主要任务之一。为此，教材在适当的位置还精心设置了三个栏目：名人名言——名人的力量是无穷的、欢乐时刻——幽默是金、积极先生——永远保持积极向上的人生观。

一流教材，必须有一流的教辅。作为一线教师，编者深知教辅对教师的重要性。对此，教材配套编写了全部练习答案、PPT 课件和相应的试题，解除了任课教师的后顾之忧。

本套教材第一批包括中国国内专家学者自主研发编写的《商务英语阅读》（上、下册）、《国际商务英语实务写作》、《国际贸易实务》和《国际商务谈判》，后续种类还会不断扩大。同时，我们还会在本套教材中增加优秀的国外原版商务英语类教材，使这套教材自编版与引进版交相辉映，相互补充，成为一个有机权威的体系。

本套教材既可供商务英语专业本科、专科学生使用，也可作为高校选修课供非商务英语专业的学生使用，同时也可供企业、事业单位培养外向型人才使用。

相信本套教材的出版，将成为商务英语学科百花园里的一朵奇葩，香飘四溢，历久弥新。

刘白玉 教授

2011 年 6 月于烟台黄海之滨

在中国加入世界贸易组织十年后的今天，国内外的商务交流与合作更加密切，无疑需要大量既懂一定的商务知识，又懂相应的商务英语的复合型人才。《国际商务英语实务写作》是作者根据自己二十多年从事经贸英语教学、外事工作和业余商务谈判的实践经验，为外事、外贸工作者和高等院校相关专业的学生编写的一部国际商务交际英语应用文写作教材。

本书在选题方面特别注重以点带面，对属于同种类型、语言风格又相似的文体，只选取最典型的内容加以介绍，力求使读者能够做到举一反三、纲举目张。本书的主要特点是通过范文解析并结合案例分析的写作实践，系统地讲述各种商务文体的写作格式和技巧。

全书共分5个部分12章，基本上包含一般英文信函、商务文书、礼仪文书、契约文书、告启文书、会务文书和单证格式等知识。书中应用文的分类是依据它们的习惯用法，而不是从严格的学术意义上进行分类的。

全书内容丰富、语言流畅、格式新颖、实用性强。常用词汇、句型和样例部分方便读者学习和应用。每单元课后所附的练习和选读材料针对性强，难易程度把握得较好，有利于读者自我提高。

本书除可供高等院校用作商务应用文写作教材外，还可以供公关文秘人员、工商管理人員、外贸业务人员、国际推销员、进出口商品检验员、海关工作人员、银行业务员、外事工作者、翻译工作者以及主管外贸和外事工作的厂长、经理和政府官员用以提高自己的应用文写作水平。

本书由山东师范大学外国语学院潘相阳、袁磊老师主编。参加编著和校对工作的还有李强、祝永胜、张峰、葛云峰、张宇、宋爽、吴静等。在编著过程中，作者参考并借鉴了大量的国内外出版的有关书籍和资料，从中获得了很大的启示，在此谨致谢意。

由于作者水平有限，书中不足之处在所难免，欢迎同行专家和广大读者不吝赐教。

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Part 1

Letters



Chapter 1

Introduction of Business Letter Writing

Proverb: *Better a witty fool than a foolish wit.* —Shakespeare

Essentials of Business Letter Writing

Letters remain hugely important in our everyday life. People still feel the need to have something confirmed in writing and a letter can add the all-important personal touch. Many executives still prefer a written document to other forms of communication, because the document can serve as a contract, the facts will be kept on record in writing, and executives do not have to rely on their memories. In addition, writing an effective business letter is an important skill for every manager and business owner.

In this brief overview we will examine the essential qualities of business writing, which can be summed up in the three C's in creating an effective business letter. With this knowledge you can give a professional tone to your English business letters.

1. Clarity

A business letter is effective only when it communicates the necessary ideas to its reader with clarity. Make sure that your letter is very clear so that your reader must be able to see exactly what you mean. When you are sure about what you want to say, say it in plain, simple words. Good, straightforward, simple English is needed for business letters.

2. Conciseness

It means using concise sentences and fewest words, without losing completeness and courtesy. Wordy expressions and redundancies are the major blunders to overcome to communicate concisely. You can gain conciseness by writing short sentences rather than long sentences. Letters can be made clearer, easier to read and more attractive to look at by carefully paragraphing. Confining each paragraph to one point is a good rule.

3. Courtesy

A courteous letter should be polite, considerate and tactful. Courtesy is not mere politeness. In letter writing, it is a good principle to forget yourself for a while and keep in mind the person you are writing to, see things from his point of view, visualize him in his surroundings, see his problems and difficulties and express your ideas in terms of his experience. This is known as the “you-attitude” in business correspondence. To answer letters promptly is also a matter of courtesy. Punctuality will please your customer who dislikes waiting for days before he gets a reply to his letter.

Elements of Business Letters

A business letter consists of seven principal parts:

- (1) letterhead
- (2) date
- (3) inside name and address
- (4) salutation
- (5) body
- (6) complimentary close
- (7) writer's signature and official position

The letterhead reflects a company's personality and functionally helps to advertise the company. It includes the writer's company's name, address, telephone number, fax number and e-mail address or its website if available, e.g.:

ADCO Textiles Ltd.

Irving Industrial Building, 886 Cheung Wan Road

Hong Kong 347215

Tel: 822-789-4644 Fax: 822-788-4215

E-mail: fndcotextileltd@online.hk.cn

The date line is a vital part in business letters. Always type the date in full, in the logical order of day, month, year, for example: 3rd March 2011 or 3 March 2011. The day can also be written after the month, for example: March 3rd, 2011 or March 3, 2011. In this way, a comma must be used between the day and the year.

All number form (for example: 5/3/2011) should not be used. Some people are used to abbreviating the month, but this is not recommended in business letters.

There is no fast rule for the placement of the date. It can be aligned with the left or right margin below the letterhead.

The inside addresses may have the following parts: (Not all addresses have all the parts)

- (1) receiver's name and title
- (2) receiver's company name
- (3) receiver's address

For example:

H. W. Wallace & Co.

910 Queen Victoria Street



London, E. C. 4

England

If your addressee has a courtesy title, such as Professor, then use it. Otherwise use Mr. or Ms., unless you know the addressee prefers Miss or Mrs. These should also appear identically on the envelope. The inside address begins one line below the sender's address or one inch below the date. It should be left justified on the left side, no matter which format you are using.

The salutation is the greeting with which every letter begins. The customary greeting in a business letter is Dear Sir, or Dear Madam used for addressing one person; and if you are not sure whether the letter will be read by a man or a woman, you can use the following: Dear Madam or Dear Sir; Dear Sirs, Dear Mesdames, or Gentlemen for addressing two or more people. Note that you cannot use Sirs alone and that Gentlemen cannot be used in the singular form. If the receiver is known to the writer personally, a warmer greeting like Dear Mr. XX (family name) is then preferred. For example: Dear Mr. Zhang. Salutation is usually typed two spaces below the inside address and followed by a comma or a colon when Gentlemen is used.

The body is the part that really matters. Attention here should be paid to the format precision of the body. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced, with double-spacing between paragraphs.

The opening paragraph introduces the purpose of the letter and is relatively short. The middle paragraph(s) supports the first paragraph and provides more information. The final paragraph usually serves as a conclusion, suggestion or further request.

The complimentary close should be carefully selected to suit the occasion and match the salutation. The following salutations, with their matching closes, are the ones most commonly used in modern business letters:

Salutation	Close	Comment
Dear Sir/ Sirs or Madam/ Mesdames	Faithfully yours	Formal
	Yours cordially	
Dear Mr./ Mrs./ Miss/ Ms.	Sincerely yours	Informal
	Yours respectfully/truly	

Notice that only the first word in a complimentary close is capitalized. It is usually typed one or two lines below the body.

The signature consists of a handwritten signature with the name of the signer typed below it and followed by his title or position. While typing a letter, you are suggested to leave three blank lines for the written signature.

For example:

For ADCO Textiles Ltd.

Edward Chan (a handwritten signature)

Edward Chan

Sales Manager

Miscellaneous Matters

The reference may include a file number, departmental code or the initials of the signer. Many letterheads leave margins for references.

For example:

Our ref: CNN/011

Your ref: 1234/XY

The attention line is used in a formally addressed letter or on an envelope addressed to an organization indicating for whom the letter is intended. It is usually typed two-line spaces above the salutation.

For example:

TDC Import & Export Corp.

198 St. Louis Street

Croydon, England

Attention: Mr. T. Longmanhouse

Dear Sirs,

Subject line is actually the general idea of a letter. Usually it is typed one or two lines below the salutation, underlined, and often centered on the body of the letter.

For example:

Dear Mr. Zhang,

Re: Arrangements Regarding Mr. Tang's Visit

Typist initials are used to indicate the person who typed the letter. If someone else types your letters, the reference line identifies this person, usually by initials. The writer's initials come first, and they are capitalized. For example, if Kong Jian wrote a letter that Sun Li typed, it would appear like this: KJ/sl



The enclosure is the document enclosed along with the letter in the envelope. It appears right beneath the signature, usually abbreviated, and indicating the number of enclosures. Any of the following styles can be used:

For example:

Encl.: Order Number 123

Encls.: 2 samples

The copy line is used to inform the recipient that other people are receiving a copy of the document. The following symbols often appear in a letter:

cc: carbon copy pc: photocopy bcc: blind carbon copy

P.S. stands for postscript. Nowadays, a postscript is usually used not in its original function, but rather as a device to emphasize something. See an example below:

P.S. Wish to see you at the Trade Fair on September 10.

Envelope Addressing

Business envelope address calls for accuracy, legibility and good appearance. It ordinarily has the return address printed in the upper left corner. The receiver's name and address should be typed about half way down the envelope.

The postmark or stamps should be placed in the up right-hand corner, while the bottom left-hand corner is for post notations such as "Confidential", "Secret", "Printed Matter", etc.

The address on the envelope and the inside address on the letter should be in the same style and present the same information. No punctuation is used except for abbreviations. Here are two examples, which show respectively, the indented form of address and the blocked form of address.

► Sample 1: (indented)

Allen Incorporation
1324 St. Louis Street
Toronto C65, Ontario
Canada

Stamp

Mr. George Carter
1983 Lincoln Avenue
New Berlin WI98753
USA

Confidential

► Sample 2: (blocked)

Allen Incorporation
1324 St. Louis Street
Toronto C65, Ontario
Canada

Stamp

Mr. George Carter
1983 Lincoln Avenue
New Berlin WI98753
USA

Confidential

Formats of Business Letters

There are some specific formats used in business letters. No one can say authoritatively that one specific format of a business letter is correct or wrong. Instead, certain practices of a few formats are widely used in today's business correspondence. They are full-block format, modified-block format and semi-indented format.

The open style of punctuation in the inside name and address is often used, but is not essential to it. Closed punctuation can also be used if preferred. The following tables show examples of the different formats.

► Sample 1:

JL Technology Pte Ltd.
7 Irving Road, #5-08, Irving Industrial Building
SINGAPORE 365768
Fax (65) 283 0537; Tel (65) 283 9867

4 March 2005

Mr. Frank Beeson
3438 Solonos Street
Athens
Greek

Dear Mr. Beeson