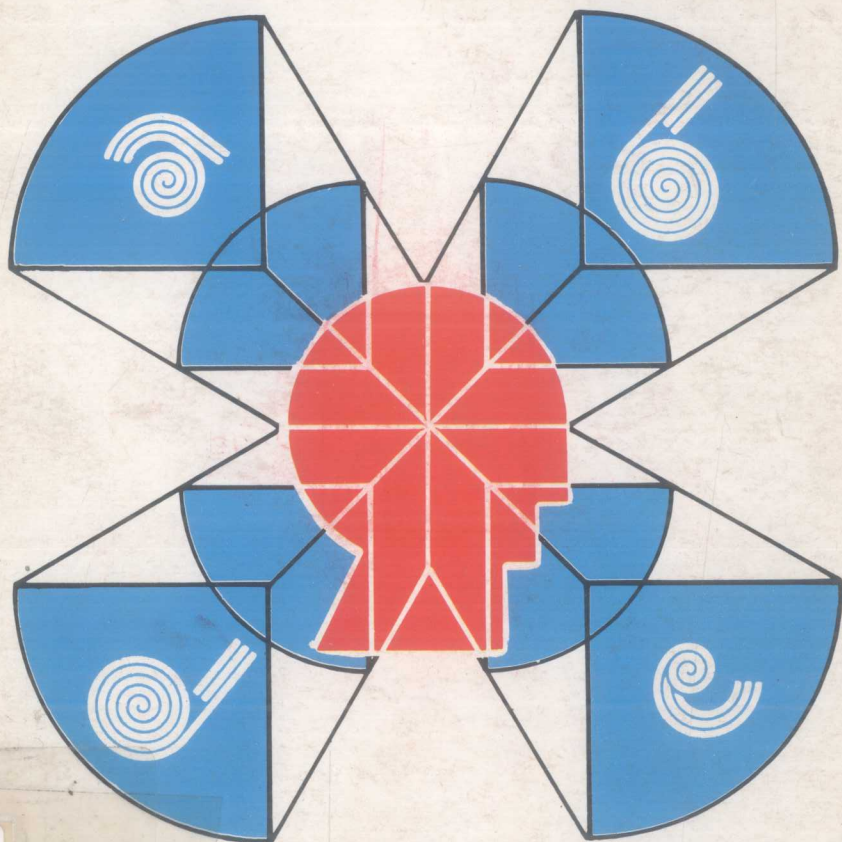


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應用及國際貿易英文

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林 春 仲 編著



國際編譯社編印

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石 景 宜 先 生
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序

本書融合十二年之工作與教學經驗，以供大專「應用英文」、「商用英文」、「貿易實務」、及有志商業或從事商業人士之用。

目前，我國使用應用英文及商用英文之需要極大，而適合我國環境及需要的此類書籍不多，或可謂匱乏。本人在過去十二年工作中，曾從事英文祕書工作，英文報主編，書籍編撰工作，並曾多年任教大專開設之「英文應用文」及「商用英文」等課程，深覺國外之商業型態與我國不同，需要亦異。經數年之探討、摸索，經貿易專家之指教，乃能綜合應用及國際貿易英文於一書，期能貢獻於莘莘學子及社會廣大之好學群眾。

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PART ONE
APPLIED ENGLISH

第一篇
應用英文



CHAPTER ONE

第一章

The Structure of the Social Letter

社交信的結構

Social letters are different from business letters. They are usually friendly letters written among friends and relatives, family members, or communication concerning personal affairs and social functions. The structure of this kind of social letters is also different from that of the business letters.

社交信爲親友社交之信函，有別於商業信，其結構亦不相同。

The mechanical construction of the social letters is divided into five parts. They are:

書信結構分五大部份：

The Heading 信頭

The Salutation 稱呼

The Body 本文

The Complimentary Close 客套結尾

The Signature 簽名

I. The Heading 信頭

The heading contains the addresser's house number to be followed by the street, city or country, if the mail is to be sent abroad, and then the date should always be placed. The heading in the following is for the letter to be sent to the United States.

信頭是寫信人之地址，以門牌號接街道，鄉鎮，市，省，國名，再加日期

Applied English for International Trade

150 Lakeside Drive
Pacific Beach, California 92116
U. S. A.
January 20, 19—

If the letter is to be mailed locally, the name of the province or state and the country can all be omitted. For example, a letter to be sent from Taipei to Taichung does not have to contain Taiwan, Republic of China, in the heading.

在本地之英文信，不必寫國名或省名。

100 Chungcheng Road
Taichung
, January 24, 19—

The heading is intended for the receiver to communicate with the sender. And remember that it should be written completely the same as the one on the envelope.

信頭為回信之使用者，地址必要齊全，其形式並須與信封上者相同。

II. The Salutation 稱呼

The salutation is the greeting from the writer to the receiver of the letter. It is used discretely because the salutation to use depends entirely on the personal relationship between them. If you are writing to an elder or a superior, you may use the following salutations:

稱呼即信中之問候語，其用法因寫信人和收信人之關係而異。以下用於長輩上司：

Dear Mr. Wang,
Dear Aunt,
Dear Mrs. Jones,

If you are writing to your close friends or well-acquainted friends, you may use the following salutation:

以下用於熟識朋友：

Dear John,

My dear Ann,

It should be remembered that in the salutation "Dear" is capitalized only when it is used as a first word: otherwise, it is in small letters.

“Dear”一字，除非用於開頭，否則不大寫。

III. The Body 本文

The body contains the message you want to convey. Formerly, letter writers were advised not to write about the writers' themselves or their activities and to be impersonal. But modern taste has changed it and you can write just as you are talking to somebody.

本文可談論自己事務。

IV. The Complimentary Close 客套結尾

Depending on the degree of intimacy in the relationship, the informal social letter may close with the following:

客套結尾使用亦以關係而定，通用者有：

Respectfully yours,

Yours gratefully,

Affectionately yours,

Devotedly yours,

Lovingly yours,

Fondly yours,