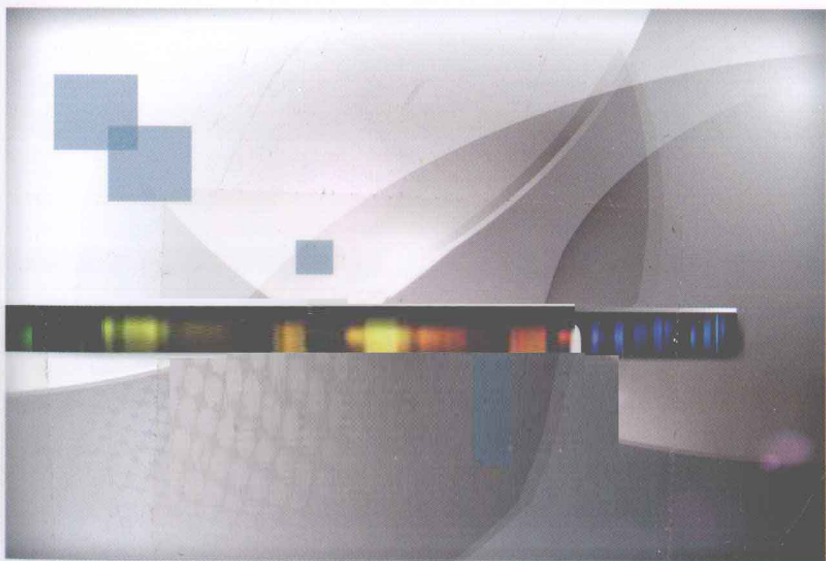


*New International Business
English Correspondence*

新编国际贸易函电



安然 孙继红 编著



国防工业出版社

National Defense Industry Press

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内 容 简 介

本书共分13章。第1章系统介绍了外贸函电写作的基本知识;第2章至第11章遵循外贸业务流程,依次介绍了建立商务关系、询盘、报盘、还盘、成交、支付、投诉索赔等内容;第12章介绍了其他国际贸易方式;第13章介绍了商业合同等内容。

本书可作为大专院校经济贸易、英语、海洋经济等专业的教材使用,也可供从事外贸业务的工作者参考使用。

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随着全球经济一体化进程的加快和国际贸易往来的日趋增多,具备英语语言基础和外贸业务知识的实用型复合型人才受到用人单位的普遍欢迎。“外贸函电”是国际经济与贸易专业及商务英语专业的核心课程之一,它能有效地提升学生的商务英语写作能力和进行对外贸易的实际操作能力。

中国是海洋大国,也是海洋经济强国。海洋为中国经济可持续发展提供了广阔的空间和巨量的资源。海洋经济贸易是中国国民经济的重要组成部分,是中国经济持续发展的极为重要的条件和最强有力的基本支持领域。然而,有关海洋产业国际贸易函电的用书,还比较匮乏。本书的特色内容在于增加了海洋经济贸易中的常用术语以及应用等,期望能够对从事相关工作的人员有特别的参考作用。

本书共分 13 章。第 1 章系统介绍了外贸函电写作的基本知识;第 2 章至第 11 章遵循外贸业务流程,依次介绍了建立商务关系、询盘、报盘、还盘、成交、支付、信用证、包装运输、保险和投诉索赔等内容;第 12 章介绍了其他国际贸易方式;第 13 章介绍了商业合同等内容。

本书具有以下特点:

(1) 实用性强,以对外贸易活动的真实顺序为主线,范文举例

注重反映交易的实际过程；

(2) 更为全面,每个贸易提供了各类信函及其回复的写作技巧及常用表达方式；

(3) 更注重实用性,每一种函电都介绍写作要领和技巧；

(4) 特点突出,增加了海洋经济贸易常用词汇和用语,弥补现有文献的不足；

(5) 体例合理,包括基本词汇、句型、格式和练习等模块。

本书不仅可以作为大专院校经济贸易、英语、海洋经济等专业的教学、自学参考用书,也可供从事外贸业务尤其是海洋经济贸易的工作者参考使用。

安然

2012年2月

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Chapter One An Introduction to Foreign Trade Correspondence

1.1 An Overview of Foreign Trade Correspondence

Every business produces paperwork. A prospective business needs to convey various kinds of business information to its employees, clients, trading partners and funding bodies in order to operate the business and to promote products and services. Foreign trade correspondence serves to pass on information, to express ideas, to exchange feelings and to deal with social business.

Successful (Good) Business Communication can realize two goals, i. e. , the receiver interprets the message as the sender intended it; it achieves the sender's purposes. At every stage, fluent, error-free writing can give a big advantage. Good writing will be used in different contexts to develop businessmen or to expand the business. Therefore, it is necessary for people who engage in foreign affairs to have a good command of the linguistic features and writing techniques in practical English writing.

1.2 Criteria for Effective Foreign Trade Correspondence

Effective writing for business must comply with seven criteria, to be considerate, clear, concise, concrete, correct, complete and

curtest. It should realize three functions; to inform; to influence; to entertain.

1. 2. 1 Consideration

The interrelationship between the sender and receiver profoundly affects communicative effectiveness. Consideration means that the writer prepares the writing with the readers in mind. You should take the following into consideration;

(1) Identify the audience. Determine the size and composition of the audience.

(2) Analyze the audience's desires, problem, circumstance, emotions.

(3) Analyze the audience's possible reaction.

(4) Determine the audience's level of understanding.

(5) Analyze the audience's needs. (informational, motivational, emotional, practical needs)

To indicate you are considerate, you can use the following:

1. Focus on "You" Instead of "I" and "We"

Your readers are usually more concerned about themselves than about you. They are more interested in your writing when they see the pronoun "you" rather than "I, we". You-Viewpoint is a technique for building goodwill in letters. It involves being friendly and treating people in the way that they like to be treated.

"I" OR "WE" ORIENTED:

I am happy to tell you. . .

We are pleased to have your new account.

We make Willet razor in three weights—light, medium and heavy.

We have shipped the two dozen Crown desk sets you ordered.

We require that you sign the sales slip before we will charge to your account.

“YOU” VIEWPOINT:

You will be happy to know. . .

Your new charge account is now open for your convenience.

Willett makes razors for you in three weights—light, medium and heavy.

Your two dozen desk sets should reach you with this letter.

For your protection, you are charged only after you have signed the sales slip.

2. Make Your Writing Interesting and Beneficial to Your Readers

Whenever possible, show your readers what benefits they will get from your writing. They will be more likely to respond favorably and do according to your suggestions if they see that the benefits are worth the effort and cost.

3. Emphasize the Positive, Pleasant Facts

To emphasize the positive means stressing what can be done instead of what cannot be done and focusing on ideas your readers can view favorably. By making clear what you call or will do, you often indirectly make clear what you cannot do without using a single negative word, for example,.

(1) We allow 2 percent discount for cash payment. We won't be able to send you the brochure this month. (*Worse*)

(2) You earn 2% discount when you pay cash. We will send you the brochure next month. (*Better*)

4. Apply Integrity and Ethics

To be truly considerate, you need also apply integrity—high moral standards, personal honor, truthfulness, sincerity—to your writing. Ethics is concerned with what is right human conduct. Codes of ethics provide standards enabling us to determine the fundamental distinction between right or wrong human behavior. An honest business person needs a strong conscience as well as knowledge of com-

munication principles. There are also some other requirements leading to successful foreign trade correspondence, in addition to the essential ones mentioned above which are unique to foreign trade correspondence to some extent. When these requirements are reached, they can help you express your ideas clearly and persuasively.

1. 2. 2 Clarity

Clarity means your purpose and the words are clear to your readers so that the receivers can interpret your words with the same meaning you have in mind. But it is difficult for you to accomplish the goal because individual experiences are never identical and each person's mind is a unique filter.

Here are some suggestions to help make your messages clear:

1. Choose Proper, Short and Familiar Words

Choose proper words to make the messages easy to understand, e. g. :

(a) As to the steamers sailing from Hong Kong to San Francisco, we have bimonthly direct services. (*Worse*)

(b) We have two direct sailings every month from Hong Kong to San Francisco. (*Better*)

(c) We have semimonthly direct sailing from Hong Kong to San Francisco. (*Better*)

(d) We have a direct sailing from Hong Kong to San Francisco. (*Better*)

Choose short and familiar words to make the messages easy to understand, e. g. : better say "after", "use", "show", instead of "subsequently" "utilize", "disclose".

2. Make Idea Clear

Put one idea in a sentence, put one topic in a paragraph, and put one subject in a letter.

3. Use Short Sentences

Short sentences lead to clear meaning and easy understanding. The average sentence length is about 17-20 words. You can use sentences containing 3-40 words. If there are more than 40 or 50 words in a sentence, You can consider rewriting it into more than one sentence.

4. Have Paragraphs of Suitable Length

In foreign trade correspondence, it is suitable for paragraphs to contain 7-8 lines. If a paragraph is too long, it may make the main idea unclear and lead to a loose structure. If a paragraph is too short, your reader may be impressed that your topic is not adequately supported.

1. 2. 3 Conciseness

Conciseness means to write the fewest possible words without sacrificing completeness and courtesy. A concise message saves time and expense for both sender and receiver. Conciseness contributes to emphasis. By eliminating unnecessary words, you help make important ideas stand out. To achieve conciseness, try to observe the following suggestions:

1. Shorten or Omit Words or Expressions

As few words as possible should be used to give complete, and clear meanings. If possible, a word should be used instead of a phrase, a phrase instead of a clause, a clause instead of a sentence, and a sentence instead of a paragraph.

Avoid cluttering phrases:

Cluttering Phrases	Shorter Substitutions
At the present time	Now
For the purpose of	For
For the reason that	Since, because
In the near future	Soon
In view of the fact that	Since, because

(续)

Cluttering Phrases	Shorter Substitutions
Prior to the start	Before
a draft in the amount of \$ 1000	a draft for \$ 1000

Eliminate surplus words:

With Surplus Words
There are five rules that should be observed.
In the period between June and August they found the error.
His performance was good enough to enable him to qualify for the promotion.
It came at a time when we were busy.
Leather depreciates in value slowly.
We will ship these shoes at a later date.
As a matter of interest, I am interested in learning your plan.
Eliminate Surplus Words
Five rules should be observed.
Between June and August they found the error.
His performance was good enough to qualify for the promotion.
It came when we were busy.
Leather depreciates slowly.
We will ship these shoes later.
I am interested in learning your plan.

However, the process of condensing should not be carried so far that the message becomes general and loses its original meaning.

2. Include Only Relevant Facts

The effective concise message should omit not only unnecessary wordy expressions but also irrelevant material. To make sure you in-