



21世纪高职高专规划教材 · 国际贸易系列 ·

外贸英文函电

Business
Correspondence

郑敏 编著



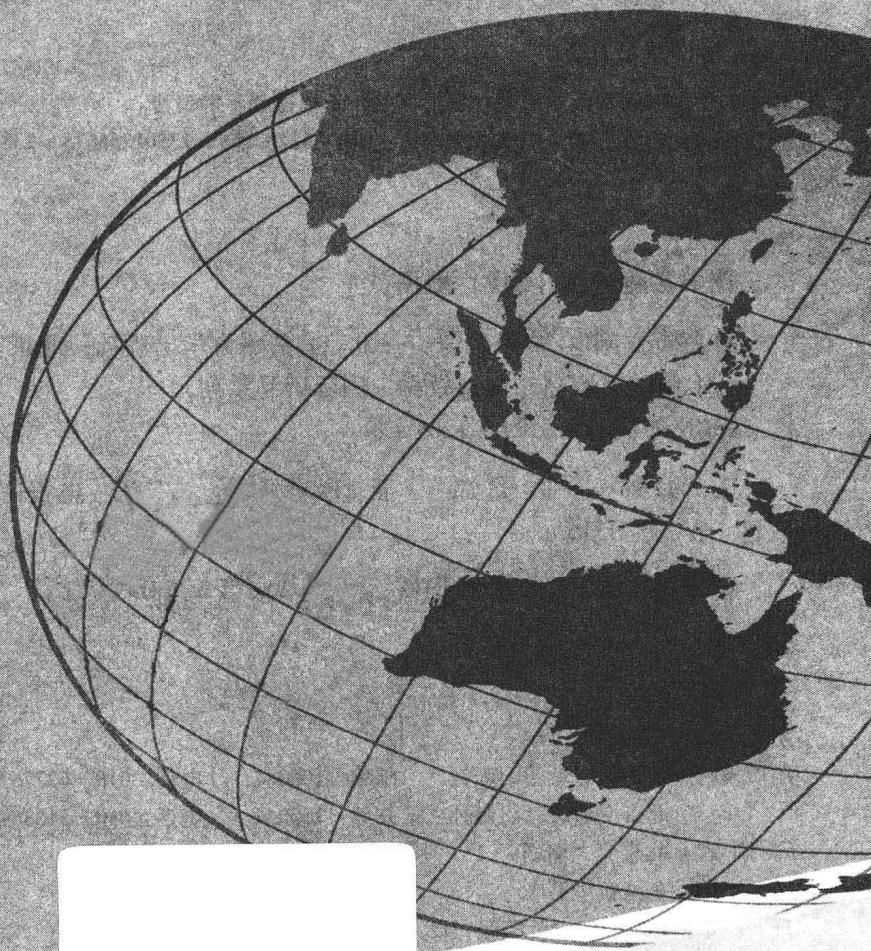
清华大学出版社 · 北京交通大学出版社

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·北京·

内 容 简 介

本书从应用的角度出发,以高等职业技术教育培养应用型、复合型人才的办学宗旨为目标,立足于当前高职院校学生的基本情况,特别是英语基础普遍薄弱的现状,以及课程改革和课时安排的需要,将国际贸易活动中有关英文函电知识和技能的学习与训练分解为三部分:第一部分为函电基础知识,主要讲解英文信函的基础知识及写作原则;第二部分为交易磋商的过程,以交易磋商的过程为主线,分别介绍建立商务联系、询价、报价、还价及接受的过程和特点;第三部分为交易磋商的内容,以交易磋商的内容为主线,分别介绍产品质量、数量、包装、装运、价格、运输保险、支付、检验、索赔、仲裁的具体内容及应用特征。各章的内容分别为:基础知识、样函及其译文、词汇、注释及练习。

本书具有内容广泛、结构清晰、可操作性强的特点,可作为高等职业技术学院国际贸易及相关专业的教材使用。

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Part One

Basic Knowledge of Business Letters

In this part you have two tasks to finish. Firstly, you should learn the basic knowledge of business English letters, that is, the structure and layout of it. And secondly, you should know the general seven C's principles of writing a good business English letter.

在这部分中你有两个任务要完成：第一，你要学习一些商务英语信函的基础知识，即信函的结构和布局；第二，你应该了解写好英文商务信函的7C原则。

The Structure and Layout of Business Letters

1.1 Basic Knowledge

Elements and Format of Business English Letters

Even though there are some kinds of business letter-writing ways nowadays, most business persons would like to use more standardized ways to communicate in their business. So generally speaking, the following elements should be involved in their formal business letters.

尽管现在存在着许多种商务信函的写作方法，但大多数的商人们还是更愿意使用较为标准的方法来进行商务沟通。所以，一般说来，较为正式的商务信函应包括以下要素。

- Letterhead (信头)
- Reference (编号)
- Date (日期)
- Inside Address (信内地址)
- Attention Line (注意项, 经办人名称)
- Courtesy Title and Salutation (尊称和称呼)
- Subject Line (标题, 事由)
- Body of a Letter (信的正文)
- Complimentary Close (信尾客套语)
- Signature (签名)

Some elements are also mentioned in other books, such as IEC Block (initials, enclosures and carbon copies), Postscript, etc. It depends on your own purpose and option. But the above ten elements should be presented in your business letters.

在一些书中还会提到如缩写名、附件、分送标志 (IEC Block) 及附言 (Postscript) 等内容。这一切取决于你的目的和选择，但上述十项内容在商务信函中必不可少。



1.2 Different Parts in Letter

1. Letterhead 信头

We also call it head of the letters. Usually it has been printed already. A letterhead always contains the company's name, address, telephone number, fax number, internet address, e-mail address, etc. At present time, most of the big business companies use letterhead stationery for their letter communication. They use trademarks or brief quotations effectively. Sometimes a logo can be found in the letterhead, too. Therefore we would like to say that the letterhead is a very important element in business letter, and it is usually placed on the topmost part of the paper.

信头也称为信笺抬头。信笺抬头一般是印好的。它由寄信人公司名称、地址、电话号码、传真号码、互联网网址和电子信箱等组成。在现今的商务往来中几乎每一家大的商业公司都用带有信头的信纸来写信，并充分使用商标或简短的广告语，甚至有的时候信头中还会出现公司的标识。因此，我们说信头是商务信件中非常重要的要素，通常信头位于信纸的最上端。

2. Reference 编号

It would be very difficult to find out the letter you want among piles of them in our daily routine work in a big company without definite filing. Therefore, it is necessary to classify all letters according to the subject, company, or even time sequences. The useful functions of reference are: first, it helps us to send them to the right person or department on time; second, it can provide our replies good links with earlier correspondences; third, it ensures us to find the needed one quickly. Up to now, there isn't any fixed or standard form for reference lines. You can use any kind of form or way that you think the most effective one.

如果没有确切的卷宗可查，要想在一个大公司日常工作堆积如山的信件中找到你所需要的信件实在是太难了。因此，有必要根据交易的内容、公司的名称、甚至是时间来将所有的信件加以分类。编号的有效作用有3个：（1）它有助于我们将信件及时送到正确的人或部门手中；（2）它有助于我们将回函与早些时候的信件联系起来；（3）它有助于我们尽快找到我们所需要的信函。到目前为止，编号没有固定的或标准的格式，你可以使用任何你认为是最有效的方法或方式。

There are three ways for making reference.

编号的方式有3种。

(1) 在信笺抬头的空间里打上如下字样:

Your ref. (你方编号) _____

Our ref. (我方编号) _____

(2) 在标题位置上打上编号:

Dear Sir,

Your Reference: A1002

(3) 在信的第一段提及:

Dear Sir,

Thank you for your letter of October 2, Reference Number A1002.

3. Date 日期

Date line is a vital element in business letters. Generally speaking, the date has very special relevance in any kind of business deals. It is the date that decides whether a contract is to come into force, an order is filled, a bill is paid, or a guarantee claim is met, etc. So please remember the date can be never omitted or wrongly written in business letters. The standard form of date in a business letter should be written in the way like this: September 17, 2011. All other number forms or abbreviations of months are not recommended. Another thing should be paid attention to is that the date written in a Chinese letter is just not the same as in an English letter. In the former one the date is placed at the end of the letter, but in the latter one the date should be placed just before the inside address.

日期是商务信函中至关重要的一部分。一般说来,在各种商务交易中日期有着非常特殊的关系。是日期决定着一个合同是否生效、订单是否已执行、账单是否已付款、保修期是否已到期,等等。所以,请记住商务信函中绝不能遗漏或写错日期。商务信函中标准日期的书写方法应该是“September 17, 2011”。全都用数字表示或用月份的缩写形式的书写方法都不提倡。另一点应该注意的是汉语和英语信函的日期的书写是截然不同的。在前者中日期写在信的结尾处,而在后者中日期则放在信内地址的前面。

4. Inside Address 信内地址

The inside address usually refers to the information about the receiver's. It includes all of the following information: the receiver's name and his title, or the company's name, street address, city, state or province, ZIP code and the country. Even all of these have appeared on the envelope already, we still need to write it again inside the letter for filing. The information is usually placed on the top of the left below the date.

信内地址通常指的是有关收信人的信息。它包括收信人的姓名、职位、公司机构的名称和营业地址,以及城市、州或省,邮政编码和国家的名称。尽管信内地址的有关信息已在信

封上出现过，但为便于存档我们仍需在信内重写一遍。信内地址的位置一般在左上角低于日期的地方。

信内地址包括：

- (1) 收信人的姓名和称呼（职位）；
- (2) 公司名称；
- (3) 营业地址；
- (4) 门牌号码；
- (5) 街名；
- (6) 市名或城镇名；
- (7) 县名或州名以及邮政编码；
- (8) 国名。

例如：

Dr. Francis X. Jordan, President
Bachman Inc.
Baker Hall 152
Pittsburgh, PA 15213
U.S.A.

5. Attention Line 注意项

Usually, when the receiver's name was not mentioned in the inside address, you should use the attention line to mention the individual's names to show the letter is really addressed to. The word "attention" can be typed in capital way or underlined.

一般说来，当特定收信人的名字没有出现在信内地址中的时候，你就应当使用注意项来提及具体收信人的名字，以表明信是真正写给谁的。注意线应加底线或用大写打出。

6. Courtesy Title and Salutation 尊称和称呼

- (1) The general rule of using courtesy title are as follows.

使用尊称的一般规则如下。

- ① Mr. (先生)，用于男士的姓氏或名字之前。例如：

Mr. John P. Storm; Mr. Storm

- ② Esq. 或 Esquire (先生)，在书面地址里用于男士的姓氏之后，用逗号分开。在美国，它一般适用于称呼律师、法官和行政长官。在英国，它适用于获得绅士尊称的男士。例如：

John P. Storm, Esq.

- ③ Mrs. (夫人), 用于已婚妇女。例如:

Mrs. Storm

- ④ Ms. (女士), 用于已婚或未婚妇女, 但也有人不喜欢。例如:

Ms. Loretta Vasquez; Ms. Vasquez

- ⑤ Miss (小姐), 用于未婚妇女。例如:

Miss Storm

- ⑥ Messrs. (先生们) 是法文 Messieurs 的缩写, 先生的复数, 用于公司或商行的名称由个人姓氏组成的情况。例如:

Messrs. Storm & Co.

- ⑦ Mmes. (女士们) 是 Mesdames 的缩写, 女士的复数, 用于女士设立的公司, 现在很少使用。

(2) The general rules of using salutation are as follows.

使用称呼的方法有如下几种。

- ① 传统的称呼是“Dear”后跟收信人的尊称和姓氏。例如:

Dear Mr. Henry

Dear Mrs. Henry

Dear Miss Henry

Dear Professor Henry

- ② 对很熟悉的收信人, 在名字前使用“Dear”。例如:

Dear Maria

- ③ 假如不知道收信人的姓名, 使用一般性称呼。例如:

Dear Sir

Dear Madam

Dear Clients Coordinator

Dear Purchasing Officer

- ④ 假如致函一群人, 使用下列的一种称呼方式。例如:

Ladies and Gentlemen

Gentlemen (英式英语为: Dear Sirs)

Ladies

Dear Members of the Restoration Committee

- ⑤ 假如写没有私人信内地址的推销信, 可以用下列称呼方式。例如:

Dear Homeowner

Dear Customer

On very formal occasion, you can use “Dear Sir”, “Dear Madam” and “Dear Sirs” or “Gentlemen”. If you know the receiver’s name, you must write out the name of the receiver. If you are not sure about it, it is available option to use courtesy title. You can use either a colon or a comma if you want.

在特别正式场合，“Dear Sir”、“Dear Madam”和“Dear Sirs”或“Gentlemen”都可以使用。但只要你知道收信人的姓名，就应该使用其姓名。如果不清楚收信人的姓名，那么在称呼中使用其尊称也是很好的选择。在称呼之后既可使用冒号也可使用逗号。

7. Subject Line 标题

A subject line involves the reason, relative reference or brief subject. It can be put under or above the salutation. If it is necessary, it can be underlined or typed in capital. There are different ways to write out the subject of a letter.

标题通常包括写信理由、涉及的项目编号或简要说明的主题。标题既可置于称呼之下，也可置于称呼之上。如果有必要，标题可加底线或用大写字母打印。标题栏可有如下不同的书写方式：

Subject: Project A-1004

Re: Price Quotation for “Hero” Typewriter

Your Order No. 40336

SUBJECT: ACCOUNT NO. 5047

8. Body of the Letter 信函正文

It is the most important element of a letter. It gives out the real information the writer wants to. Although you may find there are only a few words in a letter sometimes, you still have to follow the three-paragraph format. The opening paragraph is the subject introduction of the letter. The middle paragraph is the discussion of the deal in details. The last paragraph is the ending of the letter in the way of summation, suggestion or further request. The length arrangements of different paragraphs will rely on the deal itself. In order to write out a good business English letter, you should follow the seven C’s principles.

信函正文是信中最重要的一部分。它是实际传达的信息。尽管有时一封信仅寥寥数语，但还是要遵循三段式的格式。第一段一般引入主题，第二段详细讨论，第三段以总结、建议或进一步的要求来结束全信。段落的长短安排则依交易内容而定。为了写出好的商务英语信函应遵循7C写作原则。

9. Complimentary Closing 信尾客套语

The complimentary close is the formal ending way in politeness. The standard forms of it are “Sincerely”, “Sincerely yours”, “Yours sincerely”, “Yours truly”, “Truely yours”, “Yours very truely”, “Very truely yours”, “Yours faithfully”.

信尾客套语是一种礼貌，是正式结束信函的方式。标准形式有：Sincerely, Sincerely yours, Yours sincerely, Yours truly, Truly yours, Yours very truly, Very truly yours, Yours faithfully 等。

10. Signature 签名

Signature is usually given three blank lines below the complimentary close. The typewritten identification tells legibly who wrote the letter. And the handwriting gives not only the legal implications, but also a personal communication.

签名通常在信尾客套语下空三行的位置。打出的签名正体可以清楚地显示出是谁写的信。至于手签的名字，除了其本身的法律含义外，还可以达到个性的交流。

11. Enclosure 附件

If there is not only the letter paper in the envelop, some other documents are still in the same letter, you can use the following way to indicate them.

假如信封内除信纸外，尚附有其他文件，可用以下方式说明附件数目：

Enclosure; Encl.; Enclosure (1); Enc. - 1

Enclosure (2); Enc. - 2; Encl.: Two

If you have mentioned the enclosure already in the body of the letter, you can use a/s.

在信函正文中已提及附件，则使用 a/s (As stated) (如信所述)，例如：

Encl. a/s

12. Postscript 附笔

Usually it is used in the short form to give out another brief idea below the enclosure. However, you should avoid using it, you'd better think over the content of your letter within one time.

常用缩写 P. S. 表示引出一段简短的补充想法，附笔放在附件之下。不过，你最好仔细规划你的信函，一次写成，而不用附笔。例如：

LSY/aw

Enc. Two

P. S. I'm expecting your visit next Friday evening.

1.3 Format of Letter

Because there are many practices of using different forms of letters, you'd better remember that until now there is not a specific format or layout of today's business English letter which is better than the other, or this is right and that is wrong. There are three basic formats of letter. They are semi-block format or style with indented paragraphs, full-block style and indented style.

因为实践中使用着各种各样格式的信函，你最好记住当今的商务英语信函就其格式来说没有一个比另一个更好，或这个是对的，而那个是错的说法。商务英语信函有三种常用的格式：半齐头式（或混合式）、齐头式和缩行式。

Semi-block format with indented paragraphs (半齐头式或混合式)

The diagram illustrates the semi-block format with indented paragraphs. It shows a letterhead box at the top center, followed by the date 'March 12, 2012' on the right. The recipient's address is on the left, and the salutation 'Dear Mr. Wood,' is below it. A large rectangular area at the bottom represents the body of the letter, with a stepped right edge indicating indented paragraphs.

letterhead

March 12, 2012

Mr. Henry Wood, Manager
Vancouver Trading Corp.
273 Madison Street
Vancouver, Canada

Dear Mr. Wood,

续表

Sincerely,
ABB COMPANY

Martin Smith, Manager

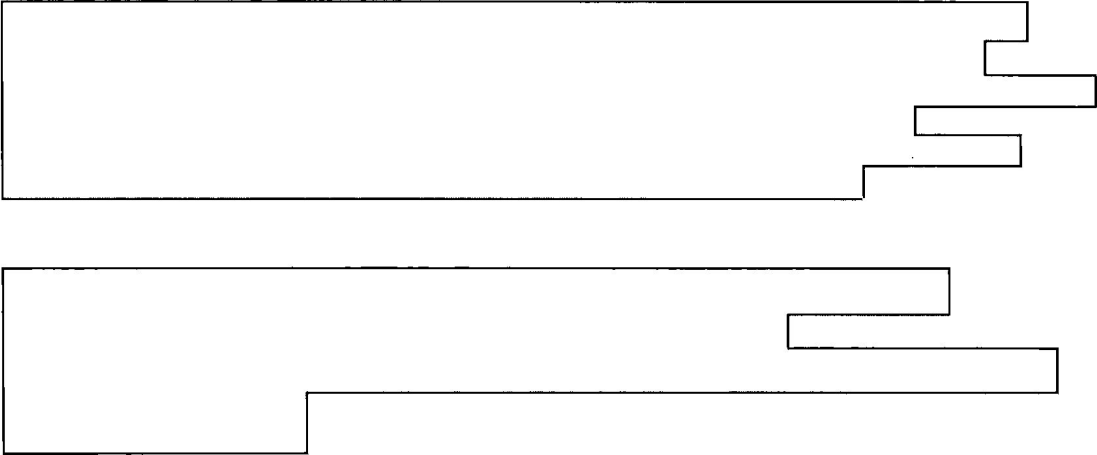
Full-block style (全齐头式)

letterhead

April 17, 2012
B. T. Smith & Co.
926 St. Louis Street
Los Angeles, CA 90015

ATTENTION: MS SHERRY ZHANG
Ladies and Gentlemen:
Subject: Sports T-Shirts

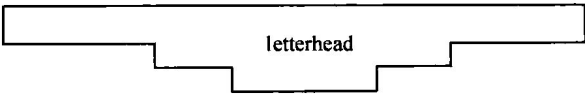
续表



Sincerely yours,

A. H. Jones
Sales Manager
AHJ: tp
Encl: 2

Indented style (缩行式)



Our Ref: AB65077
Your Ref: YLH-315

December 10, 2012

International Investment Ltd.
77 Lewis. St.
Springvale Vic.
AUSTRALIA 2841

Dear Madam:

续表

<p>JS/eh Encl. a/s CC: Ms Mary Chen P. S. Our special discount is 5% for your initial order.</p>	<p>Truly yours, _____ James Smith Purchasing Director</p>
--	---



New Words and Expressions

1. knowledge *n.* what a person knows; the facts, information, skills, and understanding that one has gained, esp. through learning or experience 知识, 学问, 学识
2. business *n.* the activity of buying and selling goods and services 商业, 买卖
3. principle *n.* a truth or belief that is accepted as a base for reasoning or action 原则, 原理