



教育部职业教育与成人教育司推荐教材  
中等职业学校商务英语类专业教学用书

Vocational Education

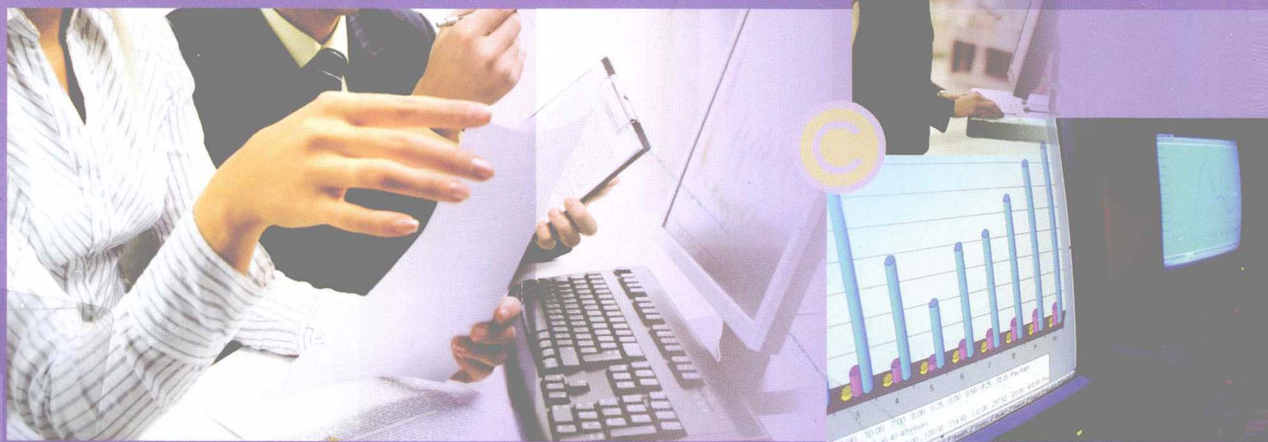
English

职业英语系列

# —— 商务英语写作

第2版

中等职业学校职业英语教材编写组 编



高等教育出版社  
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中等职业学校职业英语教材编写组 编

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## 前 言

《商务英语写作》(第2版)是教育部职业教育与成人教育司推荐的中等职业学校商务英语系列教材之一。目前国内适合中等职业学校使用的商务英语教材不多,教师普遍反映没有适用的教材。这主要是因为在教学过程中往往把要求学生掌握一定词汇量、语法知识和具备听说读写能力作为标准。而且,大多数中等职业学校采用的商务英语写作教材普遍存在缺陷,就是所教内容与中职毕业生在就业岗位上的实际需要脱节。这种脱节主要表现在:1. 与中职毕业生在实际工作中需要处理的英文商务文件不符,把高级业务人员或者经理人员需要处理的商务文件当作教学内容;2. 与中职毕业生处理相应商务文件能力的定位不符,把高级业务人员或者经理人员都不一定能真正掌握的自由、准确、流畅地撰写商务文件的技能当作教学目标。


针对我国中等职业学校商务英语类专业教学面临的若干问题,编者提出商务英语写作能力培养的新教学目标:培养学生了解各种书面商务交际模式,根据交际任务获取信息,并利用信息、借助字典等工具正确套用所选模式的能力。以此培养中等职业学校商务英语类专业学生在就业岗位上的实际英语应用能力。

 与新的教学目标相对应的必须是新的教学方法。

1. 实施模式套用教学法。把看似内容、形式繁复的各种英文商务文件进行简化、归纳,每一类商务文件抽象出一、两种模式。对模式的描述要细化,明确内容的先后次序,提供相应的常用表达法。
2. 把教学重点放在培养学生利用各种工具,如词汇表、词典、互联网搜索引擎、商务文件模板等撰写出所需文件的能力上。在套用中完成与课本范文略有不同的商务文件。
3. 重视写作训练的数量与训练形式的重复,通过技能的重复训练达到熟悉这些技能的目的。训练安排从易到难,训练包括认识、分析模式,通过模仿套用模式复原样文,以及根据交际任务通过套用模式生产与样文有一定差异的商务文件。学生通过对照样文反复填写词汇、短语、句子等练习能够较清晰地了解模式结构。

 编者建议中等职业学校商务英语专业采用下列英语课程设置。

1. 主要英语课程安排在两年半中进行。
2. 英语课程周学时为8-10课时。
3. 英语课程分为基础英语、商务英语阅读、商务英语听力、商务英语口语、商务英语写作。
4. 基础英语开设时间为两年半,第一年周学时6课时,以后周学时4课时。
5. 商务英语阅读开设时间为一学期,第三学期开始开设,周学时4课时。
6. 商务英语听力开设时间为一学年,第一学期开始开设,周学时2课时。
7. 商务英语口语开设时间为一学年,第一学期开始开设,周学时2课时。
8. 商务英语写作开设时间为一学年,第三学期开始开设,周学时4课时。

 本教材分16个单元,每个单元学习撰写一种英文商务文件,按照统一的模式编排。

1. 介绍有关商务文件的作用,这个部分通常包括导入、定义。

- 
- (1) 导入部分用于创造信息落差, 引起学生的求知兴趣。
  - (2) 定义部分采用完形填空的方式展示。因为完形填空有词尾形态变化的制约, 答案基本上是唯一的。用这种练习方式展示定义一方面有助于加深学生的印象, 另一方面可以增加词汇层次上的语法训练。
2. 结构分析部分 (即模式说明)。这个部分通常包括: 样文、结构分析、课文注释和若干课堂练习。
- (1) 首先给出特定商务交际任务, 然后提供完成有关交际任务的商务文件样文。样文各个部分根据模式结构编号, 便于学生对照匹配后面提供的模式。
  - (2) 把所学商务文件归纳为详细提纲式结构, 便于学生套用。
  - (3) 提供课文注释, 鼓励学生利用注释的词典功能自己理解样文和模式分析的内容。
  - (4) 提供若干种练习帮助学生熟悉所学模式。
3. 写作训练部分, 这个部分按照从易到难的顺序把写作练习分为词汇层次、短语层次、句子、段落层次, 以至篇章层次的训练。
- (1) 词汇层次训练把样文中的部分英语词汇换成中文说明, 要求学生通过查看词汇表、注释、汉英词典、互联网搜索引擎或者查阅样文找到合适的英文表达法填写空白。
  - (2) 层次训练把样文中其他较长部分内容换成中文说明, 要求学生通过上述查询手段找到合适的英文表达法填写空白。
  - (3) 句子、段落层次训练把样文中整句整段的内容换成中文说明, 这些说明与样文有一些差异, 要求学生通过上述查询手段找到合适的英文表达法, 尤其要求他们从词汇学习部分中属于相同语义场的词汇中寻找合适的词汇, 并按照正确的语法填写空白。
  - (4) 篇章层次训练模拟真实的工作环境, 要求学生按照课本布置的要点撰写有关的商务文件。学生需要利用包括模式套用、查询词汇表或者词典, 参考样文等方法, 写出与样文不尽相同的商务文件。

**注:** • Notes 部分标注的是定义 (definition) 和结构 (structure) 中出现的生词。  
• Word study 部分标注的是样文 (sample) 和写作练习中出现的生词。  
• 标有 \* 符号的课堂练习为可选练习。

编者采用智能化网络课程技术, 开发了一个与本教材配套的智能化网络写作训练系统, 把词汇、短语、句子和篇章层次的训练分解成符合模式各个结构的具体步骤, 并具备自动评卷功能。每个学生都可以在电脑的辅导和纠正下进行所有的写作训练, 以此提高学生的写作训练质量。这个系统还可以自动采集学生训练数据, 便于任课教师查询、分析学生学习效果, 帮助教师在免除繁重的作业批改工作量的同时, 更精确地了解学生在写作训练过程中暴露的问题, 以便进行更有针对性的课堂教学。

同时编者建议采取符合新教学思想的考试形式。使用仿真化题目, 列举必须包括的信息清单, 要求学生撰写某种商务文件。尽可能采取开卷考试的形式, 提供开放的环境, 如: 学生可以查看课本、词典, 有条件的学校应该允许学生利用互联网。鼓励学生套用模式、大段复制相应样

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文的内容，用拼积木的方式完成商务文件写作的任务。

本教材由许罗迈（广东外语外贸大学）担任主编，陈咏（广州市教育局教学研究室）担任副主编。其他编写人员还有：陈永娟（广州市荔湾区职业技术学校），刘婕（广州市旅游商贸职业学校），陈向杰（增城市职业技术学校），叶剑瑜（广州市荔湾区职业技术学校），梁洁昱（广州市轻工职业学校），许泠（广州市荔湾区外语职业高级中学），杨丹枫（广州市番禺区工贸职业技术学校），刘瀚（广州市天河职业高级中学），王雁梅（广州市花都区经济贸易职业学校），王泽慧（广州市商贸职业学校），何华玲（广州市番禺区新造职业技术学校）。担任本教材审稿的是：陈小全（对外经济贸易大学）和庄严（北京市宣武区第一职业学校）。在编写过程中，福建省、辽宁省、北京市、青岛市部分中等职业学校的专业英语老师提出了富有建设性的意见和建议。广州市教育局教研室对本书编写工作提供了大力支持。广州市里湾区职业技术学校、广州市旅游商贸职业学校、广州增城职业技术学校使用本教材进行了三个学期的试验。在此一并表示感谢。

本书也适合中等职业学校国际贸易、电子商务等专业的学生选用；对于各类商务工作者，本书也是一本浅显、实用的好书。

本教材不足之处恳切希望广大读者不吝赐教，以推动我国职业教育学校商务英语专业教学的提高。

编 者  
2009年10月

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# Unit 1

## *Establishing Business Relations*

### Objectives

**In this unit, you will**

- ☐ learn the basic structure of a letter to establish business relations;
- ☐ learn how to write letters to establish business relations through graded practice;
- ☐ practise writing letters to establish business relations by using words in the mini word lists;
- ☐ use your dictionaries or the Internet search engine to find English words for the exercises or other subjects not in the textbook;
- ☐ gain the ability to write letters to establish business relations with the help of dictionaries or the Internet.

### Lead-in

1. Establishing business relations is the first step in a transaction in international trade. Imagine that you work for the marketing department of a company and are required to write a letter to a company which you don't know. Discuss in groups and list some organizations who can be of some help to you. You can consider some organizations listed below and say how they can help you.

- Banks
- Chambers of Commerce in foreign countries
- Chinese Commercial Counselor's office in foreign countries
- Advertisements
- Business associations of related industries, etc.





2. When you write to a company or an organization for the first time, you should tell them how you came to know them, your intention to do business with them, and what you hope to buy or sell. Work in groups to write such a letter in Chinese. You can do some research with the Internet search engine or some books.

Divide yourselves in different groups and do the following:

1. Each group works on either Picture 1 or 2 and prepares some methods to expand their business, for example: newspapers, advertisements, etc.
2. Groups working on Picture 1 exchange their methods with those working on Picture 2. Discuss differences and similarities for Chinese and foreign business people to gain information to establish business relations.
3. Discuss other group's decisions. Show their material to the class and say whether their methods will work.
4. Group summary: From where can you get information about new trade partners so as to establish business relations with them?

## Part 1

### Definition and Structure

- Activity 1** Fill in the gaps with the appropriate form of the words from the box to obtain the definition.

business	partner	negotiate	expand
step	establish	relations	

A letter to \_\_\_\_\_ business \_\_\_\_\_ is a piece of writing to find  
and \_\_\_\_\_ with a new \_\_\_\_\_. It is the first \_\_\_\_\_ for  
a company to \_\_\_\_\_ its business.

**Activity 2** Discuss with your partner: How many parts should be included in a letter to establish business relations and what are they? Then read the basic structure of a letter to establish business relations below to see how right you are.

Sender's address

Date of the letter

Salutation

Body:

1. How the sender learned about the receiver.
2. The sender's intention in writing the letter.
3. An introduction of the business scope of the sender's company.
4. Reference to the sender's financial status and business reputation.

Complimentary close

Signature and job title

## Notes

partner *n.*

伙伴

negotiate *v.*

谈判, 磋商

expand *v.*

扩大, 发展

establish *v.*

建立

relation *n.*

关系

sender *n.*

写信人

salutation *n.*

(书信开始的)称呼

receiver *n.*

收信人

intention *n.*

意图

business scope

reference *n.*

financial status

reputation *n.*

complimentary close

signature *n.*

job title

经营范围

证明人

财政状况

名誉, 名声

信尾客套话

签名

职务, 头衔

**\*Activity 3** Write down as many words related to establishing business relations as you can in 5 minutes.

**\*Activity 4** Discuss with your partner: What could you do first to establish business relations?

## Part 2

### *Establishing Business Relations*

#### Situation

China National Light Industrial Products Import and Export Corporation wants to do business with a British company. In order to do so, the manager of the corporation writes a letter to ABC Company. The letter is as follows:

#### *Sample*

① 33 Jingda South Road  
Beijing 10005  
P. R. China

② June 3, 2008

③ Dear Sirs,

④ We understand your company from the Commercial Counselor's Office of the British Embassy in Beijing. We learn that you are interested in Chinese industrial products. We are writing to establish business relations with you and willing to enter

into the European market.

We specialize in the export of Chinese light industrial products and would like to trade with you in this line.

Should you have any questions, please feel free to contact us. For our financial position, credit standing and trade reputation, you may refer to Bank of Hong Kong.

Thank you for your attention and look forward to your prompt reply.

**5** Yours faithfully,

**6** Li Long  
Manager

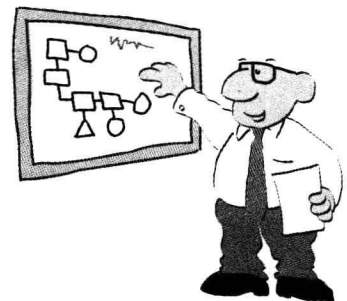
### Key sentences

1. we understand / learn...
2. we are writing to establish business relations with...
3. we are willing to...
4. we specialize in...
5. thank you for...

### Structure analysis

The structure of the sample above is as follows:

1. Sender's address
2. Date of the letter
3. Salutation
4. Body (including four major parts):
  - How the sender learned about the receiver.
  - Sender's intention in writing the letter.
  - An introduction to the business scope of sender's company.
  - Reference to sender's financial status and trade reputation.
5. Complimentary close
6. Signature and job title



- \*Activity 5** Write down some words or sentences which you may use in a letter to establish business relations. Compare your answers with those in Activity 3.

**Example 1: business partner, joint venture enterprise**

- Example 2: a) We learned about your company from the Swiss Business Guide for China.**  
**b) Your firm was recommended to us by IBM.**

- \*Activity 6** Match the following words with their appropriate meaning.

- |                          |        |
|--------------------------|--------|
| 1. quotation/make offers | a. 报价  |
| 2. produce/manufacture   | b. 进口商 |
| 3. seek                  | c. 畅销  |
| 4. sell well/a good sell | d. 生产  |
| 5. importer              | e. 寻求  |

- \*Activity 7** Put the following words or phrases into correct order according to the basic structure of a letter to establish business relations.

Reference to the sender's financial status and business reputation, date, the salutation, address, how the sender knows the receiver, the complimentary close, an introduction of the business scope of the sender's company, title, the sender's intention in writing the letter

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## Word study

Learn words and phrases which are grouped together. Try to use them in your writing.

- 1 China National Light Industrial Products Import and Export Corporation 中国轻工业品进出口公司
- 2 company *n.* 公司; corporation *n.* 公司, 企业; firm *n.* 公司
- 3 understand *v.* 了解, 听说
- 4 Commercial Counselor's Office of the British Embassy in Beijing 英国大使馆驻北京商务参赞处
- 5 European market 欧洲市场
- 6 specialize in 专营
- 7 export *n.* & *v.* 出口
- 8 in this line 在这个行业
- 9 contact *v.* 联系
- 10 financial position 财务地位(状况)
- 11 credit standing 信誉
- 12 trade reputation 贸易声誉
- 13 refer to 查阅, 提到, 谈到, 打听
- 14 look forward to 期望, 盼望

## Activity 8 Replace the Chinese words with suitable English words.



- 1 33 Jingda South Road  
Beijing 10005  
P. R. China
- 2 \_\_\_\_\_ (2008 年 6 月 3 日)
- 3 \_\_\_\_\_, (敬启者)
- 4 We \_\_\_\_\_ (从...打听) your company from the Commercial Counselor's Office of the British Embassy in Beijing. We learn that you are interested in Chinese industrial products. We are \_\_\_\_\_ (写信) to \_\_\_\_\_ (建立业务关系) with you and willing to enter into the European market.

We specialize in the export of Chinese light industrial products and would like to trade with you in this line.

Should you have any questions, please feel free to \_\_\_\_\_ (联系) us. For our financial position, \_\_\_\_\_ (信誉) and trade reputation, you may refer to Bank of Hong Kong.

Thank you for your attention and looking forward to your prompt reply.

- 5 \_\_\_\_\_, (谨上)
- 6 Li Long  
Manager

## Activity 9 Replace the Chinese words with suitable English words.



- 1 中国北京市竞达南路 33 号  
\_\_\_\_\_  
\_\_\_\_\_
- 2 Jun 3, 2008

3 Dear Sirs,

4 We understand your company from the \_\_\_\_\_ (商务参赞处) of the British Embassy in Beijing. We learn that you are interested in Chinese industrial products. We are writing to establish business relations with you and willing to \_\_\_\_\_. (进入欧洲市场)

We \_\_\_\_\_ (专营) the export of Chinese light industrial products and would like to trade with you in this line.

Should you have any questions, please feel free to contact us. For our \_\_\_\_\_ (财务状况), credit standing and trade reputation, you may refer to Bank of Hong Kong.

Thank you for your attention and \_\_\_\_\_. (盼望早日得到回复)

5 Yours faithfully,

6 Li Long  
\_\_\_\_\_ (经理)

## Activity 10 Use the word list to help write a letter to establish business relations with the following information.

敬启者：我方从《北京日报》上得知贵公司是家用电器的主要进口商，目前贵方想购买电风扇。

我方生产各种电风扇，并获得 ISO9000 质量认证，我们的产品畅销亚洲市场。我们希望通过与贵公司建立业务关系，进入欧洲市场。

关于我方的资信情况，请向中国银行广州分行查询。

期盼贵方早日回复！

**Useful words and expressions**

major *adj.* 主要的

importer *n.* 进口商

obtain *v.* 获得

produce *v./manufacture v.* 生产

enter *v.* 进入

European market 欧洲市场

quality certification 质量认证

electrical appliance 电器

electric fan 电风扇

a good sell/sell well 畅销



**Activity 11** Write a letter to establish business relations.

**Situation**

You are Purchasing Manager of the shop Verkkokauppa.com in Finland, whose address is Itämerenkatu 21 Ruoholahti Shopping Mall Helsinki, FI 00180. After attending the China Sourcing Fair at Asia World-Expo HK you are interested in a supplier named Guangzhou Sun Young Electronics Co. Ltd and you are going to start up business with it.