

商务邮件、通告启事、创意文案、商务合同.....都能写。
商务英语文书完全解析，上百个超实用案例，让你一次就会写。

进入职场

必修的

52堂英文写作课

英语要会说，
更要会写！

智骏英语研究社 编著

快速上手，想写就写，一写就OK！

写邮件再也不会皱眉头，做文案再也不用多返工！超丰富的写作案例，让你用最快的时间，写出最棒的文书。

最全面的商务文书！

本书涵盖订单、通告、通知、邮件、合约、计划书等诸多元素，学商务写作就一定要看。

最标准的书面案例！

精选世界500强企业中的文书案例，让学习者直接学到最标准的写作方式，不走弯路。

最快速的写作方式！

对于英语水平基础一般的职业者，完全可以根据需求，套用本书中的案例，节省自己的宝贵时间。

事业升级，
考试学习均适用
打造超强英语写作技能
用这本书就可以了！

进入职场 必修的 52堂英文写作课

英语要会说，
更要会写！

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机械工业出版社
China Machine Press

本书分为 8 章 52 堂课,主要内容分别为办公室中的常用单词、与人事部门相关的单词、财务与会计工作中的术语、客户接待与市场营销、国际贸易往来常用词、会议与谈判常见语、从事日常管理工作的单词和参加商务社交活动不词穷。

如果你想灵活、准确地使用好工作场合的单词,那么就从这一刻起、从本书开始认真地做好准备,随时随地记单词和使用单词,这样来最终进入自如运用各个工作场合的英文单词的境界。

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写在 前面

一封漂亮的英文信函如何写？

如何用英语写一份精彩的公司和
产品介绍？

通知、报告、会议记录，你都能
用英文表达么？

令人头大的商务通告和英文合同
你该从哪里“抄”？

……

这些过去让你感到痛苦的难题，
今天都可以一并解决。本书将会成为
你案头上最实用的一本职场英文写作
书，能够帮你扫清商业写作中的各种
障碍，让你成为职场中最出色的英文
写作高手。

本书精选世界 500 强企业多年
积累下来的真实写作案例，通过 52
堂课的形式，让你循序渐进完全掌握
基本的写作技巧、标准的写作格式、
职业的写作风格。要知道，掌握过硬
的商务英语写作技能，你会彰显国际
化工作者的职业风范，对你在职场上
的发展有极大的推动作用。

我们想象，在这本书的帮助下，
你会发现，书面英语其实没有想象的
那么难。即使你只有大学英语水平，
也可以通过借鉴本书中实用案例的写
作套路，实现快速上手。

52Lessons 学习主题

本书按照板块分成 7 个
Chapter，分别从写作基础、商贸
写作、通告启事、办公文书、人力资
源、各种信函、商贸合同等方向展
开，包含 52 堂主题学习课，几乎囊
括了商务写作的方方面面。

Core knowledge and points 核心知识与要点

通过细致的中英文讲述，让你
掌握某一书面主题的写作方式和核
心要素。理清写作脉络之后，再进行
写作，你得效率将会翻倍，写作质量
将会全面提升。

Illustrating of Application 职场点拨超实用

当然，想写好一篇出色的英
文商业文书还不够，你还需要更
深层次的提高。我们特意设计了
这一板块，能够巩固你所学到的
写作套路，帮助你提高职场的“硬
知识”。

Lesson 1

精心炮制开头与结尾

中国元代的文人乔吉符谈到写文章的章法时,提出了著名的“凤头”、“猪肚”、“豹尾”之喻。也就是说,文章的开头要像凤头那样美丽、精彩,主体像猪肚子那样有充实、丰富的内容,结尾像豹尾一样有力。这些章法同样适用于商务信函的写作,精彩而准确的开头与结尾,会对对方留下深刻印象,无形中让事情进展得更为顺利。

Part 1 Core Knowledge and Points 核心知识超重要

一、开头直奔主题

商务信函和日常信函的一个重要区别是,可以省去长篇累牍的寒暄与问候,在开头就引起对方的注意力。也就是说,要将最重要的信息放在开头,开头段落既是标题,又是正文其余信息的导语。

为了节省彼此的时间,请不要在信件开端重复读者已经知道的大量信息。如果能在第一段就直接讨论自己的主题,那么就能让对方明白,你不想浪费宝贵的时间。因此,忘掉任何关于对方来信的参考内容,转而回答最重要的问题,或在第一句里就提供最相关的信息。举例来说,可以用以下的方法之一写:

回答一个问题

Part 2 Related Knowledge 相关知识储备

同其他信函相比,商业信函除了格式有一定规则之外,语言也有章可循,它要求用严肃、正式的语句简洁清晰地陈述来意。也正因为如此,它的语句有一定的套路,掌握了这些常用句型,书写起商务书信时就可以更得心应手了。

一、商业书信常用开头语

1. “特此通告”

We are pleased to inform you that...

We have pleasure in informing you that ...

We have the pleasure/the honor to apprise /in form you of/that...

We take the liberty of announcing to you that...

Part 3 Template & Example 范例格式套用

Share Transfer Agreement

The parties hereinafter include:

Party A: XX Investment Co. Ltd.

Party: XX Co. Ltd.

Party C: Mr. XX

ID No: XX 身份证号: XX

Room XX, XX #, XX Road, XX City, XX Province.

Address 住址: XX 省 XX 市 XX 路 XX 号 XX 房

Whereas Party A legally owns XX % shares of XX Investments Co., Ltd. (“XX”), which is registered in the XX Islands;

鉴于甲方合法拥有在 XX 岛注册的 XX 公司(以下简称“XX 公司”)百分之百的股权;

Whereas XX, registered in XX Islands on XX-XX, XX, legally owns XX% shares of XX Braking System (XX) Co., Ltd. (the “Company”);

Part 4 Related Knowledge 相关知识储备

英文合同中的 here/there/where

英文合同中经常使用“here”, “there”, “where”等词,现在告诉你一个小技巧: here 代表 this, there 代表 that, where 代表 what/which, 就容易记多了。

hereafter = after this time 今后

hereby = by means/reason of this 特此

herein = in this 此中, 于此

hereinafter = later in this contract 在下文

thereafter = afterwards 此后, 后来

thereby = by that means 因此; 由此; 在那方面

therein = from that 在那里; 在那点上

thereinafter = later in the same contract 以下; 在下文

whereby = by what/by which 由是; 凭那个

Template & Example
范例格式套用

为了让你快速实现真正的商业文书写作,减少你犯错误的概率,提高你完成工作的效率,我们特意从实际工作中精选了让你“拿来就用”的范例或标准格式,让你用最简单的时间见到学习的效果。

Related Knowledge
相关知识储备

如果你愿意花时间再储备一下相关的英文知识的话,这一部分是你充电的首选。我们为你精选了相关的职场英语知识、句型、短语,让你的学习效果再一次翻倍提升。

如果你想成为公司里最棒的英语写作高手的话,相信本书可以帮你实现这一目的。但这离不开你不断的积累和练习,更多时候,你需要的是坚持。

相信,你一定可以做到。

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写在前面
使用说明

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商务写作基础知识

Rudimentary Knowledge

身在职场，你发出的每一份信函、邮件或者传真，都会直接影响到别人对你及你所代表的公司的评价。姑且不论正文内容，哪怕是格式上小小的疏漏，都会有损公司形象，甚至影响到业务开展。因此，想要以专业的方式跟客户进行有效的沟通，我们首先要掌握一些商务写作的基本常识，避免犯下最低级的错误。

- ◆ Lesson 1 精心炮制开头与结尾
- ◆ Lesson 2 商务信函正文组成部分
- ◆ Lesson 3 商务信函写作小技巧

- ◆ Lesson 4 信封的正确写法
- ◆ Lesson 5 正确使用标点符号
- ◆ Lesson 6 如何撰写商务传真

Lesson 1

精心炮制开头与结尾

中国元代的文人乔吉符谈到写文章的章法时,提出了著名的“凤头”、“猪肚”、“豹尾”之喻。也就是说,文章的开头要像凤头那样美丽、精彩,主体像猪肚子那样有充实、丰富的内容,结尾像豹尾一样有力。这些章法同样适用于商务信函的写作,精彩而准确的开头与结尾,会给对方留下深刻印象,无形中让事情进展得更为顺利。

Part 1 Core Knowledge and Points 核心知识超重要

一、开头直奔主题

商务信函和日常信函的一个重要区别是,可以省去长篇累牍的寒暄与问候,在开头就引起对方的注意力。也就是说,要将最重要的信息放在开头,开头段落既是标题,又是正文其余信息的导语。

为了节省彼此的时间,请不要在信件开端重复读者已经知道的大量信息。如果能在第一段就直接讨论自己的主题,那么就能让对方明白,你不想浪费宝贵的时间。因此,免掉任何关于对方来信的参考内容,转而回答最重要的问题,或在第一句里就提供最相关的信息。举例来说,可以用以下的方法之一写:

回答一个问题

提出一个问题

解释一项已经采取的行动

表达快乐或遗憾

提供信息

因为第一段内容可以为你的信函定下语气,所以要努力避免使用陈词滥调,但也不要提供极少的信息,由此产生一种正式而冷淡的语气。

二、礼貌而肯定地结束

结束段落应该起到某种作用。在一封较长的信函中,它可以概述重点,或重复主要信息。如果需要采取一些行动,那么可以解释一下希望对方做什么,或你将做什么。尽量使用积极的词语,例如“当……时”,而不是“如果”。

此外,结束段落应该使信函具有一种礼貌的、公务性的形象。商业信函中的典型结束段落会邀请读者再次回信,我们来看一些用于商业信函结束段落的优秀范例:

我再次因为没有及时回信而表示道歉,而我相信,这封信已经澄清了你所提出的问题;然而,如果你愿意讨论我尚未澄清的任何问题,或需要任何进一步的信息,你都可以致电或直接与我接洽。

我盼望收到你的回信,同时,如果你有任何的疑问,请随时与我联系。

很遗憾,在这个问题上我无法提供更多的协助,如果你还有任何疑问,请随时与我联系。

Part 2 Related Knowledge 相关知识储备

同其他信函相比,商业信函除了格式有一定规则之外,语言也有章可循,它要求用严肃、正式的语句简洁明确地陈述来意。也正因为如此,它的语句有一定的套路,掌握了这些常用句型,书写起商务书信时就可以更得心应手了。

一、商业书信常用开头语

1. “特此奉告”

We are pleased to inform you that...

We have pleasure in informing you that ...

We have the pleasure/the honor to apprise /in form you of/that...

We take the liberty of announcing to you that ...

We wish/have to inform you that (of) ...

We have to advise you of (that) ...

We think it advisable to inform you that (of) ...

We are pleased to have this opportunity of reminding you that (of) ...

We take the advantage of this opportunity to bring before your notice ...

Please allow us to call your attention to ...

Permit us to remind you that (of) ...

We feel it our duty to inform you that (of) ...

2. “为(目的)奉告某某事项”

The purpose of this letter is to inform/ advise you that (of)...

The object of the present is to report you that...

The object of this letter is to tell you that...

By this letter we purpose to inform you that (of)...

Through the present we wish to intimate to you that...

The present serves to acquaint you that...

3. “惠请告知某某事项”

Please inform me that (of)...

Kindly inform me that (of)...

Be good enough to inform me that (of)...

Be so good as to inform me that (of)...

Have the goodness to inform me that (of)...

Oblige me by informing that (of)...

I should be obliged if you would inform me that (of)...

I should be glad if you would inform me that (of)...

I should esteem it a favor if you would inform me that (of)...

I will thank you to inform me that (of)...

You will greatly oblige me by informing that (of)...

We shall be obliged if you will inform us that (of)...

We shall be pleased to have your information regarding (on, as to, about)...

We shall deem it a favor if you will advise us of...

We shall esteem it a high favor if you will inform us that (of)...

4. “特确认,本公司某月某日函件”

We confirm our respects of the 10th May...

We confirm our letter of the 10th of this month...

We confirm our last letter of the 10th June...

We had the pleasure of writing you last on the 10th of this month...

We confirm our respects of the 10th June...

We confirm the remarks made in our respects of the 10th July...

We confirm the particulars of our enquiry by telephone of this morning...

In confirming our telegram of this morning, ...

Confirming our respects of the 10th May, ...

Confirming our last of the 10th June, ...

5. “贵公司某月某日函电,敬悉”

We have pleasure in acknowledging receipt of your esteemed favor of the 3rd May.

We are pleased to acknowledge receipt of your favor of the 1st June.

We have to acknowledge receipt of your favor of the 5th July.

Your letter of May 5 was very welcome.

Your letter of April 10 gave me much pleasure.

Your esteemed favor of 7th May was duly received by us.

Your favor of the 5th June is duly to hand.

Your favor of the 10th is to (at) hand.

We are in due receipt of your favor dated the 7th June.

We are in receipt of your letter of the 7th July.

We are in possession of your letter of the 5th April...

We have duly received your favor of the 5th March...

Your letter of yesterday's date is duly to (at) hand...

Your esteemed communication of yesterday's date is just to (at) hand...

We thank you for your favor of the 5th May...

We are obliged for your letter of the 5th May...

Many thanks for your letter of the 5th June...

In acknowledging receipt of your letter of the 5th June, ...

Your favor of the 5th May has just reached me.

Your favor of the 5th May is duly received...

Your favor of the 5th May is now before me...

Your promised letter under date (of) the 5th June has just reached us...

6. “特回答贵公司某月某日函所叙述有关事项”

I have the pleasure of stating, in answer to your inquiry of the 4th May, that...

In reply to your letter of the 5th of May, I have to inform you that (of)...

I hasten to answer your inquiry of the 15th May, by stating that...

We are in receipt of yours of the 5th June, in reply to which we are pleased to state that...

In reply to yours of the 10th May, relative to..., I would say that ...

I am in receipt of your favor of the 7th May, and in response I inform you that (of)...

In response to your letter of 10th May, I wish to say that...

In answer to your favor of the 5th May regarding... I reply as follows:

Answering your letter of the 8th of February..., I would say that...

In reply to your letter of February 8th, I inform you that (of)...

Replying to yours of the 8th of February regarding..., I would say that...

Replying to your favor under date of February 8th re..., I say that ...

7. “非常遗憾,我们奉告您关于……”

We regret to inform you that (of) ...

We are sorry to have to draw your attention to...

We regret to have to say that...

We very much regret to announce/ advise you that...

It is most regrettable that we have to inform you that (of) ...

It is with our greatest regret that we must inform you that (of) ...

To our greatest regret we must herewith inform you that (of) ...

It is a matter for regret that I have to inform you that (of) ...

It is to be regretted that I must inform you that (of) ...

It is with regret and reluctance that we have to inform you that (of) ...

It gives us a deep sorrow that we have to announce you that...

It causes me much sorrow to have to say that...

I feel sorry for having to announce you that...

I express my sorrow for announcing you that ...

8. “当我们得悉……甚为遗憾”

We are very sorry to hear (know) that...

We are grieved to hear of (about) ...

We are indeed sorry to hear that...

We very much regret to hear that...

We regret to hear of (that) ...

It is with great regret that we just learn that...

Much to our regret we have heard that...

We regret to receive your information that...

We regret that we have been informed that (of) ...

To our deep regret we were informed that (of) ...

9. “遵照某月某日来函指示”

In accordance with the instructions given (contained) in your favor of the 10th May...

According to the directions contained in yours of the 6th May...

According to the instructions given in your letter under date of the 10th of last month...

In conformity with (to) your instructions of the 10th Aug...

Pursuant to your instructions of May 10 ...

10. “如下列所记,如附件所述”

As stated below, ...

Annexed hereto,...

Attached you will find...

As shown on the next page ...

As indicated overleaf(下页,背面)...

As at foot hereof,...

Sent with this,...

As the drawings attached,...

As shown in the enclosed documents,...

As already mentioned,...

As particularized on the attached sheet,...

As detailed in the previous letter, ...

11. “因电文不太明确……”

Your telegram just received is quite unintelligible.

Please repeat your wire on receipt of this, stating your meaning more clearly.

Your telegram is not clear; explain the third and fourth words.

Your telegram is unintelligible; repeat more fully in plain language.

Your cable is not clear. Repeat, using the codes agreed upon (on).

We cannot understand your telegram; state the code used and which edition.

Your telegram is not signed with cipher as agreed on; confirm if correct.

We cannot trace the code you used; please repeat the telegram in plain words.

Your telegram is too short to be understood. Please repeat it more fully.

The telegram was vague (pointless), and they requested them to explain in plain words.

二、商务书信常用结束语

1. “我们盼望于近日内接获回信”

We hope to receive your favor at an early date.

We hope to be favored with a reply with the least delay.

We await good news with patience.

We hope to receive a favorable reply per return mail.

We await the pleasure of receiving a favorable reply at an early date.

We await the favor of your early (prompt) reply.

A prompt reply would greatly oblige us.

We trust you will favor us with an early (prompt) reply.

We trust that you will reply us immediately.

We should be obliged by your early (prompt) reply.

Will you please reply without delay what your wishes are in this matter?

Will you kindly inform us immediately what you wish us to do?

We request you to inform us of your decision by return of post.

We are waiting (anxious to receive) your early reply.

We thank you for the anticipated favor of your early reply.

We should appreciate an early reply.

We thank you in anticipation of your usual courteous prompt attention.

We thank you now for the courtesy of your early attention.
 We hope to receive your reply with the least possible delay.
 Please send your reply by the earliest delivery.
 Please send your reply by messenger.
 Please favor us with your reply as early as possible.
 Please write to us by tonight's mail, without fail.
 May we remind you that we are still awaiting your early reply?
 May we request the favor of your early reply?
 A prompt reply would help us greatly.
 A prompt reply will greatly oblige us.
 Your prompt reply would be greatly appreciated.
 Your prompt attention to this matter would be greatly esteemed.
 We look forward to receiving your early reply.
 We thank you now for this anticipated courtesy.
 As the matter is urgent, an early reply will oblige.
 We reply on receiving your reply by return of post.

2. “回信请用电报”

We await your reply by telegraph.
 Please wire reply to our telegram of this morning.
 We are anxiously awaiting your reply by telegram.
 Cable reply immediately, using Western Union Code.
 Please acknowledge by wire the receipt of these instructions.
 Please do not fail to telegraph your reply immediately on receipt of this letter.
 Please telegraph your decision without delay as we have offers awaiting.
 Please telegraph reply immediately, our offices will be open until 9 p. m.
 Oblige us by replying by telegram before noon tomorrow, as we have another offer.
 Inform us by telegram of your lowest quotations.
 Wire in time for us to write you in reply by 7 p. m. mail.
 Kindly reply me by wire (telegraphically).
 We should be pleased to have you telegraphically reply us.

3. “关于某某事项谨表谢意”

Please accept our thanks in advance for your usual kind attention.
 Please accept our thanks for the trouble you have taken.
 We are obliged to you for your kind attention in this matter.
 We are greatly obliged for your trial order just received.
 We wish to assure you of our appreciation of your courtesy in this matter.
 We thank you for your order just received.
 We thank you for the special care you have given to the matter.
 We tender you our sincere thanks for your generous treatment of us in this affair.
 Allow us to thank you for the kindness extended to us.

4. “请原谅我的回信延迟”

Please excuse my late reply to your very friendly letter of March 1st.

I hope you will forgive me for not having written you for so long.
I hope you will excuse me for not having replied to you until today.
I humbly apologize to you for my delay in answering to your kind letter of May 5.
I have to (must) apologize to you for not answering your letter in time.
I must ask you to kindly accept our excuses, late as they are.

5. “我们对您的关照谨致谢意”

We request you to accept our warmest thanks for the anticipated favor.
We thank you in advance for the anticipated favor.

6. “我们时刻会尽我们所能为您服务”

We assure you of our best services at all times.
We shall spare no efforts in endeavoring to be of services to you.
We shall be pleased to be of service to you at all times.

7. “请继续多加关照”

We solicit a continuance of your confidence and support/Valued favor/ your kind patronage.
We hope we may receive your further favor.
We hope to receive a continuance of your kind patronage.
We request you to favor us with a continuance of your kind support.

8. “如有机会,我们必会报答您”

It would give us a great pleasure to render you similar services should an opportunity occur.
We wish to reciprocate the goodwill.
We shall on a similar occasion be pleased to reciprocate.
We hope to be able to reciprocate your good offices on a similar occasion.
We are always ready to render you such or similar services.
We shall at all times be willing to reciprocate such or similar favor.
We shall be happy to have an opportunity of reciprocating to you on a similar occasion.

9. “关于详情,下次叙述”

I will write you particulars in my next.
Particulars will be related in the following.
I will relate further details in the following.
I will inform you more fully in my next.
I will go (enter) into further details in my next.

10. “兹函附某某,请查收”

Enclosed please find...
Enclosed we hand you...
We (take the liberty to) enclose here with...
Here with we have the pleasure to hand you...
We have pleasure in enclosing here with...
We are pleased to enclose here with...
We are pleased to hand you enclosed...

Lesson 2



商务信函正文组成部分

和其他所有应用文一样,商务信函也是一种具有习惯格式的文体。它通常由信封、信文及附件三部分构成。前两部分是必不可少的,后者则需视具体情况而定。在本课我们一起来看正文有哪些组成部分吧:

一、普通英文书信的组成部分

英文书信通常由下列五个部分组成:

1. 信头(Heading)

信头包括写信人地址和写信日期,通常写在信笺的右上角。在比较熟识的朋友之间的通信,写信人的地址常可略去。

日期通常有下列两种写法:

月、日、年:如 August 15, 2011

日、月、年:如 15th August, 2011

地址的写法通常是由小到大,如门牌号、街道名、市(县)名、省名、国名(邮政编码通常写在城市名之后)。这同中文书信的地址写法完全相反。地址可以写1~3行,日期写在地址的下方(见信笺格式)。

2. 称呼(Salutation)

称呼指写信人对收信人的称呼,如 Dear Xiaojun, 写在信头的下方和信笺的左边。称呼一般用 Dear...或 My dear...开头,称呼后一般用逗号。

3. 正文(Body)

这是书信的主体部分,即写信人要表达的内容。正文要求文字通顺,层次分明,表意清楚。可以手书,也可以打写。

4. 结束语(Complimentary Close)

它是书信结尾的恭维话,相当于文中书信最后的“祝好”、“致礼”之类的话语。比如“Best wishes”(致以最好的祝愿)就是结束语。

5. 签名(Signature)

签名通常签在结束语下方的中间偏右的位置,签名应是亲笔书写,即使是打写机打出的信件,最后仍需亲笔签名。在签名的上方可根据写信人和收信人的关系写上 Sincerely yours/Yours sincerely(用于长辈或朋友之间),或 Respectfully yours/Yours respectfully(用于对长辈或上级)。

二、商务信函的格式

和普通书信不太相同,一般商务英语书信的结构可能包括以下几部分内容:

信头(the letter-head)

案号和日期(the reference and date)

封内名称和地址(the inside name and address)

开头称呼语(the salutation)