


21世纪高职高专经济管理类专业立体化精品教材

突出实训
立体化配套

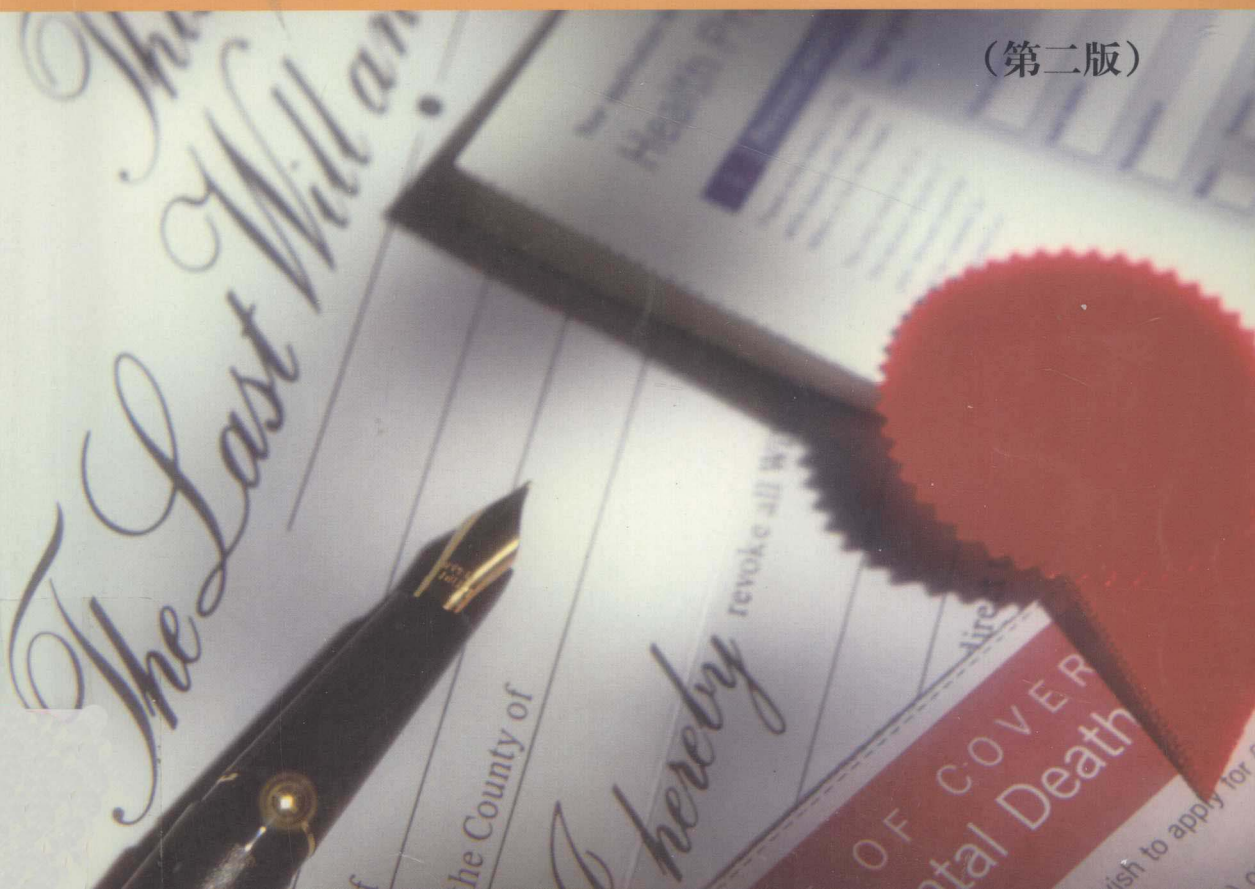
WAIMAO YINGYU HANDIAN

外贸英语函电

葛 萍 周维家 主编

 上海财经大学出版社

(第二版)



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修订说明

《外贸英语函电》是新世纪高职高专国际经济与贸易系列教材,于2004年出版,先后多次印刷,印数达数万册之多。作者在此特别感谢广大读者给予的信任和支持。

为适应培养具有从事对外经济贸易时撰写与处理国际商务英语书信能力的高素质应用型人才之需要,我们在原有版本的基础上进行了较大幅度的修改,葛萍编写1~6单元,周维家编写7~12单元。本次修订吸取了全国各地使用本教材教师们的意见,力求使教材编写得更全面、更实用。

本次修订主要有以下几个特点。

1. 容量更合理,易于教学安排。本次修订对课文篇幅进行了扩容,课文由原来的十个单元增加到十二个单元,增加了促销和贸易形式两个单元,使内容涵盖更为全面,有利于一学期教学任务的安排。

2. 内容更新颖,易于激发兴趣。本次修订吸收了最新资料对课文进行了改写,使之更富有时代感。对信函范例进行了更新与充实,使之更贴近现实生活。

3. 形式更多样,易于拓展能力。本次修订新增了“words and phrases power development”部分,对每个单词的不同用法给出适当的例子,旨在使学生或自学者对单词或词组能活学活用。

4. 帮助更充分,易于自主学习。本次修订时对课文作了更为详尽的注释,特别是列出了相关的专业术语。“reference expressions”部分给出的例句也由8句增加到10句。这一切旨在为学生或自学者自主学习时提供更多的学习帮助和便利。

5. 练习更周全,易于组织教学。本次修订每个单元均附有回答问题,旨在帮助学生或自学者加深对课文的理解。每个单元增加了10道单选练习题,旨在帮助学生或自学者巩固掌握相关词汇、短语、习惯用法或语法。每个单元的填词练习都作了更新,并给出了所填单词的首字母,解决了此练习难度较大的问题。总之,本次修订是按照教学大纲和课程要求编写的,练习量较大,难度适当,照顾各类学生的需要,老师可以根据需要有选择地使用。

前 言

随着我国加入世界贸易组织,我国与世界的交流与合作更加广泛。我国对外贸易的超常规发展,国外公司的大量进入及其本土化经营,使国际经贸人才的需求量剧增。面对这种新的形势,目前迫切需要解决的重要问题之一,就是要抓紧培养一批能够适应社会主义市场经济体制,既有国际经济贸易的理论基础和实际工作本领,又有从事对外经济贸易时撰写国际商务英语书信能力的人才。

《外贸英语函电》是为适应这一需求而编写的。本书紧密结合我国外贸业务的实际,以“必需”、“够用”为原则,突出实用性和针对性。本书通过商务书信的写作、商务关系的建立、询价与回复、报盘与还盘、订单与确认、包装、装运、付款条件、保险以及抱怨与调整等十个方面的内容,系统训练学生撰写书信和处理信息的能力。本书在编排上通过正文说明、体例示范和课后习题的方式使讲练结合,易于学习和掌握。

本书由上海金融学院葛萍副教授主编,参加本书编写的还有上海金融学院周维家老师和上海商业职业技术学院王玉章老师。

由于编者水平有限,编写时间仓促,书中的缺点和不足之处还望读者指正。

编者

2003年12月

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Unit One

Business Letter-writing



The Text

The Importance of Business Communication

Business communication is the exchange of messages that support the goal of buying and selling goods or services. As a student (person) of business communication, your goal will be to master the skills needed to exchange productive business messages—messages that meet your reader's needs for clear, accurate, and useful information.

A company's correspondence helps create and reflect its image. Likewise, your future success in business will be largely dependent upon how well you communicate—both orally and in writing.

The Basic Principles of Business Letter Writing

The most effective business letter should be easy to read and easy to understand. They must be friendly and courteous. We should put in mind the point that business letters play an important role in development of goodwill and friendly trade relationship. Generally speaking, we need to apply some specific writing principles while writing a business letter. They are: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

1. Consideration

Consideration is an important rule of good business writing. The letters you send out must create a good impression. Try to put yourself in his or her place to

give consideration to his or her varied wishes, demand, interest and difficulties. Emphasize the "You" attitude rather than the "I" or "We" attitude. Find the best way to express your better understanding and present the message.

2. Correctness

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which is a help to achieve the purpose. No excuse can make any errors acceptable in business letters. Because Business letters must have factual information, accurate figures and exact terms in particular, for they involve the right, the duties and the interest of both sides, often as the base of all kinds of documents. Therefore, we should not understate nor overstate as understatement might lead to less confidence and hold up the trade development while overstatement would throw you in an awkward position. In all every effort must be made to ensure the accuracy of business communication in all respects.

3. Clearness

Lack of clearness indicates that the writer is uncertain, confused, or insincere. Everything to be put down in writing must be carefully checked and well organized. How to make sure that the message conveys exactly what you wish to say and is not liable to misunderstanding. First, the simple language is what is needed for a business letter. Writer must have a clear idea of what he wishes to convey to the other part. Second, in order for a business letter to be understood by the recipient, it must be in clear and easily comprehended language. Third, in order to avoid the confusing idea to be made writing the exact words is also necessary. For example, you should avoid using these words instant (this month), ultimo (last month), proximo (next month) and so on. At last, the more urgent the matter is, the more carefully the letter should be checked and rechecked.

4. Completeness

A successful business letter whether it is an initial letter or a reply only when it contains all the necessary information. An outline helps for the letter to be full and complete. See to it that all the matters are discussed, and all questions are answered. For example, accepting offers, you'd better write clearly such as price, discount, insurance, payment and so forth. Incompleteness is not only impolite but also leads to the recipient's unfavorable impression towards your firm, because the kind of letter to some extent is like a contract. If it is incomplete, it may cause unnecessary dispute.

One of the best ways to assure completeness is to keep the following guidelines in mind: Why do you write the letter? What are the facts supporting the reasons? Have you answered the questions asked?

5. Conciseness

Conciseness is often considered to be the most important writing principle. It enables to save both the writer's and the recipient's time. Conciseness means most complete message but briefest expression with no sacrifice of clarity or courtesy. A good business letter should be precise and to the point. Here are some suggestions to achieve conciseness of your letter-writing: keep your sentences short, avoid unnecessary repetition and eliminate excessive details.

Paragraphing carefully can make a business letter clearer, easier to read and more attractive to readers. It is a good rule to confine each paragraph to only one point or topic.

6. Courteousness

A business letter not only means using some polite words but expresses your enthusiasm, consideration and friendliness. Treat the reader with respect and friendliness and write as if you care about the reader. For example, you may close a letter with a statement such as, "If I can help you further, I will be happy to do so." Courteousness can make you keep friendly relationship with the other side and continue to develop your trade cooperation even if you decline his requirements. Meanwhile promptness is very important, because no one likes to wait a long time before he gets a reply to his letter. Another important aspect of courtesy is the "attitude", which simply means in our letters we should always keep in mind the person we are writing to. See everything from his position of view. Ask yourself how he will respond to what you've written. If you have your reader's interests in mind, you will receive an unexpectable trade effect.

7. Concreteness

What the letter comes to should be specific, definite rather than vague, abstract and general. Especially for letters calling for specific reply, such as offer, inquiring trade terms, etc., concreteness is always stressed. For example, some qualities or characters of goods should be shown with exact figures and avoid words like short, long or good. Give specific time with date, month, year and even offer hour, minute, if necessary, but avoid expressions such as yesterday, next month, and immediately.

The following guidelines can help us write concretely: use specific facts and figures; put action in your verbs, prefer active verbs to passive verbs or words in which action is hidden; choose vivid, image-building words; pay attention to word orders, put modifiers in right place.

Language and Style

In business communication, one must fit his style to his own and his correspondent's social standing, their relationship and the situation in which the communication is written. In international communication, the writer should also take into consideration the foreign reader's possible reaction under the influence of the social values and traditional characteristics of that particular country.

Business people have given up the stiff, formal and obsequious style of the past generation in favor of the natural, conversation, and unpretentious modern style. What is required of a business letter is that it must be clear, fluent, easily understood and to the point.

The Essential Elements of a Business Letter

Every well-constructed business letter is made up of the seven parts detailed as follows: (1) the letterhead; (2) the date; (3) the inside address; (4) the salutation; (5) the body; (6) the complementary close; (7) the writer's signature.

1. The Letterhead

The first and most obvious part of a company's business letter is its letterhead. It includes the essential particulars about the writer: the name, address of the firm, telephone numbers, telegraphic address, the telegraphic codes used, telex numbers and the kind of business carried on.

Most of the business firms and other organizations use stationery with a printed letterhead, which contains all or some of the following elements: the company's name, address, postcode, telephone number, telex number, fax number, E-mail address, and possibly the name of the chief executive. It may even include some picture or slogan for a symbol of the company. This will be useful not only to the reader in responding to the message but also to the firm in creating a favorable impression.

If the stationery you are using does not have a printed letterhead, type the company's name, address, phone number and E-mail address in the upper right-hand of the page.

2. The Date

All business letters should have the correct date typed two or four spaces below the letterhead. The date should be written in full in the logical order of day, month and year. For the day either cardinal numbers or ordinal numbers can be used.

e. g. 23rd May 2008 or 23 May 2008

1st April 2008 or 1 April 2008

The day can also be written after the month. But a comma must be used between the day and the year.

e. g. March 16, 2009

March 16th, 2009

October 5, 2008

October 5th, 2008

Do not abbreviate the month. And stay away from the all-number forms (e. g. 6/5/2008). It may easily be confused. Because in Britain the date means 6th May 2008, but in the United States and some other countries it means 5th June 2008.

3. The Inside Address

The business letter should always consist of the name and address of the person or company for whom the letter is intended. It should be placed two to six spaces below the date.

If the letter is addressed to a person, use either a courtesy title (Miss., Mr., Mrs., or Ms.), or if appropriate, rise a professional title (Dr. or Prof., for example).

Do not use both kinds of titles with one name. Sometimes, the title of a person's position within the organization may be included and typed either immediately after the person's name or on the line below the person's name, whichever position results in better balance. If the letter is addressed to a group, the inside address includes the full group name and the address. Care should be taken to address the recipient as exactly as it appears on the envelope of the letter.

The usual sequence of display of the inside address in a business letter is

- 1) Name of person addressed;
- 2) Title of person addressed;
- 3) Name of organization;
- 4) Street number and name;

5) City, state/province and postal code;

6) Country of destination.

e. g. Mr. George Allen

Personnel Manager

Telex System, Inc.

24 Sunny Road

Shanghai Branch P. O. box 350

China

4. The Salutation

The salutation, usually positioned two lines below the inside address, is the polite greetings with which every letter begins. The customary formal greeting in a business letter is "Dear Sir" or "Dear Sirs". But "Gentlemen" is usually used instead of "Dear Sirs" by Americans. If the companies are owned or managed by women, it's more customary to use the greeting "Dear Madam" or "Dear Ms./Miss". Sometimes the writer is not sure whether the letter will be read either by a man or by a woman, "Dear Madam or Sir" can often be used. After the salutation a colon is always be placed.

e. g. Dear Mrs. Ross,

Dear Miss Morris,

Dear Misses Ross, Li and Winter,

Dear Mr. Robert,

Dear Mr. Wang and Dear Ms. Ross,

Your salutation is usually positioned two lines below the inside address.

5. The Body

This is the most important part of a business letter. It contains the actual message of the letter. In writing this part two points are very important for you to consider: (1) What's the purpose of writing the letter? (2) What is the best way to start? If the letter is so poorly written or so poorly organized that it doesn't accomplish its purpose, the letter is a failure. Therefore no matter the letter is short or long you should pay attention to these respects: correctness, clearness, completeness, conciseness and courteousness.

It is best, even for a short letter, to divide the body into at least two or three paragraphs, confining each paragraph to one topic. This step makes your text easier to read and presents your message more clearly. A typical plan for a three-para-

graph letter would look like the following:

Paragraph one—Begin with information that catches the reader's attention and refer to some need or interest of the reader, or refer to the previous correspondence if there is one. Put "you" into the letter.

Paragraph two—Bring in your involvement, or what service or information you have to offer. Put "you and I" into the letter.

Paragraph three—End the body of the letter with the action or idea that you want the reader to consider or with the results you would like to have.

6. The Complimentary Close

The complimentary close is a polite way of bringing letter to a close. Place the complimentary close on the second line below the last line of the body of the letter.

Purpose of the complimentary close is to provide a courteous ending. Any conventional closing will be polite but not overly intimate, but it should be in accordance with the salutation, and should be suitable for the occasion and should reflect your relationship to the addressee.

The following are the most commonly used expressions in the business letter.

Yours sincerely,

Sincerely yours,

Yours faithfully,

Faithfully yours,

Yours truly,

Truly yours,

Best wishes,

Best regards,

Pay attention:

(1) If the letter begins with "Dear Sir" or "Dear Madam", we usually use "Yours faithfully" or "Faithfully yours" as a complimentary close.

(2) If the letter begins with "Dear Mr. James", "Dear Miss Walker" or other exact names, we should use "Yours sincerely" or "Sincerely yours" as a complimentary close.

(3) The comma after the complimentary close can be either used or omitted.

7. The Writer's Signature

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. It can be signed by hand in ink. But usually

many hand-writing signatures are illegible and hard to recognize. The writer should type his name below his signature. If the signature is on behalf of a certain organization or a certain person the letter P. P. (per procuration) can be placed before the full name of the organization or a person.

e. g. Yours sincerely,
 Mr. Dugmore
 P. P. Smart Trading Co. , Ltd.
 Faithfully yours,
 Mr. Harris
 P. P. J. Fisher
 Marketing Manager

The Additional Elements

1. Attention Line

An "attention line" is considered to be a part of the inside address and it leads the letter to a particular person or department when the letter is addressed to a company. It is usually typed two lines above the salutation, as shown below:

Ghome Enterprises, Inc.
 838 East Street
 Denver, Colorado 51855

Attention: Export Dept.
 Gentlemen

.....

We can also use the following expressions:
 For the attention of the Marketing Manager
 Attention of Mr. Green, General Manager

2. Subject Line

The subject line summarizes the topic of your letter. It is regarded as a part of the body of a business letter. The purpose of subject line is to invite attention to the topic of the letter. Usually it is in the upper case or initial capitals underlined. It is centered over the body of the letter except with the fully-blocked letter-style, and placed two lines below the salutation to call attention to what content the letter