



English Writing for Business — Case Studies

商务英语写作 实战案例

主编 朱巧莲

编者 朱巧莲 张洁 魏然

审订 [美] Roger Noether

- 围绕3C原则
- 体现2R特点
- 注重3P过程

人民教育出版社

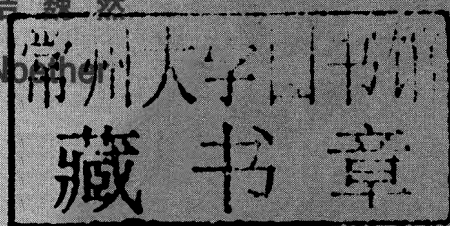
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Preface

前言

商务活动离不开公函写作,无论是商务计划,还是致客户的信函,亦或是刊登到报纸上的招聘广告,商务写作都发挥着重要的作用。表达流利、用词准确的商务写作不仅有助于达成写作目的,也会为写作人博得好感和带来事业上的成功。本书将从商务英语写作的基本知识入手,教会读者在不同的场景下进行有效的商务沟通。本书具有以下特点:

1. 内容新颖实用

本书内容体现鲜明的时代特征和实用性要求,共分为十单元,分别是:商务英语写作基本知识、常见问题、常用表达、电子邮件、备忘录、报告书、公司简介、申请书、个人简历和练习答案。

与传统的以外贸写作为主的英语写作书相比,本书以外企日常商务活动中所涉及的写作类型为主,面向的读者群体更广,既可以满足一个刚步入商界的大学毕业生的写作需求,又可为公司较高层次的商务沟通提供帮助。语言符合国际通行的电子邮件表达惯例,更加切合实际的商务环境。

2. 编排合理,特色突出

本书按写作专题编排,并针对该专题常见写作类型进行分类指导。各专题中的“功能”、“特点”与“格式”部分概括了该类型写作的基本要素,“常用语”部分提供了各种常见套话。“案例分析”部分点评和总结了案例中出现的重要语言点及写作策略与技巧,是本书的一大亮点。

另外,本书作者从读者的需求出发,根据多年来的跨国公司商务英语培训经验,增加了“调查报告”(见第六单元)和“公司简介”(见第七单元)等全新内容,使这两类写作中的难点迎刃而解。

本书“备忘录”和“报告书”两单元的内容与其分类更能体现不同岗位、不同层次的写作需要。

3. 注重思维训练

本书注重写作过程中的思维训练,围绕商务写作中的3C(Conciseness, Clarity, Courtesy)原则,针对商务写作中的2R(Result-oriented, Reader-oriented)特点,为写作中的3P(Prepare, Perform, Perfect)过程提供清晰的步骤指导。

本书大量的案例及评析旨在培养读者的写作思维。例如第四单元“电子邮件”强调不同类型的邮件采用不同的格式,对于日常或好消息信件用“开门见山”式的写作手法,对于客户投诉函的回复信件用“迂回婉转”式,对于推销信则用“三步走”的写作策略,并为中国学习者

的“中式思维”加“英语句子”的问题提供解决方案。本书第二部分“商务英语写作常见类型”中各单元都遵循这一原则。

4. 方便读者自学

本书第四至第九单元都配有练习题,并附有参考答案,目的是让读者更好地掌握该单元讲解的内容。参考答案并不是唯一的选择,而是提供解题的思路。考虑到“公司简介”单元的特殊性,即主要满足翻译的需要,因此该单元的案例配有译文,练习题也强调翻译。

本书强调商务写作的目的性和以读者为中心的写作思维,同时注重语言表达方面的训练,可用作商务英语写作的培训教材,适合准备跨入职场的在校大学生和商界白领人士及管理人员使用。

本书的编写受到上海大学重点教材项目的支持。作者在编写过程中参考了大量的文献,编辑陈宇对初稿提出了宝贵的修改意见,美籍专家 Roger Noether 认真审阅了样稿,在此向他们一并表示感谢。对于本书的疏漏和不足,请广大读者不吝指正。

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Part One

Introduction to Business Writing

商务英语写作介绍

- Unit 1** Business Writing Basics
商务英语写作基本知识
- Unit 2** Common Problems in Business Writing
商务英语写作常见问题
- Unit 3** Useful Expressions in Business Writing
商务英语写作常用表达



Business Writing Basics

商务英语写作基本知识

本单元从功能、特点、写作原则和写作过程四个方面介绍了商务英语写作的基本知识。商务英语写作具有传递信息、劝告说服和增进关系的功能,体现 2R (Result-oriented, Reader-oriented) 特点,即目的明确并以读者为导向,秉承 3C (Conciseness, Clarity, Courtesy) 原则,即简洁、清晰和礼貌,包含 3P (Prepare, Perform, Perfect) 过程,即准备、撰写和修改完善。

With more and more international companies operating in China, there is an increasing demand for improving writing ability in English for both employees and employers. Developing skills in writing brings two important benefits. First, professionally crafted correspondence by employees helps create a good company image, and hence is likely to achieve its goals. Secondly, within the company, individuals identified as competent writers are noticed and very often get promoted into management positions.

English Writing for Business—Case Studies is designed to meet the communication needs of business professionals who frequently use English to write letters, emails, memos, or reports. The book consists of 10 chapters aimed to enhance step by step the writing skills of those who hope to communicate in English with confidence and competence. It may also be used as training material for business writing courses offered at the college level. Frequently test scores or certification in business writing in English are viewed as proof of competence by potential employers. College students, who are managers-to-be or professionals-in-the-making, find good writing essential skill for their future career advancement.

Business writing is communication. Whether it is a simple short email message, or a long well-researched feasibility study, business writing is produced with a distinct purpose in mind.

① Functions | 功能

In a business setting, a message or a report is created to achieve one or more of the following three purposes:

- to inform
- to persuade
- to promote goodwill

This can be further divided into internal and external functions. Internationally, emails, memos and reports are written by employees and management to

- request & give information
- coordinate activities
- report progress of work to management
- persuade adoption of changes
- issue & clarify policies/procedures

with an aim to achieve a free flow of information within the company, which contributes to efficient and effective day-to-day operation and management of the company.

Externally, business correspondence, now more often in the electronic form than traditional snail mails, is written to promote business and business harmony, specifically, to

- make/answer inquiries
- persuade purchasing
- design marketing tools such as questionnaires and surveys
- create & maintain good customer relations
- promote a positive company image

② Features | 特点

Business writing has its special features, which can be summed up in broad terms as being the 2Rs, namely:

- Result-oriented
- Reader-oriented

Effective writing depends on, first and foremost, a sound analysis of the purpose and audience of the writing effort. In other words, the writer should start thinking by asking himself the following relevant questions:

- Who is going to read this?
- What is my purpose in composing this?

With audience analysis in mind, the writer can then come to some safe decisions about the choice of words and the style of writing. For example, a message to a colleague who is also a close friend differs greatly from a letter to a potential customer in diction and tone. There is also the necessity to determine the purpose of writing. A thank-you note is different from a sales message in terms of content, format, and language.

③ The Writing Principle | 写作原则

In order to compose effective messages which are reader-oriented and result-oriented, we need to pay attention to the following 3 principles:

Conciseness

Clarity

Courtesy

These are commonly called the 3Cs because they all begin with the English letter C.

Conciseness: In business, time is money. With this in mind the reader prefers to read a short and to-the-point letter.

Clarity: To write clearly you need to think clearly. The more clearly you think, the more organized you write and the quicker the reader will understand.

Courtesy: As we said earlier, we produce messages either to convey information, to persuade, or to promote business harmony. Courtesy does much to achieve good relations with our customers.

④ The Writing Process | 写作过程

Like any other types of writing, business writing is a process that consists basically of the three phases: pre-writing, writing and revision, which can be named 3Ps as follows:

Prepare

Perform

Perfect

In the Prepare stage, the writer first analyzes audience and purpose before researching the relevant data. He will have to think about two questions: Why am I writing this message and who is going to read it? The answers will, to a large extent, determine his choice of words and the way he composes the message. In the Perform stage, the writer creates his first draft. In the Perfect stage, the writer goes on to make some necessary revisions, and to polish the first draft into a perfect message free from structural, grammatical, lexical, or pragmatic errors. Consideration shall also be given to cross-culturally sensitive issues, racial issues, gender issues, etc. with a strong emphasis on maintaining business harmony.



Unit 2 Common Problems in Business Writing

商务英语写作常见问题

本单元分类介绍了中国学生商务英语写作中的常见问题,提出了针对性的修改意见。这些常见问题可能是语言方面的问题,如“拼写错误”、“逗号错用”、“汉式英语”等,也可能是写作策略方面的问题,如“信息不相关”、“表达啰嗦”、“表达过于负面”等。

① Misspelled Words | 拼写错误

Misspelled	Correct	Misspelled	Correct
morden	modern	fasinate	fascinate
accomodation	accommodation	recomend	recommend
aquire	acquire	seperate	separate
committment	commitment	questionnaire	questionnaire
develope	develop	priveledge	privilege
extention	extension	occassion	occasion

② Wrong Use of Commas | 逗号错用

Wrong	Correct
Sales are very good this year, the figures are higher than last year.	Sales are very good this year; the figures are higher than last year.
Susan ordered some chairs, they would be delivered next week.	Susan ordered some chairs. They would be delivered next week.
Our sales manager John will be in Shanghai next week, I will talk this over with him.	Our sales manager John will be in Shanghai next week, and I will talk this over with him.
I would like to meet you next week, however, my schedule is very tight.	I would like to meet you next week. However, my schedule is very tight.

评析:英语中的逗号不能用来连接两个句子。两个短句可以用“;”或“.”分开,也可以用 and、but、so 等连词连接。

③ Irrelevant Information | 信息不相关

Irrelevant Information	Leave out irrelevant material
Pursuant to your letter of January 15, I am writing in regard to your inquiry about whether or not we offer our European style patio umbrella in colors. This unique umbrella receives a number of inquiries. Its 10 foot canopy protects you when the sun is directly overhead, but it also swivels and tilts to virtually any angle for continuous sun protection all day long. It comes in two colors: off-white and forest green.	This unique umbrella comes in two colors: off-white and forest green.
We have just received your letter of March 12 regarding the unfortunate troubles you are having with your Magnum videocassette recorder. In your letter you ask if you may send the flawed VCR to us for inspection. Although we normally handle all service requests through our local dealers, in your circumstance we are willing to take a look at your unit here at our Richmond plant. Therefore, please send it to us so that we may determine what's wrong.	Please send it to us so that we may determine what's wrong.
Because I've lost your order blank, I have to write this letter. I hope that it's all right to place an order this way. I am interested in ordering a number of things from your summer catalog, which I still have although the order blank is missing.	I'd like to place an order for a number of things from your summer catalog.

评析:不相关信息可能会淹没写作的目的,从而阻碍有效的商务沟通。

④ Wordy Expressions | 表达啰嗦

Wordy	Concise
will you be kind enough to	please
this will acknowledge receipt of	thank you for sending
it would be advisable to	we suggest that
in view of the fact that	because, since
in a situation in which	when
in a satisfactory manner	satisfactorily
for the purpose of	for
despite the fact that	though
at the present time	now
are of opinion that	believe, think

评析:商务写作中最好使用简洁明了的词汇。

⑤ Redundancy | 信息冗余

Redundant	Concise
Please endorse your name on the back of this check.	Please endorse this check.
Please keep me updated if any changes.	Please keep me updated.
absolutely essential	essential
actual experience	experience
advance planning	planning
assemble together	assemble
very unique	unique
general consensus of opinion	consensus

评析:字对字的翻译往往造成信息冗余,画蛇添足。

⑥ Abstract Expressions | 表达过于抽象

Abstract	Concrete
a good profit	a profit of 10%
the majority	65%
in the near future	by Thursday
as soon as possible	by Friday next week

评析:除了一些特殊情况外,商务写作中的表达都应具体明确,避免含糊其辞,否则很难体现“以读者为导向”的特点。

⑦ Negative Expressions | 表达过于负面

Negative	Positive
We regret to inform you that we must deny your request for credit.	For the time being we can serve you only on a cash basis.
You can't park in Lot H.	You can park in Lot C and D.
We can't give you a replacement.	Your warranty limits replacements to manufacturer's defects only.

评析:肯定语气的表述比否定语气的表述更有礼貌。

⑧ Passive Voice | 滥用被动语态

Passive	Active
Your thoughtful suggestions are appreciated.	We appreciate your thoughtful suggestions.
Arrangements have been made to hold the conference at the Hilton Hotel.	We have made arrangements to hold the conference at the Hilton Hotel.
Results and some learning hints will be generated with each practice.	Each practice will generate results and some learning hints.

评析:现代商务写作多用主动语态。