

高等经贸院校教学用书
全国外销员统考参考书

国际商务函电

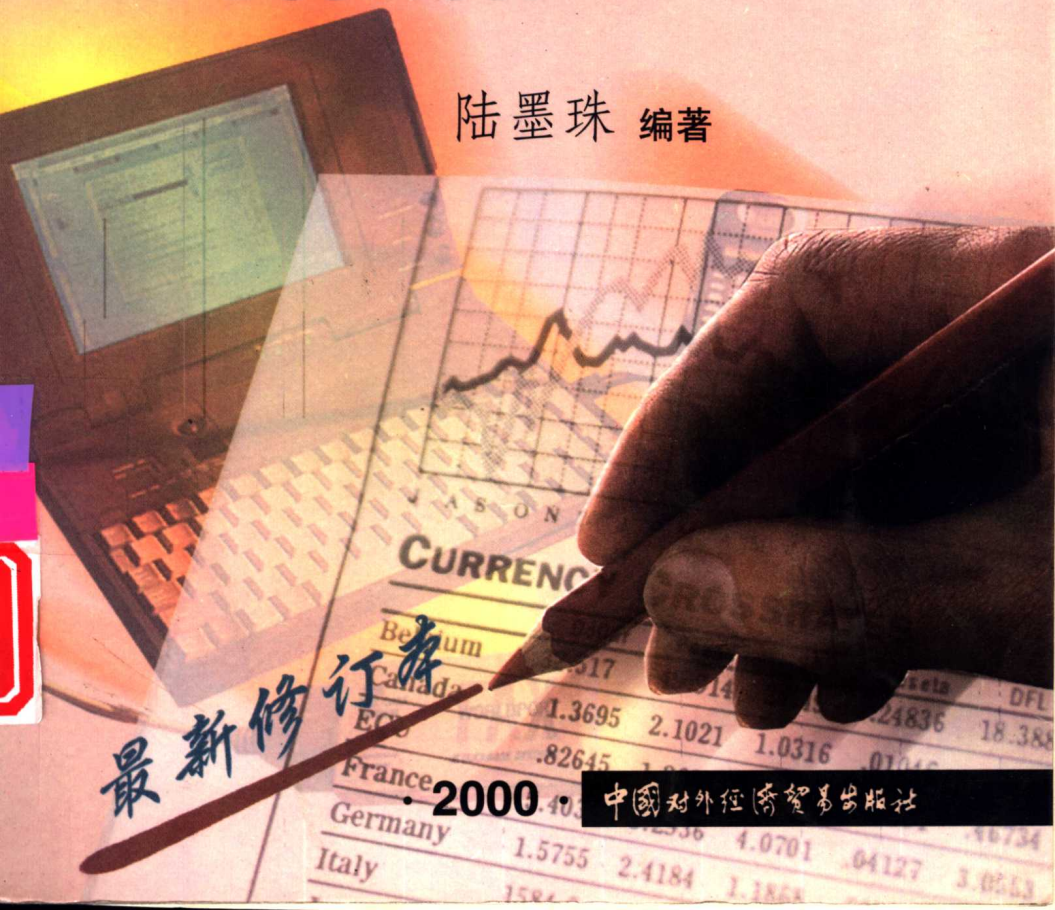
*Communicating in
International
Business*

陆墨珠 编著

最新修订版

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最新修订本说明

对外经贸大学教授、中国国际贸易学会国际商务英语研究委员会顾问陆墨珠编著的《国际商务函电》一书,作为全国高等经贸院校教学用书,自1988年10月出版以来,受到全国经贸院校师生和广大对外经贸工作者的欢迎,并于1990年被外经贸部选定为全国外销员统考必读参考书,被评为外经贸部系统全国优秀教材。

本书最新修订本是在1994年《增订本》的基础上,根据近几年来我国经贸事业的迅速发展,以及国际商务通讯方式、方法的更新,予以进一步补充修订的。作者对1994年《增订本》的各章节及附录内容,均作了不同程度的修改和补充。另外,为适应计算机的广泛应用及电子商务的发展需要,最新修订本删去了原书电报、电传等内容,增加了通过电子邮件(E-mail)进行商务联系,以及网上求职等内容。《函电译文与练习答案》一书与本书同时出版发行。

经作者授权,本书最新修订本由中国对外经济贸易出版社出版。欢迎广大读者对本书提出宝贵意见。

中国对外经济贸易出版社

2000年6月

前 言

国际商务英语函电是国际商务往来通用的一种联系方式和专业语言,也是开展对外贸易和国际经济合作等业务活动的重要工具。确切地掌握国际商务英语函电的基本知识,并熟练地加以操作运用,是从事对外经贸业务人员必须具备的一个重要条件。

为了适应我国改革开放以来不断扩大对外开放和广泛开展对外贸易与经济合作等国际商务往来的需要,帮助经贸院校学生 and 外经贸工作者系统地学习和掌握国际商务英语函电的各种行文方法和格式、专业词语及其语言文体特点,从而提高在日常涉外工作中正确使用英语进行各项国际商务通讯联系和交易活动的能力和水平,根据1986年对外贸易经济合作部召开的全国经贸院校教材会议的决定,对外经济贸易大学教授、中国国际贸易学会国际商务英语研究委员会顾问陆墨珠同志曾编著《国际商务函电》一书,作为全国高等经贸院校教材,于1988年10月由对外经贸大学出版社出版,供经贸院校教学使用,并供有关对外经贸业务人员参考。1990年本书又被外经贸部选定为全国对外经贸系统外销员统考必读参考书,并被评为外经贸部系统全国优秀教材。1994年12月,作者对原书内容作了较大的修订和增补,并出版了《增订本》。截至1999年,本书累积发行20多万册,受到全国广大对外经贸工作者和大专院校师生的重视和欢迎。

本书根据国际商务英语的特点,结合我国对外经济贸易业务通讯联系的实际情况和需要,确定课文情景、业务环节和功能项目,并尽量照顾到个别较重要的常用贸易方式;同时结合每课的具体情景,有系统地重点介绍有关国际商务通讯的语言形式、体裁和写作技巧、规则,以及使用习惯等基本知识。

本书的语言材料系根据当前对外经贸业务活动中的通讯联系

往来函电,并参考国外新近出版的若干英、美当代通用商业函电书籍资料,按照编写本书的需要,经过适当的补充和必要的改写加工,有系统地进行编写的。

近几年来我国对外经贸事业有了迅速的发展,特别是随着对外开放被定为基本国策而日益扩大和深化,以及“大经贸”格局的逐步确立,使外贸与外经、外资等结合更加紧密,许多对外贸易与经济合作等国际商务联系还涉及国际金融、信贷等业务;同时,随着计算机的广泛应用和现代通讯技术的发展,国际商务通讯联系的方式和方法也在逐步改革和更新,如过去曾经常用的电报、电传逐步为电子邮件(E-mail)所代替。为使本书内容能跟上新的形势,适应当前我国对外贸易和经济合作等业务发展的实际情况和需要,作者特在本书1994年《增订本》的基础上,继续搜集了许多有关函电实例和参考资料,进一步加以补充修订,由中国对外经济贸易出版社出版发行《国际商务函电》(最新修订本)。在此新版本中,对1994年《增订本》中有关各种类型商品贸易以及国际信贷、国际租赁、国际招标与投标、对外咨询业务和银行往来等章节,以及附录中的商务用语与缩写字和业务往来常用语句,都作了不同程度的修改和补充,并增加了通过电子邮件进行通讯联系和网上求职等内容。此外,《函电译文与练习答案》一书与本书同时出版发行,供读者参考。

本书初版本在完稿后曾由外经贸部人教司召集各经贸院校有关专家、教授最后审定。在本书编写和修订过程中,得到外经贸部人教司及对外经济贸易大学的校、系领导的大力支持,许多外贸专业总公司有关领导和业务部门也给予积极协助,提供了大量素材,在此一并表示衷心的感谢!

对本书内容存在的缺点和不足之处,欢迎读者特别是各经贸院校有关教学工作者,结合实际应用情况,提出具体意见,加以指正。

编 者

2000年5月

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1 INTRODUCTION

绪 论

In the business community today, the importance of good communication skills is even more stressed, as it is essential that employees can use the tools of the evolving information technology to communicate clearly, accurately and effectively.

The objectives of communication are to obtain complete understanding between the parties involved, and elicit the responses required. The first objective can be achieved through clarity of expression; the second demands the right approach. This means that the writer is courteous, honest, tactful and genuinely interested in promoting a mutually beneficial business arrangement, taking into account the reader's requirements, level of understanding, and probable reaction to the information.

Principles of Good Communication

1. Consideration. Prepare every message with the reader in mind and try to put oneself in his place. Plan the best way to present the message for the reader to receive. Emphasize the You attitude rather than the I or We.

Adapt the language and message to the receiver's needs. It is also

better to focus on the positive rather than the negative approach.

Compare the following pairs of sentences:

I write to send my congratulations.

Congratulations to you on your promotion!

We won't be able to send you the brochure this month.

We will send you the brochure next month.

We regret that you closed your account with us a week ago.

A week ago you closed your account with us. Whatever the reason, we are pleased to have played some small part in your program. You are cordially invited to use our other services as occasion may require.

2. Courtesy. Courtesy is not mere politeness. It stems from a sincere You-attitude. The courteous writer should be sincere and tactful, thoughtful and appreciative. Compare:

Your letter is not clear at all. I can't understand it.

If I understand your letter correctly ... (tactful)

Avoid irritating, offensive or belittling statements; if an apology is in order, make it graciously. For best results, and also as a matter of courtesy, answer letters promptly.

3. Clarity. The writer must try to express himself clearly, so that the reader will understand. To achieve this, he should keep in mind the purpose of his letter and use appropriate words in correct sentence structures to convey his meaning. He should also avoid ambiguous sentences. Compare:

The L/C must reach us for arranging shipment not later than 8

October.

The L/C must reach us not later than 8 October for arranging shipment.

They bought a bicycle in Beijing in a small shop which costs \$ 25.00.

They bought a bicycle for \$ 25.00 in a small shop in Beijing.

He was warned not to drink water even in a restaurant which had not been boiled.

He was warned not to drink water which had not been boiled.

To make his message clear, the writer must present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up.

4. Conciseness. Conciseness means saying things in the fewest possible words. A concise business letter should say things briefly but completely without losing clarity or courtesy. To achieve conciseness try to avoid wordiness or redundancy.

a. Shorten wordy expressions.

We have begun to export our machines to countries abroad.

We have begun to export our machines.

b. Use words to replace phrases or clauses.

In the event that you speak to Mr Wood in regard to production, ask him to give consideration to the delivery schedule.

If you speak to Mr Wood about production, ask him to consider the delivery schedule.