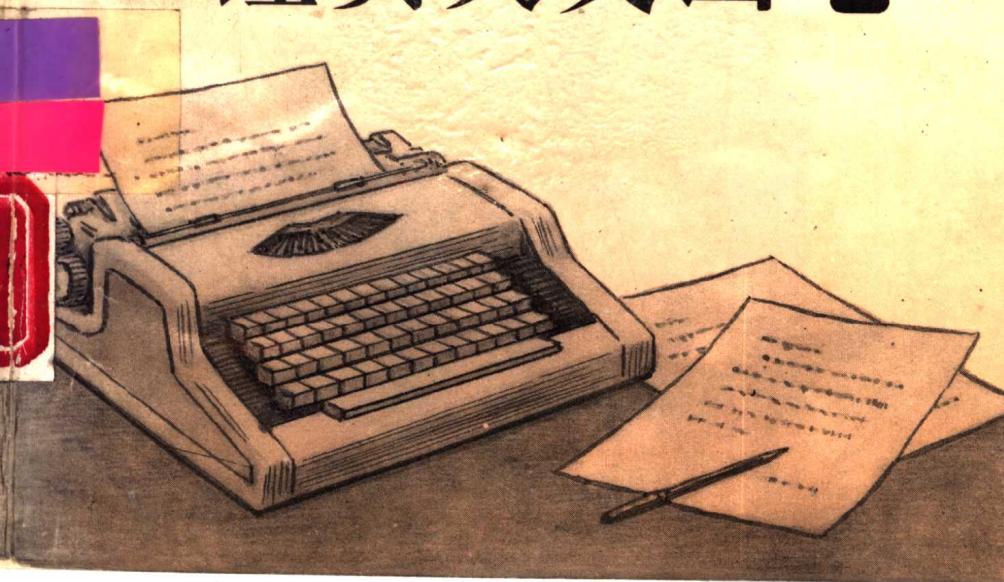


英 汉 对 照

实用涉外 经贸英文函电



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陈永生 王贞智
朱庆华 范义民

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· 英汉对照 ·

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前 言

随着我国社会主义市场经济的建立和对外开放的深化,我国与世界其他国家和地区之间的经济联系日益密切,经贸往来日趋频繁,作为对外经济联络重要手段的英文函电也越来越受到重视。为适应形势变化,满足高等院校涉外经济专业在校学生和在实际业务部门工作的同志学习经贸英文函电的需要,培养更多更好的涉外经贸专业人材,我们编写了《实用涉外经贸英文函电》一书。

本书共分十六个单元,涉及信函结构与格式、建立贸易关系、资信调查、询盘与还盘、促销与订购、电报与电传、支付条款、装运与保险、争议与索赔等方面的内容。在编写过程中,我们侧重涉外经贸实用套语及信函实例,并以引言形式对每个单元涉及的内容作了简要的介绍。为了提高读者的翻译水平及实际应用能力,除在难度较大的套语后附有简要注释外,还配有经贸常用词组及参考译文和练习参考答案。本书经山东财政学院涉外经济专业学生试用,效果良好。

涉外经贸英文函电是一门实用性很强的课程,与国际经贸业务密切相关。本书不仅能作为高等院校涉外经济专业的教材,而且适合实际涉外经贸业务部门的同志参考。对于那些有一定英语基础又有志于投身涉外经贸事业的同志,本书也是一本很好的自学课本。

本书由山东财政学院国际经济系陈永生、王贞智和朱庆华三同志共同组织筹划,由陈永生同志执笔,经王贞智和朱庆华两同志修改定稿。

在编写过程中,我们参阅了大量国内外有关著述,得到了院系领导、科研处、教务处的大力支持,山东省纺织品进出口公司王梓刚同志与山东省滨州地区外经委姜杰同志对本书初稿

提出了许多宝贵意见,华语教学出版社单瑛同志与山东教育出版社毕唐书同志对本书的出版给予了积极协助,济南市建行朱金叶、范玉庆同志也提供了许多帮助,我们谨在此一并致谢。

本书内容如有错误或不足之处,敬请读者批评指正。

编著者

1994年3月

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Unit One

Business Letters

Section One

The Structure of a Business Letter

A well-constructed business letter in English is usually made up of seven parts and some miscellaneous matters.

They are :

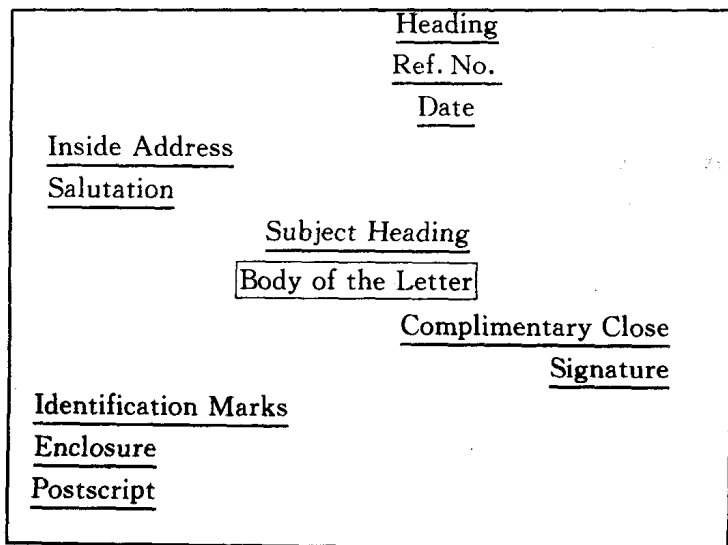
1. The Heading;
2. The Date;
3. The Inside Address;
4. The Salutation;
5. The Body of the Letter;
6. The Complimentary Close;
7. The Signature.

Miscellaneous Matters;

- a. The Reference;
- b. "For the attention of ...";
- c. The Subject Heading;
- d. The Enclosure;
- e. The "per pro" Signature;
- f. The Identification Marks;
- g. The Postscript.

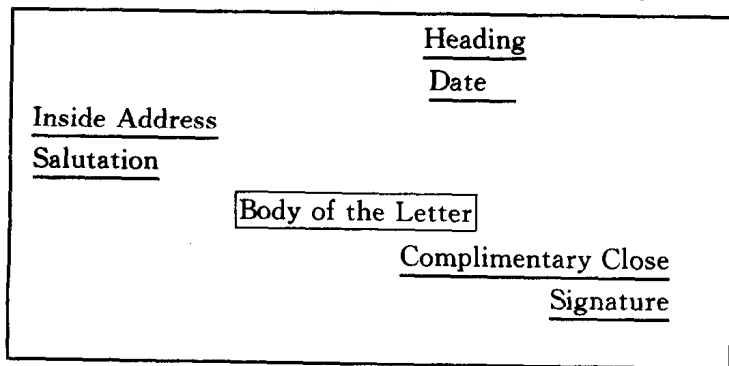
(1)

The General Structure of a Business Letter



(2)

The Structure of a Business Letter from an Individual to an Institution



(3)

The Structure of a Business
Letter between Two Institutions

<u>Your ref:</u>	<u>Heading</u>
<u>Our ref:</u>	
<u>Date</u>	
<u>Inside Address</u>	
<u>Salutation</u>	
	<u>Subject Heading</u>
	<u>Body of the Letter</u>
	<u>Complimentary Close</u>
	<u>Name of the Institution</u>
	<u>Signature</u>
<u>Identification Marks</u>	
<u>Enclosures</u>	

1. The Heading

The heading (or the Letter-head) of a business letter, which expresses a firm's personality, helps to form one's impression of the sender's firm. Besides the name and address of the firm, it may include telephone numbers, telegraphic addresses, the telegraphic codes used, telex numbers and the kind of business carried on. The heading of a business letter is usually printed on the letter paper used in the firm.

e. g.

China National Cereals, Oils & Foodstuffs

Imp. & Exp. Corporation

Add: 82 Donganmen Street,

Beijing, China
Tel: 5124026 558831
Cable: CEROILFOOD BEIJING
Telex: 22281 CEROF CN,
22111 CEROF CN

2. The Date

The date is written immediately below the address to tell the receiver when the letter is written. The date should be written in full, in the logical order of month, day, year (chiefly AmE) or of day, month, year (BrE). For the day, either cardinal numbers (1, 2, 3, 4, etc.) or ordinal numbers (1st, 2nd, 3rd, 4th, etc.) can be used.

e. g.

March 29 (or 29th), 19... (AmE)

1 (or 1st) October, 19... (BrE)

To give the day in figures (e. g. 10/7/19...) is in bad taste, and it may easily cause confusion because Americans would start with the month, followed by the day and the year, but the British tend to write the day before the month. So the date "10/7/19..." means October 7, 19... in America, but means 10 July, 19... in Britain.

3. The Inside Address

The inside address of a business letter usually includes the name and address of the receiver. If the appropriate head of department is known, the official title should be used. The general rule of writing the inside address is as follows:

- (1) the name (and the title) of the receiver;
- (2) the name of the house;
- (3) the number of the house or flat and the name of the

street;

- (4) the name of the city or town;
- (5) the county or state and its post-code;
- (6) the name of the country (when the letter is sent abroad)

The courtesy titles used in correspondence are as follows:

- (1) Mr — — for a man;
- (2) Mrs — — for a married woman;
- (3) Miss — — for a girl or an unmarried woman;
- (4) Ms — — for either a married or an unmarried woman;
- (5) Dr — — for a person who holds a doctor's degree;
- (6) Professor (Prof.) — — for someone who is a professor.
- (7) Messrs (abbreviated from the French Messieurs) — — the plural form of Mr (used only for companies or firms, the names of which include a personal element).

e. g.

- (1) Mr Zhang Hua
Shanghai Institute of Biochemistry
20 Hunan Road
Shanghai, China
- (2) Mr. W. W. Dawson, Pres.
Dawson-Jones Corp.
347 fifth Street
Boone, Conn.
U. S. A
- (3) Messrs. Finn & Sledge
Leicester Building
Hinton Street

KARACH1 Pakistan

4. The Salutation

The salutation of a letter is the complimentary greeting. It is always placed on the left hand side of the sheet, about half an inch below the inside address.

Business letters are always formal. If you are writing to someone you know by name, you should write preferably 'Dear Mr _____'. If you don't know the person by name, then the proper way of addressing is 'Dear Sir' for a man or 'Dear Madam' for a woman. It is also possible to use 'Dear Sirs' when a partnership is addressed. But the American usually use 'Gentlemen' instead of 'Dear Sirs'. Nowadays, companies are sometimes owned and/or managed by woman, so it is more and more customary to use the greeting 'Dear Madam or Sir' if the writer is not sure whether the letter will be read by a man or a woman. The common salutation used in a business letter is as follows:

Dear Mr _____

Dear Sir

Dear Madam

Dear Sirs

Gentlemen

Dear madam or Sir

5. The Body of the Letter

The body of the letter, which contains the message you want to send across to the receiver, is the core of the letter. A good letter will not only get the business done but also pro-

and goodwill.

In the business world, people often use 5Cs to determine whether a business letter is well or not. The 5Cs are:

- (1) conciseness;
- (2) clarity;
- (3) correctness;
- (4) completeness;
- (5) courtesy.

The body of the letter should start on the next line under the salutation and about an inch from the left-hand side of the sheet.

6 The Complimentary Close

This is the goodbye you say to your correspondent before you sign your name and slip the letter into the envelope. It usually consists of a few conventional words or phrases which are placed under the body of the letter. The first letter of the first word in the close should be capitalized and there is sometimes (not always) a comma after the last word.

The most common phrases to be used are as follows:

- (1) You can use 'Yours sincerely' if you know the receiver by name;
- (2) If you are not acquainted with him personally, the most common forms to be used are 'Yours faithfully' and 'Yours truly';
- (3) If the letter is of a particularly official nature, you can use 'Yours most cordially', 'Yours respectfully' and the like;
- (4) If the letter is to the higher authorities, the form to be used is :

I have the honour to remain, Sir,
Yours obedient servant.

7. The Signature

The signature should be written in ink immediately below the complimentary close. Since business letters are formal in style, you should sign your full name if you know the person you are writing to personally. If you are writing a business letter in an official capacity, it is necessary and important that you should put down that capacity with the type-written name.

e. g.

Yours sincerely

(signed)

Charles Smith

Managing Director

The International Trade Co.

Miscellaneous Matters

a. Reference

Large institutions usually have to deal with a lot of letters every day. It is necessary to classify them according to subjects or persons so that it will not be difficult to find a particular letter that is wanted. Reference numbers and letters enable replies to be linked with earlier correspondence and ensure that they reach the right person or department without delay. Many headings provide spaces for reference,

e. g.

Your ref:

Our ref: