

中央广播电视大学教学用书

外贸英语 手册

马宗贤 编著



WAIMAO YINGYU HANDIAN

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外贸英语函电



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前 言

外贸英语函电是外贸英语中不可缺少的组成部分。外贸英语也许可以说是为开展对外经济贸易活动和社会活动所使用的英语。函电往来是开展对外经济贸易活动和社会活动中使用最广泛的通讯联系手段,是商业活动中的一个必要组成部分。

本教材是中央广播电视大学英语系(外贸方向)外贸英语函电课的教材,供广播电视大学的英语专业(外贸方向)的学生和具有同等水平的自学者使用。希望通过学习,达到掌握外贸英语函电的基本词汇、基本句型和基本格式,对外贸业务中的某些环节的特点有所了解,能用英语草拟和阅读一般外贸业务文、电。

本教材按业务环节编写,分 14 个部分,涉及引语、书信结构和格式,资信调查、建立业务关系、询价、发盘、还盘、接受、付款、装运和索赔等业务环节。本教材涉及的各个业务环节的书信力求包含必须掌握的基本知识,力求典型、实用、易学易懂。

教材中有 8 个作业,可用以检查某些部分的学习内容。教师可以根据实际情况作为课堂练习或测验,或作为课外作业。

本教材附有本课程的教学大纲、辅导材料、练

习参考答案和自测题等六个附件。希望这些材料能对学习本教材有所帮助。

本教材是以本人编著,经多年使用的广播函授教材为基础,加以补充、修订。本教材的出版,承对外经济贸易大学副校长黄震华教授和对外经济贸易大学继续教育学院副院长谢毅斌副教授的指导和支持,承继续教育学院外贸英语中心副主任冯建国副教授,以及该中心的高永胜等同志的支持和帮助,特此致谢。并向中央广播电视大学基础部的鄂鹤年、刘黛琳和杨启宁等同志表示感谢,感谢他们对本教材的出版的监督和关心。

马宗贤

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PART 1 Introduction

Lesson 1 和 Lesson 2 这两课课文从两个方面说明为什么要学外贸英语函电课:

一、信息交流是业务的基础,每笔交易都需要交流信息。一封书信实际上是代表本人亲自去和读信人联系。信应该写得易读易懂,应该友好而有礼貌。

二、书信的撰写是写好电报电传的基础,是商业活动中的基本活动;书信常常是一种安排或一个合同的证据。

Lesson 1

A Letter is a Personal Contact

The exchange of information is basic to business. Without it business could not function. Every transaction needs communication. The letter is a common business communication medium.

A letter is a personal contact. This contact is accomplished by putting words on paper. The writer of the letter puts on paper a message; thus a conversation begins. The writer has the “first say,” but he may, and often does, invite the reader to reply. As the letters pass back and forth, the two persons *talk* to each other until there is a meeting of minds, or, for lack of it, the conversation ends.

If you want to write successful business letters, always keep in mind that you are going to have a talk with your reader. “The most effective letters,” says a bulletin, “are messages from real people to other real people. They should be easy to read and easy to understand. They must be friendly and courteous. The often-stressed point that business letters should develop goodwill is a principle of vital significance.”

Notes

1. The exchange of information is basic to business. 信息的交流是商业(业务)活动的基础。

basic *adj.* 基础的;基本的

例如: the basic vocabulary of a language (the words that must be known). (一种)语言的基本词汇(即必须认识的词汇).

2. function *vi.* 起作用

例如: Some English adverbs function as adjectives. 有些副词有

形容词的作用。

3. business communication 业务联系;业务通讯;业务信息的交流。

4. medium *n.* 媒介;方法;手段

例如: Commercial television is a medium for advertising. 商业电视是一种媒介(方法,手段)。

5. personal contact 亲自联系(接触)

在本课内的意思是指“人际交往”,即人与人之间的交往。

personal 本人所做的;亲自的

例如: a personal interview 本人的晤谈

make a personal call 亲自拜访

contact *n.* 接触;联系

例如: A club is a place to make frequent contacts with friends.

俱乐部是一个可以与朋友(经常)接触的地方。

to bring them into closer contact 使他们更密切联系

6. accomplish *vt.* 达到;完成;实现

例如: to accomplish a purpose 达到目的

to accomplish one's mission 完成使命

7. message *n.* 信息;消息;音信

例如: I've just received a message from him. 我刚刚收到他一封信。

a written message 书面通知

8. “first say”是‘先说’的意思

say 指发言权。也就是说,写信人有‘先说’的‘权’。

9. invite *vt.* ask for 请求

例如: He invited our opinion of his work. 他请求我们对他的工作表示意见。

10. back and forth 来回;往复

例如: He walked back and forth along the shore. 他沿岸来回散步。

11. meeting of minds 意见完全一致

例如: A meeting of minds between the union and the employer seemed impossible. 工会与雇主之间意见完全一致似不可能。

- 12. effective *adj.* 有效的
- 13. bulletin *n.* 小型杂志或报纸
- 14. real people 即真实存在的人, 有思想感情的人, 同时也指有诚意的人。
- 15. goodwill *n.* 良好的意愿. 相当于 friendship, 即友谊或友好的意思。
- 16. a principle of vital significance 有极其重要意义的原则

Exercises

I. Translase the following into English:

一封信就是本人亲自去联系。要想写成功的书信, 就要始终记住你将要和读信人进行交谈。“最有效的书信是(真正的)人们写给其他(真正的)人们的信。信应该易读易懂, 应该友好而有礼貌。经常强调的观点是商业书信应该发展友好亲善关系, 这是一个具有极重要意义的原则。”

I. Translate the following into Chinese:

- 1. As the letters pass back and forth, the two persons *talk* to each other until there is a meeting of minds, or, for lack of it, the conversation ends.
- 2. In reality, you put your thoughts on paper, then you jump into an envelope and travel to where the reader lives or works. Out you shake hands with him, ready to tell him why he should give you an order, or merely that you like him a lot as a customer, and will continue to serve him the best that you can.
- 3. The message is a written replication of your subject. In your message, you want your receiver to have in his mind the same

subject or concept that you have in yours. You are trying to enable him to see the concept in the same way you see it, to understand it as you understand it, to feel about it as you feel about it. The success of your business letter can be measured by the degree to which your receiver has in the end the same view of the subject that you had when you wrote the letter.

Lesson 2

Business Letter-Writing

Letter-writing is an essential part of business. The letter is often evidence of an arrangement of a contract, and must therefore be written with care.

When you have written a letter, read it through carefully; see that you have put in everything you intended, and have expressed it well; read it again, trying to put yourself in the place of the reader, to find out what impression your letter will make.

What has been said in the previous paragraphs becomes even more important when you write a letter in a foreign language. Unless you know that particular language (for example, English) very well you are certain to translate some phrases from your own language literally; these phrases may then convey quite a different meaning from that intended.

A good vocabulary is necessary, both in your own and foreign languages. Repetition should be avoided as much as possible, except where the exact meaning does not allow any change of word.

The aim of the letter is to secure the interest of the reader, and his co-operation. As a foreign businessman has said, his motto in letter-writing is: Remember three C's——Clearness, Conciseness and Courtesy.

Notes

1. an essential part of business 商业活动的一个基本部分
essential; fundamental 基本的
2. evidence of an arrangement or a contract 一种安排或一个合同的证据

evidence *n.* 证据

例如: There wasn't enough evidence to prove him guilty. 没有充分证据证明他有罪。

3. read it through carefully 把信从头到底仔细看一遍。

through: from beginning to end 从开始到结束

例如: Read the book through carefully. 细心地读完这本书。

4. see that you have put in everything you intended 注意把你想写的全部写进去。

see; attend to; take care 留心; 注意

例如: Please see that these letters are sent to the post. 请注意把这些信付邮。

5. What has been said in the previous paragraphs 之中的 what 是 the thing which 之意。

6. You are certain to translate some phrases from your own language literally. 你一定会按本国语言逐字翻译某些语句。

literally *adv.* word for word 逐字

例如: translate literally 逐字翻译, 直译

7. convey *vt.* make known (ideas, views, feelings, etc.) to another person 传达(意思、见解和感情等)

例如: Words fail to convey my meaning. 语言不能表达我的意思。

8. a good vocabulary 中的 good 是 large 的意思。

9. to secure the interest of the reader 引起读信人的兴趣

secure *vt.* succeed in getting 获得; 招致

例如: Freight space is difficult to secure. 舱位很难获得。

10. motto *n.* 座右铭

Exercises

- I. Translate the following into English:

书信的撰写是商业活动中的一个基本部分, 书信常常是