

- 国际商业英语广播课程
- 高等经贸院校教学用书

李平 谢毅斌 编著

Practical Business Letter Writing

国际商务 英语应用文



中国国际广播出版社

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PRACTICAL BUSINESS
LETTER WRITING

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前 言

国际商业英语广播课程是中央人民广播电台和对外经济贸易大学于1989年开办的。自开办以来,参加函授的学员人数高达数万人。这充分说明开办这一广播课程是符合广大听众要求的,是符合社会主义市场经济需要的。国际商业英语广播课程从开播以来就具有很强的生命力,这是与党和国家领导人的支持分不开的,尤其是人大常委会副委员长、原国务院副总理田纪云同志和国务院副总理、原经贸部部长李岚清同志亲临我校视察负责该课程的外贸英语中心,这对我们是很大的鼓舞和支持。几年来,我们本着对学员高度负责的精神,将节目内容不断更新,提供面授,增加答疑,严格考试,选拔优秀学员到对外经济贸易大学参加奖学金班学习。通过强化学籍管理,提高了教学质量,使节目越办越好。

最近经贸大学继续教育学院同中央人民广播电台科教部对办学的效果和经验进行了认真评估和总结,并决定开办第7期广播函授课程。为适应广大学员的实际需要,我们选定了三本教材。《外贸谈判》是由经贸大学陆墨珠教授编写的,这是一本全新的谈判教材,系统、全面地反映了目前经贸战线急需的同外商进行各种外贸谈判的详细内容。与其它类似教材不同的是,作者根据我国经济事业的发展增加了咨询、代理、国际信贷、交钥匙工程、合资、招标和技术转让等内容。《国际经贸英汉翻译》由李正中教授编写。选材重点是经济和贸易方面的文章,全书共15课,每课不仅有课文、英汉对照翻译,还附有翻译辅助材料和练习答案。全书不仅介绍了翻译理论,而且还重点介绍了翻译技巧。《国际商务英语应用文》是由李平和谢毅斌两位副教授编写的。全书用英文写成,题材新颖、

内容广泛,就与商务往来有关的信函进行了阐述,使学员不仅能学习外语,而且能学会如何撰写邀请函、感谢函、申请函、商务报告、备忘录、会议纪要、个人简历和申请就业信函等。通过对这三本书的学习,可提高学员外贸英语的综合运用能力和外贸业务水平。

本书适合我国各外贸企业、三资企业和一切涉外企业的职工、各经贸类大专院校、中等专业学校的师生以及广大外贸英语爱好者使用。欢迎大家踊跃参加广播函授国际商业英语的学习,为开创我国外贸新局面做出贡献。

对外经济贸易大学

继续教育学院

1997年1月20日

编者的话

国际交往日益增多和外经贸事业的发展急需一大批既懂外语又懂外经贸业务的专门人才。为了满足广大有志之士提高外贸英语水平和经贸业务知识,中央人民广播电台和对外经济贸易大学联合举办了国际商业英语广播课程教学节目,受其委托,我们编写了《国际商务英语应用文》。

国际商务英语应用文是指在外经贸业务中经常使用的日常商务信函。它不仅包括与外贸业务直接相关的商务信函,也包括与商务活动密切相关的信函,这两者的有机结合就是本书应用文的内涵。

学好英语是学好应用文的基础,所以本书用英文编写,旨在更快、更直接、更有效地帮助学员学好外语。全书共分四大部分。第一部分为商业信函的写作,共9章,其中第1—7章对商务信函进行了阐述,这些信函与外贸业务密切相关,使用最为广泛;第8章为公共关系信函,包括邀请函、感谢函、祝贺函和慰问函等,以期对从事日常商务交往的同志有所帮助;第9章为个人信函,包括申请函、个人简历、接受函、拒绝函、辞职函等,这些信函是专门为在竞争和挑战的新形势下拟谋求个人发展的人们设计的。本书第二部分为备忘录的写作,全面介绍了备忘录的格式、特点和技巧。第三部分为商务会议纪要的写作,这是已从事或准备从事商务工作人员必须掌握的基本功。第四部分为商务报告的写作,重点介绍了商务报告的写作程序和写作要求,具有很强的实用性。

本书的编写顺序分为课文正文、词汇、练习和参考译文四部分。其中正文部分阐述了写好各类信函的技巧,并分门别类,辅

各类例信,同时根据各章讲授重点,也配以结合实际的各类练习。为便于自学,大部分练习都有参考答案。

在编写过程中,我们力求文字简洁、层次分明、浅显易懂。既阐述写作要点,又讲究写作技巧;既提供例函,又讲究实用;既适合专业外贸工作者深造,又适合大专院校学生学习;既适合业余培训,又适合专业进修。

由于编写时间仓促,作者水平有限,再加上此书例信较多,排版难度较大,难免出现疏漏,敬请专家学者和广大读者见谅。

编 者

1997年2月20日

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KEY TO SOME OF THE EXERCISES

PART ONE

Business Letter Writing

SECTION 1

Layout of Business Letters

The first impression that a business letter makes depends on its appearance. The letter should be neat, well-spaced, and easy to read. The typing should be neat and dark. Typing mistakes should be avoided wherever possible, but if they are made you should not use an eraser. Remove the mistakes with correction fluid to make your letter tidier. The letter should be written on good paper of the right size and kind. Intimate letters can be written on any kind of paper the writer likes. Social letters can be written on coloured or decorated stationery, chosen according to personal taste. Business letters should be written only on white (or occasionally light-coloured) paper of good quality in a standard size (usually A4). This is because business letters are to be kept by the addressee, at least for a time, and it is inconvenient for an office to handle letters of many different sizes. Lightweight airmail paper may be used, of course, but it should be of good quality, so that it does not tear easily.

The typical business letter has three sections: Pre-message; The message; Post-message.

Pre-message

This part of the letter takes just under a third of the page, and comprises the writer's address, the date, the reader's address, the attention line, the salutation and the subject line.

— The writer's address

The writer's address should appear at the head of the first page of all business letters. Over the years it has become increasingly popular for business firms to use printed headed typing paper for the first sheet of their letters. The printed letterhead shows the company's name, address, telephone and fax number. Clearly, it saves you the trouble of typing the address. However, if you happen to be in on the planning of a new letterhead for a company, remember that the address shown in the letterhead should have the same form it would have on the outside of the envelope. That is, extremely short forms should be avoided. The address like "78W126 NY." (meaning 78 West 126th Street, New York), or "2500 Massachusetts" (meaning 2500 Massachusetts Avenue) may not be easily understood by the addressee who is unfamiliar with New York city. The word street, avenue, boulevard, etc. should always be included in the letterhead. In short, an effective letterhead is not merely a striking typeface. It involves a lot of psychology. Its ultimate purpose is to enhance the image of the company.

Sometimes you may need to write a personal business letter,

using plain white A4 typing paper. In this case you should type your address, starting at the centre of the page, moving about 2 centimetres down from the top of the page and making it well balanced.

Model 1

M. K. Chemical Ltd.
18 Bunker Hill Road. Shrewsbury MA 1973
Telephone: (081) 237-9988 Facsimile: (081) 237-9999

—The date

All letters should be dated. Informally, designations like “March 23” or “Monday” can be used, but in all business letters the full date should be given. The day of the week is not included.

There are two styles in which letters are dated.

The American style is:

- (1) month, spelled out in full;
- (2) day of the month, in digits, without th, nd, etc. , followed by a comma;
- (3) year in digits.

Models: July 12, 199-; August 20, 199- .

The day of the month is read as an ordinal (fourth, twenty-first, etc.), but the ordinal suffixes are omitted in writing. Likewise, many Americans insert “the” in reading the dates

(March the fourth), but this definite article is never written, except in formal invitations where all numbers are spelled out (June the fourth, nineteen hundred and ninety-seven).

The British style is:

(1) day of the month, in digits;

(2) month, spelled out in full;

(3) year, in digits. There is no comma between the name of the month and the year.

Models: 16 March 199_, 1 July 199_.

The dates are read "the sixteenth of March", "the first of July", but the th, nd are not written.

Whichever style you stick to, to be consistent is the point to remember. Also, do not use abbreviated ordinal numbers such as 1st, 2nd, 3rd, etc. and do not shorten the spelling of the month (e.g. Jan. , Feb. , Mar. ,etc.).

Some people write dates in all digits, for example, 3. 7. 199_. This is not recommended, because it is ambiguous. As you can see in the above examples, this would signify March 7, 199_ in American English, whereas, in British English it would mean 3 July 199_.

If you are using printed letterhead paper, type the date at the left margin, leaving a double line space below the letterhead of your address.

—The reader's address

When you type the reader's address, be sure that you include the full name of the addressee, his job title and the full name of his company. Double check that you have typed the

reader's name as he himself writes it. There is nothing worse than receiving a letter with your name spelled incorrectly.

Use the courtesy titles, Mr, Mrs, Miss or Ms appropriately. "Ms" is used when you do not know whether a woman reader is married or not. Sometimes you may not be sure of the gender of the reader. Then you just type, "Dear Sir or Madam". Another important point is that all titles should be spelled out in full. For example: President, Professor, Senator, Governor, etc. .

The reader's address is put at the left margin, leaving two line spaces below the date. If your reader's address contains a very long phrase, you can split the phrase appropriately so that the address is kept as balanced as possible.

Model 2

(Writer's address)
(The date)
Mr Harry Hill Sales Manager New York City Housing Authority New York, N. Y. 10099

—The attention line

The attention line is another device that is sometimes used allowing the letter to be opened by anyone in the company but di-

rects it to the attention of a certain person. It is placed at the left margin, leaving one line space below the reader's address, starting by the word Attention. However, many people consider the attention line is redundant these days. The name of the person to whom you are writing appears at the top of the reader's address, so it is not really necessary to have a separate attention line below the address as was once the case.

Model 3

(Writer's address)
(The date)
Mr Harry Hill Sales Manager New York City Housing Authority New York, N. Y. 10099
Attention Mr Harry Hill

—The salutation

In all except the most formal and stereotyped letters in English, it is proper to begin with the word "Dear", followed by the name of the person you are writing to. A typical business letter is pleasant without being familiar. This means that a first name is normally not used unless your relationship with the addressee is very friendly. It is customary to begin letters with one of the following salutations:

Dear Mr ____/ Mrs ____/ Miss ____/ Ms ____

If the letter is addressed to a person whose name is not

known, or to a person in his official capacity(e. g. Sales Manager, Chief Accountant, etc.), you may begin with Dear Sir/ Madam if the recipient is known to be a woman.

If the letter is addressed to an organization, you may begin with Dear Sirs.

In the above salutations, notice that there are no colons, no dash and no commas.

The salutation line is placed at the left margin, leaving two line spaces below the reader's address or one line space below the attention line.

—The subject line

The subject line allows the reader to get a quick idea of what the letter is about. It can be written in capital or small letters. Sometimes the word "Subject" is left out, or replaced by "Re. ".

It is placed one line space below the salutation, starting from the left margin.

Model 4

(Writer's Address)
(The date)
Dear Mr Hill
Subject: Transfer of property rights