

XINSHIJISHANGWUYINGYUHANDIAN

# 新世纪 商务英语函电

主编 简 怡  
蒋 瑜

天津大学出版社

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# 新世纪商务英语函电

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## 内 容 简 要

本书共分十章,每章分四部分。第一部分着重介绍相关的外贸知识;第二部分为典型的商务信件,通过对这些信件的学习,学生可以掌握商务信件的写作过程和要领;第三部分为补充的外贸词汇、短语及句子,其目的是为了扩展学生的商务英语词汇量,从而提高应用能力;第四部分为练习,重点为英语语法和英汉/汉英翻译练习。本书最后附有练习答案,为学生们自学提供了一定的便利和帮助。

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## 前 言

为适应新世纪我国对外贸易的开展,使我国从事或即将从事外贸工作的专业人员和在校学生提高商务函电写作水平,我们编写了《新世纪商务英语函电》一书。本书以英语写作为主,用简单、准确的语言介绍了与商务函电相关的各类外贸知识,每个章节都选择了当今实用的典型商务信函,难度适中,且覆盖面广。

在编写此书的过程中,编者注重与时俱进,去除了商务信函中陈腐的、表达方式过时的生涩的词汇,代之以新鲜、生动、实用的表达方式,所以该书具有很强的时代感。另外,本书的编写成员皆为长期讲授商务函电的教师,具有扎实的外贸理论基础和英语写作基础。所以此教材针对性和实用性极强。对于英语基础扎实的学生,这本书不仅为他们提供了丰富的外贸知识,而且通过学习可提高在商务实践中正确运用函电知识的能力,这是本教材的重要特色之一。

本书不同于同类书籍之处是它添加了大量的外贸英语表达方式及英汉/汉英翻译练习,尤其在 Supplement 一节中所列的表达方式具有很强的实用性。它不仅可以帮助英语专业的学生扩充外贸知识,同时也可以为外贸专业的学生及从事外贸工作的人员提高英语水平提供一定的帮助。书对中国加入 WTO 之后培养英语复合型人才做了有益的探讨。

本书不仅适于高等院校外贸英语专业学生使用,也适用于高职高专及参加外贸英语专业自学考试人员使用。对非外贸专业的读者也能起到商务函电知识入门的向导作用。

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# Chapter 1 Business Letter-writing and Its Layout

(商业书信的拟定与撰写格式)

## Part I Introduction

(简介)

The rapid development of telecommunication technology makes telephone, telex and fax more and more popular, and seems to have decreased the importance of letters. Nevertheless, letters are still retaining their importance in this age of electronic communication and they are still written in an overwhelming number in international business. Business executives are supposed to write so good business letters as to carry out business routine efficiently. This chapter is intended to develop skills in writing such good business letters.

### A. Essentials of Business Letter-writing

(商业信函书写的几点要求)

Broadly speaking, the functions of a business letter may be said to be (1) to ask for or to convey information, (2) to make or to accept an offer, (3) to deal with matters concerning negotiation of business. In addition, there are letters with no other purpose than to remind the recipient of the sender's existence.

Letter-writing does not differ from any other form of creative writing. Good English is one of the important bases of good business letters.

What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. There are certain essential qualities of business letters, which can be summed up in the following 5 “Cs” principles.

**Clarity** Message must be expressed clearly so that the reader will understand. To get this, we should keep in mind the purpose of our correspondence. A point that is ambiguous will cause trouble to both sides. You must have a clear idea of what you wish to convey to the reader. When you are sure about what to say, say it in plain, simple words. Good, straightforward, and simple English is what is needed for business communication. To make your message clear, you must present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up.

**Conciseness** The elimination of wordy business jargon can help to make a letter clearer and at the same time more concise. A concise letter is not necessarily a short one. Sometimes a letter dealing perhaps with a multiplicity of matter cannot avoid being long. If conciseness conflicts with courtesy, then make a little sacrifice of conciseness. Generally speaking, you will gain in clearness and conciseness by writing short sentences rather than long ones.

**Courtesy** It should hardly be necessary to stress the importance of courtesy in your correspondence. One of the most important things is promptness. Punctuality will please your customer who dislikes waiting for days before he gets a reply to his letter. Differences are bound to occur in business, but with diplomacy and tact they can be



- overcome and settled without offence on either side.
- Correctness** Correctness here refers to appropriate and grammatically correct language, factual information and accurate reliable figures, as well as the right forms and conventions. All facts should be checked and double checked. Special attention should also be paid to names of goods, specification, quantity, figures, units, etc.
- Concreteness** To make the message specific, definite and vivid is the key point of concreteness. You must make sure that your letter contains all the information your reader needs to act upon. Put yourself in the reader's place. It is necessary to check the message carefully before it is sent out.

## B. Letter Typing Formats

(书信的打印格式)

There are various ways in which the component parts of a business letter can be laid out on the page. Choice of letter format is a matter of individual taste, but it is better to follow established practice, to which the business world has become accustomed. A good plan to make correct practice habitual is to adopt one form of letter format and stick to it. The three main formats are as follows.

blocked format (平头式)

With this format, all letter parts begin at the left margin. Because this format can save the typist's time, so it has come to be much widely used and preferred now. The loss of clarity occasioned by the absence of indentations may be made good by increasing the number of separating

line-spacing between paragraphs. (refer to specimen letter 1)

semi-blocked format (半平头式)

Like blocked format, all letter parts begin at the left margin, except the dateline, complimentary closing, company signature and writer's identification, which are set against the right-hand margin. They are placed in this position for filing and reference purposes. It is also named as a modified blocked format. (refer to specimen letter 2)

indented format (缩行式)

The indented format may follow the same layout as either the blocked or semi-blocked formats, but will differ in that the paragraphs will each be indented by five (for pica type) or six spaces (for elite type). It is a traditional format, especially in Britain. (refer to specimen letter 3)

### C. Structure of a Business Letter

(书信的组成部分)

While the horizontal placement of letter parts may vary, the vertical order of these parts is standard. Refer to specimen letter 1 as you study the following list of letter structure:

#### **Letterhead 信头 (1)**

The letterhead indicates the name, address, telephone, fax number and E-mail address of the company sending the letter. It helps the recipient identify the company from which the sender comes just at a glance.

说明:外贸公司的信笺往往是印有信头的专用信笺,如发信人的公司名称、通信地址、电传、传真、电话、电子信箱及邮政编码等。打印时



只需在日期线(Date line)上填写日期就可以了。也可根据需要注明案号(reference),以便双方查阅原件。如果使用不带信头的白纸写信,需要将信头部分根据书写的格式整齐地写在白纸的右上角或中间,然后再写明发信日期。

## **Date 日期 (2)**

Writing date in English goes in two styles: one is British style, and the other is American style. The month and the year had better not be written in their abbreviation forms, otherwise, they would be easily got confused.

说明:年份应写全,如 1998 年不要用 98 来代替。月份应使用英文来表示。用阿拉伯数字表示月份(如:03/05/90)容易混淆月份和日期,而且在商业信函中也显得不够正式。

## **References 案号 (3)**

The references help the recipient match the letter to the relevant problems, which it concerns. They usually include the abbreviations of the name of the department or the persons in charge of the problems it concerns.

说明:为了便于双方对某事的查阅,商业书信通常包括发信人的案号(Our ref.:)以及收信人的案号(Your ref.:)。不同的公司对于案号的要求各不相同。

## **Mailing notion 邮寄方式 (4)**

Mailing notion shows the specific means of delivery for the convenience of verification. Besides there are two other commonly used forms of mailing notion, e. g. by courier and by EMS.

说明:邮寄方式可以表明具体的信件邮寄方式,以便于信件的核查。此外,还有两种常用的邮寄方式,如急件和邮政快递。



### **The inside name and address 封内名称及地址 (5)**

The name and address of the receiver is typed at the left-hand margin at least two lines below the date. It appears exactly the same way as on the envelope. It is important to include the postcode in order to facilitate mechanical mail-sorting. For foreign correspondence, the name of country should be included.

说明:封内名称及地址指的是收信人的公司名称及地址,写在信纸的上端左页边线,日期行以下空两至三行处。所含内容与信封上的内容完全一致。根据打印格式的不同可分为平头式和缩行式(详见后边的例信)。

### **Attention line 主送 (6)**

Its abbreviation is Attn. It suggests that the sender hopes the letter receives the immediate attention of a certain person or a specific department.

说明:当发信人希望直接将此信发给相关的负责人或部门,而且又了解其姓名或部门名称时可以使用主送行。如:

Attention of Sales & Marketing Department

For the attention: Miss Wang Ping

Attn. : Mr. Li Ming

### **Salutation 称呼 (7)**

The salutation is the polite greeting with which a letter begins. Its form depends upon the writer's relationship with the receiver. The customary formal greeting in a business letter is "Dear Sir/Madam" or "Dear Sirs/Mesdames" or "Gentlemen". But the trend today is towards informality, especially if the receiver is known to the writer personally. A warmer greeting, "Dear Mr. Smith" is then preferred. Quite often now companies are owned and/or managed by women, and 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.

说明:称呼位于封内名称及地址下面空两行处。商业信函常常使用

Dear Sirs;不能单独使用 Sirs;而 Gentlemen 只能单独使用其复数形式,不能用单数形式;称呼后面的标点一般使用逗号。

### **Subject line 主题行 (8)**

The subject line is often inserted between the salutation and the body of a letter to call attention to the topic of the letter. It is also useful as a guide for filing.

说明:主题行位于称呼下面空两行处信体的正中间位置,但在严格的平头式信件中,应与左页边线对齐,有时也用下划线,以引起收信人的注意。主题行应言简意赅,点明主题。也有的人喜欢在主题前加上拉丁文 Re,如 Re: Iron Nail Quotation, 这里的 Re 是“关于”的意思。

### **Body 信文 (9)**

This contains the actual message of the letter, which usually includes the opening sentences, the body of the letter and the closing sentences.

说明:信文位于称呼下面空两行处,如有主题行,在主题行下面空两行处。信文主要包括开头语,信的正文和结尾语。开头语通常使用一些客套话表明收到对方来信的日期、编号、有关主题及一些简要的概述,使对方立刻明白此信的来意。正文部分通常与开头语之间空一至两行,正文的内容是按大意来划分的,段落要清楚,做到一段一意。结尾语与正文之间空一至两行,它的作用通常是对主题内容的总结,并用客气语提示对方早日答复和表达双方今后继续合作的美好愿望等。

### **Complimentary closing 结尾敬语 (10)**

The complimentary closing, like the salutation, is purely a matter of

custom and a polite way of bringing a letter to a close. The complimentary close must never be separated from the substance of a letter by being carried to a separate sheet. If through faulty judgment this becomes necessary the letter must be scrapped and retyped, with some portion of the subject-matter carried over to the next sheet. The expression used must suit the occasion. It must also match the salutation. The following salutations, with their matching closes, are the ones most commonly used in the modern business letters.

说明:结尾敬语位于信文结束语下面空一至两行处。结尾敬语是结束信件的一种客套,它应与前面所使用的不同称呼相匹配,请详见下表的不同搭配。此外,根据信函书写格式的不同,结尾敬语可以写在中间或靠右边的地方。只有第一个字母需要大写,后面必须加逗号。在欧洲,一般把 Yours 放在前面,而在美国则把副词放在前面。

Salutation	Close	Remarks
Dear Sir(s), Dear Madam(s), Mesdames,	Yours faithfully,	Standard closure for business letters, particularly in the UK.
Dear Sir(s), Dear Madam(s), Mesdames,	Yours truly,	Commonly used closure in the United States.
Gentlemen:	Yours truly,	Commonly used closure in the United States.
Dear Sir, My Dear Sir, Dear Madam, My Dear Madam,	Yours very truly,	Expressing more respectful feeling than Yours truly. Formal usage to somebody superior.
Dear Mr. Smith,	Yours sincerely,	For private letters, now also fashionable in business between persons well-known to each other.
Dear Mr. Smith My Dear Mr. Smith,	Yours very sincerely,	Expressing a little warmer feeling than Yours sincerely.

Salutation	Close	Remarks
Dear Tony, My Dear Tony, Dear William,	Yours ever,	Used between close friends.
Dear William, My Dear William,	Yours affectionately,	Used between intimate friends.

### Signature block 签名 (11)

The name of the sender should be typewritten below the signature so that the addressee may have no trouble in identifying the sender. If some other clerk has to sign the letter in place of the person in charge, he has to indicate this in this block in the following way:

Yours faithfully,

Peter Wang

For John Smith

Sales & Marketing Manager

If the letter is dictated, it can be signed by the secretary as follows:

Dictated by Mr. John Smith and signed in his absence by

Mary Lee

Secretary

Sometimes, there is "Per Pro." signature. "Per Pro." is the abbreviation of per procuration, which is a Latin phrase denoting agency. Strictly speaking, only a partner is entitled to sign the name of his firm, but for convenience authority to sign is often given to a responsible employee by a document known as a power of attorney, though the authority to sign may also arise from custom. In either case the attorney or agent, as the authorized signatory is called, signs "per procuration" or "Per Pro."

Per Pro. David Liu, Anderson Company.

Signature

说明: 签名在结尾敬语下面的两至三行处, 由于亲笔签字往往难以辨

认,所以常常在亲笔签字下面打上签字者的姓名、部门以及职务。如:

Yours faithfully,

ABC Company

(signature)

John Smith

Sales and Marketing Department Manager

Per Pro. 简写 P. P., 在公司名称之前加 P. P. 或 Per Pro., 说明签名人是正式代表公司, 而不是以个人身份签名的。在公司名称或负责人姓名前加上 for, 也表明是代表该公司或某负责人签名的。外国函件必须由负责人亲笔签名, 用橡皮戳只能表明是一封通信, 并非负责人亲自过目的, 在正式的商业往来信函中使用, 对收信人是不礼貌的。

### Reference initials 主办人代号 (12)

Consisting of the signer's initials in capitals followed by a slash or colon followed by the lowercase initials of the person preparing the letter, this item serves as reminder of who prepared the letter. Two line spaces below the typed signature.

说明: 主办人代号位于打印的签名下面空两行处。其作用是便于双方了解关于某事的主办人和打印此信人的姓名。

### Enclosure 附件 (13)

When there is something enclosed with the letter, type the word "Enclosure", or an abbreviation of it (Encl. or Enc.) in the bottom left-hand, two line spaces under the identification marks, with a figure indicating the number of enclosures, if there are more than one.

说明: 附件位于主办人代号下面空两行处。如果附件不止一件, 应注明 2 Encls. 或 3 Encls. 等, 或详细一一列明具体的附件, 如:

Enc.: 1 quality certificate (一份质量证明)



2 commercial invoices(两张发票)

1 B/L(一张提单)

1 packing list(一张装箱单)

### Carbon copy 抄送 (14)

If you distribute copies of the letter to other readers, type c. c. , cc or Cc one or two lines below any enclosure notation. Another copy notation is specified on the copy only by the abbreviation “bcc”(blind carbon copy) and the recipient's name. No one other than the recipient of the “bcc” and you will know he has received a copy of the letter.

说明:除了主送人以外,如发信人希望收信人公司的其他有关人员或部门也了解此事时,可以用抄送行列出需要过目此事人的姓名和部门名称,如:

cc John Smith, Sales & Marketing Department Manager

Mary Lee, Training Department Manager

David Liu, Administration Manager

Tony Wei, Financial Department Manager

bcc 的意思是“密抄送”。当发信人不希望其他人了解某人过目某事时,可以使用 bcc 密抄送某人。

### Postscript 附言 (15)

In business letters it is not commonly used, while in personal letters, it frequently appears. This item is usually used in the informal styles of letters. If the writer wishes to add something he forgot to mention or for emphasis, he may type his thought two spaces below the carbon copy notation. The adding of a P. S. should, however, be avoided as far as possible, since it may suggest that the writer failed to plan his letter before he wrote it or dictated it.

说明:在较为正式的商业信函中应尽量避免使用附言,因为附言的使用只能暴露写信人办事不够周密。在非正式的信函中可以通过 P.