

国际商务 写作教程

教师用书

■ 王素清 编著

对外经济贸易大学出版社

国际商务写作教程 教师用书

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编者的话

《国际商务写作教程》一书已和广大读者见面,为了向讲授这本书的教员或自学者提供一定的指导和帮助,我编著了这本《国际商务写作教程教师用书》。

《国际商务写作教程》全书分八章,共二十五课。本教师用书依章次配有“教学目的”(Teaching Objectives)、“教学建议”(Teaching Suggestions)、各课复习题和应用题的参考答案(Answers to Review Questions and Reference Solutions to Application Problems)、以及每章的测验题及其参考答案。

鉴于教科书各章里每课所介绍的书信写作特点基本相同,所以教师用书在每章的开头配备“教学目的”和“教学建议”。教学目的主要阐明各章的内容、要点和任务;教学建议主要从教学的角度给教员提供一些参考意见,如时间的安排、某一章节的特殊处理、关键内容的讲授方法以及如何组织课堂讨论和引导学生做习题等。

每章“教学目的”和“教学建议”后逐课提供复习题和应用题的参考答案,即对问答题、选择题、填空题、翻译题等提供较为确定的答案,而对一些难度、灵活性较大的习题,如情景书信写作、案例分析题等除提供背景分析、相关的词汇、短语和业务术语外,还针对具体问题作一些必要的提示,目的是帮助和启发学生利用联系学原理,积极探讨正确的写作方法,以便日后能仿效妥

善地解决一些实际的类似问题。

为了给教员提供方便,对学生各阶段的学习进行及时的总结和检查,每章还配有测验题及其参考答案,老师可结合自己教学对象的实际情况增加或删除其内容,也可以根据需要采用别的形式对学生进行考核。

总之,指导学生学习《国际商务写作教程》的目的是帮助学生熟悉商务联系学的技巧,提高书信写作能力;教学的重点是加深学生对所学知识的理解 and 应用,故此,在简单讲解样信的内容和写作特点后,教员应以应用题所展示的条件为背景,积极引导,学生思考,在课堂讨论的基础上,启发学生写出水平较高,效果好的完整书信。

应该说本教师用书所配备的参考答案仅仅是有限的一部分,鉴于联系学赋予的技巧多种多样,在讲授书信写作过程中,每个教员完全可以按照各自的经验和方法指导学生。

限于作者的时间和水平,书中不妥和错误之处在所难免,请各有关专家和广大读者批评指正。

王素清

一九九六年六月

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Chapter One

An Overview of International Business Communication

国际商务联系学概论

教学目的

1. 介绍商务联系学的由来以及它在经济、贸易界的应用；
2. 解释商务联系学的一些重点术语；
3. 结合我国当今国际经济合作和对外贸易的特点和做法，陈述商务联系学的背景、目的和重要性；为了更妥善地开拓和发展业务，必需强调运用有效的联系技巧，提高商务磋商各环节的书信写作水平；
4. 引导学生熟悉几对商务联系要素，并在此基础上对一些典型书信例句加以评论；
5. 向学生展现现代商务写作的前景，鼓励他们为写出更多有效的业务书信而认真学习有关的联系技巧。

教学建议

1. 本章的第一课为商务联系学简介，理论性较强，授课时建议结合日常事例加以引导，让学生对基本概念有所了解，并在此基础上重点指出本教科书所介绍的商务书信写作仅属商

务联系的一种,即同一水平线上的外向联系(external horizontal communication),帮助学生加深对这一类型商务联系特点的了解;

2. 本章的第二课介绍有效书面联系的基本原则,除理论上系统地引导学生分析课文所提供的六对基本要素外,更重要的是通过书上出示的具体例子比较它们不同的写法和效果,让学生从一开始就明确学习联系学的理论和技巧的重要性和必要性;
3. 鉴于第二课内容较多,其中所阐述的联系学有关概念对初学者会有一定难度,故此,这一课的进度可视学生的兴趣和水平而定,可在开始阶段完成,也可考虑放在后面阶段讲解,尤其是课后的一些练习难度较大,可安排到后面的具体章节再做,以便收到更好的效果。

Lesson 1

Introduction to Business Communication **商务联系学简介**

Answers to Review Questions

1. Communication is the sending and receiving of information, ideas, attitudes, and emotions—— either verbal or non-verbal—— that produce a response between or among the communicators.

2. To see if your communication is effective or not, you may refer to the following questions:

- 1) Is your message understood as exactly as you intended?
- 2) Can you obtain a desired response or action?
- 3) Is your message helpful to build up, maintain or develop the goodwill?

If the answers to all these three questions are "Yes", then you communicate effectively.

3. Your own example is recommended.

Reference Solutions to Application Problems

1. Since people of different cultures, nationalities, religions, and ages have different attitudes toward the things mentioned here, a discussion may help students have a better understanding of effective communication.

2. 1) a 2) b 3) a 4) a 5) b
6) a 7) a 8) b 9) b 10) b

Lesson 2

Principles for Business Written Communication

商务联系的写作纲要

Answers to Review Questions

1. The building up of a business image depends heavily on the effectiveness of a business letter. For details, please refer to the third paragraph of the part "The Importance of Business Letters" in the text.
2. Every business letter is written for two purposes:
 - to inform the reader of your message;
 - to make your reader accept your idea and act expectedly.
3. The six pairs of elements discussed in the text illustrate the appropriate approaches for reaching effective business communication. It is very much recommended to compare their different usages of the relevant words, sentences, expressions, and structures and their effects by showing your added examples.

4. As it is stated in the text, feeling content in a message is as important as the subject content. A personal touch may help convey the feeling content even though the letter is sent to a business partner because communication is conducted between human beings whether it is communicated to a business unit or a private person.
5. In order to obtain skills and techniques for our business letter writing, we are required to have a better understanding of business communication. While learning the following chapters, we should always bear in mind that —the communication discussed in this book is limited to the external horizontal levels, which makes "being equal" one of the major characteristics in our business writing;
—a business letter is written not only to have your reader informed but also to obtain his agreement, faith, and confidence;
—it is not an easy job to communicate effectively. Barriers in languages, cultures, business sense and other respects have always been creating problems. That is why we have to work even harder for our success in the intercultural communication.

Reference Solutions to Application Problems

1. a. We thank you for your letter.
- b. Please send your reply at an early date.

- c. I feel sorry for being unable to accept your quotation.
 - d. It would be very much appreciated if you could offer me an interview.
 - e. Will you please refer to the contract and see if there is a possible solution to the problem.
2. a. The shirts we deal with come in six colors. For an accurate shipment, please indicate your choice in the enclosed form.
- b. The products we supplied are of fine quality.
 - c. We will be able to ship the goods commencing from May 8.
 - d. You could have obtained the discount if you mailed the cheque in time.
 - e. We have replaced the DP-12 manual typewriters with the new models—Type EY-24 since last December.
3. a. Enclosed is a questionnaire. Please feel free to show us your comments on using the products.
- b. You will earn a discount of 2% for cash payments.
 - c. Your prompt reply will enable us to effect an immediate delivery of your goods.
 - d. For a correct shipment, please complete the enclosed form as requested.
 - e. Your entertainment/acceptance of our modified plan will lead to more orders from our local customers.