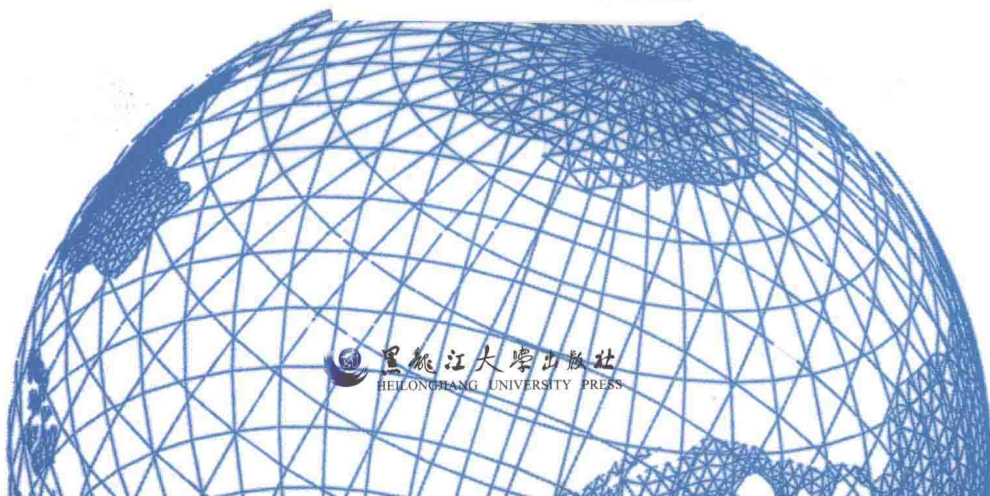




商务英语函电

Business English Correspondence

张红芸 刘凤娟 孙秋影◇编著



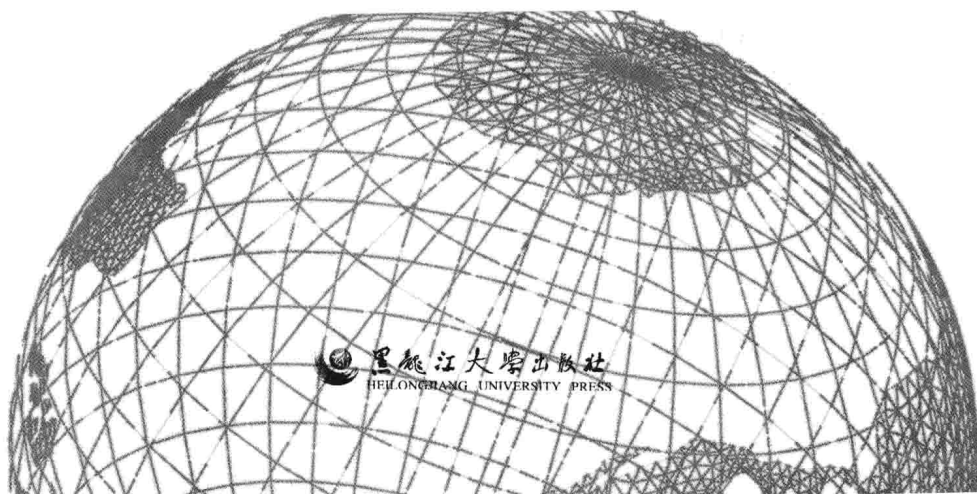
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前 言

随着改革开放的不断深入,经济全球化进程脚步的加快,中国与世界经济交往日益频繁,对外合作日渐加强。英语作为国际贸易用语变得越来越重要。与此同时,电子商务的迅猛发展改变了原有的商务沟通方式和渠道。因此,培养既能熟练掌握英语,又通晓国际商务知识,并善于进行跨文化交际的国际商务人才,成为社会的需要。

高职教育的培养目标是“以就业为导向、以服务为宗旨”,倡导的是以学生为主体、工学结合,以职业活动为导向、突出能力目标,培养复合型、创新型、发展型的技术技能人才。商务英语函电课程是商务英语专业的核心课程,是一门将英语技能与外贸业务相结合的课程,学生既要具备扎实的英语写作基础,又要掌握基本的外贸业务知识,以提高在英语文化背景下的商务知识应用能力和多元文化背景下的商务英语沟通能力。

本书是供高职高专商务英语、国际贸易等专业学生使用的教材。本书涵盖了国际贸易实务中的信函写作,力求使教学内容与外贸行业的职业能力要求相一致,与职业标准相衔接。采用“以任务为驱动、以知识应用为度、任务梯次推进、课证一体、以学生为主体”的方法,帮助学生了解对外贸易的各个环节,使学生学习和掌握商务函电的写作技巧和方法,提高学生的专业英语能力,加强学生从事外贸工作的综合性应用能力。

本书以提高读者的商务英语写作、翻译和外贸业务能力为目的,为使教材编写尽量适应高职教育的特点及时代发展的新要求,在编写过程中,在内容整合序化、教法选择、编写体例等方面进行了新的尝试,体现了以下特色:

1. 以任务为驱动。依据工学结合的理念,根据核心岗位的能力目标、职业能力和职业知识的要求,按照典型的工作流程,将原课程内容进行整合,调整为两大任务:合同的磋商与合同的执行。主要内容涉及整个外贸活动中典型的工作环节与任务情景,如撰写商务信函、建立业务关系、询盘、报盘、还盘、订单及执行、支付、包装、运输、保险、索赔与理赔等,职业等级考试贯穿整个课程设计。典型的工作任务、相关的外贸环节及职业等级考试之间的关系详见图0-1。

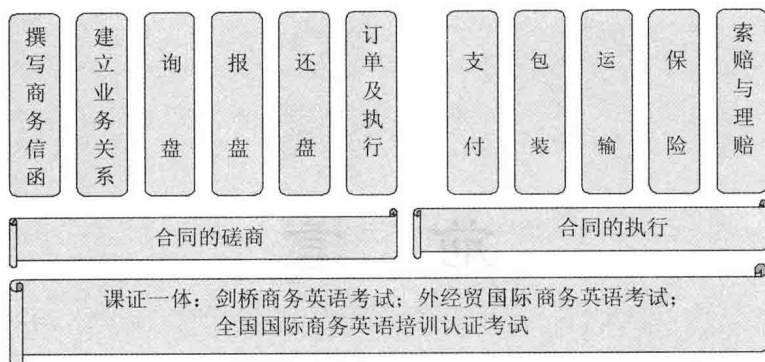


图 0-1 课程内容设计

2. 以知识应用为度。本书以核心岗位对外贸易业务员的职业知识和技能为依据,以培养职业能力为主线,以“应用”为主旨和特征,构建课程和教学内容体系。理论知识以“必要和够用”为原则,围绕外贸活动中典型的工作环节与任务情景形成应用性知识,内容具有基础性、实践性、实用性和前沿性。

3. 任务梯次推进。本书设计了牡丹江朝阳箱包有限公司(中方)与美国商贸有限公司(美方)出口交易操作的贯穿项目,下设两个任务:合同的磋商与合同的执行。项目训练以情景为基本单位,通过情景模拟、案例分析,让学生以公司业务员的身份思考如何撰写一封有效的商务信函。拓展训练是在案例素材基础上的进一步训练,如在项目 1 情景 4 英文报盘的撰写中,通过情景任务英文报盘的撰写到依据英文实盘与虚盘的区别撰写实盘和虚盘信函的拓展训练,达到任务的梯次推进,突出学生的主导性,提高学生的实践操作能力。每个情景穿插一个常规训练任务——技能比赛,目的是展示学生的优秀作品,并通过特定的竞技情境,实现任务与任务之间的衔接,激发学生的兴趣与成就感,提高学生岗位的可持续发展能力。

4. 课证一体。本书突出实训环节和技能训练。每个情景都设计了拓展训练和与职业等级考试相连接的习题训练——资格考试直通车,职业等级考试贯穿整个项目,并在附录部分专门介绍相关的商务英语职业考试。注重培养学生运用商务英语知识与技能从事国际商务工作的综合实践能力。

5. 以学生为主体。情景教学的整个环节突出以学生为主体、以学生发展为中心、以能力与素质培养为目标的教育思想。注意培养学生与人沟通能力、与人合作能力及团队协作精神。教材编写充分运用了“情景教学法”、“任务教学法”、“角色扮演法”、“项目教学法”和“参与型教学法”,让学生在较为真实的国际商务环境中,通过不同的商务情景、不同的角色扮演、不同的工作任务和商务项目,获得知识,提升能力,达到培养外语人才具备英语能力+商贸知识+职业素养综合素质的目标。情景词汇、常用句式和写作模板有效地为学生的自主学习提供便利条件,提高了学生的自主自学能力。

本书编写分工如下:牡丹江大学张红芸编写项目 1 中的情景 1—5,11 万余字;哈尔滨学院刘凤娟编写项目 1 中的情景 6、项目 2 中的情景 1—2、职业资格等级考试部分,约 11 万字;牡丹江大学孙秋影编写项目 2 中的情景 3—5、参考答案和解析、职业资格等级考试部分,约 11 万字;张红芸负责全书的校审工作。

在编写过程中,编者参阅了大量国内外有关书籍、资料和电子网站,在此谨向有关作者表示衷心的感谢。由于编者水平和经验有限,书中难免有不妥之处,欢迎读者批评指正。

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KEY TO THE EXERCISES

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Item One

Negotiation of a Contract



Smallmouth Bass

Reproduction of the Smallmouth Bass

Situation 1

The Components of Business Letters

导 学

【教学目标】

有效的商务信函能够提升公司的形象,提高工作效率,便于保存正式的合法文件,是生意成功的重要组成部分。本学习情境主要介绍商务信函的基本格式、书写形式和行文要求。

【知识目标】

- 了解商务信函写作的基本知识
- 掌握商务信函写作的原则、格式和结构

【能力目标】

- 能够以正确的格式书写信函和信封

【素质目标】

- 培养学生细心处理业务、独立撰写英文信函的职业能力
- 培养学生与人沟通能力、与人合作能力及团队协作精神

SITUATION 1

—» Case Study

Sunshine Arts and Crafts Imp. & Exp. Corporation has received a letter from Australia Office Systems Co. Ltd. Here are the envelope and the letter.

The Envelope	
Office Systems Co. Ltd. 124 Oak Street Chatswood NSW 2067 Australia	(Stamp)
Confidential	Via Air Mail Registered Mr. Wang Fang Sales Manager Sunshine Arts and Crafts Imp. & Exp. Corporation 12-11/F, Zhongshan Mansion 123 Hudong Road, Fuzhou, China

OFFICE SYSTEMS CO. LTD.

Office Systems Co. Ltd.
124 Oak Street
Chatswood
NSW 2067
Australia

Tel: (612) 419 3209
Fax: (612) 419 4011
E-mail: info@os.com.au
Website: <http://www.sss.com>

February 3rd, 2012

Mr. Wang Fang
Sales Manager
Sunshine Arts and Crafts Imp. & Exp. Corporation
12-11/F, Zhongshan Mansion
123 Hudong Road
Fuzhou, China

Attention: Sales Manager

Dear Sir,

Subject: Inquiry about your product

Yours Sincerely,

Angelica Rosetti
Angelica Rosetti
Purchase Manager

Encl: Catalogue

CC: Previous Woods Amazon, Hong Kong Office

PS: Please visit our website: <http://www.sss.com>.

SITUATION 1

—» Background

Communication is the lifeline of modern business. Among the different forms of communication, business letter is the most frequently used. A well-written business letter could contribute to a company's image. If the letter is clear and concise, the firm seems well-organized and competent, which may ultimately bring about a lot of business. If the letter is courtesy and considerate, it may help you eliminate the misunderstanding or divergence of views between you and your counterparts. Therefore, effective writing has become central to success of a business and writing letters in English has become an important part of business professionals' daily work in companies of foreign concerns.

However, to write English business letter well is not easy. You have to be familiar with the relevant business process, have the knowledge of the basic rules and international conventions; what's more, you should be acquainted with the layout and formats of a business letter.

Part I The Essential Parts of a Business Letter

Business letters are the main means of written communication to establish business relations with the outside world. Business letters are sent out to convey the image of a business organization, therefore they must be presented on quality letterhead paper, with suitable layout, well-structured message, correct use of English and appropriate tone. A typical business letter consists of seven parts, namely, the letterhead, the date, the inside address, the salutation, the body of the letter, the complimentary close, and the signature.

1. The Letterhead

The letterhead occupies the top most part of the paper. It usually consists of the name, address, telephone number and fax number of a company. The letterhead can be typed out but is usually printed on the company's stationery information. Sometimes it also includes other items like the company logo, website, e-mail address, etc.

Example:

The Straits Beverage Co. , Ltd.	
381 Wenshan Road, Hangzhou	
Zhejiang Province, P. R. China, 310012	
Tel: (0571) 87657868, (0571) 87667560	Fax: (0571) 87628180
E-mail: straits001@hotmail. com	Website: www. strains. com. cn

2. The Date

The date consists of the date, the month, and the year. The common ones are M/D/

Y (widely used in US) , D/M/Y (typical in the Great Britain). Do not use all figures in the writing of the date, i. e. 2/6/13, because not all English-speaking people agree about whether the month or the date appears first. Some people have the habit of abbreviating the date, but this is not recommended for business letters, for this will create confusion.

Example:

October 10th, 2012 (AmE) 10th October, 2012 (BrE)

3. The Inside Address

The inside address is the recipient's address, the same as the delivery address on the envelope. The inside address should include the reader's name, title, and address. The inside address is placed at the left margin both with the block and modified block styles. Depending on the length of the letter, place the inside address two-line or four-line spaces below the date line. The full name of the recipient is required with a courtesy title before it, e. g. Mr. , Mrs. , Miss, Ms, etc. The address is typed as it will appear on the envelope. It includes:

1. name of the person to whom the letter is sent
2. job title of the person
3. name of the company
4. door number and street name
5. P. O. Box (if necessary)
6. city, state and postcode (if necessary)
7. country of destination

Example:

Mr. Kenneth Maxwell Corporate Planning Department XYZ Company, Inc. 00 West 12 th Street Toronto, Ont. , 000 000	肯尼斯·麦克斯维尔先生 公司计划部 XYZ 公司 西十二大街 00 号 安大略省多伦多市, 邮编 000 000
---	--

4. The Salutation

For most letter styles, place the letter greeting or salutation two lines below the last line of the inside address or the attention line (if used). If the letter is addressed to an individual, use that person's courtesy title and last name, e. g. Dear Miss Helen. The salutation varies according to the writer-recipient relations and the formality level of the letter. "Dear Sir", "Dear Sir or Madam", "Dear Sirs" or "Ladies and Gentlemen" can be used to address a person of whom you know neither the name nor the sex.

Sometimes some special titles may be used as the salutation. They are preceded by

SITUATION 1

Dear and followed by the surname only, e. g. Dear Dr. Watson, or Dear Prof. Young. Be sure to add a colon or a comma, (not a semicolon) after the salutation.

Examples of typical salutations are:

<i>(For a man)</i> Dear Sir; Dear Professor Brown; 亲爱的先生: 亲爱的布朗教授:	Dear Mr. Johnson; Dear Rabbi White; 亲爱的约翰逊先生: 亲爱的拉比·怀特:	Dear Dr. Faulkner; Dear Senator Lyons; 亲爱的福克纳博士: 亲爱的里昂参议员:
<i>(For more than one man)</i>	Dear Sirs; 亲爱的先生们:	Gentlemen; 绅士们:
<i>(If you know the person well)</i>	Dear Robert; 亲爱的罗伯特:	
<i>(For a woman)</i> Dear Madam; Dear Ms. Gruber; 亲爱的女士: 亲爱的格鲁贝尔女士:	Dear Mrs. Robertson; Dear Mayor Kilpatrick; 亲爱的罗伯逊女士: 亲爱的基尔帕特里克市长:	Dear Miss Bloomfield; Dear Professor Madison; 亲爱的布鲁姆菲尔德小姐: 亲爱的麦迪逊教授:
<i>(For more than one woman)</i>	Ladies; 女士们:	
<i>(If you know the person well)</i>	Dear Anne; 亲爱的安妮:	
<i>(Only use the title)</i>	Dear President; Dear Director of Operations; 亲爱的总裁: 亲爱的运营总监:	Dear Client; Dear (Valued) Customer; Dear Member; 亲爱的客户: 亲爱的(尊敬的)客户: 亲爱的会员:

5. The Body of the Letter

The body of the letter is the most important part because it conveys the main message, so it deserves writer's special attention.

The arrangement of the paragraphs depends on the layout the writer has chosen. It is advisable to arrange the message in at least two paragraphs. Single spacing should be used, with one blank line between paragraphs. If the message is very short, double spacing can be applied. If the letter is too long to fit into one page, the message can be continued into a

second page, which should carry at least two lines. On each continuation page, the name of the addressee, the page number and the date should be typed in either of the ways specified below.

(1) Mr. Wilson 2 January 30th, 2012

(2) Mr. Wilson

Page 2

January 30th, 2012

6. The Complimentary Close

The complimentary close aims to close the letter in a polite way, consequently making a good impression on the reader. The expression used must be suitable for the occasion and should reflect the writer's relationship with the addressee.

Examples :

(<i>Formal closing</i>)	Yours truly, 你忠实的	Respectfully yours, 你恭敬的	Yours faithfully, 你真诚的
(<i>Less formal closing</i>)	Sincerely, 真诚地	Sincerely yours, 你真诚的	Cordially, 诚挚地
(<i>Personal closing</i>)	Regards, 问候	Personal regards, 我的问候	Kindest regards, 最诚挚的问候

7. The Signature

Every business letter must be signed. The signature indicates the approval of the responsibility for the content of the letter. In the signature, no courtesy titles should be put before the writer's name except his academic degree or title such as "Professor" or "Doctor". If professional titles should be included, they are usually typed after the typewritten name. If the signer is a lady, "Miss" or "Mrs." is often typed in the parenthesis before her handwritten signature. It is common practice to write "for", "p. p." or "per pro" (per procuration) before the signature when signing on behalf of someone else.

Usually four spaces are reserved for handwritten signature, followed by the typewritten name. If the company name is added, it should be capitalized and placed immediately below the complimentary close, but before the signature. It can also be positioned below the name and title of the writer.

Example :

a. An official signing for his corporation:

Yours faithfully,

SITUATION 1

Grand Resources Import & Export Co.

Frank W. Weston

Frank W. Weston

Personnel Director

Or

Yours faithfully,

Frank W. Weston

Frank W. Weston

Personnel Director

Grand Resources Import & Export Co.

- b. A partner signing for his corporation:

Yours truly,

For ABC Corporation

Jackson Brown

Jackson Brown

- c. A clerk without special authority to sign:

Yours faithfully,

For Sales Manager

John Smith

John Smith

- d. An individual signing on his own behalf:

Sincerely yours,

Henry Brown

Henry Brown

- e. An employee with special authority to sign:

Yours faithfully,

Per pro Sunshine Textile Imp. & Exp. Co.

J. Bell

J. Bell

Part II The Optional Parts of a Business Letter

Besides the parts discussed above, when appropriate, any of the following additional parts can be included: the reference line, the attention line, the subject line, the enclosure notation, the Carbon copy notation, the identification initials, the N. B. and the P. S. notations.

1. The Reference Line and the Identification Initials

Some letters may have a reference line, the purpose of which is for convenient reply,