



教育部职业教育与成人教育司推荐教材
五年制高等职业教育国际贸易专业教学用书

外贸英语函电

主编 车丽娟 王 丽



 中国财政经济出版社

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出版说明

为了进一步贯彻落实《国务院关于大力推进职业教育改革与发展的决定》和全国职业教育工作会议的精神,适应五年制高等职业教育发展的趋势,满足各类职业技术学院专业教学的实际需要,我们组织编写了五年制高等职业教育教学用书。该系列教材涵盖了五年制高等职业教育教学中所需的公共课(包括文化基础课、思想政治课)、财务会计、市场营销、电子商务、金融与证券、国际贸易、旅游饭店与管理等专业主干课程,从2005年秋季开学起,这些教材将陆续提供给各类职业技术学院使用。

该系列教材是根据教育部提出的“以综合素质培养为基础,以能力培养为主线”为指导思想,结合五年制高等职业教育的教学培养目标而编写的,经教育部职业教育与成人教育司批准立项,并由专家审定,作为教育部职业教育与成人教育司推荐教材出版。新教材全面贯彻素质教育思想,从社会发展对高技术应用性人才的需求出发,在内容的构建上结合专业岗位(群)对职业能力的需要来确定教材的知识点、技能点和素质要求点,并注重新知识、新技术、新工艺、新方法的应用,注重对学生的创新精神和实践能力的培养。新教材在理论体系、组织结构和阐述方法等方面均作了一些新的尝试,以适应高等职业教育教学改革,满足各类高等职业技术学院教学需要。在此,我们真诚的希望各类职业技术学院在教材的使用过程中,能够总结经验,及时提出修改意见和建议,使之不断完善和提高。

2005年4月

前 言

入世在中国掀起了新一轮的国际贸易热潮。在当今世界经济全球化、科技一体化和文化多元化的社会发展趋势之下,英语作为外经贸活动和社交活动中广泛使用的交际手段,其地位显得越来越重要。《外贸英语函电》是五年制高职国际贸易专业开设的一门专业课,也是国际贸易专业的主干专业课程。本教材按照国际贸易业务各个过程的程序及其特点编写,宗旨是培养学生商务信函的写作能力。

全书共分为21个单元,涉及的内容有商务信函概论、建立贸易关系、询盘、报盘和报价、实盘、虚盘、还盘、订单及确认订单、谢绝订货、续订、付款条件、催开信用证、信用证的修改与展期、装运、包装和唛头、保险、索赔、理赔、换货、加工装配贸易、补偿贸易等。每个单元都包括学习目标、概述、样信、生词和短语、常用表达方式和练习等六大部分。学习目标部分列出了每一单元的学习重点和难点;概述部分对每一单元涉及的外贸业务的某一环节进行简单清楚的介绍,帮助学生掌握必要的商务知识及其此类书信写作的基本框架;样信部分根据各单元的难易程度,给出了2—4封样信,并且每封样信中都以黑体字的形式对信的结构进行了言简意赅的分析,切实地给学生讲授书信如何撰写;生词和短语部分列出了样信中涉及到的生词和短语;常用表达方式部分列出了各种书信撰写过程中一些可以相互替换的常见表达方式,帮助学生在学课文内容的基础上进行适当的扩充;练习部分结合每一单元学习的重点和难点,给出了实用性强且形式多样的练习,帮助学生巩固该单元所学内容。

本教材具有以下几个方面的特点:

1. 单元主题性。每单元都围绕一个主题或国际商务实践的一个方面,通过讲解背景各异的样信,培养学生撰写各类商务函电的能力。

2. 实用性。打破了以往教材只是简单给出样信的做法,针对外贸业务的各个环节,既介绍了相关的商务知识,又通过理论与实践相结合的形式教会学生各类商务信函的撰写方法。每一单元在概述部分就先给出各类书信撰写的基本框架,然后结合对样信结构的分析,实实在在地告诉学生各种书信到底应该如何撰写。

3. 内容丰富性。本教材按照国际贸易业务各个过程的程序及其特点编写, 涵盖了国际贸易活动的各主要环节, 并按外贸交易程序排列, 体现了将语言技能的训练与商务英语知识融为一体的编写理念。

4. 创新性。为适应多媒体教学和学生自学的需要, 本书还配有电子课件和教师参考书, 有利于教师组织教学和学生自主学习。

本书由车丽娟、王丽主编, 并由车丽娟负责总纂, 林静、康涛担任副主编。第一、二、八、九、十、十一、十二、十三、十四、十五、二十、二十一单元由车丽娟、王丽共同编写; 第三、四、五、六、七单元由林静编写; 第十六、十七、十八、十九单元由康涛编写。

《外贸英语函电》在编写过程中, 得到了许多同事、朋友和家人的帮助与支持, 并参考、选用了一些国内外教材的相关内容, 在此未能一一注明, 特此说明, 并向所有有关人士致以衷心的感谢。

由于编者的水平有限, 不妥之处在所难免, 敬请各位专家和广大读者批评指正。

编者

2004年12月

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Unit 1

Introduction to Business Letters (商务信函概论)

Objectives

通过本章的学习，帮助学生掌握：

- ◆ 商务信函的作用
- ◆ 撰写商务信函的基本原则
- ◆ 撰写商务信函的基本步骤
- ◆ 一般商务信函的构成要素以及各要素的撰写
- ◆ 商务信函撰写的四种基本格式
- ◆ 信封的撰写

Introduction

Nowadays, with the popularity of fax-machine, e-mail and EDP, people attach more and more importance to business letter writing. Millions of business communications which used to be conducted through cable or telex are now being sent by fax or e-mail. Consequently, the ability to write effectively has become a valuable business asset. A good command of business letter writing will help business people present themselves positively to their customers, competitors and employers, which in turn will increase their company's sales and profits. Proficiency in business letter writing is now a necessary quality for business success.

I. Functions of Business Letters (商务信函的作用)

Every business message is designed to achieve a specific business objective. Generally speak-

ing, business letter writing has two functions:

- ◇ to inform, which refers to conveying the vast amount of information needed to day-to-day operations of the business;
- ◇ to influence, which means that messages included in a business letter should also influence the recipient's attitudes and functions.

I. Criteria for Business Letter Writing (商务信函写作的基本原则)

Business 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 we write should be free from grammatical mistakes as well as from the slightest possibility of being misunderstood. American experts in business communication develop six C's principles, namely: Courtesy, Correctness, Clarity, Completeness, Conciseness and Concreteness.

A. COURTESY (谦恭) American experts lay great emphasis on the so-called "You" attitude. That is to say, in our letters, we should always keep in mind the person we are writing to, see things from his angle, visualize him in his surroundings, see his problems and difficulties and express ideas in terms of his experience.

B. CORRECTNESS (正确) Correct grammar, punctuation and spelling are basic requirements for business letter writing. Also, we should choose the correct level of language and use accurate information and data in our letters.

C. CLARITY (清晰) When writing business letters, we should first of all make sure that the letter is so clear that it cannot be misunderstood. Any ambiguity in business letters will cause trouble to both the writer and the reader, which will lead to further exchange of letters and thus to a waste of time. In addition, when we are sure about what we want to express, we should express the idea in plain, simple words and formats. Good, straightforward and simple languages are greatly valued in business letter writing.

D. COMPLETENESS (完整) To get the receivers' responses and achieve desired objectives, our letters should include all the necessary information and data. An incomplete message may result in increased communication costs, loss of goodwill, sales and valued customers, cost of returning goods, and a waste of time.

E. CONCISENESS (简洁) Effective business letter writing should be concise — each word, sentence and paragraph counts. We should write in the fewest possible words without sacrificing completeness and courtesy. Because a wordy letter requires more time to write and read, it is not practical in the business world.

F. CONCRETENESS (具体) Our writing should be vivid, specific and definite rather than abstract, vague, and general especially when we are requiring a response, solving problems, making an offer or acceptance, etc..

II. The General Procedures for Business Letter Writing (撰写商务信函的一般步骤)

Generally, the writing process consists of the following five steps:

1. Determine the purpose of writing a letter;
2. Identify who the readers are;
3. Organize the message, which is to be contained in the letter;
4. Write a draft;
5. Polish the writing.

Elements of Business Letters

(商务信函的构成要素)

Broadly speaking, business letters are usually composed of the following twelve elements:

- | | |
|--|---|
| I . Letterhead | VIII . Body of a Letter |
| II . Reference Number | IX . Complimentary Close |
| III . Date | X . Signature |
| IV . Inside Address | XI . IEC (initials, enclosure and carbon copy notation) Block |
| V . Particular Address or Attention Line | XII . Postscript |
| VI . Salutation | |
| VII . Subject Line or Caption | |

The general position of these elements is shown in the following table:

Letterhead	
Reference Number	
Date	
Inside Address	
Particular Address or Attention Line	
Salutation	
Subject Line or Caption	
Body of a letter	
Complimentary Close	
Signature	
IEC Block	
Postscript	

Among these twelve elements, letterhead, date, inside address, salutation, the body, the complimentary close and the signature are necessary for a business letter, while the others are optional. Let's elaborate on each element in the following text.

I. Letterhead (信头)

Nowadays, almost every business firm uses letterhead stationery when writing letters. The letterhead expresses a firm's personality. It helps to form one's impression of the writer's firm. It is usually the most obvious element in a business letter, taking the topmost part of the paper. The styles of letterhead may vary considerably, but their contents are similar. A letterhead generally contains the following information:

- | | |
|-------------------------------|---------------------------------------|
| ① The name of the firm | ⑤ Internet address |
| ② Its address and postal code | ⑥ E-mail address |
| ③ Telephone number | ⑦ Telegraphic and telex address |
| ④ Fax number | ⑧ A trademark or a brief slogan, etc. |

For example:

EASTERN TEXTILES IMP. & EXP.CO., LTD.

34297 Shangcheng Road, Shanghai, China

Tel: 6606811 Fax: 6507631

Http: //will.nease.net

E-mail: bcxbcx@21cn.com

However, if a second page is needed for the body of the letter, a second-page heading is necessary. It may be written in the following five formats:

EASTERN TEXTILES IMP. & EXP.CO., LTD.

April 16, 2004

- 2 -

Mr. Smith

April 16, 2004, Page 2

Mr. Smith

April 16, 2004

Page 2

- Page 2 -

EASTERN TEXTILES IMP. & EXP.CO., LTD., April 16, 2004

EASTERN TEXTILES IMP. & EXP.CO., LTD. - 2 -

April 16, 2004

Make sure that the receiver's name and date appearing in the heading of the second page should conform to those on the first page.

I. Reference Number (参考编号)

As far as big companies are concerned, they have a lot of letters to deal with every day. Therefore, it is necessary to classify them according to subject, person, or time sequence so that they can easily be found and dealt with without delay. For example:

Your ref: ALM

Our ref: 5511/TL

Dear Sirs,

Dear Sirs,

Your ref: ALM

Dear Sirs,

We refer to your letter of November 12, 2004, ref. TY 1160...

II. Date (日期)

简短的

The date should be typed or written in full and never abbreviated. For the day, either cardinal number or ordinal number can be used. However, there is a growing tendency to omit the ordinary suffixes -st, -nd, -rd, and -th that follow the day of the month in the date line. For example: 24th March, 2004; March 24th, 2004; 24 March, 2004 or March 24, 2004.

IV. Inside Address (封内地址)

It is the usual practice to include, in all business letters, the name and complete address of the correspondent or organization for whom the mail is intended. We include the address in the letter although it already appears on the envelope, because the envelope is usually thrown away. The usual sequence of the inside address is (Note that not all addresses have all the following parts):

- | | |
|---|--|
| A. Name of the person addressed | E. Name of the city or town |
| B. Title of the person addressed | F. Name of the county or state and its postal code |
| C. Name of the organization | G. Name of the country |
| D. Number of the house and name of the street | |

For example:

Ms. Cecilia Green
Sales Manager
ABC Company
123 Berry Drive
Minneapolis, MN55106
U.S.A.

Vice President
Messrs. J. Harvey & Co.
66 High Street
Anytown, AY1 2BF

China National Machinery Import & Export Corp.
36, Jianshan Road
Dalian, 116023
People's Republic of China

V. Particular Address or Attention Line (经办人姓名或注意事项)

Usually, when the inside address does not contain the individual's name, attention line is used to name the specific person to whom the letter is addressed. For example:

China National Machinery Import & Export Corp.
36, Jianshan Road
Dalian, 116023
People's Republic of China
Attention: Mr. Wang, Export Manager

Biddle, Sawyer & Co., Ltd.
Hadden House
Fitzroy Street
London, SW8 2SDY, England
Attention of Export Department
Mr. H. A. Donnan, please

P & G Company
24 Madison Avenue
Columbus, OH 43004
U.S.A.
Attention of Paul Yang

John Morris & Co., Inc.

ATTENTION OF PURCHASING MANAGER

O'Sullivan Building

Baltimore, Maryland, 10026

U.S.A.

V. Salutation (称呼)

The salutation is the greeting with which every letter begins. The customary greeting in a business letter is "Dear Sirs," (which is often used in England. Please note that comma is used here instead of colon) or "Gentlemen:" (which is often used in America and Canada. Note that "Gentlemen" and colon are used here rather than "Gentleman" and comma). Salutations in business letters can be followed by a colon, a comma or no punctuation at all. Salutations in common use are as follows:

Dear Sirs,

Gentlemen:

Dear Sir,

Sir,

Dear Madams,

Dear Madam,

Madam,

Dear Mr. Morgan: (formal)

Dear John: (informal)

Dear Miss Green:

Dear Mrs. Smith:

Dear Ms. White:

Dear Sir or Madam,

Ladies and Gentlemen:

My dear Mrs. (or Miss.) Bush: (Note that "dear" must be in lowercase letters)

VI. Subject Line or Caption (事由)

A subject line or caption, often inserted between the salutation and the body of a business letter, announces what the letter is about. It is useful as a guide for filing. The subject line should be placed two-line spacings below the salutation and it is usually underlined. There are different typing styles for this part:

Subject: Proposed delay of the delivery

Proposed delay of the delivery

In re: Invoice No. 1120

Re: Proposed delay of the delivery

SUBJECT: ACCOUNT NO. 689

VII. Body of a letter (信函正文)

This is the most important part of a letter. And the following parts of this book will offer detailed advice for making this part as effective as possible.

Attention here should be paid to the physical precision of the body. It usually begins with one or two lines below the salutation. Lines within a paragraph should be single-spacing, and lines between paragraphs should be double-spacing.

IX. Complimentary Close (结尾敬语)

The complimentary close is merely a polite way of bringing the letter to an end. It is usually put two lines below the last line of the body, aligned with the left margin or the date line according to different formats.

Great heed must be paid when choosing the most appropriate complimentary close to match the salutation. The following salutations, with their matching closes, are the ones most commonly used in business letters:

Salutation	Close
Dear Sirs, Dear Sir, Dear Madams, Dear Madam, Dear Sir or Madam,	Yours faithfully, Faithfully yours, Yours cordially, Cordially yours, (formal)
Gentlemen:	Yours truly, Truly yours, (formal)
Sir, Madam,	Respectfully yours, Yours respectfully,
Dear Mr. Morgan: Dear John: Dear Miss Green: Dear Mrs. Smith: Dear Ms. White: My dear Mrs. (or Miss.) Bush:	Sincerely yours, Yours sincerely, (less formal)

X. Signature (签名)

The signature is the signed name or mark of the person writing the letter or that of the firm he represents. Because many hand-written signatures are illegible, the name of the signer is usually typed below the signature and followed by his job title or position. Never sign your letters with a rubber stamp. It is a sort of discourtesy. For example,

Yours faithfully,

(signature)

John Smith, Director

Yours faithfully,

(signature)

Cathy Kurtz

Marketing Manager

Yours faithfully,

THE INTERNATIONAL TRADING COMPANY

(signature)

Cathy Kurtz

Marketing Manager

Yours faithfully,

Per Pro (or P.P.) CHINA NATIONAL IMPORT & EXPORT CO., LTD.

(signature)

George Morgan

Yours faithfully,

For CHINA NATIONAL IMPORT & EXPORT CO., LTD.

(signature)

George Morgan

Note that when "For" or "Per Pro (or P.P.)" is placed before the name of the company, it means that the letter is signed on behalf of the company instead of the signer himself.

Ⅹ. IEC Block (缩写名、附件和抄送)

The IEC block appears on the left-hand margin two or three lines below the signature block.

"I" stands for "initials", i.e. the initials of the person who writes and types the letter. If the writer and the typist are the same person, one of the initials is omitted. The following styles