



高职高专“十一五”规划教材

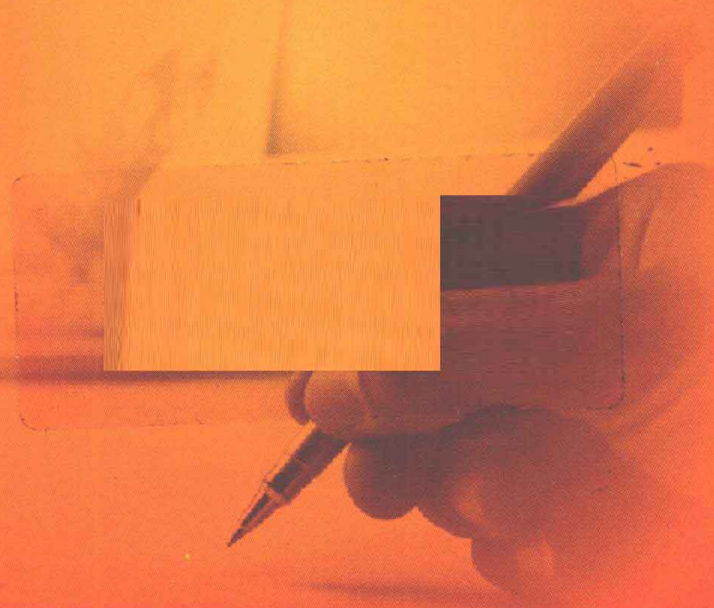
English

实用英语文函写作

Practical English Writing

第二版

贾琰 程欣 主编



化学工业出版社



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· 北京 ·

本书共分为十五个单元。第一和第二单元介绍了商务英语信函的写作基本要求,包括商务信函的结构、格式、版面要求、信封的写法、撰写商务信函的礼貌原则及写作技巧。第三到第十一单元为具体商务信函写作,其中涉及建立业务关系、询问资信情况、询盘与报盘、还盘与反还盘、订单与确认、各种支付方式、合同与修改信用证、包装、装运、保险、索赔与理赔。第十二单元到第十五单元为一般商务文书写作,包括电子商务(Email and Fax)、备忘录、五种不同商务报告、调查报告;各种便条及通知;邀请卡及邀请函;简历及申请函。本书提供大量实例及练习,同时提供了练习答案。

本书在编写过程中,参阅了大量国内外最新文献及贸易实务知识,适合高职高专、本科院校非商务英语专业的学生以及广大有志于外经贸事业的人士学习使用。

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编写说明

随着我国改革开放和社会主义市场经济体制的建设,对外经济贸易往来日趋频繁,更多的外资企业不断涌入中国,更多的国内企业走向世界。因此,商务英语越来越受到人们的重视。为了帮助高职高专、本科院校英语专业的学生以及广大有志于外经贸事业的人士学习商务文书、商务信函英语写作,我们编写了本书。

本书将国际贸易知识、商务运作技能与英语写作能力融为一体,提供了大量各种各样的实际例子、专业术语及常用句型,帮助学习者学习英语文函的写作方法,掌握外贸业务的运作过程,从而加强、提高对外交往的能力。本书还提供了撰写英语文函的建议、撰写要求以及模板,为学习者提供了通向成功的实用的、简洁的、易学的学习素材。

该书共分为 15 个单元。每个单元都包含专业知识概述、样函、专业术语及难点注释、常用句型、练习及任务。

本书编写过程中,参阅了大量国内外最新文献及贸易实务知识,编写尽量着眼于中国学生和有志于商务工作的人士在撰写英语文函时可能遇到的问题,对每部分写作均进行了详细描述,提出了撰写具体指导原则,这是该书最显著的特点。该书另一特点是,将贸易知识与信函写作有机结合,通过练习,将贸易知识与实际业务融入信函写作之中。该书习题部分,也是编者着力编写之处,每课训练内容,不仅结合每课的教学内容,而且有的放矢地加强英语语言基本知识的训练。该书每课课后都有针对本课内容的常用句型,以便读者在练习写作时参考。本书还设计了任务一栏,帮助学生活学活用所学知识,灵活处理外贸业务。本书书后附有习题答案,便于自学。

本书内容已制作成用于多媒体教学的电子教案,并将免费提供给采用本书作为教材的院校使用。如有需要,请发电子邮件至 cipedu@163.com 获取。

郑瑾编写了本书第一单元到第四单元;贾琰编写了本书第五单元到第八单元;程欣编写了本书第九单元到第十二单元;林红编写了本书第十三单元到第十五单元。此外,贾琰还负责全书的编写思路、统稿工作。贾琰、程欣和林红对书稿进行最终的定稿工作。

在本书的编写过程中,得到龚淑梅老师的大力帮助,她对本书的编写提出了宝贵的意见。王莉(新西兰)和沈诗纭(加拿大)对本书的语言及编辑提供了宝贵的建议。

最后,我们衷心希望本书能帮助读者学会英语应用文及商务信函写作。

编者

2010 年 1 月

Preface

People in business, whatever their titles are, spend a lot of their time each day exchanging information: calling sellers, presenting to superiors, trading gossip with peers, or writing and calling customers.

Whenever there is an exchange, there is also the chance for misunderstanding and the transmission of incorrect information. Miscommunication is costly to business. It means wasted time and money. People who can express themselves well are given high evaluation and praise. This skill, the ability to communicate effectively, may bring good results in business for both the individual and the organization.

The purpose of this book is to help people master the skill in letter writing. Writing good business letters is not very easy. Trying to string words together so they are clear and say what you mean is a true challenge. Writing good business letters can be learned, if you practice all the time until you are successful.

Here we would like to thank Mrs. Gong Shumei who gave us good suggestions on this book.

We are grateful to Mrs. Wang Li and Mr. Shen Shihong who helped us all the way in language and editing, and also gave us some valuable suggestions on writing the book.

Finally, we sincerely hope this book can help you a lot in writing business letters.

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Unit One

Business Letter Writing

Part I General Introduction

In business world, letter writing is one of the most important forms of writing. People in business circle regard this kind of writing as the most significant. Business today relies on the satisfactory exchanges of information because communication is the lifeline of modern business. Commercial communication is of vital importance in making the circle of business run smoothly and efficiently, such as selling products and services, establishing credit and collecting money, handling complaints and misunderstandings. Written forms can secure complete understanding between the parties involved. Transaction of any importance must be reported on paper. It establishes a record that can be used for later reference. The written words stand as a permanent record of each transaction. Therefore, most employers hope their employees can write efficient letters to deal with different kinds of problem and offer useful messages to their customers. In the first unit, we will discuss the basic knowledge of writing business letters.

There are many types of written communication, including letters, memos, reports, telegrams, telexes, resumes, etc. However, business letters are a common communication medium. They are frequently used in commercial communication. Routine matters can be completed efficiently with the help of letter forms. So business letters still play an important role and they will be never out of date. The characteristics of business letters are as follows:

- ❖ Business letters are formal and can be kept for a long time;
- ❖ Business letters stand for the image of the firm;
- ❖ Business letters are part of the legal documents to the contract.

Part II Structure of Business Letters

1. Standard Parts of Business Letters

Business letters are often evidence of an arrangement or a contract. They must be written carefully. Usually there are seven standard parts.

- ❖ Heading (信头)
- ❖ Date (日期)
- ❖ Inside Address (信内地址)

- ❖ Salutation(称呼)
- ❖ Body(正文)
- ❖ Complimentary Close(礼貌结束语)
- ❖ Signature(签名)

(1) Heading

The heading section contains a printed letterhead and a typed date line. It's the writer's address. The letter heads give such information: the firm's name, address and postal code. Sometimes it may also have telephone number, telegraphic address, telex number, fax number and the kind of business carried on. Example:

ORIENTAL CHEMICAL COOPERATION 437 South 5th Street, Calgary AB, Canada T2P 5K1 Fax: (010) 403 4609490 Tel: (010) 403 4607375

(2) Date

The date on a business letter is a very important piece of information. All letters are dated. It includes: the month, the day and the year. For the day, either cardinal numbers or ordinal numbers can be used. There is a growing tendency to omit the ordinal suffixes -st, -nd, -rd and -th that follow the day of the month. When using letterhead stationery, type the date a space below the last line of the letterhead.

The date should be typed or written in full. Never give the date in figures for it could cause confusion in different countries. For example, 6/7 2003 would mean July 6, 2003, while in the United States and some other countries it means June 7, 2003.

(3) Inside Address

The inside address consists of the name and complete address of the person or company to whom you are writing. Usually it begins on the second line below the date line, at the left margin. The inside address is comprised of several parts. The usual sequences of the inside address shows below:

- ❖ Name of the person addressed
- ❖ Title of the person addressed
- ❖ Name of the firm
- ❖ Number and name of street
- ❖ Name of the city or town
- ❖ State or province and post-code
- ❖ Name of country (if necessary)

Whenever possible, address your letter to a specific individual. This will enable the letter to reach the right person or department without delay. When doing this, use his or her official title (President, Sales Manager, Director, Sales Representative, etc.). Traditional courtesy titles (Mr., Mrs., Miss, and Ms.) can also be used. Except for these, titles are spelled out.

For the punctuation it can adopt the open style and also close style.

Open Style

Mr. Edward Lee
 The Sales Manager
 The Bradley Chemical Corporation
 350 Park Avenue
 New York NY 10017 U.S.A

Close Style

Mr. Edward Lee,
 The Sales Manager,
 The Bradley Chemical Corporation,
 350 Park Avenue,
 New York, NY10017, U.S.A

(4) Salutation

The salutation is the complimentary greeting. One line below the inside address is the appropriate salutation. Its form depends on the writer's relationship with the addressee. The salutation or greeting should accord with the first line of the inside address. Such as:

❖ If it is addressed to "The Smith Furniture Corporation," that means you do not know the name of the person you are writing to, use these "Dear Sirs", "Dear Sir or Madam", "Gentlemen" or "Dear Mesdames". It is always advisable to try to find out a name.

❖ If it is not clear whether the letter will be read by a man or a woman, you can use "Dear Madam or Sir".

❖ "Dear Sirs," is commonly used in the U.K. The punctuation should be comma.

❖ If you know the name, use the title (Mr, Mrs, Miss or Ms, Dr, etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs or Miss, you can use Ms, which is for married and single women. But today's trend toward informality encourages writers to use first names in the salutation: "Dear Jack" instead of "Dear Mr. Sleigh".

❖ Americans or Canadians usually use "Gentlemen: " or "Dear Sir: ". Here the punctuation should be colon.

Salutation	People to Address
➤ Dear Mr. XXX ➤ Dear Mrs. XXX ➤ Dear Miss XXX ➤ Dear Ms. XXX ➤ Dear Dr. XXX ➤ Dear Prof. XXX ➤ Dear Sir(s) XXX ➤ Gentlemen ➤ Ladies and Gentlemen ➤ To whom it may concern ➤ (Dear) <i>first name only</i>	➤ Men ➤ Married women ➤ Unmarried women and girls ➤ Women, marital status unknown ➤ Physicians, Ph. D. holders ➤ Professors and any holder of a professorial rank ➤ No special reference, formal ➤ No special reference, formal ➤ No special reference, formal ➤ You don't know yet who is the recipient ➤ Close friend, informal

(5) Body

The body or message of a letter begins one blank line below the salutation. The body or message is the part that really matters. Two things should be considered: A. your aim; B. the appropriate way.

Each paragraph in the body of a letter is written to accomplish a particular task or tasks. Usually the body of a business letter includes three parts: opening, middle parts and the last part.

① The opening: The opening paragraph is like a headline in newspaper. You should indicate what the letter is about and get to the point immediately. Businessmen pay great attention to efficiency. Do not let them research the whole letter to find the subject. When there has been previous communications concerning the subject, it is necessary to make a brief review. Generally, make the first paragraph short; a couple of lines should be enough.

② The middle: For the middle part, put details in the middle part, let the reader know what you want him to do in order that he may react as you desired. Necessary background and supporting information should be provided in the middle parts. Remember each paragraph should deal with one topic only.

③ The last part: The last part is as important as the opening one. It should conclude or restate the key points, request further action of the reader.

A friendly tone for the whole letter is a necessity.

(6) Complementary Close

The complimentary close is a parting gesture. It is a courteous way to bring a letter to an end to avoid too abrupt ending, adding nothing to the message. Some phrases in common use are as follows:

Formal	Semiformal	Informal
Yours faithfully Yours very truly Faithfully yours	Sincerely yours Cordially yours Very cordially yours	Sincerely Cordially (Best) regards Take care Thanks Love

Generally speaking, if you do not know the name of a person, end the letter this way: Yours Faithfully.

If you know the name of the person, end the letter like this: Yours Sincerely.

(7) Signature

The signature of a business letter usually begins one space below the complimentary close with the firm's name. Below it enough blank (usually three lines space) is left for pen-written signature, the name and title of the signer are typed below the pen-written signature. The written signature and the typewritten signature must correspond exactly. Never sign a letter with a rubber stamp. It is impolite. When writing the name, given name first, family name last. If you think the person you are writing to might not know whether you are male or female, put your title in brackets after your name so that the person knows whether you are male or female. Example:

Sincerely yours

SMITH FURNITURE CORPORATION

Franklin Smith (Mr.)

Franklin Smith
Managing Director

The whole letters should be carefully planned. When writing, write simply, concisely, courteously and grammatically. Type correctly, and try to make the display artistic.

2. Optional Parts of Business Letters

Sometimes it is necessary for a business letter to have optional parts. They are:

- ❖ Reference Number
- ❖ Attention Line
- ❖ Subject or Caption
- ❖ Enclosure
- ❖ Postscript
- ❖ Carbon Copy Notation

(1) Reference Number

In business letters, references are used as a useful indication. The reference enables replies to be linked with earlier correspondence. It may include a file number, department code or the initials of the signer of the letter to be followed by the typist's initials. Many letterheads provide spaces for references. Example:

Your reference:

Our reference:

or

Your ref.:

Our ref.:

(2) Attention Line

In a business letter addressed to a company, you can use an attention to direct your letter to a certain department/section or a particular person. Sometimes you may only know the surname of the person thus you can not write the name in the inside address (which needs a complete name), at this situation, your letter to be promptly attended to by any other member of the company who takes care of the business of the address for the addressee in case the latter is absent from the office.

This section begins at the left margin, it is generally inserted between the Inside Address and the Salutation, with one space above and below it.

This line may begin with the word *Attention*, or the short form *Attn*, punctuated with a colon, followed by the addressee's name and business title if available. Example:

ABC Trading Corporation
334 Western Lane
New York, NY 10027
Attention: Ms. Michelle Johnson, Export Manager
Dear Sir:
Thank you very much for your letter...

(3) Subject or Caption

The subject or caption in a letter summarizes the topic of the letter. It is often inserted between the salutation (two lines below the salutation) and the body of a business letter. When two firms have a lot of correspondence with each other on a variety of subjects, it tells what the letter is about efficiently.

Subject lines should be informative (not just “production plan” or “spectrum analyser”); they may be preceded by Subject:, Ref:, or Re:. They should be set in boldface type, capitalized, and not underlined Example:

Example 1: **Subject: New Price List**
Example 2: **Re: New price List**
Example 3: **New Price List**

(4) Enclosure

The enclosure notation merely tells the recipient that something is included in the envelope along with the letter. It remains the recipient to check. It may include catalogues, price lists, samples, invoices, etc. When there is something enclosed with your letter, type the word “enclosure”, or “Enc., Encl.” in the bottom, at the left margin. Here are some of the forms commonly used:

Example 1: Enclosures/Encl./Enc.: 2 invoices

Example 2: Enclosures/Encl./Enc.:
1 B/L
1 Photo
Example 3: Enclosures 2
1. Signed Policy
2. Price list

(5) Postscript

For the value of the postscript in a business letter, someone think it serves a useful purpose, and others believe it should never be used because they think that anything needs mention can be