

个人及商务英文 书信模式

谷 约 编著



兵器工业出版社

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内容简介

本书介绍了英文信的组成及 18 种英文书信的书写格式和表达方式,语言通俗易懂,实用性强。本书适合于广大从事涉外工作的读者使用,也可供大中学生学习使用。

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CHAPTER 1

COMPONENTS OF A LETTER

信的组成部分

COMPONENTS OF A LETTER

信的组成部分

● Letterheads	信头
● Address	地址
● Date	日期
● Attention Line	提示句
● Salutation	称呼
● Subject Line	主题句
● Text	正文
● Complimentary Closing	信尾问候语
● Writer's Information	写信人签名
● Notations	附注

LETTERHEAD/PERSONALIZED LETTER-HEAD

信头/个人信头

A letterhead is a sheet of stationery printed or en-

graved, usually with the name and address and contact numbers of an organization. In the absence of a letterhead, as when writing on blank stationery, the writer, in most cases, needs to create a personalized letterhead that includes return address and contact numbers. The following examples include both company letterheads and personalized letterheads:

公司信纸上一般都印有其名称、地址和联系号码，这就是通常所说的信头。在没有信头的普通信纸上写信，作者就需要写明回邮地址和联系号码。下面的例子既有公司信头也有个人信头。

Sheraton Great Wall Hotel
North Dong Huan Road
Beijing, China 100026

Sheraton Great Wall Hotel, North Dong Huan Road,
Beijing, China 100026
Tel. 10 - 500 - 5566 Fax 10 - 5006768

or

Zhao Xiao Ling, Cashier
Sheraton Great Wall Hotel
North Dong Huan Road
Beijing, China 100026

or

Chen Li Qing
Rm. 508, 1221 N. Dong Huan Road
Beijing, China 100026

DATE LINE

封内日期

The date (Month, Day and Year) on which the letter is typed or written. Place the date two lines beneath the letterhead or the writer's address. Acceptable styles include:

封内日期是写信或打字时的日期。封内日期写在信头或作者地址的下两行。合乎规范的写法包括：

November 5, 1998 (American)

5th November, 1998 (British)

5 November 1998

(Military)

unacceptable styles include:

不合规范的写法包括:

11 - 5 - 98 (Is it November 5 or May 11?)

or

11/5/1998

Abbreviations for the months are:

英语对月份的缩写为:

Jan.	=	January
Feb.	=	February
Mar.	=	March
Apr.	=	April
May	=	May
Jun.	=	June
Jul.	=	July
Aug.	=	August
Sept.	=	September
Oct.	=	October
Nov.	=	November
Dec.	=	December

INSIDE ADDRESS

封内地址

The name and address of the person you are writing to. It contains all the information about the recipient necessary for delivery of correspondence: the name, job ti-

tle (if applicable), company (if applicable), street address or post office box number, the city, state (province), Zip Code and country.

封内地址是收信人的地址,包括姓名,职务(如适用),公司名称(如适用),街道名称或信箱号,城市,州或省,邮政编码和国家。

The inside address is usually placed at the left-hand margin, a couple of lines below the date line and a couple of lines above salutation.

封内地址通常写在左手边,在日期线和称呼之间。

Example:

例如:

Mrs. Nancy Walker, Manager
Human Resources Department
ABC Company
123 N. Ridgeside Circle
Ann Arbor, MI 48105, U. S. A.

Dear Mrs. Walker:

SALUTATION

称呼

An opening greeting like “Dear Mr. Zhang” or “Dear Emily” or “Hi, Everyone.” It is placed two or three

lines below the inside address or the attention line, if there is an attention line. It is acceptable to use either colon or comma immediately following the salutation.

称呼是一封信开头对收信人的称呼,写在封内地址或提示句下两三行。称呼后可以写冒号或逗号。

For example:

例如:

Dear Mr. Zhang:

or

Dear Jennifer,

For business letters or other types of formal letters, use a colon, as in "Dear Mr. Zhang:".

在商业信函或其他正式书信中,用冒号。

In informal correspondence, the salutation is followed by a comma, as in "Dear Jennifer,"

在非正式书信中,称呼后用逗号。

Other salutations include:

其他称呼包括:

Ladies and Gentlemen:

or

Dear Madam,

or

To Whom It May Concern:

Caution: try to avoid using “To Whom It May Concern” or “Dear Sir or Madam” as much as possible, because they are dated and unfriendly. The remedy would be to find out the name(s) of the addressee or use such salutations as “Dear Human Resources Manager” or “Dear Friends”. The title “Esquire” or “Esq.” may be used when addressing a lawyer or diplomatic consul, but it should not appear in the salutation. Also, when a man has “Jr.” or “Sr.” after his last name, as in George Bush, Jr., do not include the abbreviation in the salutation.

注意:尽量避免使用“To Whom It May Concern”或“Dear Sir or Madam”,因为这种称呼已经过时,并且不很友好。改进方法是争取确定收信人的姓名,或使用“Dear Human Resources Manager”,“Dear Friends”这样的称呼。在给律师或外交领事写信时,可以使用“Esquire”或“Esq.”这样的头衔,但它们不应出现在称呼中。同样,如果收信人的姓后面有“Jr.”或“Sr.”,如“George Bush, Jr.”,也不能把它们包含在称呼中。

Wrong Salutation

错误的称呼

Dear Susan Lin

Dear President

Dear Mr. Xiao Ping

Dear Esquire Chung

Dear Mr. Bush, Jr.

Dear Associate Professor
Wang

Correct Salutation

正确的称呼

Dear Susan

or

Dear Ms. Lin

Dear Mr. President

or

Dear President Clinton

Dear Mr. Deng

Dear Mr. Chung/Dear
Ms. Chung

Dear Mr. Bush

Dear Professor Wang

or

Dear Dr. Wang (with
doctor's degree)

TITLES

头衔

Unless the addressee and the letter writer are on first-name basis, it is customary to precede an individual's name with a courtesy title such as "Mr." or "Professor."

除非写信人与收信人熟到可以直呼其名,通常要在收信人名字前加上"Mr." "Professor"等表示礼貌的头衔。

Abbreviate the following:

下列头衔要用缩写:

Dr. (for a medical doctor or a Ph. D)

Mrs. (for a married woman)

Ms. (for a woman whose marital status is unknown)

Messrs. (plural form of "Mr.")

Messes. (= Misses; plural form of "Miss")

Mses. (plural form of Ms.)

Mmes. (plural form of "Madame")

Do not abbreviate the following:

不要缩写下列头衔:

Professor

President

Vice President

Governor
General Manager
Deputy General Manager
Chief Justice

Wrong titles

错误写法

Dr. Bradley Greenfield,
Ph. D

Messrs. Jack Faxon, Jeff
Smith, and Jones

Honorable Jack Faxon,

Attorney William Wang

Ms. Elizabeth A. Dunn,

Ambassador Ms. Carol
Brown

Correct titles

正确写法

Bradley Greenfield,
Ph. D.

or

Dr. Bradley Greenfield

Messrs. Faxon, Smith
and Frank Jones

Senator Faxon

Senator

or

The Honorable Jack
Faxon

Mr. William Wang,
Attorney at Law

Ms. Elizabeth A. Dunn
Esq.

or

Elizabeth A. Dunn, Esq.

The Honorable Carol
Brown

or

Ambassador Carol Brown

ATTENTION LINE (OPTIONAL)

提示句 (选择性)

A means of directing the letter to a particular person or a specific department, even though the letter is addressed to an organization as a whole. Another function of the attention line is that it allows other people in the organization to open the letter if the person mentioned is absent. It is usually placed two lines below or immediately above the inside address.

提示句的用途是指明把信送给某个具体的人或部门处理, 尽管信是写给这个组织的。另外, 在指明的收信人不在时, 它也允许组织中其他人查看信的内容。提示句通常写在封内地址的下两行或封内地址的上面。

Examples:

Michigan State University
East Lansing, MI 48823
U. S. A.

Attention: Journalism Department

or

Attention: Susan Miller, Accounting Division

or

Attn: Wu Ling
Rockwell China Ltd.
1234 Shan Xi Rd. (South)
Shanghai, 200002

SUBJECT LINE (OPTIONAL)

主题句 (选择性)

A means of stating what the letter is about. It is usually placed a couple of spaces below the inside address and a couple of spaces above the salutation. It can also be used in place of the salutation, if no specific name of an individual is available. For optimal effect, underline the subject line or type in capital letters.

主题句简要说明信的内容。通常写在封内地址和称呼之间。如果写信人不知道收信人的姓名,也可以用主题句代替称呼。为了收到最佳效果,可以给主题句加下划线,或大写主题句。

Examples:

例如: