



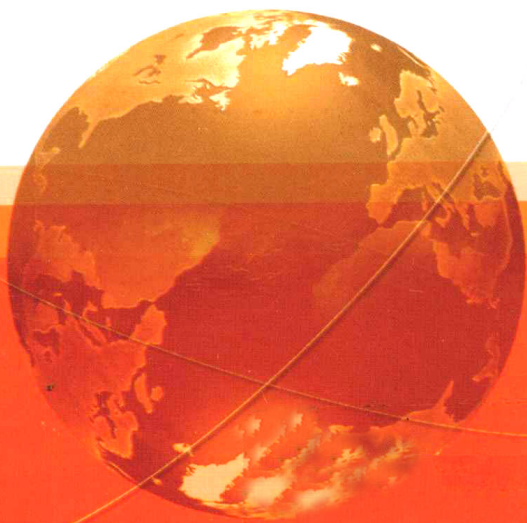
21世纪高职高专规划教材

(财经类)

# 商务英语函电

第2版

齐智英 主编



机械工业出版社  
CHINA MACHINE PRESS



配电子教案

21 世纪高职高专规划教材 (财经类)

# 商务英语函电

第 2 版

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机械工业出版社

本教材是根据高等职业教育的培养目标编写的,以实用为主,够用为度,突出能力培养。在第1版的基础上,新增一个单元(代理),进一步完善了外贸工作流程;重新撰写了13单元,着重讲述了合同的类型及结构,增添了合同中的条款术语和各种不同的表达方法;每单元有针对性地增添了一些练习;适时更新了第1版的实例,选用了大量国际商务活动最新的资料,使教材更具有时代感。

全书共分15单元,内容包括:商务书信的编写,建立商务关系,询盘、报盘和还盘,订单,支付方式,催开和修改信用证,包装和运输,保险,投诉、索赔和理赔,签订合同,代理和对外贸易中的各种单证。

本教材可作为三年制、二年制高等职业技术学院、高等专科学校、成人教育学院等大专层次的商务英语专业教材,也可作为广大自学者及外贸工作者的自学用书。

本书配有电子教案,凡一次性购书30本以上者免费赠送一份电子教案。请与本书责任编辑余茂祚联系(联系电话010-88379759,邮箱 yumaozuo@163.com)

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# 21 世纪高职高专规划教材

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## 第2版前言

“商务英语函电”在对外经贸工作和国际商务活动方面的作用日益凸显。它是将国际贸易实务知识与专业英语融为一体的综合英语写作课程，是商务英语专业必须开设的理论性和实践性相结合的专业核心课程，是商务英语专业学生必修的职业技能课。该课程已被列入全国经贸行业高职系列八大主干课程之一。

《商务英语函电》自2004年出版发行以来，共印了8次3万多册，受到了高职院校广大师生和社会的一致好评。在近6年的使用过程中，我们广泛听取了来自各方面的意见和建议，在此基础上对《商务英语函电》进行了修订，使其更加符合高职高专教育的人才培养目标，更加突出对学生职业能力的培养，使学生能够更加熟练地掌握对外贸易业务中的基本技能，培养和提高他们的对外贸易业务能力。

《商务英语函电》(第2版)主要进行了如下修订：

1. 按照“以就业为导向，以职业能力为本位，以工作过程为主线”的基本原则，通过对毕业生以及外贸企业的走访调查，在原来14个单元的基础上，新增一个单元(代理)，进一步完善了外贸工作流程。

2. 重新撰写了13单元，着重讲述了合同的类型及结构，增添了合同中的条款术语和各种不同的表达方法。

3. 为了突出该课程的实际应用性，每单元又有针对性地增添了一些练习，使学生能够熟练掌握外贸业务各个环节中的常用语，包括词汇、短语、句型以及习惯表达方式等。

4. 适时更新了第1版的实例，选用了大量国际商务活动最新的资料，使教材更具有时代感。

修订工作由主编齐智英教授统筹，党廷显担任主审。原编者都参加了具体的修订工作。本教材第1、2单元由齐智英编写；第3、4、5、14单元由李舒瑜编写；第6、13单元由郑国富编写；第7、8单元由罗海锋编写；第9、10单元由王冕编写；第11、12单元由姚红编写，第15单元由曹瑞明编写。

编者

# 第 1 版前言

随着中国正式加入 WTO, 国际经济贸易迅速发展, 对不同层次人才的需求不断扩大。本教材根据高等职业教育培养目标, 充分体现高等职业教育的特色, 以实用为主, 够用为度。遵循了结合实际业务, 突出能力培养, 强化实际应用的原则。教学目标是使学生熟悉国际商务活动中的各个环节和特点, 掌握商务英语函电的基本词汇、句型和格式, 学会撰写规范的商务英语函电, 切实培养学生运用英语解决商务活动中实际问题的能力, 为国家培养从事国际商务工作的高等应用型人才。

本教材编写特点有: ①以对外经贸商务活动中的成交过程为主线; ②信函范例精选商务活动的最新材料和实例; ③练习形式多样化, 体现实用性、针对性, 力求做到学用结合, 学以致用, 学后会用; ④总结列举典型例句; ⑤给出参考译文及练习答案, 便于学生自主学习。

本教材共有 14 个单元, 每单元可用 4 学时完成, 也可以根据具体教学情况自行安排。

编写工作是在 21 世纪高职高专系列教材编委会的指导下进行的。本教材由齐智英担任主编, 党廷显担任主审。第一、二单元由齐智英编写, 第三、四、五单元由李舒瑜编写, 第六、十三单元由郑国富编写; 第七、八单元由罗海锋编写; 第九、十单元由王冕编写; 第十一、十二单元由姚红编写; 第十四单元由曹瑞明编写。

由于编写时间和水平有限, 不妥之处在所难免, 敬祈指导。

编者

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# Unit 1

## Business Letter Writing 商务函电写作

### *General Introduction*

The intercourse of business letter is an important component of commercial activities, and it is "holding a commercial conversation through words by post or other communication ways". The business letter is the outcome of careful consideration. It can reduce considerably the negligence or misunderstanding which appears while phoning or talking face to face. Hence, it is necessary for the students whose major is business English to study and master the basic knowledge of business letters and possess the basic capability of reading and writing the business letters.

### 1.1 Essential Qualities of Business Letters (商务英语函电的基本要求)

#### 1. Clarity 清晰

Above all, the business letter must be clear and easily understood. If your letter is ambiguous, it might bring trouble to yourself as well as to your reader. While presenting an idea, you need to follow a clear logic. To avoid ambiguity and confusion, the writer should use simple and accurate words, and short and simple sentences where appropriate.

#### 2. Conciseness 简洁

To be concise is to express a message completely in as few words as possible. In business correspondence, this means increased effectiveness and decreased costs. Wordy expression and redundancies are the major blunders to overcome to communicate concisely.

#### 3. Courtesy 礼貌

The principle of courtesy requires one to be thoughtful and polite in writing a business letter. If you put yourself in the reader's shoes, considering his or her needs, problems and emotions, your letter will most probably be appreciated. Normally, punctuality is stressed as an important aspect of courte-

sy in business correspondence. A prompt letter is always more valued than a delayed one.

#### 4. Completeness 完整

Like any other letter, a good business letter should be complete, providing all the information and data necessary for a specific issue. If any necessary piece of information is lacking, the reader will have to ask you for clarification, which means that you will have to write another letter. It will not only waste time, energy and money, but also damage the image of your company.

#### 5. Correctness 正确

It goes without saying that the business letter should be linguistically correct. Incorrect grammar, improper punctuation, and wrong spelling are not allowed. Besides, the letter should be written in an appropriate style and format.

Evidently, a company will leave a very favorable impression on its customers and work with high efficiency if all its business letters are clear, concise, courteous, complete and correct.

## 1.2 Layout of Business Letter (商务英语函电的结构)

### 1. Letter Head 信头

Letter head should appear at the head of the first page of each business letter. It includes the essential particulars about the writer — the name of his company, the full address of the company, postcode, telephone number, fax number and e-mail address.

#### Sample

#### ML Silk Corporation

Gong Nong Road, Nanyang, Henan Prov. 473000, China  
Tel:0377-6798566 Fax: 0377-6798566 E-mail:sale@163.com

MINNESOTA MED-EQUIP Subsidiary of Minnesota Wire & Cable Co.	
1835 Energy Park Drive	Telephone: (612)644-1880
St. Paul, MN 55108	Fax: (612)644-1890
USA	Internet: mme@mwccmme.com

## 2. The Date 日期

Date line is a vital part in business letters. Often, in business transactions at all levels, the date has special relevance: it might be a deciding factor as to whether an order is filled, a bill is paid, or a guarantee claim is met. Therefore, never omit the date line in business letters. There is no fast rule for the placement of the date. The date should always be written in a standard form. All number form (for example : 8/5/2004) should not be used. It can be aligned with the left or right margin below the letterhead. This is often decided by the style of the letter or the habit of the company. There are two styles in which letters are dated.

(1) The American style is:

- a. month, spelled out in full;
- b. day of the month, in digit, without th, nd, etc. , followed by a comma;
- c. year in digit.

For example: April 20, 2004    May 26, 2004

(2) The British style is:

- a. day of the month, in digit;
- b. month, spelled out in full;
- c. year, in digit. There is no comma between the name of the month and the year.

For example: 18 March 2004    6 July 2004

### **Sample**

**Rabo Robeco Bank ( Switzerland ) Ltd.**

16 chemin des Coquelicots, Case Postal, CH-1212

Geneva 15, Switzerland Fax: ( 41 ) 22-342-1392

4 May 2004

3 Nan Yang Road, Jinshui district

Zhengzhou, Henan 450000

January 5, 2004

### 3. Inside Address 封内地址

The inside address is a complete designation of the letter's destination. We include the address in the letter although it already appears on the envelope, because the envelope is usually thrown away. The letter itself, which is kept on file, must indicate for whom the message was intended. Generally, the inside address should include any or all of the following: the person's name and title, company name, street address, city, state/province, postcode and the country. It is usually put two lines under the date line, aligned with the left margin.

#### Sample

Personnel Department  
Westminster Productions Inc.  
51 High Street  
Anytown, AY 12BF

Ms. Sophia Smith  
Marketing Manager  
Urban Housing Authority  
New York, NY 10099

### 4. The Attention Line 注意事项

The phrase "For the attention..." or simple "Attention" is used where the writer of a letter addressed to an organization wishes to direct it to a particular official. It is usually put between the inside address and the salutation or within the inside address, underlined and, except with the fully-blocked letter style, centered over the body of the letter.

Here are some examples for the typing style of an attention line:

- Attention of Marketing Manager
- For the attention of Mr. Smith
- Attention: Mr. Smith
- Attention Sales Manager
- ATTENTION PERSONNEL MANAGER

**Sample**

Lohnson Electric Company  
 8000 Lincoln Drive  
 New York, NY 12345

Attention: Mr. Paul Myers

Gentlemen,

## 5. The Salutation 称呼

The salutation is the complimentary greeting with which the writer opens his letter. It is typed flush with the left margin below the inside address. In a very formal letter, you always need to address the reader with his/her surname, such as "Dear Mr. Jones", "Dear Ms. Green", "Dear Mrs. Davis". If you have a close relationship with the receiver, you can use his or her first name such as "Dear Claire" or "Dear Bill". Be sure to salute to the correct addressee appeared in your inside address or in the attention line. Salutations in business letters can be followed by a comma or no punctuation at all.

## 6. The Subject Line 事由

The subject line announces what the letter is about. It may be a word or phrase, sometimes an item or the number of a contract and order. Usually, it is placed one or two lines below the salutation. There are different typing styles for this part:

- Subject: Proposed delay of the delivery
- Re: Proposed delay of the delivery
- Proposed delay of the delivery
- SUBJECT: ACCOUNT NO. 123

**Sample**

Dear Ms. Lim,

Subject: Our recent consignment of Mango Juice

## 7. Letter Body 信文

This is the most important part of a letter. It contains the message you want to pass to your reader. While writing the body of the letter, you should

follow a few basic principles:

- (1) Write clearly and to the point
- (2) Be sincere, polite and thoughtful
- (3) Use an appropriate tone and style
- (4) Write naturally and avoid jargons
- (5) Make sure you make no grammatical mistakes

A typical business letter has three paragraphs in the letter body:

### **Opening Paragraph 第一段**

The opening paragraph of a business letter is like a headline in the newspaper. It should obtain the reader's attention at the first sight, and help to gain a positive response from the reader. In order to accomplish this objective, the following points should be considered in composing a first paragraph in a business letter.

- Indicate what the letter is about 点明信的主旨  
Get to the point immediately in the first paragraph. Modern business people pay great attention to efficiency, so do not let your reader search the whole letter to find the key information.
- Refer to previous correspondence, if appropriate 如果合适, 提及以前的通信  
When there has been previous communications concerning the subject, reference to them is necessary. This may help the reader to get the point promptly.
- Set a positive and friendly tone 确定积极而友好的语气  
The opening paragraph plays an important role in setting up a friendly tone for the whole letter. This may, in turn, help to evoke the positive reaction the writer desires.
- Be brief 言简意赅  
As a general rule, keep the paragraph short — two or three sentences.

### **Middle Paragraph (s) 中间的段落**

Middle paragraphs support the first paragraph and provide more information. After finishing the first paragraph, ask yourself what the reader still needs to know so that he may react as you desire. Necessary background and supporting information should be provided in the middle paragraphs. Usually, information concerning the following aspects should be considered:

- Who?
- Why?

- How?
- What?
- When?
- Where?

### **Last Paragraph** 最后一段

The last paragraph is as important as the opening one. It usually serves as a summation, suggestion or further request. It should:

- Conclude or restate the key points 总结或重申重点  
Summarize what is included in the middle paragraphs.
- Request necessary action, if appropriate 如果合适, 请对方采取行动  
Use specific closing so that the reader may take the desired reaction.  
For instance: Please sign the enclosed card and put it in the mail so that you may receive your gift.
- Further confirm a positive image 进一步加深积极的印象  
Whenever possible, last paragraph should leave the reader with a feeling of goodwill.

### 8. The Complimentary Close 结尾敬语

The complimentary close, like the salutation, is purely a matter of convention and a polite way of ending a letter. The expression used must be appropriate to the occasion and be in keeping with the salutation.

The following are the usual matches used in modern business letters:

	Salutation	Complimentary Closing
Formal	Dear Sir/Madam,	Very truly yours, Yours very truly, Very sincerely yours, Very cordially yours,
Semi-formal	Dear Mr. /Mrs. /Miss.	Sincerely yours, Cordially yours, Yours sincerely,
Informal	Dear Linda,	Sincerely, Cordially, Yours truly, Yours,

### 9. The Signature 签名

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. In both cases, there should be a typed

version of the name underneath the signature.

The signature is put at the margin, leaving three line spaces for the signature before typing the writer's name, title and department.

Never sign your letter with a rubber stamp.

### Sample

<p>Yours sincerely,  <i>Alfred Zeng</i> (signature)          Alfred Zeng          Purchase Division</p>
---

### 10. The Reference Notation 经办人代号

This Notation is typed at the left margin, leaving one line space below the writer's signature, and shows only the initials of both the dictator and the typist. For example, if the letter is dictated by David Green and typed by Betty Meihtable, the reference notation should be DG/BM. If the letter is typed by the writer himself, it is not necessary to have the reference notation.

### 11. The Enclosure 附件

If a letter is accompanied by any other enclosure, two line-spacing below the reference notation, the writer may indicate one or more enclosures, usually abbreviated.

### Sample

Enc. Price List
Encls. 1. The Result of the Questionnaire Study 2. The Price List of 2003
Enclosure;      Check No. 346 Order No. 135

### 12. The Carbon Copy Notation 抄送

If the copy of the letter is sent to a third company, a notation of carbon copies (cc/CC) will be used below the enclosure. Nowadays, many offices are using PC (for photo copy) instead. Any of the following styles may be used.



**Sample**

CC: ABC Company	cc: ABC Company
PC: Mr. Smith	pc: Mr. Smith

## 13. The Postscript 附言

In a business letter, a postscript is usually used not in its original function (to add something he forgot to mention), but rather as a device to emphasize something. It appears below the carbon copy notation and always in the form of "P. S.", sometimes "P. S." can not be used. The adding of a "P. S." should, however, be avoided as far as possible, since it is usually a sign of poor planning.

**Sample**

P. S. Wish to see you at the Trade Fair on October 15.
Wish to see you at the Trade Fair on October 15.

商务函电各项目排列如下：

<b>Electric Co. Ltd.</b>	
6000 Lincoln Drive	
New York, NY16543	
	信头
3 June 2004	日期
Mr. Teo Pin	
Singapore Moulds and Tools Centre Pte Ltd.	
	封内地址
Blk 6020 #01-02	
Ang Mo Kio Industrial Park 3	
Singapore 569474	
Attention: Marketing Manager	注意事项
Dear Mr. Teo,	