



教育部职业教育与成人教育司推荐教材
中等职业学校商务英语类专业教学用书

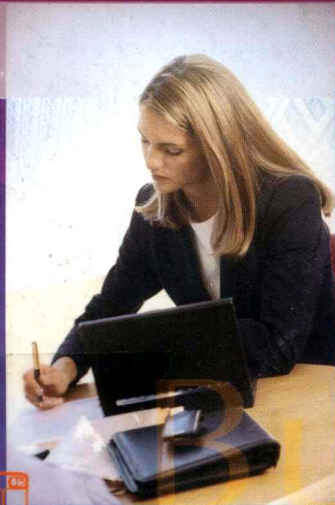
Vocational Education

English

职业英语系列

——商务英语写作

中等职业学校职业英语教材编写组 编



高等教育出版社
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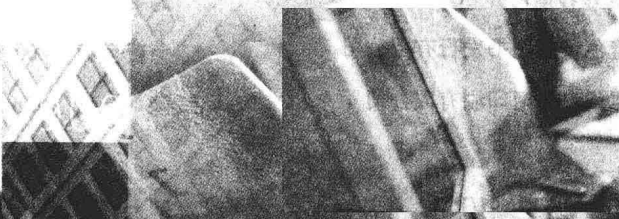
职业英语系列 ——商务英语写作

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前 言

《商务英语写作》是教育部职业教育与成人教育司推荐的中等职业学校商务英语系列教材之一。目前国内适合中等职业学校使用的商务英语教材不多,教师普遍反映没有适用的教材。这主要是在教学中往往把要求学生掌握一定词汇量、语法知识、具备听说读写能力作为标准。而且,大多数中等职业学校采用的商务英语写作教材普遍存在缺陷,就是所教内容与中职毕业生在就业岗位上的实际需要脱节。这种脱节主要表现在:1. 与中职毕业生在实际工作中需要处理的英文商务文件不符,把高级业务人员或者经理人员需要处理的商务文件当作教学内容;2. 与中职毕业生处理相应商务文件能力的定位不符,把高级业务人员或者经理人员都不一定能真正掌握的自由、准确、流畅撰写商务文件的技能当作教学目标。


针对我国中等职业学校商务英语类专业教学面临的若干问题,编者提出商务英语写作能力培养的新教学目标:培养学生了解各种书面商务交际模式,根据交际任务获取信息,并利用信息、借助字典等工具正确套用所选模式的能力。以此培养中等职业学校商务英语类专业学生在就业岗位上的实际英语应用能力。

 与新的教学目标相对应的必须是新的教学方法。

1. 实施模式套用教学法。把看似内容、形式繁复的各种英文商务文件进行简化、归纳,每一类商务文件抽象出一、两种模式。对模式的描述要细化,明确内容的先后次序,提供相应的常用表达法。
2. 把教学重点放在培养学生利用各种工具,如词汇表、词典、互联网搜索引擎、商务文件模板等撰写出所需文件的能力上。在套用中完成与课本范文略有不同的商务文件。
3. 重视写作训练的数量与训练形式的重复,通过技能的重复训练达到熟悉这些技能的目的。训练安排从易到难,训练包括认识、分析模式,通过模仿套用模式复原样文,以及根据交际任务通过套用模式生产与样文有一定差异的商务文件。学生通过对照样文反复填写词汇、短语、句子等练习能够较清晰地了解模式结构。

 编者建议中等职业学校商务英语专业采用下列英语课程设置。

1. 主要英语课程安排在两年半中进行。
2. 英语课程周学时为8-10课时。
3. 英语课程分为基础英语、商务英语阅读、商务英语听力、商务英语口语、商务英语写作。
4. 基础英语开设时间为两年半,第一年周学时6课时,以后周学时4课时。
5. 商务英语阅读开设时间为一学期,第三学期开始开设,周学时4课时。
6. 商务英语听力开设时间为一学年,第一学期开始开设,周学时2课时。
7. 商务英语口语开设时间为一学年,第一学期开始开设,周学时2课时。
8. 商务英语写作开设时间为一学年,第三学期开始开设,周学时4课时。

 本教材分16个单元,每个单元学习撰写一种英文商务文件,按照统一的模式编排。

1. 介绍有关商务文件的作用,这个部分通常包括导入、定义。

- (1) 导入部分用于创造信息落差,引起学生的求知兴趣。
- (2) 定义部分采用完形填空的方式展示。因为完形填空有词尾形态变化的制约,答案基本上是惟一的。用这种练习方式展示定义一方面有助于加深学生的印象,另一方面可以增加词汇层次上的语法训练。
2. 结构分析部分(即模式说明)。这个部分通常包括:样文、结构分析、课文注释和若干课堂练习。
 - (1) 首先给出特定商务交际任务,然后提供完成有关交际任务的商务文件样文。样文各个部分根据模式结构编号,便于学生对照匹配后面提供的模式。
 - (2) 把所学商务文件归纳为详细提纲式结构,便于学生套用。
 - (3) 提供课文注释,鼓励学生利用注释的词典功能自己理解样文和模式分析的内容。
 - (4) 提供若干种练习帮助学生熟悉所学模式
3. 写作准备部分,这个部分包括词汇学习与语法练习。
 - (1) 词汇学习部分列举所学商务文件中常用的词汇,目的是鼓励学生在写作练习中查找、试用各种适用词汇,写出结构相似,内容各异的多种商务文件。词汇学习部分的词汇不要求学生强记,只要求他们能够查阅、选择合适的词汇,用到商务文件中去。
 - (2) 语法练习部分提取所学商务文件中出现的典型语法现象加以扩展说明,并要求学生进行短语或句子层次的写作练习。
4. 写作训练部分,这个部分按照从易到难的顺序把写作练习分为词汇层次、短语层次、句子、段落层次,以至篇章层次的训练。
 - (1) 词汇层次训练把样文中的部分英语词汇换成中文说明,要求学生通过查看词汇表、注释、汉英词典、互联网搜索引擎或者查阅样文找到合适的英文表达法填写空白。
 - (2) 层次训练把样文中其他较长部分内容换成中文说明,要求学生通过上述查询手段找到合适的英文表达法填写空白。
 - (3) 句子、段落层次训练把样文中整句整段的内容换成中文说明,这些说明与样文有一些差异,要求学生通过上述查询手段找到合适的英文表达法,尤其要求他们从词汇学习部分中属于相同语义场的词汇中寻找合适的词汇,并按照正确的语法填写空白。
 - (4) 篇章层次训练模拟真实的工作环境,要求学生按照课本布置的要点撰写有关的商务文件。学生需要利用包括模式套用、查询词汇表或者词典,参考样文等方法,写出与样文不尽相同的商务文件。

注:• Notes 部分标注的是定义(definition)和结构(structure)中出现的生词。

• Word study 部分标注的是样文(sample)和写作练习中出现的生词。

• 标有*符号的课堂练习为可选练习。

编者采用智能化网络课程技术,开发了一个与本教材配套的智能化网络写作训练系统,把词汇、短语、句子和篇章层次的训练分解成符合模式各个结构的具体步骤,并具备自动评卷功能。每个学生都可以在电脑的辅导和纠正下进行所有的写作训练,以此提高学生的写作训练质量。这个系统还可以自动采集学生训练数据,便于任课教师查询、分析学生学习效果,帮助教师

在免除繁重的作业批改工作量的同时,更精确地了解学生在写作训练过程中暴露的问题,以便进行更有针对性的课堂教学。

同时编者建议采取符合新教学思想的考试形式。使用仿真化题目,列举必须包括的信息清单,要求学生撰写某种商务文件。尽可能采取开卷考试的形式,提供开放的环境,如:学生可以查看课本、词典,有条件的学校应该允许学生利用互联网。鼓励学生套用模式、大段复制相应样文的内容,用拼积木的方式完成商务文件写作的任务。

本教材由许罗迈(广东外语外贸大学)担任主编,陈咏(广州市教育局教学研究室)担任副主编。其他编写人员还有:陈永娟(广州市荔湾区职业技术学校),刘婕(广州市旅游商贸职业学校),陈向杰(增城市职业技术学校)和叶剑瑜(广州市荔湾区职业技术学校)。担任本教材审稿的是:陈小全(对外经济贸易大学)和庄严(北京市宣武区第一职业学校)。在编写过程中,福建省、辽宁省、北京市、青岛市部分中等职业学校的专业英语老师提出了富有建设性的意见和建议。广州市教育局教研室对本书编写工作提供了大力支持。广州市里湾区职业技术学校、广州市旅游商贸职业学校、广州增城职业技术学校使用本教材进行了三个学期的试验。在此一并表示感谢。

本书也适合中等职业学校国际贸易、电子商务等专业的学生选用;对于各类商务工作者,本书也是一本浅显、实用的好书。

本教材不足之处恳切希望广大读者不吝赐教,以推动我国职业教育学校商务英语专业教学的提高。

编 者
2005年6月

Contents

| | | |
|---------|--|-----|
| Unit 1 | Establishing Business Relations (建立业务关系) | 1 |
| Unit 2 | Invitation and Reply (邀请函及答复) | 13 |
| Unit 3 | Introduction Letter (介绍信) | 32 |
| Unit 4 | Activity Arrangement (活动安排) | 48 |
| Unit 5 | Inquiry and Reply (询价与答复) | 68 |
| Unit 6 | Offer and Counter-offer (报盘和还盘) | 91 |
| Unit 7 | Order (合同 / 订单) | 110 |
| Unit 8 | Claim (索赔) | 124 |
| Unit 9 | Compensation (补偿) | 136 |
| Unit 10 | Questionnaire (调查表 / 问卷) | 148 |
| Unit 11 | Leaflet and Advertisement (传单和广告) | 177 |
| Unit 12 | Notice (通知 / 布告) | 190 |
| Unit 13 | Memo (备忘录) | 207 |
| Unit 14 | Meeting Agenda and Minutes (会议文件) | 222 |
| Unit 15 | Business Report (商业报告) | 242 |
| Unit 16 | Job Application Letter and Résumé (求职信和简历) | 267 |

Unit 1

Establishing Business Relations

Objectives

In this unit , you will

- ☐ learn the basic structure of a letter to establish business relations;
- ☐ learn how to write letters to establish business relations through graded practice;
- ☐ practise writing letters to establish business relations by using words in the mini word lists;
- ☐ use your dictionaries or the Internet search engine to find English words for the exercises or other subjects not in the textbook;
- ☐ gain the ability to write letters to establish business relations with the help of dictionaries or the Internet.

Lead-in:

1. Establishing business relations is the first step in a transaction in international trade. Imagine that you work for the marketing department of a company and are required to write a letter to a company which you don't know. Discuss in groups and list some organizations who can be of some help to you. You can consider some organizations listed below and say how they can help you.

- Banks
- Chambers of Commerce in foreign countries
- Chinese Commercial Counselor's office in foreign countries
- Advertisements
- Business associations of related industries, etc.





2. When you write to a company or an organization for the first time, you should tell them how you come to know them, your intention to do business with them, and what you hope to buy or sell. Work in groups to write such a letter in Chinese. You can do some research with the Internet search engine or some books.

Divide yourselves in different groups and do the following:

1. Each group works on either Picture 1 or 2 and prepares some methods to expand their business, for example: newspapers, advertisements, etc.
2. Groups working on Picture 1 exchange their methods with those working on Picture 2. Discuss differences and similarities for Chinese and foreign business people to gain information to establish business relations.
3. Discuss other group's decisions. Show their material to the class and say whether their methods will work.
4. Group summary: From where can you get information about new trade partners so as to establish business relations with them?

Part 1

Definition and Structure

Activity 1 Fill in the gaps with the appropriate form of the words from the box to obtain the definition.

business
step

partner
establish

negotiate
relations

expand

A letter to _____ business _____ is a piece of writing to find
 and _____ with a new _____. It is the first _____ for
 a company to _____ its business.

Activity 2 Discuss with your partner: How many parts should be included in a letter to establish business relations and what are they? Then read the basic structure of a letter to establish business relations below to see how right you are.

Sender address

Date of the letter

Salutation

Body:

1. How the sender learns about the receiver.
2. The sender's intention of writing the letter.
3. An introduction of business scope of the sender's company.
4. The reference of the sender's financial status and business reputation.

Complimentary close

Signature and job title

Notes

partner *n.*
 negotiate *v.*
 expand *v.*
 establish *v.*
 relation *n.*
 sender *n.*
 salutation *n.*
 receiver *n.*
 intention *n.*

伙伴
 谈判, 磋商
 扩大, 发展
 建立
 关系
 写信人
 (书信开始的) 称呼
 收信人
 意图

| | |
|----------------------|--------|
| business scope | 经营范围 |
| reference <i>n.</i> | 证明人 |
| financial status | 财政状况 |
| reputation <i>n.</i> | 名誉, 名声 |
| complimentary close | 信尾客套话 |
| signature <i>n.</i> | 签名 |
| job title | 职务, 头衔 |

***Activity 3** Write down as many words related to establishing business relations as you can in 5 minutes.

***Activity 4** Discuss with your partner: What could you do first to establish business relations?

Part 2

Establishing Business Relations

Situation

The Foreign Economic Relations & Trade Committee of Wuxi wants to attract Swiss companies to invest in Jiangsu Province. In order to do so, the manager of the committee writes a letter to Geneva Chamber of Commerce which helps Swiss firms to seek investment opportunities in China. The letter is as follows:

Sample

- 1 33 Jingda South Road, Zhangjing Town
Wuxi, Jiangsu, China
- 2 Jun 3, 2005
- 3 Dear Sirs,
- 4 We learned about your organization from *The Swiss Business Guide for China*. We understand that you are helping Swiss firms to seek investment opportunities in China and business cooperation with Chinese partners. We are writing to establish

business relations with you and we are willing to attract Swiss companies' investment to Jiangsu Province.

We are seeking foreign investment for capital construction, such as improving the tap water system and highway construction. We invite Swiss companies with the most favorable policies to set up their firms in any form in these fields.

Our committee provides advice and assistance for firms seeking to export or import their services or goods. We can also provide information on the world market and business opportunities as well as organizing trade missions, seminars and business briefings.

Should you have any questions, please feel free to contact us. For our credit standing, please refer to the following bank: Bank of China.

Thank you for your attention and look forward to your prompt reply.

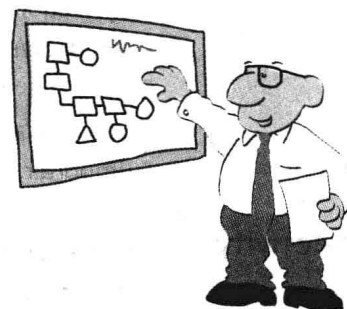
5 Yours faithfully,

6 Li Long
Director

Structure analysis

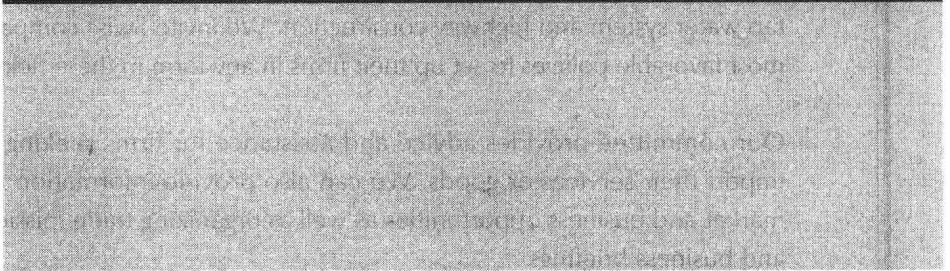
The structure of the sample above is as follows:

1. Sender address
2. Date of the letter
3. Salutation
4. Body (including four major parts):
 - How the sender learns about the receiver.
 - Sender's intention of writing the letter.
 - An introduction of business scope of sender's company.
 - Reference of sender's financial status and trade reputation.
5. Complimentary close
6. Signature and job title



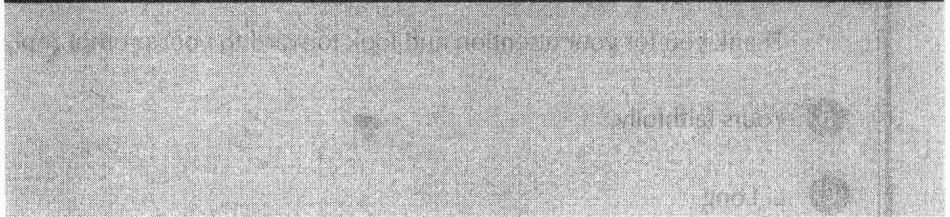
- *Activity 5** Write down some words or sentences which you may use in a letter to establish business relations. Compare your answers in Activity 3.

Example 1: business partner, joint venture enterprise



Example 2: a) We learned about your company from the Swiss Business Guide for China.

b) Your firm was recommended to us by IBM.



- *Activity 6** Match the following words with their appropriate meaning:

- | | |
|--------------------------|--------|
| 1. quotation/make offers | a. 报价 |
| 2. produce/manufacture | b. 进口商 |
| 3. seek | c. 畅销 |
| 4. sell well/a good sell | d. 生产 |
| 5. importer | e. 寻求 |

- *Activity 7** Put the following words or phrases into correct order according to the basic structure of a letter to establish business relations:

the reference of the sender's financial status and business reputation, date, the salutation, address, how the sender knows the receiver, the complimentary close, an introduction of business scope of the sender's company, title, the sender's intention of writing the letter

1. _____
2. _____
3. _____
4. _____

5. _____
6. _____
7. _____
8. _____
9. _____

Word study

Learn words and phrases which are grouped together. Try to use them in your writing.

1. The Foreign Economic Relations & Trade Committee 对外经济贸易委员会
2. understand *v.* 了解, 听说
3. Business Guide 商业指南
4. firm *n.* 公司; company *n.* 公司; corporation *n.* 公司, 企业
5. seek *v.* 寻找, 探索; look for 寻找
6. opportunity *n.* 机会; chance *n.* 机会; occasion *n.* 时机, 机会
7. invest *v.* 投资; investment *n.* 合作
8. cooperation *n.* 合作; cooperate *v.*
9. attract *v.* 吸引; attraction *n.* 吸引, 吸引力
10. introduce *v.* 介绍; recommend *v.* 推荐, 介绍; present *v.* 介绍
11. committee *n.* 委员会; committee man 委员(会成员); committee woman 女委员
12. field *n.* 领域; domain *n.* 范围, 领域
13. capital construction 基本建设
14. tap water system 自来水系统
15. highway construction 高速公路建设
16. favorable *adj.* 有利的, 良好的, 起促进作用的
17. advice *n.* 忠告, 建议, [商]通知; suggestion *n.* 提议, 意见
18. assistance *n.* 协助, 援助; aidance *n.* 协助, 帮助
19. export *n.* & *v.* 出口; visible exports 有形外销品(如食品, 纺织品); invisible exports 无形外销品(如旅游, 服务)
20. import *n.* & *v.* 进口
21. world market 世界市场
22. trade 贸易; trade mission 贸易代表团; trade association 贸易协会; trading center 贸易中心; trading market 贸易市场; trading department/mechanics 贸易机构

23. seminar *n.* 研讨会; workshop *n.* 专题学术讨论会; marketing seminar 市场推销研讨会;
research seminar 科研讨论会
24. briefing *n.* 发布会, 介绍会, 吹风会
25. prompt *adj.* 敏捷的, 迅速的, 即时的; rapid *adj.* 迅速的; quick *adj.* 迅速的, 快的
26. director *n.* 董事; a board of directors 理事会, 董事会
27. credit standing 信誉
28. contact *v.* 联系; have contact with 接触到, 和...有联系; lose contact with 和...失去联系
29. refer to 查阅, 提到, 谈到, 打听

Grammar

How to make an infinitive phrase (不定式短语)?

※ The infinitive phrase usually comes with *to*. Its structure is as follows:

to + base form of a verb

※ Good infinitive phrases:

1) *to* + 动词原形:

2) *to* + *be* + 形容词

3) *to* + *be* + 名词

to remember/to speak/to start/to leave/to watch

to be honest/to be wise/to be sure

to be a good deal/to be a success

※ Bad infinitive phrases:

to saying (to + 动词现在分词形式)

to sure of (to + 形容词)



Activity 8 Use infinitive phrase to express the following:

建立业务关系

寻找商业机会

在外国投资

与我公司合作

进行贸易

介绍我公司情况

召开发布会

与我公司联系

*Activity 9 Find out the incorrect sentences below and correct them:

1. We are seek a foreign partner for the capital construction.
2. We are writing establish business relations with you.
3. We are willing attract American companies' investment to Guangdong Province.
4. Please feel free contact us.
5. We are looking forward to receive your response.

*Activity 10 Which of the following contains mistakes? If there are any, correct them.

1. We has your name and address from the Commercial Counselor's Office of the Chinese Embassy in the United States.
2. Business between us will be concluded on the basis of equality and mutual benefit.
3. We shall be pleased enter into direct business relations with you.
4. We note with pleasure from 3A Company that you are interested at establishing business relations with us on the supply of cars.
5. We are a well-established exporter of all kinds of silk products.
6. We will be much obliged for your recommendation of a reliable importer.

Activity 11 Replace the Chinese words with suitable English words.

1 33 Jingda South Road, Zhangjing Town
Wuxi, Jiangsu, China

2 _____ (2005 年 6 月 3 日)

3 _____, (敬启者)

4 We _____ (从…打听) your organization from *The Swiss Business Guide for China*. We understand that you are helping Swiss firms to seek investment opportunities in China and business cooperation with Chinese partners. We are _____ (写信) to _____ (建立业务关系) with you and we are willing to attract Swiss companies' investment to Jiangsu Province.

We are seeking foreign investment for capital construction, such as improving the tap water system and highway construction. We _____ (邀请) Swiss companies with the most favorable policies to set up their firms in any form in these fields.

Our committee _____ (提供) advice and assistance for firms seeking to export or import their services. We can also provide information on the world market and business opportunities as well as organizing trade missions, seminars and business briefings.

Should you have any questions, please feel free _____ (联系) us. For our credit standing, please refer to the following bank: Bank of China

Thank you for your attention and look forward to your prompt reply.

5 _____, (谨上)

6 Li Long
_____ (主任)