

高等经贸院校教学用书
全国外销员统考参考书

国际商务函电

Communicating in International Business

(增订本)

● 陆墨珠 编著

对外经济贸易大学出版社

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前 言

自我国实行对外开放政策以来,我国与世界各国的对外经济贸易关系有了更加广泛的发展,国际贸易往来和各种方式的经济交流与合作也日益增多。商务英语函电是开展对外经济贸易业务和有关活动的重要工具,也是国际商务往来经常使用的联系方式。因此,正确地掌握商务英语函电的基本知识,并且能熟练地加以运用,是从事对外经济贸易业务工作者必须具备的一个重要条件。

为了适应进一步贯彻执行改革开放的方针,广泛开展对外经济贸易业务活动的需要,帮助经贸院校学生和对外经贸作者有系统地学习和掌握商务英语函电的各种行文方法和格式、专业词语及其语言文体等特点,从而提高在日常对外经贸工作中正确地使用英语以及对外进行各项业务联系和通讯活动的的能力。根据1986年对外经济贸易部召开的全国经贸院校教材会议的决定,特编写本书,供经贸院校教学使用,并供有关对外经贸业务人员工作中参考。

本书根据商务英语函电的特点,结合当前我国对外经济贸易业务通讯的实际情况和需要,确定课文情景、业务环节和功能项目,并尽量照顾到个别较重要的常用贸易方式。同时结合每课的特特定情景,有系统地重点介绍有关国际商务通讯的语言形式、体裁和写作技巧、规则以及使用习惯等基本知识。

本书的语言材料系根据当前对外经贸业务联系中的往来函电,并参考新近出版的英、美当代通用商业函电,按照编写本教材的需要,经过适当补充,改写和加工,进行编写的。

本书由对外经济贸易大学对外贸易英语系陆墨珠编写,对外经济贸易大学副校长石畏三、对外贸易英语系主任黄震华和副主任张昌霖审阅,并经对外经济贸易部教育局召集各经贸院校有关专家最后审核定稿。

在本书编写过程中,得到了对外经济贸易部教育局领导及对外经济贸易大学校、系和专业英语教研室领导的指导和大力支持,各外贸专业总公司有关领导和各业务部门的同志也给予积极协助,提供了大量素材,在此一并表示衷心的感谢。

对本书内容存在的缺点和不足之处,欢迎读者,特别是各经贸院校的教学工作者,结合他们的实际应用情况,提出批评意见,加以指正,以便今后继续进行补充修订。

国际商务函电编写组

1987年12月15日

增订本出版说明

对外经济贸易大学陆墨珠教授编著的《国际商务函电》一书，作为全国高等经贸院校教学用书，自1988年10月出版以来，发行量达到14万册，受到广大对外经贸工作者和大专院校师生的重视和欢迎。1990年被对外经贸部选定为全国对外经贸系统外销员统考必读参考书，并被评为对外经贸部系统全国优秀教材。

近几年来，我国对外经济贸易事业有了迅速的发展，特别是随着改革开放的逐步深化和日益扩大，以及“大经贸”格局的逐步建立，外贸与外经、外资工作的结合更加紧密，许多国际商务联系还涉及国际金融、信贷等业务。为使本书内容能适应广泛开展对外贸易与经济合作国际商务活动的需要，作者根据当前我国对外经济贸易工作的实际情况，重新搜集了许多有关参考材料，结合当前与国际商务函电有联系的主要内容，对原本进行了较大的修订增补。除对原有各对外商务往来环节的通讯内容进行修改补充外，增加了有关国际信贷、国际租赁、国际招标与投标、对外咨询业务和银行业务往来等五个章节，本书附录中还增加了商务用语和缩写字和业务往来常用语句。课文译文与练习答案与本书同时发行。

欢迎广大读者对本书增订版提出宝贵的意见。

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I INTRODUCTION

In the business community today, the importance of good communication skills is even more stressed, as it is essential that employees can use the tools of the evolving information technology to communicate clearly, accurately and effectively.

The objectives of communication are to obtain complete understanding between the parties involved, and elicit the responses required. The first objective can be achieved through clarity of expression; the second demands the right approach. This means that the writer is courteous, honest, tactful and genuinely interested in promoting a mutually beneficial business arrangement, taking into account the reader's requirements, level of understanding, and probable reaction to the information.

Principles of Good Communication

1. **Consideration.** Prepare every message with the reader in mind and try to put oneself in his place. Plan the best way to present the message for the reader to receive. Emphasize the You attitude rather than the I or We.

Adapt the language and message to the receiver's needs. It is also better to focus on the positive rather than the negative approach.

Compare the following pairs of sentences:

I write to send my congratulations.

Congratulations to you on your promotion!

We won't be able to send you the brochure this month.

We will send you the brochure next month.

We regret that you closed your account with us a week ago.

A week ago you closed your account with us. Whatever the reason, we are pleased to have played some small part in your program. You are cordially invited to use our other services as occasion may require.

2. **Courtesy.** Courtesy is not mere politeness. It stems from a sincere You-attitude. The courteous writer should be sincere and tactful, thoughtful and appreciative. Compare;

Your letter is not clear at all. I can't understand it.

If I understand your letter correctly... (tactful)

Avoid irritating, offensive or belittling statements; if an apology is in order, make it graciously. For best results, and also as a matter of courtesy, answer letters promptly (see Chapter 9).

3. **Clarity.** The writer must try to express himself clearly, so that the reader will understand. To achieve this, he should keep in mind the purpose of his letter and use appropriate words in correct sentence structures to convey his meaning. He should also avoid ambiguous sentences. Compare;

The L/C must reach us for arranging shipment not later than 8 October.

The L/C must reach us not later than 8 October for arranging shipment.

They bought a bicycle in Beijing in a small shop which costs \$ 25. 00.

They bought a bicycle for \$ 25. 00 in a small shop in Beijing.

He was warned not to drink water even in a restaurant which had not been boiled.

He was warned not to drink water which had not been boiled.

To make his message clear, the writer must present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up (see Chapters 6&7).

4. **Conciseness.** Conciseness means saying thing in the fewest possible words. A concise business letter should say things briefly but completely without losing clarity or courtesy. To achieve conciseness try to avoid wordiness or redundancy.

a. Shorten wordy expressions.

We have begun to export our machines to countries abroad.

We have begun to export our machines.

b. Use words to replace phrases or clauses.

In the event that you speak to Mr Wood in regard to production, ask him to give consideration to the delivery schedule.

If you speak to Mr Wood about production, ask him to consider the delivery schedule.

We require furniture which is of the new type.

We require new-type furniture.

c. Avoid padded expressions.

It should be noted that this is the best we can do.

For your information we enclose a catalogue.

Please be advised that we have received your invoice.

5. **Concreteness.** Make the message specific, definite and vivid.
Compare:

These hrakes can stop a car within a short distance.

These Goodson power brakes can stop a 2-ton car within 24 feet.

A decision has been made to set up an office in Osaka.

The board of directors decided to set up an office in Osaka.

Various aspects of this equipment make it a good choice.

This machine is a good choice because it is more compact and less expensive than any other one on the market.

6. **Correctness.** As applied to a business message, correctness means appropriate and grammatically correct language, factual information and accurate reliable figures.

Errors often occurred in business writing:

a. with pronouns.

Our competitors were more successful than ours (us).

b. with adjectives.

The two first (first two) items are not available.

c. with article.

We are interested in same. (the same)

d. with verbs

Neither of the offers are (is) acceptable.

It is one of the machines that was (were) delivered last week.

A block of flats are (is) being built.

e. with adverbs.

We had quite a (a quite) successful meeting.

f. with conjunctions.

He not only built (built not only) houses, but also flats.

g. with participles

While studying the report, the telephone rang. (insert 'I was' between while and studying)

Special attention should also be paid to names of article, specifications, quantity, figures, units, etc.

7. Completeness. A business communication should include all the necessary information. It is essential to check the message carefully before it is sent out.

Form and Structure of the Business Letter

1. Format. There are two main patterns in use at present.
 - a. Full block form.

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June 3, 1986

BDD/MJ

Mr R Jameson

25 Silverthorn Gardens

BATH Somerset

BA2 9AN

Britain

Dear Mr Jameson

Filing system catalogues

We should be grateful for these copies of your current catalogues. We are particularly interested in filing cabinets.

Your sincerely

BD Davis

Managing Director