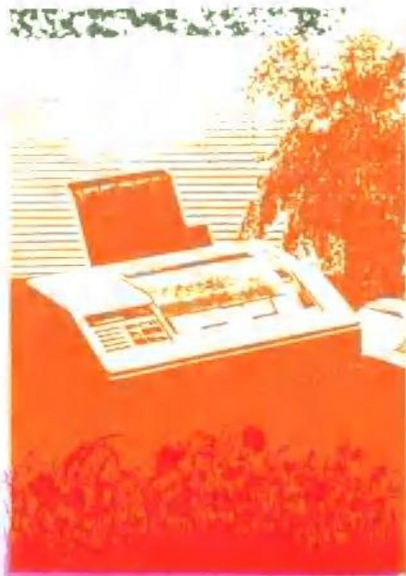




QUQINGDELIANTIAN
WAIMAOYINGYU
HANDIAN

曲清德 蓝天

外贸英语函电



YOUR FIRM HAS BEEN
KINDLY
RECOMMENDED
TO US BY MESSRS
J. SMITH & CO.,
INC. IN
NEW YORK, A LARGE
IMPORTER OF
FURNITURE.

WE HAVE OBTAINED
YOUR NAME AND
ADDRESS
THROUGH THE
COMMERCIAL
COUNSELLOR'S
OFFICE
OF THE
EMBASSY
OF
THE PEOPLE'S
REPUBLIC
OF
CHINA IN
YOUR
COUNTRY AND

UNDERSTAND
THAT YOU
WOULD
LIKE TO
ESTABLISH
BUSINESS
RELATIONS
WITH US.

THROUGH THE
COURTESY OF...
WE HAVE
LEARNED

THAT YOU
ARE ONE
OF
THE REPRESENTATIVE
IMPORTERS
OF...

**WAIMAO
YINGYU**

HANDIAN

东北财经大学出版社

外贸英语函电

曲清德 蓝天

Jm43/12

东北财经大学出版社

外贸英语函电

曲清德 蓝天

东北财经大学出版社出版 (大连黑石礁)

辽宁省新华书店发行 东北财经大学印刷厂印刷

开本: 787×1092 1/32 印张: 14 5/8 字数: 316 000

1991年10月第1版

1991年10月第1次印刷

责任编辑: 胡英坤 王秀英

印数: 1—7 000

ISBN 7-81005-533-X/H·9 定价: 7.50 元

出版社登记证: (辽) 第10号

前 言

外贸函电在当今对外贸易蓬勃发展之际,是一种国际商业交往中必不可少的手段,对外贸易的各个环节大多通过函电进行。函电之内容包括较广,从建立业务关系到达成交易,执行合同,以及执行合同过程中的纠纷等,大都需通过函电解决。随着对外贸易的发展,各种不同形式的贸易方式也相继被采用,但就函电教材本身来说不可能包罗万象,只能对外贸的主要环节加以表达。

本书包括从如何写好函电,建立业务关系,询价,还盘,达成交易,运输与保险,有关信用证,合同等问题通过实例逐项说明并加有注释。电传是当今最流行的一种通讯工具,本书为此专门加以讲解并配有大量的缩略语供参考。为训练学习者较好的掌握书的内容,编有实用练习和常用的句子。本书经东北财经大学外贸系本科生试用,取得比较满意的效果。本书即可做教材也可做为外贸工作者自学用书。由于时间仓促,编写水平有限,错误之处在所难免,望读者批评指出。

作 者

一九九一年一月十日

Contents

Business Letter-Writing Essential Qualities		(1)
Chapter One	Business Letters	(9)
Section One	The Structure and Layout of a Business Letter	(9)
Section Two	Superscription	(26)
Section Three	Dissimilarities in Letter Writing	(32)
	Supplyment	(33)
	Exercises	(37)
Chapter Two	Establishing Business Relations	(38)
	Specimen Letters-5	(38)
	Supplyment	(61)
	Exercises	(64)
Chapter Three	Enquires	(69)
	Specimen Letters-6	(69)
	Supplyment	(106)
	Exercises	(114)
Chapter Four	Offers	(120)
	Specimen Letters-6	(120)
	Supplyment	(143)
	Exercises	(148)
Chapter Five	Counter-offers	(154)
	Specimen Letters-7	(154)

	Supplyment	(172)
	Exercises	(175)
Chapter Six	Conclusion of Business	(182)
	Specimen Letters-8	(182)
	Supplyment	(198)
	Exercises	(201)
Chapter Seven	Terms of Payment	(206)
	Specimen Letters-8	(206)
	Supplyment	(220)
	Exercises	(228)
Chapter Eight	Establishment of L/C and Amendment ...	(233)
	Specimen Letters-5	(233)
	Supplyment	(242)
	Exercises	(245)
Chapter Nine	Packing Shipping Marks and Shipment...	(251)
	Specimen Letters-10	(251)
	Supplyment	(273)
	Exercises	(280)
Chapter Ten	Insurance	(285)
	Specimen Letters-6	(285)
	Supplyment	(296)
	Exercises	(300)
Chapter Eleven	Agency	(304)
	Specimen Letters-5	(304)
	Supplyment	(318)
	Exercises	(321)

Chapter Twelve	Complaints and Claims	(324)
	Specimen Letters-8	(324)
	Supplyment	(342)
	Exercises	(345)
Chapter Thirteen	Business Telegrams	(353)
	Introduction	(353)
	The Structure of Telegram	(354)
	How to Draft and Translate the English	
	Plain Language Telegrams	(358)
	Rules for Simplifying Telegram	
	Messages	(362)
	Examples of Telegram Exchanged-7 ...	(368)
	Supplyment	(372)
	Exercises	(376)
Chapter Fourteen	Telexes	(383)
	Introduction	(383)
	The Structure of Telex	(384)
	Differences Between Cables	
	& Telexses	(386)
	Rules for Simplifying Words and Phrases	
	Used in Telex Messages	(387)
	Examples of Telex Exchanged-9	(391)
	Supplyment	(401)
	Exercises	(439)
Appendix	L/C	(444)
	Contract	(453)

Business Letter-Writing

Essential Qualities

The business letter is the principal means used by a business firm to keep in touch with its customers; often enough it is the only one and the customers form their impression of the firm from the tone and quality of the letters it sends out. Good quality paper and an attractive letter-head play their part in this, but they are less important than the message they carry. Business does not call for the elegant language of the post, but it does require us to express ourselves accurately in plain language that is clear and readily understood.

Writing plainly does not mean that letters must be confined to a mere recital of facts, in a style that is dull and unattractive. When we write a letter we enter into personal relationship with our reader. Like us he has feelings and we cannot afford to disregard them. This is a necessary reminder because many people who are warm and friendly by nature become reasons of quite another sort when they sit down to write or dictate a business letter. They seem to think that business letters call for a special kind of "business English". They forget that they are "holding a conversation by post" and make us of impersonal constructions that produce a cold and aloof tone. They prefer to write "Your letter has been

received" or "We are in receipt of your letter" rather than "We have received your letter", and "Your complaint is being looked into" rather than "We are looking into your complaint". They often refer to themselves as "The Writer" and say "The Writer visited your showrooms", when they should say "I visited your showrooms". Personal conversations, with the emphasis on you and I or we, help to produce the warm and friendly tone more suited to letter-writing.

The whole secret of good business letter-writing is to write simply, in an easy and natural way--like one friendly human being talking to another. Make your letters then, sound as much as possible like good conversation. You wouldn't say on the phone "It is regretted that the goods cannot be delivered today". You would say "I am sorry we cannot deliver the goods today", so why not say it when you write a letter?

Some Rules of Good writing

1. Study your reader's interests

The letters you send out must create a good first impression. To achieve this, "put yourself in your reader's shoes" and try to imagine how he will feel about what you write. Ask yourself constantly, "What are his needs, his wishes, his interests, his problems, and how can I meet them?"; "What would be my own feelings if I were to receive a letter of the kind I propose to write?"

Try to imagine that you are receiving rather than sending the letter and emphasize the "You" attitude rather than I or We.

2. Adopt the right tone

If a letter is to achieve its purpose, its tone must be right. Before beginning to write think carefully about the way in which you want to influence your reader. Ask yourself, "What do I want this letter to do?" and then express yourself accordingly, being persuasive, apologetic, obliging, firm and so on, depending on the effect you want to produce.

3. Write naturally and sincerely

When you write or dictate a business letter, try to feel a genuine interest in the person you are writing to and in his problems. Say what you have to say with sincerity and make sure that it sounds sincere. Express your thoughts in your own words and in your own way. Be yourself. Write so that what you say would sound natural if read over the telephone.

4. Avoid wordiness

Make it a rule to use no more words than are needed to make your meaning clear. Businessmen today have many letters to read and welcome the art of letter that is direct and to the point.

5. Write clearly and to the point

First be quite clear about what you want to say and then say

naturally and without frills, in language your reader will understand--just as if you were in conversation with him. For the most part, keep your sentences short and avoid the overfrequent use of such conjunction as "and", "but", "however", "consequently", the effect of which is to make sentences long.

6. Be courteous and consideration

Courtesy consists, not in using polite phrases (your kind inquiry, your esteemed order, your valued custom, and so on), but in showing your consideration for your correspondent. It is the quality that enables us to refuse to perform a favour and at the same time keep a friend; to refuse a customer's request for credit without killing all hope of future business.

Deal promptly with all letters needing a reply. Answer them on the day you receive them if you can. It is discourteous to keep your correspondent waiting for an answer. If you cannot deal promptly with a letter seeking information, write and explain why and say when you will write again. This creates an impression of efficiency and helps to build good will.

Try to understand and respect your correspondent's point of view and resist the temptation to reply as if you could not be in the wrong. If his suggestions are stupid and his criticisms unfair, reply with restraint and say what you feel tastfully and without giving offence. If he send you a rude or sharp letter, resist the temptation to reply in similar terms. Instead, answer him courteously; you lower your dignity if you allow him to set the tone of your re-

ply.

As the buyer and the seller have both common and contradictory interests, it is very important to keep in mind the distinction between certain overlapping concepts: Courtesy overdone may amount to obsequiousness. Sincerity overdone may amount to naivete. In short, any virtue overdone will bring with it some undesirable effect, and propriety is the watchword in distinguishing the right course from the wrong.

7. Avoid commercial jargon

Avoid using state and round about phrases that add little or nothing to the sense of what you write. Such phrase were at one time common, but they have no place in modern business letter.

8. Write effectively -

In business letter-writing you should use simple language, which calls for a plain style—a style that is simple, clear and easily understood. Use plain, familiar words and prefer short words to long if they will do just as well. Wherever possible, prefer the single word to the elaborate phrase. Express yourself in simple language so that your message is clear at first reading.

Be consistant in writing a business letter. Avoid repeating in the same sentence an important word with different meaning.

But in your efforts to avoid repetation don't make the apposite mistake of confusing your reader by using different words to express exactly the same thing. Don't say in the same letter that

goods have been sent, forwarded, and despatched, and if you begin your letter by referring to a firm, don't change it as you go along into a "concern" or a "business", or an "organization". If you do, you will leave your reader wondering whether something different is intended.

Preciseness is also required in a business letter. Use expressions with precise meanings. When acknowledging a letter, refer to it by date, subject and reference number(if any). When referring to dates mention the month by name and avoid using instant or inst. (for the present month) ultimo or ult. (for the past month) and proximo or prox. (for the next month) Avoid using vague expressions but concrete words.

9. Avoid monotony

In a business letters you should use either loose sentences or period, or sentences, which will make your message vivid. Short sentence are preferable to long ones, because short sentences are easily understood. A succession of short sentences, however, has a disagreeable jerky effect and the best letters are those which provide a mixture of sentences of different length. Sometimes you wish to emphasize some words, then you may place them at the beginning of the sentence. For example, I met your director yesterday (normal order). Yesterday, I met your director. (emphasizes yesterday)

Emphasis is also achieved by using "it is", "it was" to introduce statements, e. g. Unfortunately, the goods did not arrive in

time. (normal order). It was unfortunately that the goods did not arrive in time (emphatic order).

10. Plan your letter

Many business letters are short and routine and can be written or dictated without special preparation. Others must first be thought about and planned. First jot down all the points you wish to cover and then arrange them in logical order to provide the plan for a letter that will read naturally and fluently. If your letter is in reply to one received, underline those parts which seek information or on which comment is necessary. This will ensure that your reply is complete.

11. Pay attention to first and last impressions

If your letter is one sent in reply to another, refer in the opening paragraph to the letter you are answering, but avoid the sort of old-fashioned phrases, such as "We are in receipt of your letter...", "We have for acknowledgement your letter...". Although they are grammatically correct, they tend to be dull and monotonous, worn threadbare from over-use.

If a letter has been well planned and follows a logical sequence, a brief observation will usually be enough to provide the kind of ending needed. A word of caution! Avoid the kind of ending introduced by a participle. Thanking you in anticipation and similar endings are no longer used in modern letter-writing. They mean nothing and serve no useful purpose.

12. Check your letters

Be careful to create a good first impression with each of your letters. Before signing, check it for the accuracy of its contents and test its general suitability against such questions as these.

- a. Is its appearance attractive; is it well laid out?
- b. Is it correctly spelt and properly punctuated?
- c. Does it cover all essential points and is the information given correct?
- d. Is what I have said clear, concise and courteous?
- e. Does it sound natural and sincere?
- f. Does it adopt the reader's point of view and will it be readily understood?
- g. Is its general tone right and is it likely to create the impression intended?
- h. Is it the kind of letter I should like to receive if I were in the reader's place?

If the answer to all the questions is "yes" then the letter will take the first step in creating good will and you may safely sign and send it.

Chapter One

Business Letters

Section One

The Structure and Layout of a Business Letter.

一般英语商业书信从结构上可分为：

(一)信头 (The heading)

书信中发信人的地址和发信的日期等称为信头。目的在于使受信人一望就知道发自何方、何处、何时，复信时也便于参考。

外贸商号的信笺，都印有信头 (Letter Head)，包括发信人的姓名、地址、电报挂号、电传挂号、电话号码、经营项目 (商品种类及经销代理等)，有些甚至将注册商标和公司董 (监) 事、副经理等姓名，亦一并印在信头上，写信时只须在日期线 (Date Line) 上填写日期就够了。有些信头上，发信人注明编号和查号，希望对方复信时能指明原信号码，以便查阅原件。

用印有信头的信笺写信，信头部分，除在指定的部位打上日期外还可以打上发文号 (即编号，查号等)。打日期要注意下

列各点:

1. 年份应完全写出,不能用(76)来代表(1976)。

2. 月份要写英文名称,不能用数字来代替。如(3/9/76)等不能在正式函件中使用。

3. 月份名称可用缩写,如 Aug. 代替 August; Oct. 代替 October;但 May, June, July 本身很短,不用减缩了。

4. 日期有时用 1, 2, 3, 4, 5, 11, 12, 21, 22, 23, 24 31 等,有时用 1st, 2nd, 3rd, 4th, 5th, 11th, 12th, 21st, 22nd, 23rd, 24th 31st. 日期最好用基数字,不用序数字。

日期有下列几种写法:

1) June 5, 1981

2) 1st October, 1981

3) 30 Nov., 1981 (30 November, 1981)

4) November 30th, 1981

注意:月份和日期之间不要用标点点开,年份之前,必须用逗号点开。日期可用 1, 2, 3, 4, 或用 1st, 2nd, 3rd, 4th。但各国各地习惯不同,不可一概而论。

发文编号办法,各公司不同,这里不谈了。

遇有特殊情况,一时找不到印好信头的信笺,用白纸写信时,须将发信人地址及日期一并写在右上角(即写日期的位置上端),格式如下:

(a) 136 Tower Street,

Toronto 4, Canada.

May 17, 1981

(b) P. O. Box No. 1752.