

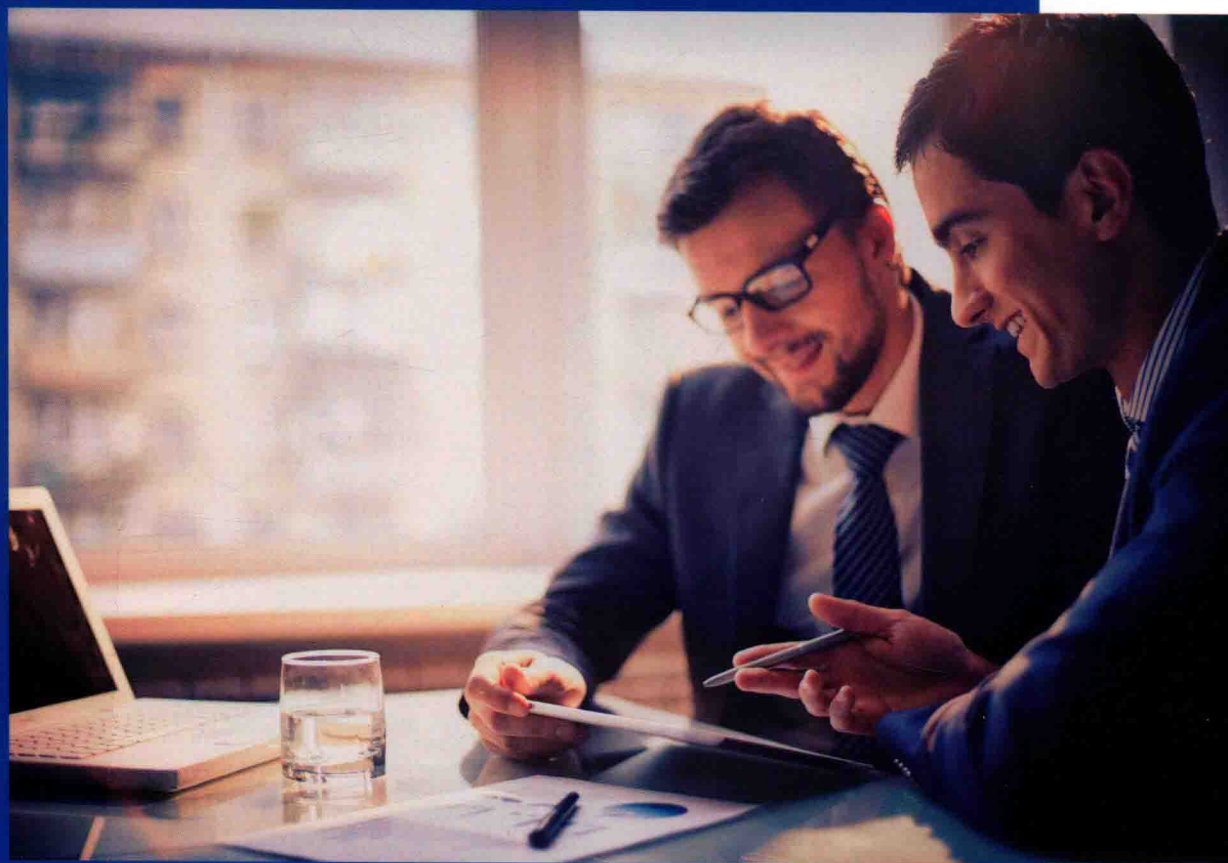


十三五“应用型本科”商务英语系列规划教材

# 实用商务英语函电

## ESSENTIALS OF BUSINESS ENGLISH CORRESPONDENCE

主编 ■ 杜春雷 孙志娟



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# 实用商务英语函电

主 编 杜春雷 孙志娟

编 者 钱晗颖 陆 慧 窦 琳

贵州师范学院内部使用

## 内容提要

本书按照国际贸易进出口流程的主要环节和内容逐一呈现相关知识和例函,包括建立业务关系、询盘、报盘和还盘、下订单、销售/购货确认、支付、包装、装运、保险、投诉和索赔等,同时详细介绍了商务信函的特点、主要构成、基本格式和写作原则。此外,还介绍了代理的相关知识及信函、代理协议的写作,便于有志于从事这一行业或想自主创业的同学参考。最后,简要介绍了电报、电传的基本知识。另外,本书信函大多成对出现,呈现给学生一个较完整的交流过程,并且每封信函都配有背景介绍,使学生准确了解该信函的写作背景及写作目的。

本书编排新颖、难度适中、实用性强,可作为商务英语专业或国际商务、外经贸、涉外文秘等相关专业本科、专科教材,也可作为对该门课程有兴趣的其他专业学生的辅修教材或有志于从事国际商务的人员的自学材料。

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## 十三五“应用型本科”商务英语系列规划教材

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# 总 序

21 世纪以来,我国的高等教育发展迅速,涌现出了一大批办学历史悠久、办学水平高、毕业生质量好、深受社会用人单位欢迎的“应用型”本科院校。这些院校之所以被称为“应用型”本科院校,是由于其办学思路、办学目标和办学模式与一般本科院校有着本质的区别:其宗旨是培养出一大批能够直接服务区域经济发展、能够立即实现“学以致用”、具有一定的理论基础、动手实践能力较强的高级技能型、复合型人才。

作为专门用途英语(English for Specific Purpose)“家族”中的一员,商务英语(Business English)——它也是“应用型”本科院校的主干专业之一——属于英语语言文学下列的一个专门学科,涉及英语语言文学、国际贸易、进出口业务、市场行情、国际金融等知识领域,其宗旨与任务是培养能从事外经、外贸和外事等活动的专门性英语人才。自 20 世纪 80 年代我国一些高等院校设立商务英语专业始,至目前为止,全国有近百余所高校开设了这一专门用途英语专业,为社会培养和输送了成千上万名合格的专门人才,为我国的对外开放事业做出了很大的贡献。

经过多年的建设与发展,商务英语专业在课程设置和培养模式诸方面也彰显出了自己的特色,概括地讲就是:第一,重应用而淡化理论,重点培养学生的语言应用能力尤其是商务环境下的语言应用能力;第二,够用为度,在知识的学习与掌握上,把握好“通”与“专”、“点”与“面”的有效结合;第三,重实践教学,旨在锻炼与培养学生实际操作与应用的能力;第四,教学手段多元,充分利用现代新媒体技术,以切实增强教学的效果。这种教学理念和培养模式下培养出来的商务英语专业毕业生一般都以“基础实、专业通、技能多、素质好、适应快”见长。

培养模式在专业建设中非常重要,这是不言而喻的。但另一个问题,即教材建设也非常关键,绝不能等闲视之,正所谓“巧妇难为无米之炊”。“米”与“炊”的关系在这里就是“教材”与“专业”的关系。教材建设是提升专业建设质量和教师素养、检验教学成效的重要手段。因此,编写一套符合“应用型”本科院校“商务英语”专业建设与发展目标的教材,显得愈发的重要、必要和迫切。我们认为以“应用型”为导向的商务英语教材必须能使学生达到岗位所需的英语语言能力、商务知识结构和商务操作技能的目标。综观目前市场上已有的教材,尽管种类繁多,但是真正能做到这一点的可以说是“凤毛麟角”;相反,很多教材要么内容陈旧、编排不合理,要么起点较高,成了“研究型”本科院校“商务英语”教材的压缩版,不利于教学的组织和学习的开展。鉴于此,我们以江苏省内几所多年开设“商务英语”专业院校的一线教师为基础,在充分吸收多种教材优点的基础上,开发了这套“21 世纪‘应用型本科院校’商务英语系列规划教材”。

本套教材重点围绕“应用型”本科院校的培养目标和学生的特点,摒弃了传统教材中的不足,根据语言课程、理论课程和实践课程在不同教学阶段所占的比例,整合和优化商务英语课程,使学生的商务专业知识学习和英语语言技能训练有机地融合在一起,突出课程的实用性和针对性,强化学生的实践技能。简言之,本套教材具有以下特点:根据社会对学生能力的要求和学生应具备的知识结构,设计全套教材的框架结构;创制仿真的商务环境,强化商务知识结构和商务操作技能的训练;构建以语言训练和专业实践操作为主要教学内容的体系结构。我们希望,通过本套教材的学习,学生能够真正成为以“基础实、专业通、技能多、素质好、适应快”见长的应用型、复合型商务英语专业毕业生。

本套教材不仅适用于“应用型”本科院校商务英语、外经贸等专业的学生使用,还可供非外语、非外经贸专业的学生作为“拓展类”课程教材,以开阔视野,拓展知识面,提升素养和竞争力。

“21 世纪‘应用型本科院校’商务英语系列规划教材”是一个开放的系统,我们不仅欢迎广大教师和学生对本套教材提出建议,更欢迎广大学界同仁参与进来,共同开发这套教材,使其能更好地满足教与学的需求,以利于我国的商务英语专业的建设与发展乃至英语教育的可持续发展。

# 前 言

作为国际商务往来中经常使用的联系方式,商务英语函电是开展国际贸易和有关商务活动的重要工具。正确了解商务英语信函写作的基本知识和熟练掌握外贸业务各个环节中的信函的内容、写作方法和技巧是国际贸易从业人员必备的专业技能。此外,“应用型”本科院校商务英语专业的主要任务是培养从事国际商务及相关工作的一线专业人才和管理储备人才。为了使学生了解商务英语信函的格式、写作原则以及写作技巧,帮助其提高在国际商务活动中正确、熟练地用英语进行对外联络和对外沟通的能力,本书编者根据多年从事“外贸英语函电”课程教学的经验,以及在对外贸公司、外贸从业人员的多次调研中所积累的大量素材和写作经验的基础上,编写了此书。

本书的一大特色是按照商务活动的全流程,以针织服装为主题商品,教学内容主要围绕一个案例展开,让学习者完整体会一个案例,身临其境地参与一桩生意。本书结构清晰,重点突出,使学生重点掌握一些常见类型信函的写作方法,并辅之以信函填空等多样化的练习方式补充相关信函样例,使学生能够运用所学句式、表达方式等完成相近或不同类型的信函,从而达到举一反三的效果。

本书共分十四个单元,按照国际贸易进出口流程的主要环节和内容逐一呈现相关知识和例函,包括建立业务关系、询盘、报盘和还盘、下订单、销售/购货确认、支付、包装、装运、保险、投诉和索赔等,同时详细介绍了商务信函的特点、主要构成、基本格式和写作原则。此外,还介绍了代理的相关知识及信函、代理协议的写作,便于有志于从事这一行业或想自主创业的同学参考。最后,简要介绍了电报、电传的基本知识。每章内容由以下几个部分组成:相关商务知识介绍、相关信函的写作提纲、例函及注释、配套的练习及相关信函中常用例句。本书各单元商务知识介绍部分以问题辅以思考性图片展示,降低教材的说教性,启发学生思考并增加趣味性。各章内容紧密联系,相互衔接,增加了案例的完整性、真实感和生动性。每单元分三课,环环递进,业务步骤清晰;每课都配有练习,边学边练,降低枯燥感。另外,本书信函大多成对出现,呈现给学生一个较完整的交流过程,并且每封信函都配有背景介绍,使学生准确了解该信函的写作背景及写作目的。单据通常有固定格式,各公司或单位开出的单据大同小异,因此本书在附录中添加了几种主要单据的空白示例,教师教学时在涉及相关单据时可参考讲解。本书还附有课件,练习配有参考答

案,便于教师教学和学生自学。

本书编排新颖、难度适中、实用性强,可作为商务英语专业或国际商务、外经贸、涉外文秘等相关专业本科、专科教材,也可作为对该门课程有兴趣的其他专业学生的辅修教材或有志于从事国际商务的人员的自学材料。

本书在编写过程中参考了多种同类教材,在此谨对前辈和同行们所付出的辛勤劳动表示感谢。在搜集素材、业务介绍和内容取舍方面得到了上海、常州、广州等地一些公司和本人从事外贸工作的朋友、学生的帮助;本书的编辑和出版得到了江苏理工学院外国语学院领导和东南大学出版社刘坚博士后的大力支持,在此一并表示感谢。由于水平有限,书中难免有疏漏、不妥之处,恳请广大师生和同行专家批评指正。

编者  
2019年5月



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# Unit 1

## Basic Knowledge of Business Letter Writing

### Objectives

After finishing this unit, you are supposed to learn:

1. the basic knowledge of business letter writing;
2. the structure and format of a common business English letter;
3. basic writing principles of business letters.

### Lesson 1

### An Introduction to Business Letter Writing

#### 1 What is a business letter?

A business letter is usually a letter from one company to another, or between customers, clients, parties or organizations. And a business letter in English is usually used in the international trade, with the main purpose of connecting clients, establishing business relations with customers, requiring information on the products or making replies to others' request, making or accepting an offer, apologizing for the wrong or expressing some good will, discussing items or information about contracts, or dealing with various business activities.



#### 2 Forms of a business letter

A business letter can be delivered in the form of paper or fax, and it can also be sent in the form of an electronic mail (an e-mail) or an electronic document.

### 3 Styles of a business letter

A business letter is different from a private letter, a piece of composition, a novel or a prose. Therefore, flowery words and phrases, variation of diction, and reinforcement of atmosphere or emotion are rarely needed in business letter writing. Instead, when you are writing a business letter, clarity, consideration, courtesy, completeness, conciseness, concreteness and correctness are the leading principles you have to follow. Only in this way can you achieve success in expressing your ideas and doing business with others.

### 4 Importance of a business letter

A business letter is often useful in that it can produce a permanent written record, and may be seriously taken compared with other forms of communication.

### 5 Preparations before writing

Firstly, you should know the exact purpose of your writing before you start to write. For example, you may write a letter to recommend your company, your goods or your service to other companies, or you may write a letter to show your interest in the target company and want the target company to send back some relevant models that you are interested in.

Secondly, plan how many points you are going to give in the writing, rearrange the points according to a certain logical sequence, and then decide how many parts you are going to write in the writing. For beginners, a draft is strongly recommended before writing in case some important points are missing or there are any logical problems in the letter.

Thirdly, settle the layout, style and tone before writing. Different business letters are delivered with different purposes, contents, requirements, and target readers. Thus, you have to settle the proper and relevant layout, style and tone in order to achieve better effectiveness.

Finally, start your writing sincerely and effectively. Avoid using flowery words in business letters in order to enhance the comprehension between both parties and reduce the ambiguity. Write sincerely with natural words to make the communication go smoothly.

## Lesson 2

## Layout of a Business Letter

### 1 Structure

A business letter is usually composed of eight main parts including letterhead, date, inside

address, salutation, subject line, body of the letter, complimentary close, signature, and five optional parts including reference line, attention line, enclosure, carbon copy notation, and postscript.

1.1 An introduction to the parts of a business letter

An ordinary business letter usually consists of the following thirteen items:

- (1) letterhead 信头
- (2) reference line 案号
- (3) date 日期
- (4) inside address 信内地址
- (5) attention line 经办人
- (6) salutation 称呼
- (7) subject line 事由/主题
- (8) body of the letter 正文
- (9) complimentary close 结尾敬语
- (10) signature 署名
- (11) enclosure 附件
- (12) carbon copy notation 抄送
- (13) postscript 附言

The following letter is designed to illustrate the position of each part mentioned above.

Shanghai Baiyun Knitwear Co. , Ltd. 302 Hutai Road Shanghai 200070 , China Tel: 021 - 87654321 Fax: 021 - 98765432 E-mail: <a href="mailto:Richardli-cz@hotmail.com">Richardli-cz@hotmail.com</a>	(1)
Your Ref. : MF110 Our Ref. : SD123	(2)
May 25, 2013	(3)
May Flower Imp. & Exp. Co. , Ltd. 148 West Street , Barcelona Spain	(4)

Attention line: Import Dept. (5)

Dear Sirs, (6)

Re: Women's Skirts (7)

Thank you for your enquiry in your letter of May 15 for our Women's Skirts. (8)

We are now sending you the latest quotation for your selection. We also send you our latest illustrated catalogue by air, and we are sure that you will be satisfied with the attractive designs and the reasonable prices.

On orders for 500 pieces and more, we will give a special discount of 4% , and we are looking forward to hearing from you soon.

Yours faithfully, (9)

Richard Li (10)

Sales manager

Encl. as stated (11)

C. C. our Branch Offices (12)

P. S. As requested, we will airmail you two samples tomorrow morning. (13)

## 1.2 Main parts of a business letter

### 1.2.1 Letterhead

**Components of the letterhead:** The letterhead usually contains the most essential parts of the sender's information including the name of the company, the postal address, the telephone number, the facsimile number, and the website, etc. When you are giving the address of the sender, you should write from the address of a small area to the address of a large area in the following order from the company's name, the concrete address and the avenue, the city and the zip-code, and then to the country's name.

**Position of the letterhead:** The letterhead is frequently placed in the upper middle part of the page, and it can also be placed in the upper left part or the upper right part of the page.

### 1.2.2 Date

**Position of the date:** The date should be placed one-line to four-line space(s) below the letterhead.

**Format of the date:** Two kinds of format are recommended, namely, 6 September, 2013 or September 6, 2013. The abbreviated form like Sept. 6, 2013 or 6 Sept. , 2013 is not allowed in letter writing. Moreover, there are mostly two forms of date expressed only in Arabic numbers like 9/6/2013 or 6/9/2013. However, the date can not be expressed only in Arabic



numbers in order to avoid ambiguity.

### 1.2.3 Inside address

**Contents of the inside address:** The inside address usually shows the receiver's information, like the company's name and the address of the receiver.

**Components of the inside address:** The inside address should be placed one-line space below the date, and it is written in the same way as the sender's address is.

### 1.2.4 Salutation

The salutation is the complimentary greeting with which a letter begins. The choice of the salutation mostly depends on the relationship between the senders and the receivers. In a formal business letter, "Dear Sir", "Dear Madam" and "Dear Sirs" are frequently used. But if the sender and the receiver have already established a relationship with each other or they are quite familiar with each other, "Dear Mr. Wang", "Dear Ms. Green" or even "Dear Tony" is much preferred to show their intimacy.

### 1.2.5 Subject line

**Contents of the subject line:** When the letter is quite long, or there are many contents concerned in the letter, a short line can clearly give you a subject of the letter with the main purpose of saving time.

**Position of the subject line:** The subject line is usually used between the salutation and the body of the letter.

**Format of the subject line:** As the subject of the letter, the first letter of the subject should be capitalized or the first letter of the main words should be capitalized.

### 1.2.6 Body of the letter

The body of the letter is the core of the letter. For a business letter, clarity and conciseness are the basic qualities. Therefore, you are not recommended to write paragraphs which are too long.

### 1.2.7 Complimentary close

The complimentary close can be expressed in different forms like "Sincerely", "Yours sincerely", "Sincerely yours", "Yours truly", "Truly yours", "Yours faithfully", "Faithfully yours", "Yours cordially", "Cordially yours", "Best regards", etc.

### 1.2.8 Signature

The signature of a letter should be given by the writer of the letter, and the letter which has legal effect must be signed by hand, and in ink. And the sender's job title or position should also be given below the signature.

e. g.

Yours faithfully,