

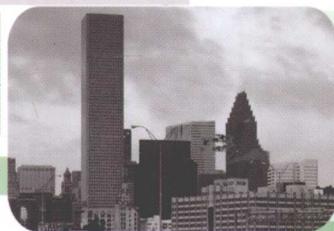


“十二五”规划商务英语高职高专系列教材

**B**USINESS ENGLISH  
WRITING PRACTICE

# 商务英语写作实训

袁翠 汪瑞 主编



对外经济贸易大学出版社

University of International Business and Economics Press

“十二五”规划商务英语高职高专系列教材

# 商务英语写作实训

## Business English Writing Practice

主编 袁 翠 汪 瑞

参编 黄 俐 李 斌

审校 John Thomas Heaton

Linda Mary Padgett

对外经济贸易大学出版社

**图书在版编目 (CIP) 数据**

商务英语写作实训/袁翠, 汪瑞主编. —北京: 对外经济贸易大学出版社, 2009

(“十二五”规划商务英语高职高专系列教材)

ISBN 978-7-81134-390-8

I. 商… II. ①袁…②汪… III. 商务-英语-写作-高等学校: 技术学校-教材 IV. H315

中国版本图书馆 CIP 数据核字 (2009) 第 152803 号

© 2009 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

**商务英语写作实训**  
**Business English Writing Practice**

袁 翠 汪 瑞 主编

责任编辑: 陈 欣

---

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

---

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 230mm 15.5 印张 311 千字

2009 年 9 月北京第 1 版 2009 年 9 月第 1 次印刷

---

ISBN 978-7-81134-390-8

印数: 0 001 - 5 000 册 定价: 24.00 元

# 赠送课件说明

充实教学内容、丰富教学资源、改进教学方法是高校教师提高教学质量的基本思路,也是我们编写教材的宗旨。为方便教师教学,我们配套制作了本教材的教学课件,免费提供给使用本教材的教师。为保证教师获得课件,请授课教师填写如下开课情况证明并邮寄(或传真)至下列地址,我们将在48小时内寄出课件,或向教师提供用户名和密码;在本社网站上下载课件。

## 联系方式:

地址:对外经济贸易大学出版社市场营销部 北京朝阳区惠新东街10号

邮编:100029

电话:(010)64492342,(010)64493877

Email:uibep@126.com

---

## 证 明

兹证明\_\_\_\_\_大学\_\_\_\_\_院\_\_\_\_\_系\_\_\_\_\_专业第\_\_\_\_学年\_\_\_\_  
学期开设的\_\_\_\_\_课程,采用对外经济贸易大学出版社出版的  
\_\_\_\_\_(书名、作者)作为本课程教材,授课教师为\_\_\_\_\_,共  
\_\_\_\_个班,学生共\_\_\_\_人。

授课教师需要获得与本书配套的教学课件。

授课教师联系方式:

地 址:\_\_\_\_\_

邮 编:\_\_\_\_\_

固定电话:\_\_\_\_\_

手 机:\_\_\_\_\_

E-mail: \_\_\_\_\_

特此证明

授课教师: (签字)

院/系主任: (签字)

(院/系办公室公章)

200 年 月 日

## 出版说明

“十二五”规划商务英语高职高专系列教材是对外经济贸易大学出版社联合多家全国示范性高等职业院校推出的一套全新的立体化商务英语教材,主要适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据目前高职教育提出的“工学结合,项目为中心,案例驱动教学,边讲边练”为核心的理念,本套教材着眼于提高学生实际操作能力和就业能力,采取模块化、多案例、互动式、重实训的编写方式,课程内容以适度够用为标准。

整套教材按照现有教学课程设置,内容包括《商务英语综合教程1-4》、《商务英语听说实训1-4》、《商务英语口语实训1-2》、《商务英语写作实训》、《商务英语翻译实训》、《国际商务函电实训》、《国际商务谈判实训》、《国际商务制单实训》、《商务礼仪实训》、《文秘接待英语实训》、《英语应用文实训》、《跨文化交际实训》、《旅游服务英语实训》、《酒店英语实训》、《物流英语实训》、《财经英语实训》、《会展英语实训》、《英美概况》、《国际商务报刊选读》等。

本套教材的编写队伍来自全国示范性高等职业院校,编写教师不但具有丰富的商务英语教学经验,且有企业第一线工作经历,主持或参与过多项应用技术研究,是本套教材编写质量的重要保证。

此外,每册教材均配备有PPT课件(网站下载),并根据课程内容选配教学参考书或者MP3光盘,提供立体化教学资源。

对外经济贸易大学出版社

2009年8月

# 前 言

---

随着全球经济的发展和市场化运作,英语作为国际贸易用语变得越来越重要。尤其是我国加入 WTO 之后外贸业务的日益增长,对国际商贸从业人员的商务书面沟通能力提出了更高的要求。其适用范围涵盖公司之间、公司与客户之间,以及公司内部成员之间的各种场合和层面,其表现形式包括小至一张贺卡,大到一份商务报告的构思和书写,其所用技能涉及语言逻辑、词汇表达等多种书面沟通技巧。《商务英语写作实训》正是为了探索如何高效便捷地提升学生的商务英语写作综合能力而推出的。

对于在校学生而言,“商务英语写作实训”一般以“基础英语写作”后续课程的形式出现。“基础英语写作”注重培养学生如何用英文正确、清楚、符合逻辑地表达思想。而“商务英语写作实训”则在此基础上,强调培养学生如何在国际商贸环境中,以书面形式有效地沟通和解决实际问题。作为面向高职高专学生的教材,《商务英语写作实训》以教育部高教司 16 号文件精神为指导,以教学项目为导向,以教学任务为驱动,力图打破学生被动接受讲解和模仿范文的传统写作教学模式,以商务背景下教师指导与学生自主学习相结合的教学方法,设计了由单项训练到综合写作的教学任务,旨在培养学生以需求为动力的自主学习能力和商务背景下的书面沟通能力。

《商务英语写作实训》的总体设计具有以下特点:

## 一、情景性

“商务英语写作实训”课程的教学内容繁杂,而更大的挑战则在于如何调动学生的兴趣。本书以某高职院校学生 Cindy Wu 在即将毕业进行毕业实习时所从事的一些商务工作作为情景,以增加教材的趣味性和真实性,再加上虚拟教师 Mr. Tutorial 的点评,更适合高职院校的学生。此外,单元内部的综合性写作任务也配有一定的情境内容。

## 二、实用性

本书致力于解决高职高专商务类专业学生在商务英语写作中面临的主要问题,即如何学以致用,把课堂学习同就业需要与外贸行业企业实际需要相结合的问题。并从学生在实际工作中所遇到的一些问题入手,以各种商务写作实践为例,涉及主题广泛,涵盖学

生在商业企业中面临的写作需要。所选内容具有极大的实用性。

### 三、自主性

本书的教学策略设计首先强调学生在一定的提示下自主探索商务英语问题的特征和写作规律,以趣味性的情景导入激发学生完成写作任务的动力,使其更积极地参与到教学活动中。其次,注重写作过程的规范化,以简明扼要的写作分解步骤培养学生独立分析和完成写作任务的能力。

### 四、易用性

本书的教学操作设计充分考虑到教学双方在有限的时间内完成一定教学任务的可行性,全书总体知识点布局及单元内部教学流程配置均经过长期的实际教学的检验。此外,整本教材配有教学课件,便于老师进行日常教学。

《商务英语写作实训》教材具有以下特色:

1. 本教材以高教司16号文件为指导,以项目为导向,任务驱动。内容新、操作性和实用性强。

2. 本教材以大三学生在企业实习的经历为背景导入各种商务文件的写作,使得教材更加贴近商务工作环境,旨在全面提高学生的商务写作技能和英语表达的能力。同时一改往日商务写作教材仅限理论讲解的编写的思路,课后配有大量的循序渐进的练习供教师选用。

3. 本教材把一些基础性的写作知识贯穿在各个章节之间,使学生学到一定的商务写作知识和商务写作技巧,提高商务英语写作水平。

4. 本教材的编写者是从事商务英语教学的一线教师,具有多年丰富的教学经验和较强的事业心和敬业精神。他们与珠海市进出口商会的孙艺老师合作,由孙艺老师提供一些企业日常商务写作的素材作为案例,使得教材内容更贴近工作环境。教材由外教审定,以确保教材的准确性。

本书的编写参考了国内外许多优秀的商务英语写作教材。教材的第1-10、13-14章由袁翠编写,第11、12两章由汪瑞编写。教学课件由汪瑞老师负责制作。外籍专家John Thomas Heaton和Linda Mary Padgett等审校了全书。此外,广东科学技术职业学院外国语学院的黄俐老师为教材的编写作了一些前期的准备工作,李斌老师也积极为本书联系外籍专家审稿,给予了大力的支持,谨在此一并表示感谢!

由于编者水平和经验有限,错误和缺点在所难免,欢迎广大读者批评指正。

编者  
2009年4月

# 编写说明

---

《商务英语写作实训》共分以下四个部分，十四个单元。本教材适用于高职高专英语专业二年级在校学生，或具有一定基础英语写作能力的学习者。建议一学期之内（一般为36学时）完成教学任务。

第一部分为 Introduction，着重介绍商务英语写作的基本概念和原则(Chapter 1)。第二部分为 Routine, Negative, and Persuasive Messages,讲解商务英语写作过程中的一些正面及日常内容的写作技巧、负面内容的写作技巧和说服性内容的写作技巧。(Chapter 2 - Chapter 7) 这部分侧重写作技巧的学习,并配有具体的应用文体,如公司介绍(Company Introduction)、邀请函(Invitations)、咨询函(Inquiries and Replies)、回绝函(Refusal Letters)、销售函(Sales Letters)。第三部分为 Five Common Types,介绍商务英语写作的五大常用文体(Chapter 8 - Chapter 12),包括备忘录(Memos)、电子邮件(Emails)、会议记录(Minutes)、问卷(Questionnaires)和商务报告(Reports),这部分侧重写作格式的学习。第四部分为 Communicating for Employment(Chapter 13 - Chapter 14),包括简历和求职信,这部分侧重学生综合应用能力的培养。

此外,每个单元分为七个环节(Chapter 1 除外),环环相扣,形成一个自主学习的流程。

## 1. Intern Student — Cindy Wu's Story

以 Cindy Wu 自己在实习时所经常接触到的各种类型的商务英语写作任务来记录她的工作与体会以及写作时所遇到的困难和初步体会到成功的快乐。此部分作为课堂教学的第一环节,为学习者提供了初步的单元背景介绍。

## 2. Listen to Mr. Tutorial

Mr. Tutorial 是一位虚拟的英语学习专家,针对 Cindy 的写作内容进行点评,也提示解决问题的方法,激发更多的学习者参与。

## 3. Composing Your Message

此环节为学习者针对每一单元的具体写作任务提供较为详细的写作指导,同时提供

Sample Study, 供学生进一步深化学习。

#### 4. Writing Your Message

在对第三个环节认真学习的基础上,学生可能面临一个与 Cindy Wu 相关或相似的学习任务。为完成此任务,每个 Situation 之后均提供一些具体的写作步骤作为指导,以帮助学生顺利完成和掌握此写作任务,同时也引导学生对本单元商务文体写作规律的自主探索。

#### 5. Read for Reference

本环节主要提供每单元相关的补充阅读材料,包括该文体的定义、结构、分类以及写作技巧等等。教师在教学时可根据学生的接受程度及教学情况适当选用,供学习者参考。

#### 6. Check Yourself

本环节在教学功能上是在自主学习环节之后提供补充练习,具体题型有:多项选择、判断正误、中英文句子翻译、改错、填空、情景写作等。其目的是全面考查学生对本单元所学商务文体写作技巧的掌握情况,并使其进一步巩固语言表达能力。练习答案在本书配套的教学课体中提供。

#### 7. Open Your Toolkit

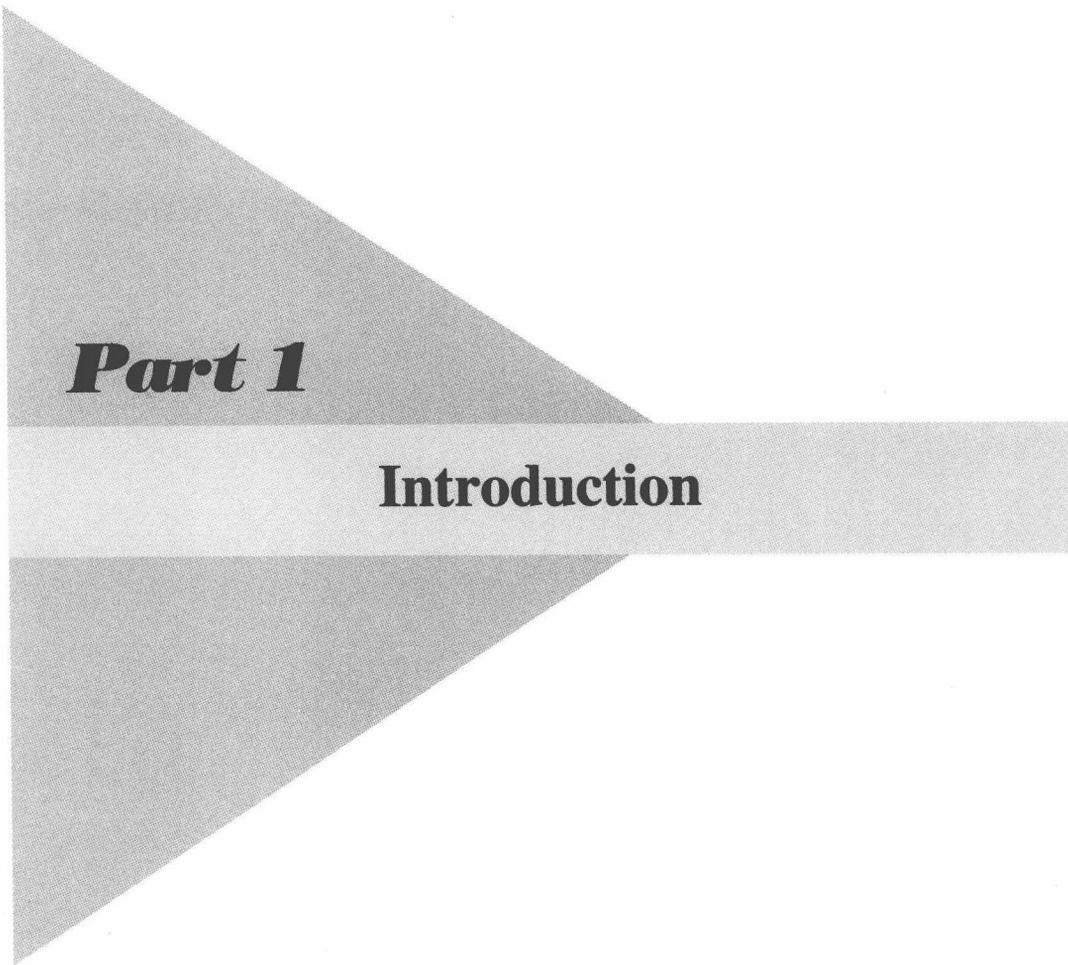
本环节可视为学习者自主学习的百宝箱,其内容包括练习答案、单元所涉及文体的范例以及相关表达法。此部分内容设计时放入教学课件中,供教师教学时参考。

总之,本书在编写体例上力求做到理论讲解深入浅出,不枯燥,写作任务贴近现实不教条;在教学思想上,力求将传统的教学流程中心由教师讲解写作技巧转移至学习者自主探索写作规律,注重学习者的参与和自主学习能力的培养,探索具有高职高专特色的商务英语写作教学内容与教学方法。

# ***Contents***

---

<b>Part 1 Introduction</b>	(1)
Chapter 1 An Introduction to Business Writing	(3)
<b>Part 2 Routine, Negative, and Persuasive Messages</b>	(21)
Chapter 2 Company Introduction	(23)
Chapter 3 Invitations	(36)
Chapter 4 Inquiries and Replies	(53)
Chapter 5 Refusal Letters	(68)
Chapter 6 Letters for Complaints and Adjustments	(82)
Chapter 7 Sales Letters	(95)
<b>Part 3 Five Common Types</b>	(111)
Chapter 8 Memos	(113)
Chapter 9 Emails	(127)
Chapter 10 Minutes	(141)
Chapter 11 Questionnaires	(157)
Chapter 12 Business Reports	(176)
<b>Part 4 Communicating for Employment</b>	(197)
Chapter 13 Job-Application Cover Letters	(199)
Chapter 14 Résumé	(213)
<b>References</b>	(232)



***Part 1***

**Introduction**

10/10/10

10/10/10

# Chapter

# 1

## An Introduction to Business Writing

### Intern Student — Cindy Wu's Story

---

#### Learn Something About Business Writing

Having been studying English for many years, I am happy I'll graduate and all the homework assignments and tests will be far away from me. I'll start to look for a job now.

To be exact, it's not my real job yet. It's just what I'm supposed to do for the half-year internship before graduation. I tried several chances and, maybe due to my lack of experience, almost all the interviewers told me that if I passed the interview, my work will be something about business writing, besides all the office chores, of course!

I had thought I would have chances to use my spoken English in a foreign trade company. But WRITING, and BUSINESS writing, instead of everything else! What can I get from writing? Not the fun, to be sure, that I can get from business interpreting!

I never pay much attention to business writing, I think it's quite boring! That's why I had thrown my business writing textbook somewhere in my dorm after the final test last term. All I can remember about this course is just endless homework, which I could never finish without the samples in the textbook. But now I had to face some real tests about business writing in the interviews! I had to get my books to review some basics of business writing.

## QUICK CHECK

---

**1. Change the following sentence into passive voice based on the instructions of business writing**

Active Voice Ryan checked the report, but he missed the error.

Passive Voice *The report was checked, but the error was missed by him.*

**2. Shape the formation of your statements to involve the reader. Strive to develop the “you” attitude.**

I need your response immediately so that I can make the employee vacation schedule by next week.

*Would you please answer me immediately so that I can make the employee vacation schedule by next week?*

**3. Revise the following sentences to create a more conversational tone and to state ideas positively.**

The undersigned takes great pleasure in welcoming you to our staff.

*I'm happy to welcome you to our staff.*

## Listen to Mr. Tutorial

---

Like all the graduates, Cindy Wu is hunting for a job before she graduates. But when they start to find their first job, most of the graduates cannot get their satisfactory job due to many reasons.

I feel sorry that Cindy seems a little unhappy about her two-month internship job as an office aide. It may be true for some students that typing on a lifeless computer or writing on stationery is never as enjoyable as talking in a foreign trade negotiation. You don't easily get noticed by people, at least not noticed face to face, so to speak. But the importance of business writing for a company can never be underestimated. In fact, a professionally written business letter, for example, can be just as essential to a business deal as, if not more important than, a good business talk.

In our daily lives, at school and on the job, there is a need for effective written communication skills. Poor writing reflects badly on us, it limits the influence we can have on others, and it steals time away from those who do to decipher what we mean.

To avoid these problems, there are a few commonly accepted principles of writing that we can follow.

In order to pass the test, Cindy reviewed what she has learned in the past and did some exercises. On the whole, not bad! She has learned and mastered something, but did she do a perfect job? Of course not, she has still got something to improve.

For example, in Exercise 1, when we change the sentence from active voice into passive voice based on the instructions of business writing, passive-voice verbs focus attention on actions rather than on personalities. They are useful in being tactful. So we should delete “him” and change it into: *The report was checked, but the error was missed.*

In Exercise 2, Cindy did not use the right technique of “you-attitude” and she just made it more polite. The correct answer should be: *Your quick response means the employee vacation schedules will be ready next week.*

In Exercise 3, Cindy was completely right.

### **Principles of Business Writing**

In any business dealing, positive results can only be achieved through effective use of language. Good communicators go to the trouble of becoming competent in the English language. This is often achieved only gradually through a life-long process. However, the time, the patience and hard work which go into mastering such skills do bring enormous rewards and satisfaction.

Therefore, it is important to ensure that your language in all business communications is accurate for several reasons:

#### **◇ To establish a relationship**

It is important to aim for a good relationship with people you communicate with regularly. Unsuitable and inaccurate language could be quite damaging to these relationships.

#### **◇ To communicate your ideas precisely**

Unsuitable or incorrect expressions may mean that your meaning is not clear to the reader.

#### **◇ To convey a good image of your organization**

Clear, concise and accurate language will give an impression of efficiency and will

## 6 商务英语写作实训

fill the reader with confidence. Careless expressions which contain errors will do exactly the opposite; the reader may wonder if such carelessness will extend to other business dealings.

Business writing differs from other types of writing in that it is not really successful unless it arouses readers' attention and receives their responses. Therefore, business writers strive to make their writing effective. In order to achieve this goal, business writers, besides observing the writing process mentioned earlier in this chapter, apply certain communication principles to their writing. We shall discuss three major principles in business writing, which are clarity, consideration, and correctness. The principles, providing guidelines for style of communication, choice of content, and organization of presentation, reveal the characteristics of business writing.

### Clarity

Clarity means getting your message across clearly. The following are some specific ways to help make messages clear:

- ◇ Word choice
- ◇ Sentence and paragraph construction
- ◇ Use of facts, examples, and visual aids

#### 1) Word choice

Business writers choose short, familiar, and conversational words instead of long, unfamiliar ones. As you can see in the following table, the words under the heading "Say" are easier to understand than the words under "Don't Say", although they convey the same meaning:

Say	Don't Say	Say	Don't Say
big	substantial	to issue	to promulgate
home, house	domicile	pay	remuneration
use	utilize	about	circa
for	for the purpose of	during	during the year of
need	have need for	often	in many cases
because	due to the fact that	since	for the reason that

### 2) Sentence and paragraph construction

Short sentences and paragraphs are easy to understand. Therefore, business writers try to avoid wordy sentences and lengthy paragraphs. Compare the following sentences:

Wordy	Economical
1. At this time I am writing to you to enclose the prepaid card for the purpose of arranging a convenient time when we might get together for a personal interview.	1. Will you please return the enclosed card and arrange a convenient time for an interview?
2. I am writing in order to list the potential issues in regard to the Russell account in advance of the client's visit.	2. I am writing about the Russell account to list potential issues before the client's visit.

### 3) Use of facts, examples, and visual aids

Business writers use statistical data instead of general words to make their message more concrete and convincing. In effect, they help make points clear. Compare the version in general words with that using statistics.

General	Specific
1. Theses breaks stop a car within a short distance.	1. Theses breaks stop a 2-ton car, traveling 60 miles an hour, within 240 feet.
2. This computer reproduces campaign letters fast.	2. This computer types 1,000 personalized 150 word campaign letters in one hour.

Besides, business writers improve the clarity by giving examples, analogies, or illustrations. They often use headings, tabulations, pictures or charts to help clarify their points.

### Consideration

Skillful business writers always visualize their readers' needs, problems, and probable reactions to the writing and put themselves in the reader's position. Such