

高职高专商务英语系列教材

新编

XINBIAN WAIMAO YINGYU HANDIAN YU SHIXUN

外贸英语函电与实训

主编 江峰 邹建华

江西高校出版社

**Business English
Correspondence & Practice**

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前 言

《高职高专商务英语系列教材》是根据教育部制定的《高职高专教育基础课程教学的基本要求》和《高职高专教育专业人才培养目标及规格》的要求编写而成的。

本系列教材面向高职高专院校国际商务、经济管理类等相关专业编写而成的。充分体现了以就业为导向、市场需求为己任及学以致用原则;努力符合本学科的课程设置要求;本教材所选内容全面、新颖,把科学性、实用性和通用性结合起来,较好地解决了传统教材中存在的“所学非所用”和“所用非所学”的问题,给学生提供了一个模拟仿真的商务环境,使之毕业后能直接上岗。可以说系列教材是集教育界的教师们多年来的职业教学经验,在理论体系,组织结构和阐述方法等方面都做了一些新的尝试,特别是在突出实践教学环节,强调实用性和可操作性方面有其创新之处。

系列教材共含九册,《新编经贸英语会话》、《新编外贸英语函电与实训》、《新编外贸单证与实训》、《新编商务谈判技巧》、《新编商务英语听说》、《新编经贸英语阅读》、《新编英语应用文写作》、《新编求职英语》和《新编英语翻译技巧》。

《新编经贸英语会话》旨在最大限度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和经贸类专业知识有机地结合起来,使学生在模拟的外贸环境中,掌握大量的专业术语及操作技能。从而达到培养学生的经贸英语的综合运用能力和贸易业务的实际操作能力。

《新编外贸英语函电与实训》以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识及写作技能,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、报盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学生在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

《新编外贸单证与实训》详细地讲解了各种单证的制作方法和技巧;尽量做到理论部分简明扼要、通俗易懂;实训部分内容翔实、新颖、可操作性强;内容涵盖了最新的常用的各种外贸单证。强调讲授最新的制单规范和相关的国际贸易惯例,培养学生的综合制单能力。

《新编商务谈判技巧》精选简单实用的英语谈判技巧内容,突出语言的典型性和谈判场景的实用性,使学生了解基本的英语谈判技巧和跨文化交际原则。全书共分4章:商务谈判概述、商务谈判的类型与内容、商务谈判准备、商务谈判。

《新编商务英语听说》旨在培养学生英语语言的综合运用能力。内容包括出差、闲聊、租房、上网购物、商务礼仪、参观工厂、洽谈业务、交易会、财务事项、投资业务、观光、道别、求职、国际物流、保险与索赔、公共关系等。

《新编经贸英语阅读》旨在训练学习者通过阅读英语文章获取基础的经济与商务知识的能力。课文均选自国内外最新的经济与商务信息,内容包括基础经济理论介绍,银行业及信用卡服务、国际贸易潮流、电子商务、股票市场及税收等方面。选材内容既有经典的专业基础理论,又有最近的时事报道。还为阅读主课文 **TEXT A** 配备了大量的商务英语短语翻译、回答问题等不同形式的练习,以供学习者进行扎实的专业术语及基础语言训练之用。每单元课文后均附有词汇表与注释,方便学习者查阅。

《新编英语应用文写作》提供了各种常见、常用的应用文范例及实训写作指导,包括了最常见的英语应用文的写作特点、方法和要求等等,内容全面,是一本操作性很强的实用教材,也是广大英语学习者和教研工作者的良师益友。

《新编求职英语》旨在让学生了解求职的各个环节,运用现有的英语综合知识进行有效的求职活动。教材以求职的整个过程为线索,从英文招聘广告、求职信、英文履历、求职申请表的填写、如何进行网络求职、面试礼仪及面试技巧等方面给学生进行全面系统地指导,使学生对英文求职的内容和程序有较清晰的了解,并在附录中对求职过程中的关键部分所使用的句子、语气、方法及礼仪都给出了详细的例句和样例供学生学习与模仿,增强学生在求职过程中的信心和勇气。

《新编英语翻译技巧》共分两部分,即笔译与口译。笔译部分包括翻译概论、笔译技巧、词义选择、引申和褒贬、词类的转换、语序的变换、正反、反正译法、增译、减译法、否定句的译法、从句的译法、长难句的译法,以及色彩、习语的文化内涵比较与翻译,和新词汇的翻译等。口译部分包括口译的概述、基本技巧和口译的实践等。

本系列教材的编写得到了全国各兄弟院校及相关专家们的鼎力相助和悉心指导,在此谨致谢忱。由于能力和水平有限,不当之处在所难免,恳请各兄弟院校和读者在使用本教材的过程中给予批评和指正。

编者

2009年1月8日

编者的话

商务英语专业是我国加入世界贸易组织以来一直非常热门的专业之一,用人单位对该专业的人才所必备的英语素质和专业知识和技能水平的要求也越来越高。为了使高职院校培养的商务英语专业毕业生能够掌握一定的实用技能,我们编写了此书。

本书以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识,包括各类商务英语书信、电传、传真和电子邮件的格式、常用语句和写作技巧,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、发盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学习者在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

本书可作为三年制或二年制高等职业技术学院、高等专科学校、成人教育学院等大专层次的财经类专业商务英语课程教材,也可作为外贸专业人员的自修用书及具备中级英语水平的其他自学者的学习用书。

编者

2009 年 1 月

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Unit 1

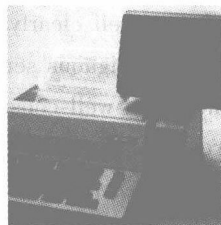
The Communication Ways between Traders

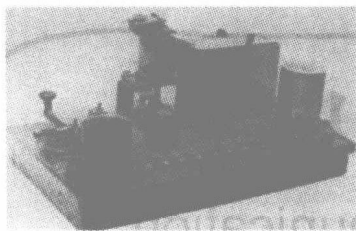
Introduction

With the rapid development of China's trade and other economic activities with foreign countries in recent years, business correspondence has undergone significant changes in form and style. Now effectiveness instead of economy receives more concern about those advanced methods of communication, such as telegrams, telex, fax, E-mail, which are being accepted by the people through-out the world.

English business correspondence refers to the letters, cables, telexes, faxes and e-mails dealing in international business, as well as in domestic trade, of course.

The purpose of this course is to help you learn how to write good business letters by using up-to-date expressions in the simplest possible language.





Task 1

Writing a Business Letter in English

I. Essentials of Business Letter Writing

There are certain essential qualities of business letters, which can be summed as in the 7C.

(1) Consideration

- a. Try to put yourself in HIS place;
- b. Emphasize the YOU attitude;
- c. Emphasize positive, pleasant facts.

(2) Courtesy

- a. More than polite;
- b. Sincere, tactful, thoughtful and appreciative;
- c. Avoid irritating, offensive or belittling statements.

Compare:

You made a very careless mistake.

A very careless mistake was made.

(3) Clarity

- a. Explain yourself clearly;
- b. Avoiding ambiguous sentences and needless jargon;
- c. Statements in well-constructed sentences and paragraphs.

Compare:

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

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

(4) Conciseness

- a. In the fewest possible words;
- b. Briefly but completely.

Compare:

- 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

We require furniture which is of the new type.

We require new-type furniture.

(5) Concreteness

- a. To make the message specific;
- b. Don't try to write in a literary style;
- c. Use action rather than camouflaged verbs.

(6) Correctness

- a. Correct grammar, punctuation and spelling
- b. Choose the correct level of language and use accurate information and data.

(7) Completeness

- a. Provide all necessary information;
- b. Answer all questions asked;
- c. Give something extra, when desirable.

II. Structure of a Business Letter

The business letter consists of seven principle parts:

- (1) Letterhead
- (2) Date
- (3) Inside Name and Address
- (4) Salutation
- (5) Message
- (6) Complimentary Close
- (7) Signature

You can use the following optional parts if you need:

- (8) Reference Notation

- (9) Attention
- (10) Subject Line
- (11) Enclosure
- (12) Carbon Copy
- (13) Postscript

1. Letterhead (信头)

The letterhead usually includes the essential information about the writer's name, address, cable address, telex number, etc. The writing of the address should be stressed as it is totally different from Chinese order. The number and the street should be put at the beginning while the city and country should be put at the end. For example, “中国广东省广州市天河街14号” should be translated into “No. 14 Tianhe Street, Guangzhou, Guangdong Province, China”.

A letterhead generally contains the following information:

- | | |
|-----------------------------------|----------------------------------|
| (1) The name of the firm | (2) Its address and postal code |
| (3) Telephone number | (4) Fax number |
| (5) Internet address | (6) E-mail number |
| (7) Telegraphic and telex address | (8) Trademark or a brief slogan, |

Example:

EASTERN TEXTILES IMP. & EXP. CO., LTD.

34297 Shangcheng Road, Shanghai, China

Tel: 6606811 Fax: 6507631

Http://will.nease.net

E-mail: bcxbox@21cn.com

2. Date (日期)

As for the date, it is usually to put one or two lines under the letterhead on the right for the purpose of filing or checking. Simple ways of writing:

March 4, 2006

March 4th, 2006

4 March, 2006

4th March, 2006

Avoid using “3/4/06” or “2006.3.4”.

3. Inside Name and Address (封内名称和地址)

It will be the same as in the envelope, which shall be the name and address of the receiver. But when some companies use the name of the owner as part of the company name, "Messrs" will be added before the name, for example, "Messrs Bob& Michael Trading Co."

此名称和地址由于写在信内而被称为封内名称地址,目的是为了确保信封与信件的一致性以免装错信封寄错信。封内名称地址的写法与信头写法一致。此内容放在日期之下,齐左边。如

xxx,

China National Chemical Imp. & Exp. Corp. ,
Nanning Branch,
65# Qixing road, Nanning,
Guangxi, China.

姓名的写法:

(1) 写给认识的男性,用 Mr. 加上姓名,如 Mr. John Smith

(2) 对认识的男性,可用头衔或职称代替 Mr. 表示尊重,如:

Doctor John Smith, Professor Joyce Gwillian

(3) 对认识的男性,可以同时写上职称甚至工作单位,如:

Mr. John Smith, manager Camera Shop

(4) 对数位男性,可用 Messrs. , 如: Messrs. Thomas Wood and John Smith

(5) 写给不知姓名的人,可写其职务或所在机构,如: The manager Oriented Bank

(6) 写给未婚女性,用 Miss, 接姓名;给已婚女性,用 Mrs. ;给不知婚姻状况的女性,用 Ms.

4. Salutation (称呼)

Salutation in business letter is different from that in Chinese or ordinary English letters. "Dear" is used to express respect here, for example, "Dear Mr. Perton". Sometimes the letter is not addressed to a specific person, then "Dear sir (s)", "Gentlemen" are used. This part is placed on the left under the inside name and address.

5. Message (正文)

Message is the part the writer expresses his idea or requirements. Usually, it is divided into three parts: opening, body and closing. Opening is to give the reason of writing; body is to specify his requirements and wishes while closing is to express thanks or hope. The contents of body will vary with the specific step of business.

There are two main kinds of layout here: indented one with the first line of each paragraph indented and blocked one with all lines on the left.

6. Complimentary Close (结束语)

There are many ways of complementary close to show respect. It carries no specific meanings. Usually we keep them in pace with the salutation. When the salutation is "Dear sir (s)", complimentary close will be "Yours faithfully, Yours sincerely"; when salutation uses "Gentlemen", complimentary close will be "Yours truly, truly yours", etc.

Salutation	Close	Occasion
Dear Sir(s) Dear Sir or Madam (Mmes)	Yours faithfully Faithfully yours	Standard and formal closure
Gentlemen Ladies/Gentlemen	Yours (very) truly Very truly yours	Used by Americans
Dear Mr. Malone	Yours sincerely/ Sincerely yours Best wishes (U.K.) Best regards/ Regards (U.S.)	Less formal and between persons known to each other
Sir	Yours respectfully/Respectlully yours	

7. Signature (签名)

It is usually printed and written on a letter, the place of which will depend on the layout of the letter. We put signature under the complimentary close with title under it. If the writer represents certain institute, the name of the institute will be

printed above the signature, for example:

Yours truly,

(signature)

(Miss) Lucy Steinbeck

Yours faithfully,

MITSUBISHI CORPORATION

(signature)

Thomas C. Sutton

General Manager, Sales Department

8. Reference Notation (参考案号)

In business letters, reference is often made to previous letter. It may include the date of the letter, a file number, the contract number, L/C number or the initials of the signer of the letter and take the form as "Our ref." and "your ref."

9. Attention (送交)

When the writer wants to address the letter to a special person or corporation, he will add it under the inside name and address. It usually takes the form like "Attention: The Advertising Manager" (由广告经理亲阅)

10. Subject Line (标题)

It is usually the order or contract number or the name of the goods to enable the receiver to be clear of the contents in the letter and for the purpose of filing. It is put under the salutation and before the message.

11. Enclosure (附件)

Sometimes catalogue, pricelist, order, copies of fax or other relative documents will be enclosed in the letter, then under the signature a line on the left will be added to remind the receiver, for example:

enclosure: 3 copies

encl. as stated

12. Carbon Copy (副本抄送)

It is to show the letter has been sent to someone in charge of this, for example "c. c. Manager". It is placed under the enclosure on the left.