



普通高等教育“十一五”国家级规划教材

商务英语立体化系列教材

Business English Series

总主编 陈准民 陈建平

Business English Writing (Second Edition)

商务英语写作

第二版

主编 姜锡彪

编者 张佐成 姜锡彪 Evan Frendo

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内容提要

《商务英语写作》(第二版)是普通高等教育“十一五”国家级规划教材——商务英语系列教材之一。该系列教材为商务英语专业、英语专业商务方向以及商科相关专业英语课程提供了比较完整的、成体系的教学资源。

本书将写作知识、写作技能与实际的商务活动有机结合,为学生提供了大量范文,着重提高学生的商务写作能力。本教材针对学习者的实际需要,选用了大量商务写作范例,配备了多样的写作实践练习。

本书分为6个部分——商务写作概述、商务信函、商务报告、宣传材料、演示和合同。

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出版说明

改革开放30多年来,中国政治、经济、文化、社会等方面都发生了翻天覆地的变化。尤其是2001年中国加入WTO(世界贸易组织)之后,作为一个经济大国,中国在经济全球化的进程中正发挥着越来越重要的作用。“中国离不开世界,世界离不开中国”已成为广泛共识。在刚刚过去的2008年,中国在北京已经成功举办了第29届夏季奥运会,在即将到来的2010年,中国还将在上海举办第42届世界博览会。这两件国际大事成为时代背景下的两个亮点,也是中国在国际上扮演的角色的最好注解。中国社会、经济的飞速发展,对外语教学发展提出了更高的时代要求。

与这种时代背景相契合,商务英语教材的编写和出版也随着时代的脚步而发展。2000年前后,中国国际贸易学会国际商务英语研究会和高等教育出版社合作,联合对外经济贸易大学、广东外语外贸大学等高校,启动了“普通高等教育‘十五’国家级规划教材”——“商务英语系列教材”的编写工作。2002年至2006年间,陆续出版了《商务英语听说》(上、下)、《商务英语阅读》、《商务英语写作》、《商务英语翻译》(英译汉)、《商务英语口译》等商务英语技能类教材和《工商导论》、《国际经济导论》、《国际贸易实务》、《金融英语阅读》等商务英语专业类教材。该系列教材自出版以来在全国高等院校广泛使用,并且得到普遍认可。

自2007年开始,高等教育出版社组织专家、作者对该系列教材进行修订,并根据教学需求增补了部分教材,并成功申报了“普通高等教育‘十一五’国家级规划教材”——“商务英语立体化系列教材”。新的系列教材旨在为商务英语专业、英语专业商务方向以及商科相关专业英语课程提供更为完整的、成体系的教学资源。总主编陈准民教授对教材的修订和编写提出了“特、新、精、自、立”的五字要求,即具有中国特色、内容更新、成为精品、具有自主知识产权和立体化的特点。总主编陈建平教授积极提倡“大商务”的概念,认为商务英语教学应该立足英语,走向国际,培养综合素质高、应用能力强、善于商务交际的人才,并提出应该建立比较系统的课程体系,以适应中国经济发展的需要。此外,应该设定能力培养框架,该框架应具有复合知识结构和技能特征,可以采取模块式结构。

根据本系列教材编委会讨论的结果,并结合院校的使用反馈,该系列的选题范围有所扩展,教材体系结构有所调整。主要包括三个模块——商务英语综合课、听说/视听说课、阅读课教材以引进改编的《体验商务英语》系列为主;商务英语技能类教材以原有教材的修订版为主,增加了《大学商务英语口语》、《商务英语翻译》(汉译英)等;商务英语专业类教材以原有教材的修订版为主,增加了《国际商务谈判》、《国际市场营销》等。

21世纪是数字技术和网络技术广泛应用的年代,数字化学习、网络化学习已经成为一种趋势。为了满足相关需求,为师生提供快捷方便的服务,“商务英语立体化系列教材”将力求突出立体化的特色。高等教育出版社将针对该系列教材在教学网站(体验英语网www.englishxp.edu/net.cn)上提供与教材/课程相关的网页,方便读者查询教材/课程的介绍和相关教学资源。部分教材还将提供配套电子/数字教学资源,如录音、录像、电子教案、多媒体学习课件、网络课程等。

中国已经成为世界第三大贸易国,世界第四大经济体。经济和贸易的发展对我国的商务英语教学提出了更高的要求。培养高层次人才已经不仅是适应国际经济和规则的需要,更是我国积极参与国际竞争,走向世界的需要。希望这套教材能够为国际商务人才培养起到积极作用。

欢迎广大教师和学生提出宝贵的意见和建议,以便使这套教材能够更好地满足教学需求。

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前言

商务英语写作是商务英语专业学生的必修课，也是从事国际商务工作必需的业务技能之一。商务英语写作涉及商务业务知识、惯例和做法、语言修辞等诸多方面的因素。随着商务活动范围的扩展（如当今的商务活动范围既包括货物贸易又包括服务贸易），商务写作涉及的商务业务知识、传递信息的手段和方式以至使用的语言也在发生变化。跨文化交际和交际中的伦理问题也日益为人们所重视。

考虑到如上变化，我们编写了这本商务英语写作教材。本教材内容包括传统的商务写作和应用越来越多的商务备忘录、电子邮件、商务报告、新闻稿、操作说明、商品宣传、演示文稿、商务合同等的写作。

另外，我们在编写方法上继承了商务写作的有效做法，把写作知识和写作技能训练与实际的业务活动相结合，不是孤立地讲写作，也不是孤立地讲商务知识，力求使一切努力都落到商务写作能力这点上。为此我们在书中提供了大量写作范例供读者学习模仿。

商务英语写作课程的教学要结合这门课程的特点来进行。商务英语写作是商务专业人士的业务活动内容之一，因此要从开展业务活动的角度来认识商务英语写作，不能简单地把商务英语写作等同于英语语言学习的一个手段或者学习普通的写作技巧的一种方式。案例教学和任务教学是开展商务英语写作的有效方法。案例教学要给学生提供商务英语写作的实际事例，让学生通过分析、体悟、理解商务英语写作的思维特点、篇章结构、遣词造句的方式，提高理性认识。任务教学要给学生设置在真实的商务交际场景下需要完成的任务，引导学生从任务的要求、目标读者的预期、写作体裁的规范方面构思、写草稿和修改，获得商务英语写作作为商务业务活动的直接体验。

本书自出版以来得到了广大师生的支持，很多师生为我们提出了许多宝贵意见。对此我们借第二版的机会表示诚挚的谢意。

在第二版中我们主要做了以下修改：

- 信函部分做了合并，使其更加精炼。
 - 部分章节做了调整。例如，考虑到商务会议的重要性，特将会议文件编为独立章节。
 - 部分章节内容有变动，如增加了撰写招标书的内容。
 - 部分章节增加了学生习作及分析，对学生写作中的常见问题加以讲评。
 - 修改、补充了部分范文。
 - 调整了附录，本书收入三个附录：
 - 1 附录一为标点符号的使用。由于中国学生在使用英语标点时经常出错，我们列出主要英语标点的正确使用方法，便于学生查看。
 - 2 附录二是西方及中国商界常见职位表（中、英对照）。
 - 3 附录三介绍了个人简历的撰写，为学生毕业求职时准备简历提供一些帮助。
- 欢迎广大读者对本书提出宝贵意见。

编者

2008年8月

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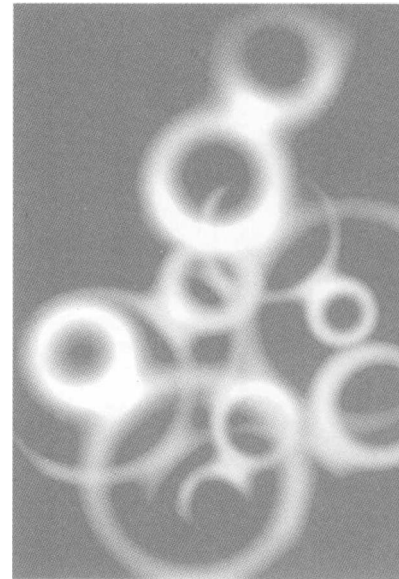
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Part One

Introduction

Part One contains one chapter, which outlines the composition of this book, shows the characteristics of business writing, explains the writing process, and emphasizes the impact of cross-cultural issues on business writing.



▷ Chapter 1 Introduction

Chapter



Introduction

Objectives

By the end of this chapter you should be able to:

- understand what business writing involves;
- know the process of effective business writing;
- understand the principles of effective business writing;
- show awareness of the importance of culture in business communication.

1.1

Overview

Business writing covers a wide range of written documents, from informal one-line emails to complex contracts covering hundreds of pages of legal English. Clearly, in a book like this it will not be possible to cover every aspect in detail; however what this book will do is to give you an introduction into the most common types of business writing you are likely to meet.

Each chapter focuses on a particular type of business writing. The outline is as follows:

Part Two consists of two chapters dealing with business correspondence. Chapter 2 is about the letter layout, while Chapter 3 concerns four kinds of business letter writing: good news and bad news letters, letters of complaint, and letters of persuasion. Email message writing is also included in this chapter because email messages often appear in letter format.

Part Three, from Chapter 4 to Chapter 9, focuses on business reports for both internal and external uses. Chapter 4 is about memos, which are mostly used internally in

businesses. Chapter 5 deals with such meeting materials as meeting notices, agendas, and minutes. This chapter is put in this part because meeting minutes are regarded as a business report. Chapter 6 is an introduction to report writing. The following three chapters focus on various business reports including informational and analytical reports, business proposals, business plans, and annual reports for both internal and external uses.

Part Four deals with the writing for public relation purposes. Public relations, as the name suggests, concern the relationship between an organization, a company or an institution, and the general public. One of the aims of public relations is to influence the general public through a variety of publicity materials. Press releases are the main focus in Chapter 10, technical descriptions in Chapter 11, and operating instructions in Chapter 12.

Part Five, consisting of Chapters 13 and 14, deals with visual presentation of information. Of the five senses we use in absorbing information, sight takes up the largest share. Visual presentation of information is important by itself and meanwhile can facilitate verbal communications.

The last chapter focuses on contracts, an important document in business practice.

For the rest of this introductory chapter we will look at the process of business writing in a foreign language and in particular the basic principles which we should try and follow. We will also discuss intercultural aspects of business writing, as these form a foundation stone on which all else is built.

1.2 Business Writing

Business writing is quite different to the academic writing you may be used to. First of all, it is not about writing essays or assignment for a teacher who then corrects the work and awards a grade. It is about communicating a message. Everybody in the business world has to be able to communicate with colleagues, customers, and partners and so on. Clearly some of the time this will be in your own language, but in an ever increasingly global workplace much of this communication is likely to be with people from a different country and a different culture. English is the lingua franca in the business world.

The higher you go in an organization the more likely the chance that you will spend

more time reading and writing. Strong communication skills are vital for anyone wishing to rise in a company, and written communication skills are one key element. Written communication allows people to communicate across time. It also provides a permanent record. As far as business is concerned, strong communication skills increase productivity, raise effectiveness, and contribute to success. It is not surprising that so many companies all over the world invest heavily in training their workforces in communication skills.

Written communication is about putting your thoughts and ideas into a form (a code) which can then be transmitted to another person. This person will then need to interpret the message which has been transmitted. This may involve some sort of feedback or response. So communication involves more than one person — it is not only about writing the document, it is also about that document being received and understood and reacted upon. In addition, every message contains information, but there is also a relationship between the writer and the reader which may influence how a message is received. Misunderstandings can easily occur if the person receiving the message interprets the code in a different way to the sender. So a key responsibility of anyone producing written business communication is to make sure that the message sent is as clear and unambiguous as possible. And to do this successfully it is necessary to think about the reader at all times. Remember that communication is about people.

1.3 Writing as a Process

Everyone writes in different ways, and one of the aims of this book is for you to be able to find out how you write most effectively. There are basically two perspectives we can take on writing. First of all, some people see writing as a process. It can involve a number of stages, as follows:

- Clarifying your aim
- Identifying your readers
- Generating ideas
- Organizing the ideas
- Sketching a synopsis
- Drafting your text
- Revising and editing
- Proofreading

These stages are not fixed. Depending on the type of writing and the writer, some