



全国高等院校商务英语规划教材

● 李太志 主编 ●

商务英语写作教程

A Course in Business English Writing



- 体验商贸交流过程
- 锤炼商贸交流技能
- 培养商务写作意识



苏州大学出版社
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前 言

在经贸全球化(globalisation)与一体化(integration)进程日益加快的今天,我国与世界各国的商贸活动日益增多,对外商贸业务不断扩大,人们越来越多地使用英语这个最常用的国际商务工作语言进行商贸交流与沟通。当然,成功的商贸活动需要准确而得体的国际商务英语写作,以实现有效的商贸书面交流与沟通。

国际商务英语写作是商贸书面交流活动中必不可少而且至关重要的一部分,是很多商贸活动成功的关键。国际商贸工作者或即将成为国际商贸工作者的人士需要熟悉并掌握的必要专业技能之一就是商贸英语书面沟通与交流技能。熟悉并掌握商贸英语书面沟通与交流技能的重要途径就是对商贸书面交际过程的专业体验(experience & practice)、对商务写作技能的训练(writing skills)和对商务英语写作修辞意识的研讨(comment & improvement),由此而获得真实或近似真实的切身感受,逐步培养和提高有效的商务英语写作修辞意识和能力。

众所周知,要写好商务英语应用文,首先要有一定的英语写作水平。其次,应熟悉和掌握各种商务英语应用文文体的写作修辞要求、写作修辞倾向、写作修辞方法等。此外,更要了解商务英语写作与一般性英语写作之间的区别;经过反复地学习、模仿和套用,才能逐步掌握商务英语应用文的写作修辞方法与技能,逐步学会撰写各类商务英语应用文,以此进行富有成效的商贸书面沟通与交流。

对广大商务英语专业和国际贸易专业的学习者而言,专业技能和实践经验是就业求职时企业十分看重的要素,然而,这也往往是他们有待

加强的薄弱环节。因此,本书通过对大量实例的体验、对案例的分析和对写作技能的训练,旨在为学习者提供可能面临的各种商贸情景的范例,帮助学习者对商贸情景中最常用文体的格式有一个总的了解,从而能尽快掌握商贸书面沟通技巧以及常用的商务英语写作方法,提高使用英语进行商贸书面交流与沟通的能力,使他们在商务英语写作中举一反三、得心应手,从事商贸活动更加顺利。

本书的特色就在于贯穿全书的体练精神。每单元先提供专业知识的介绍,后以写作实例的形式将进行商贸交流与谈判的英语(对话、信函、备忘录、报告)奉献于学习者面前,使他们能够切身体验近似真实的商贸业务过程和地道规范的商贸交流语言;继而进行大量与商贸英语交流与沟通技能相关的训练和商务英语写作修辞意识的研讨培养,以此达到熟悉商贸业务过程、掌握商贸交际技能和培养商务英语写作修辞意识之目的。

本书的最大亮点是,运用当代国际商务英语写作的原则和方法,对充斥大量陈词滥调与冗词赘句的传统信函进行现代化升级改造(improvement),即去旧(删除那些老套迂腐的用语)换新、化繁(去掉那些冗词赘句和语义过虚的用词)为简,使其更加符合现当代商务英语写作标准与要求。

本书主要包括三大部分:商贸业务书面交流的体验感受、商贸英语交流技能的训练和商务英语写作修辞意识的研讨培养。由此可见,本书是集业务体验、技能训练与意识研讨为一体的非常实用的商务英语写作教材。

本书适用于从事国际商贸活动的白领阶层、经常用英语进行书面沟通的商务人士以及即将毕业并有志于从事国际商贸活动的大中专院校的学生,还可以作为想了解商务写作的其他人士的参考材料。

最后,谨向本书参考其研究成果的专家学者致以衷心的感谢!对于书中存在的疏漏之处,恳请读者给予批评指正。如读者需要练习答案、课件等,请联系我们(tangdingjun@suda.edu.cn 或 ltz@hutczj.cn)

李太志

2009年3月



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Part One

External Communication & BE Writing



Unit 1

Layouts & Components of BE Letters

Learning Objectives

- ✓ learning about the three most common layouts of BE letters
- ✓ laying a letter out in the right way
- ✓ understanding the essential and optional components of BE letters
- ✓ learning how to address an envelope

1.1 Laying Out Business English Letters

1.1.1 Learning about the layouts of BE letters

 A. Brief introduction

Questions *What is the most convenient and popular style? Why?*

There are three common layouts of business English letters. They are the modern block style, the modified block style and the conventional indented style or semi-block style with indented paragraphs.

- The modern block and the modified block style •

The modern block style, an American style, has now come to be much more widely used than before. Now, it is used in more than 80% of all business English

letters. Its striking feature is that all of the typing lines of a letter are flush with the left-hand margin. The open punctuation pattern used in the modern block style requires that the end of the date line, the inside address lines, the salutation, the complimentary close and the signature lines are unpunctuated.

The modified block style is a combination of the indented style and the modern block style. It is also called semi-block style or mixed-block style. As an eclectic style, it is most widely used in international business letter writing. And it is to cater for the older readers' taste for the composition of a business letter that more writers begin to use the modified block style.

In both the modern block and the modified block style, the new paragraph needn't be indented as there are double spaces between paragraphs. Therefore, the modern block and the modified block style are convenient to type.

• The indented style •

Of the three types, the indented style is the conventional and the most formal one. It is a traditional British practice with the heading usually centralised on the very top and the date line on the right-hand side. The complimentary close may be in the centre or start at the central point. The first line of each paragraph in the body of the business letter is indented 3 – 8 spaces. The indented style looks good but it is not convenient to type.

 B. Read and answer the following questions.

- a) *Are all of the following letters laid out in the same way? What have you noticed about the layouts of the following letters?*
- b) *Where's the date in the following letters? On the right or on the left?*
- c) *Are the paragraphs of all of the following letters aligned with the left margin?*
- d) *Are there 2 spaces between paragraphs?*

Letter 1

77 Eastern Road
Chiswick
London
UK

Telephone 45632

Fax 68539

November 26, 2002

Mr Pierre Dupont

Managing Director

Dupont Freres

4 Rue de la Paix

Paris 16

France

Dear Mr Dupont

Subject: Offer of the summer discount of 20%

I enjoyed touring your company last week. Thank you so much for giving me the opportunity to demonstrate the new Handi-Jack tool belt.

I checked with the distribution center about your question on bulk orders. Yes, I can still offer you the summer discount of 20% off each large business shipment. (Offer expires December 31, 2002.)

I look forward to hearing from you.

Sincerely yours

Sandra Jones

Sandra Jones

Sales Manager

Letter 2

BUSINESS CORRESPONDENCE INSTITUTE

Hui Zong An, Beijing, China

Tel: 010 -68234171 Fax: 010 -68234173

Our ref:

Your ref:

June 7, 1986

Mr K. Huang
65 Nathan Road
Kowloon

HONG KONG

Dear Mr Huang,

You asked me if there is any one letter-style that is used more than the others. Probably more business concerns use the modified block style, because it saves time for the typist. However, many companies are adopting the block style, as it saves even more time than the modified block style. This letter is an example of the modified block style. As you can see, the inside name and address are blocked and paragraphs' beginnings are aligned with the left margin, as they are in the block style. Open punctuation is used in the inside address.

The date and reference lines are flush with the right margin. The complimentary close begins slightly to the centre of the page. Both lines of signature are aligned with the complimentary close.

Yours sincerely,

T. V. Li

T. V. Li

President

Letter 3

EuroCom

European Communications Company
16 Bedford Road London W4 1HV
Tel: 0180 783 9576 Fax: 0181 792 3434

March 3, 2008

Dear Sir or Madam,

Different Ways of Communicating in Writing


In a letter, the emphasis is on a high-quality appearance. Letters have to be typed or word-processed accurately on the company's headed paper with a smart, clear layout. International mail tends to be slow and in some countries the post is unreliable. Important documents and valuable items can be sent by registered mail or they can be sent by courier.

A fax is a facsimile copy of a document which is transmitted by normal telephone lines to another fax machine. Some faxes are exactly like letters, some are printed on special fax forms rather like memos, others are simply handwritten messages. The sender of a fax can't be certain if the message has been received perfectly—sometimes lines get missed or are illegible. A fax is not usually a legally binding document.

E-mail (electronic mail) is a way of sending messages between computers. The message appears on a screen and can be printed out if necessary. To make e-mail more personal, some people use punctuation to add happy (☺) or unhappy (☹) faces to their messages.

Internal mail within a company or between branches of the same firm is usually in the form of memos; these may be brief handwritten notes or longer, word-processed letters. Most firms use special memo pads for internal messages. A memo to a senior English-speaking member of staff may need as much care as a letter to a client. The style that is used depends on the practice within the company and on the relationship between the people involved.

Faithfully yours,
Edward Linch
 Edward Linch

 C. Read the following letter and complete it according to the Chinese given in the brackets.

BUSINESS CORRESPONDENCE INSTITUTE

Hui Zong An, Beijing, China

Tel: 010 - 68234171 Fax: 010 - 68234173

June 7, 1986

Mr K. Huang
 65 Nathan Road
 Kowlon
 HONG KONG

Dear Mr Huang,

I am very glad to tell you about the differences among _____ (齐头式、改良式和缩行式).


The block and the modified block style are quite similar to one another. In the block style, all parts of the letter are placed flush with the left margin and _____ (段落不缩进). In the modified block style, everything except the date, reference numbers, complimentary close and signature is placed flush with the left margin.

The block style might be the most fashionable, but it has long been customary to _____ (就像本信一样将信按照缩行式进行排列).

Many people regard it as the most attractive of all letter styles. _____ (齐头式的封内地址) is liked because it is compact and tidy. This style appeals to most readers. They like the indented paragraphing and claim that it makes for easy reading.

Yours sincerely,
T. V. Li
 T. V. Li
 President

1.1.2 Practice


-  A. Rewrite the following extracts from letters, trying to lay them out more attractively and appropriately. Make your comments before you make any improvement upon them.

①

I noticed your advertisement in the *Daily Planet* and I would be grateful if you could send me further information about your products. My company is considering subcontracting some of its office services and I believe that you may be able to supply us with a suitable service. Looking forward to hearing from you. Yours faithfully.

②

There are a number of queries that I would like to raise about your products and I would be grateful if you could ask a representative to get in touch with me with a view to discussing these queries and hopefully placing an order if the queries are satisfactorily answered. Yours faithfully.

-  B. There are some mistakes concerning paragraphing, layout, wording and grammar in the following letter. Please improve them.

ELECTRICAL APPLIANCES CO.

P. O. Box 3259

XXXX, XXX

The Manager
Messrs. Clarke & Smith Co. Ltd.
68 High Street
London EC 4
England

Dear Sir

We thank your letter of 17th January, asking us details and prices of our electric heaters. We are pleasure in enclosing our latest price list and catalogue, together with Model X-4's details. Please do not reluctant to write when you require further information.

Yours faithfully,
Ross Camery
Manager

<p>Your ref: TD/4812 Our ref: EA/2719 Encl: 2 catalogue 3 price-lists January 22, 1998</p>
--

1.2 Understanding the Essential & Optional Components of BE Letters

1.21 Looking at the names of the different components of a business letter in the box and putting them under the appropriate headings: essential components or optional components

essential components	optional components

- | | | |
|-------------------------|---------------------|-------------------------|
| heading | reference numbers | inside name and address |
| attention line | salutation | subject line |
| body of the letter | complimentary close | signature |
| identification initials | enclosure notation | C C line |
| P S notations | date | |