

BUSINESS  
CORRESPONDENCE

# 无商务英语 敌 信函»



大量的商务英语信函案例帮助您联系工作、传递信息、推广产品，让您在商场上神勇无敌！

丛书总主编：王慧莉 刘文字  
主编：徐明莺 李强

商务工作者必备

广大学生必学



职场人士的首选 进入外企必读

理工大学出版社

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**信函** » 

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随着中国经济的迅速发展和对外交流合作的深入,商务英语写作逐渐成为商务从业人员日常工作中重要的组成部分。商务英语信函是商界人士在国际间交流思想、传递信息的媒介,也是联系工作和推广产品的重要工具。

全书由三大部分构成。第一部分介绍了商务文书的写作标准、商务文书的基本构成、商务文书的格式、书信格式及信封的写法、传真格式以及电子邮件的基本知识。按照适用范围的不同,将商务文本分成“商务往来”与“内部交流”两大部分,总共包括 25 个章节。每章由相关商务知识、结构分析、范例、常用语句等主要部分构成。

本书内容全面详实,涵盖了商务社交信函、外贸函电、合同协议、求职写作、日常办公写作、商务报告、电子沟通等各种主要商务英语写作任务类型。书中既介绍了商务写作的理论知识和业务技巧,又总结出标准模式、提供大量的范例、常用句型和表达方法,并附有相关的合同及各种单证范本。本书中的商务英语写作为读者提供一个涉及各种商务情景的优秀范文资料库,帮助读者熟悉商务英语写作的基本要求、增加相关商务知识、对商务情景中最常见的各种写作用途及格式有一个总体的了解,从而培养用英语进行书面商务交际的能力。本书所有的文书版本都采用中英文对照,为各种类型的商务交流提供全方位的参考。本书可作为大专院校相关专业商务英语写作辅助用书,也可作为商务从业人员的商务写作参考用书,有助于轻松、快速、高效地完成书写工作。

在编写本书过程中,编者还参考并借鉴了部分国内外相关的书籍和资料,在此一并向相关人士致以诚挚的谢意!

由于编写时间短促,书中难免存在不当之处,期待同行、专家和广大读者多提宝贵意见。

编者

2009年9月

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## Section One Introduction

# 概 述

Chapter 1 商务文书的写作标准

Chapter 2 商务信函的基本构成

Chapter 3 商务文书的写作格式

# Chapter 1

## Criteria of Business Writing

### 商务文书的写作标准

#### 1. Language Style of Business Writing 商务写作的风格

市场竞争的加剧极大地促进了生活节奏的加快与办公效率的提高,从而对商务领域中语言的使用产生了一定的影响。多年惯用的陈词滥调、繁文缛节已不合时宜。商务应用文在词汇与句法方面更加强调整通俗易懂又不失礼节与慎重的职业化、规范化原则。现代商务沟通方式既礼貌而又不过分谦卑,庄重而又不过官气十足。

商务写作的规范得体十分重要,它不仅会展示一个人的英语写作能力,更能体现出他所服务的企业或机构的形象。简便得体的结构体现了高效快捷的现代商务办公水准。商务领域办公自动化的实现推动了办公效率的提高与工作节奏的加快,从而要求商务书面文件与内容既简易又规范。书写商务文书要使用简明的语言,用自然和礼貌的风格传递信息。不同的商务文书有不同的语言风格,把感谢信写成投诉信,或者在商务合同中使用口语化的语言都是非常不合时宜的。

比较下列两种表达:

- a. If the contract can't be fulfilled in time, what should we do? I think we should punish the Party who is responsible for the delay.
- b. Any delay of completion of the construction work will impose the responsible Party one percent fine of the total cost per week.

例句 a 适用于日常交谈,但是在合同写作中,例句 b 才显得严谨正式。在写作过程中,同样的意思可以用不同的风格来书写。下面是同一个意思的四种不同的书写形式:

Old-fashioned	Please find enclosed documents regarding the project for your perusal. Your verbal analysis is required at the meeting scheduled for next Friday.
Formal	A report on the project is attached for your review. We would appreciate hearing your observations at next Friday's meeting.
Semiformal	Please review the attached report. We look forward to hearing your comments at next Friday's meeting.
Informal	Here is the report. Let us know what you think at Friday's meeting.

除了第一种过时的表达以外,其他三种形式,没有好坏之分,最重要的是根据具体的场合和沟通对象,灵活采取不同的写作风格。

我们对陌生人讲话的语气和语言,同我们对家人和朋友讲话所用的语气和语言是大不相同的。同样,正式文体和非正式文体写作所用的语言也截然不同。一般来说,正式文体中很少有人称,不具感情色彩,不用口语化的语言。但是,如今在商务交流中,西方人所用的语言已经不如从前那么正式了。例如,商界的很多人士在交往中用名字互相称呼,多数公司在备忘录和电子邮件中已经使用了非常不正式的语言。通常,我们可以大致把不同场合需要的写作风格归纳如下:



Formal	Contract(合同); Annual reports(年度报告); Technical reports(技术报告); Formal minutes(正式会议记录)
Semiformal	Letters(信函); Memos(备忘录); Reports(报告); Writing upward(写给上司)
Informal	Letters( to longtime associates); Memos(备忘录); E-mail messages(电子邮件)

## 2. Tone of Business Writing 商务写作的语气

在所有的商务文书中,确保语法、拼写和标点符号等语言使用的正确是非常重要的。但是除了遣词造句以外,更重要的是根据接受信息的对象来选择合适的文字表达方式和语气。你要从收件人的角度设想他们将会接受什么样行文的语气,更要考虑到收件人的需要、愿望、兴趣和问题等等,来找出最佳的应对问题的方法。

要想保证沟通的顺畅、达到交流的目的,必须使用恰当的语气。文书中的语气反映你对整个商务事件的关注程度、对于开展合作的诚意以及对工作认真负责的态度。无论是在开展业务、投标项目,还是在催要欠款、投诉的写作中,都要本着解决问题的原则,有力有礼有节地采用合适的语气。既不能盛气凌人、缺乏灵活,也不能恶语相伤、刻薄无理。

Poor writing	Good writing
Your computer's guarantee is up, so you must pay for it to be fixed.	Your computer's guarantee has ended, so unfortunately you must bear the cost of any repairs.
This problem would not have happened if you had operated it properly.	The problem may be resolved by following the directions in the handbook.
We cannot do anything about your problem.	Unfortunately, we are unable to help you on this occasion.
I am writing to complain because I was unhappy with the way I was treated in your store today.	I was most unhappy with the standard of service I received in your store today.

不同的语气表达出不同的信息,既可以是咄咄逼人,也可以是彬彬有礼。不恰当的语气会导致交流的失败,达不到预期的效果。所以,根据你实际交流的需要来选择和把握好语气的使用非常重要。

即使是在传达一个负面信息时,也最好避免使用消极词汇,诸如 no, we do not, I refuse, stop, cannot, loss, failure, problem, I am not prepared to 这样的词语。尽量站在正面的立场上并以更积极的、更具建设性的方式来传递。例如,如果同样的意思通过积极的(positive)和消极的(negative)方式都可以表达出来,就尽量选择使用积极的表达方式。例如:

Negative	Positive
We cannot supply in packs of less than 20.	To keep packaging costs down and to help our customers save on postage costs, we supply in packs of 20 or more.
You will not qualify for our discount rate until your order exceeds \$ 300 a month.	You will qualify for our discount rate as long as your order exceeds \$ 300 a month.
We can not release the names of our clients.	Releasing the names of our clients would violate their privacy.
We are withholding your shipment until we receive the payment.	We will deliver your order to you as soon as the payment is received.
We apologize for this mistake.	We appreciate your calling this matter to our attention.
There can be no exceptions to this policy.	This policy must apply equally and fairly to everyone.

如果坏消息在所难免,也可以通过表示愿意提供帮助来弱化坏消息带来的影响。比如,我们可以说,

If you need any further information, please do not hesitate to contact me.

If there is anything I can do for you, please do not hesitate to contact me.

为了交流合作的顺利进行,切忌指责对方。试着比较下面的例子,哪种方式对解决问题更有效果呢?

Poor writing	Good writing
You didn't read the operating instruction for the new machine carefully.	To enjoy the full benefits of the new machine, you should follow the operation instruction carefully.
You failed to send your order to us before the new prices were introduced.	Unfortunately, we did not receive your order before the new prices were introduced.
In your June 12 order, you neglected to specify the color of the shoes you require.	Just let me know the color of the shoes you prefer, and I'll send the materials immediately.
You obviously ignore our request that you return the sample by EMS.	We did request that you return the report by EMS.

因此,以下表达法在商务写作中要避免使用:

You failed to...

We must insist...

You should not expect to...

Your refusal to co-operate...

You have ignored...

This is not our fault...

I can assure you...

商务合作是在平等互利的基础上开展的,这一原则也要贯彻到商务写作中,居高临下的语气往往会带来严重的后果。请比较:

Poor writing	Good writing
You may call me at...	Please call me at...
We shall allow you to...	We shall be glad to have you...
In an establishment as large as ours, we seldom...	Please notice that it is not our common practice to...

### 3. Criteria of Business Writing 商务文书的写作标准

商务写作较为正式,一般要遵循以下原则:Correctness(准确)、Clarity(清楚)、Courtesy(礼貌)和Conciseness(简明)。

**Correctness(准确):** 商务文书可以作为合作双方权利和义务的书面凭证,准确无误是其写作中最重要的原则。选择恰当的语言风格、精确的措辞、正确地使用标点、拼写和语法对于准确传递信息来说都是必不可少的。用词不当或不准确,常常会使对方产生误解,甚至被人利用而导致一方经济损失。除了得当地使用商务术语外,商务术语中提到的时间、地点、品质、颜色、尺寸等要认真核实,发票、提单和信用证等的号码以及单价、总价的金额数字也一定要准确无误。

不要说:	要说:
My research report in business communication took a long time to prepare. And turned out badly. (Fragment)	My research report in business communication took a long time to prepare and then turned out badly.
Employees want to keep their jobs they will work hard for promotion. (Run-on sentences)	Employees want to keep their jobs. They will work hard for promotion.
Profits were down in 2008, the Board blamed the recession. (Comma splice)	Profits were down in 2008. The Board blamed the recession.

**Clarity(清楚)**: 商务写作要重点突出、层次分明并富有逻辑性。选词要明确具体,多给出具体的数据和事例,而避免使用不确切的词。请对方供货时,不要用“大量”、“许多”一类的词语,应具体说明数量。同样,报价不能笼统地说“合理价格”或“市场价格”,而应说明具体价格为多少,用何种货币,怎样结算,有没有各种附加收费,尽量避免使用“大约”、“左右”一类的词语。答复对方的来信,最好说明那封来信的日期、内容、编号,不要笼统地说“来信收到”或“上月来信”等,因为来信可能不止一封。例如用具体的数目代替 some 和 a large quantity,用具体的时间代替 in the future,用具体的订单号代替 your order,等等。

比较下面几组句子:

- a. Thank you for your letter of 12 May about your visit to Shanghai. (Good writing)
- b. Thank you for your last letter about your visit. (Poor writing)
- a. You will receive your full \$ 2,489.23 by Oct. 20th. (Good writing)
- b. You will receive your refund check soon. (Poor writing)
- a. The 300 computers you ordered on 18th July will be delivered on the 15th Sep. (Good writing)
- b. We will deliver your things soon. (Poor writing)

**Courtesy(礼貌)**: 谦恭有礼不是仅说几句客套话,而是要尊重对方,讲究文明礼貌。例如,收到对方来函,应尽快给予答复,拖延回信的做法是不礼貌的。有效的商务沟通是建立在平等、信任和尊重的基础之上的。所以商务写作中,语言要简单、自然且有礼貌,能够真实得体、客观正确地做出评价。

- a. Thank you for your prompt delivery. However, we found the computers are not of the model we ordered. (Good writing)
- b. You obviously made a big mistake by sending us the wrong goods. (Poor writing)
- a. I'm planning a trip to China in February and would like to meet you to discuss opening a branch in Shanghai. (Good writing)
- b. I'm planning a trip to China in February and have to meet you to discuss opening a branch in Shanghai. (Poor writing)

**Conciseness(简明)**: 商业信函是为开展某项商业业务而写的,具有明显的目标。信文内容应紧紧围绕这一目标展开,不要涉及无关紧要的事情,以免冲淡主题;也不必像私人信函那样,写入问候、寒暄一类的词语。向对方提出的问题要明确,回答对方的询问也要有针对性,不能答非所问,或故意绕弯子,回避要害。鉴于商业信函往来涉及经济责任,所谈事项必须观点明确,交待清楚。例如答复对方订货要求时,必须将供应商品的规格、性能、供货日期、价格与折扣条件、交货方式、经济责任等,逐一交待清楚,切忌含糊不清,以免日后纠纷。简单明了的商务文书能有效地节省写信人和收信人双方的时间。在保证信息完整、准确而又不失礼貌的前提下,要尽量避免使用拖沓冗长、可有可无的表达,而是用尽量少的语言符号来表述。

请比较下列句子:

- a. Your invoice has now been outstanding for 100 days. (Good writing)
- b. It has come to our attention that your invoice has now been outstanding for 100 days. (Poor writing)

a. Thank you for your remittance of May 21 for \$ 4,500. (Good writing)

b. We have your remittance of May 21 in the amount of \$ 4,500, and wish at this time to thank you for it. (Poor writing)

对于商务书信的写作,应该使用积极和自然的语气,并保持一定的个人风格。虽然古旧的句式和套话会让这些文书看起来更“正式”、“更商业”。但是这些冗长乏味的表达会使文本变得含糊不清、呆滞冷漠,并降低通讯效率。下面这封信充满了过时的行话术语、套话、被动语态和冗长的表达。阅读起来让人费解并费时费力。你能辨别出信中有哪些不当之处吗?

Dear Sir or Madam,

We have received your letter dated 10 Sep 2008.

We are extremely distressed to learn that an error was made pertaining to your esteemed order. Please be informed that the cause of your complaint has been investigated and it actually appears that the error occurred in our packing section and it was not discerned before this order was dispatched to your good self.

Arrangements have been made for a repeat order to be dispatched to you immediately and this should leave our warehouse later today. It is our sincere hope that you will have no cause for further complaint with this replacement order.

Once again we offer humblest apologies for the unnecessary inconvenience that you have been caused in this instance.

Please find enclosed herewith a copy of our new catalogue for your reference and perusal.

Kindly contact the undersigned if you require any further clarifications.

Very truly yours,  
P & M Company

而下面这封信则简单明了、表达清晰。

Dear Mr. Wang

YOUR ORDER NUMBER TH 4932

Thank you for your letter of Sep 10.

I am very sorry to hear about the mistake made with your order. I have looked into this and found that the mistake happened in the packing section. Unfortunately it was not discovered before the goods were sent to you.

I have arranged for a repeat order to be sent to you today, and I hope this meets your requirements. Once again, please accept my apologies for the inconvenience caused.

I enclosed a copy of our new catalogue and I hope you find it interesting.

Please give me a call soon on 84569231 if you have any questions.

Yours sincerely

#### 4. Common Problems in Business Writing 商务写作中常见的问题

##### ✳ 使用大量过时的表达方法

在过去,附庸风雅的辞藻让商务文书看起来非常“郑重其事”,让人印象深刻。然而,在当今这个“时间就是金钱”的时代,没有必要的繁冗复杂的表达已经成为商务写作的忌讳。过时的陈词滥调会让你的商务文书充满陈腐的气息。比如:



Old fashioned	Modern
The terms of the contract are not clear to me. Please advise.	Please explain paragraph 2 on page 6 of the contract.
Attached herewith is the information you requested.	Here is the information you requested.
The contract enclosed herewith requires your signature before it can be executed and should be directed to the undersigned.	Please sign the contract enclosed and return it to me.

下面是一个新旧表达的对照表:

Old fashioned	Modern
a large number of	many
in the majority of cases	usually
in a sufficient number	enough
at the present time	now
a majority of	most
bring to a conclusion	conclude
few in number	few
in this day and age	today
in the event of	if
in the course of	during/while
for the purpose of explaining	to explain
in addition to the fact that	additionally
in the not-too-distant future	soon

### ❖ 过多使用冗长的表达方式

“KISS”原则——Keep It Short and Simple是当前商务写作中普遍适用的原则。长单词、长短语、长句子和长段落只能把读者搞糊涂。在商务英语写作中要尽量使用短词、简单的表达法、简短的句子和段落,明确又简洁地表达写作的目的。因为商业人士要阅读很多文书,所以他们更愿意读那些直截了当、切中主题的文本,而不是在堆砌的华丽辞藻中寻找真正要表达的意思。

不要说:	要说:
Arrangements have been made for a repeat order to be dispatched to you immediately.	I have arranged for a repeat order to be sent to you today.
We are in receipt of your letter of 12 June.	Thank you for your letter of 12 June.
Enclosed herewith you will find. . .	I enclose. . .
In view of the fact that the goods were damaged upon arrival, we feel inclined to demand a refund.	As the goods were damaged on arrival, we think we should have a refund.
Please be good enough to advise me what will happen in the event of a delay.	Please let me know what will happen if there is a delay.

能用简单词的时候就不要用长词或复杂词。

不要说:	要说:
advise, inform	tell
alleviate	lessen, ease
ameliorate	improve
anticipate	expect
as per your request	as you requested