



工业和信息化高职高专「十二五」
规划教材立项项目

外贸函电实务

The Practice of
Business Correspondences

郑晓泉 廖晓燕 ◎ 主编



FE

经济贸易类

21世纪高等职业教育财经类规划教材

Economic
and Trade



人民邮电出版社
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内 容 提 要

本书立足于国际商务活动的典型工作任务,打破以知识为线索的传统编写模式,创新采用以外贸工作人员的工作内容为线索,充分体现“以应用为目的,以必需、够用为度”的原则。教材内容围绕进出口外贸业务流程编写,涉及国际商务活动中建立业务关系、询报复盘、确认、订货、支付、包装、装运、保险、投诉、理赔等环节中的商务英语信函撰写,另外,本教材还介绍了互联网时代广泛使用的电子邮件和传真的撰写。

本书以培养高素质技能型人才为目标,适合作为高职高专应用英语专业、商务英语专业、国际商务专业和国际贸易专业及其他相关专业的教材。此外,本书还可作为外贸从业人员的培训和参考用书。

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随着国家与国家之间贸易额、投资额的不断扩大,中国经济参与世界经济的程度不断提高,与世界经济的联系日益紧密,外贸业务活动也随之日益频繁,从事对外贸易工作的人员也越来越多。而写好国际商务英语信函,使之有助于开展外贸业务、交流信息,是从事涉外商务活动所必须具备的核心技能。为适应社会对外贸类应用型和技能型人才的需求,更为了培养高职高专应用英语专业、商务英语专业、国际商务专业、国际贸易专业以及其他相关专业学生的应用技术能力,使学生能够顺利走上工作岗位,我们结合多年教学的实际需要,并吸收现代国际商务写作的新模式、新观念、新思维,特编写此书。

本教材的特点是打破以知识为主线的传统编写模式,采用了以外贸工作人员工作流程为主线并结合案例分析的模式构建教材框架,体现项目教学、任务驱动、工学结合的项目教材编写模式,凸显“以应用为目的,以必需、够用为度”的原则,有利于培养学生成为应用型、复合型、外向型的外贸业务人才。

本教材内容围绕进出口外贸业务流程编写,涉及国际商务活动中建立业务关系、询盘、价格磋商、订货、付款、包装、装运、保险、投诉、索赔等环节中的国际商务英语信函的撰写,另外,本教材还介绍了互联网时代广泛使用的电子邮件和传真的撰写。全书包含12个项目任务,每个项目任务设置了业务背景介绍、信函写作技巧、典型范例、操作练习、信函常用表达方式、拓展阅读等环节。

本教材案例选取力求贴近真实的外贸实际业务,部分例文根据外向型企业的业务工作实例编写,具有较强的针对性、实用性和代表性,便于学生按照选定的范文模式,以最快捷、实效的方式撰写出高质量的国际商务信函,有利于帮助学生构建解读和撰写外贸函电的素养和能力。

本教材结构明晰、重点突出,采用英汉对照的双语模式,以专业、规范、简洁的语言深入浅出地阐释进出口流程涉及的众多基本概念、专业术语和写作技巧。本书是为高职高专应用英语专业、商务英语专业、国际商务专业、国际贸易以及其他相关专业编写的专用教材。此外,本书还可作为外贸从业人员的培训和参考用书。

本教材所有参编人员均来自教学第一线,有多年的实际教学经验,教材由郑晓泉和廖晓燕担任主编,参加编写的还有项春媛和张丽芳,编写人员分工如下:郑晓泉编写1、2、3、12单元,廖晓燕编写4、6、7单元,项春媛编写5、11单元,张丽芳编写8、9、10单元。另外,郑晓泉和廖晓燕还负责全书的审核和统稿工作。

本教材在编撰过程中参考了大量专著、教材和论文,得到了有关专家和学者的支持、鼓励和帮助,并得到了部分外向型企业有关领导和业务员的大力支持和协助,在此教材问世之际,谨表达我们衷心的感谢。由于我们的理论水平和实践经验有限,书中疏漏之处在所难免,竭诚希望得到读者批评指正。

编者

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Unit 1

Layout of a Business Letter



Learning Aims

知识目标：了解商务信函的组成部分、基本格式、写作特点，掌握商务信函的写作技巧。

技能目标：能够运用正确的格式进行商务信函的写作。

Part I Lead-in

Terms

Business Letter (商务信函)

商务信函是指在日常的商务往来中用以传递信息、处理商务事宜以及联络和沟通关系的信函、电讯文书。在国际贸易中，商务信函一直在商家和客户，以及贸易伙伴之间起着很重要的桥梁作用。

Indented Style (缩进式)

缩进式的英文书信，信头、信内地址的每行文字均比上行向右缩进一两个字母，正文的每段文字的首行也向右缩进四个字母，签名打印时也应该比结束语缩进三四个字母。

Full Block Style (全齐头式)

全齐头式的英文书信，要求将信头、收信人的姓名、信内地址等以及正文（包括每段起行）、结束语和签名均靠左边齐头对齐。

Modified Block Style (混合式)

混合式也称折中式或称半齐头式 (semi-block style)。混合式的英文书信，信头、结束语和签名放在右边，每行文字齐头；信内地址各行文字及称谓左边齐头；正文每段起行向右缩进四个字母。



Discussion

What are the functions of the salutation and complimentary close?

Part II Writing guide

Generally speaking, the functions of a business letter are to ask for or to convey business information, to make or to accept an offer, to deal with matters concerning various businesses. Usually, there are certain essential requirements for a good business letter, which can be summed up in the Seven Cs, i.e. completeness, concreteness, clearness/clarity, conciseness, courtesy, consideration, correctness. These Cs often go hand-in-hand.

(1) Completeness

A business communication should include all the necessary information. It is essential to check the message carefully before it is sent out to see that all the matters are discussed, and all the questions are answered. Business letters should avoid incompleteness.

(2) Concreteness

Concreteness means making the message specific, definite and vivid. Business letters should avoid being too general. In general letters, everything seems to be mentioned but actually few are fully expounded. You should use specific facts and figures, vivid and image-building words.

(3) Clearness/Clarity

Make sure that your letter is so clear that it cannot be misunderstood. A point that is **ambiguous** in a letter will cause trouble to both sides, and further exchange of letters for explanation will become **inevitable**, thus time will be lost. You must try to express yourself clearly. To achieve this, you should keep in mind the purpose of your letter and use appropriate words in correct sentence structure to fully convey your meaning.

(4) Conciseness

Conciseness is often considered to be the most important writing principle. It means saying things in the fewest possible words. To achieve this, try to avoid **wordiness** or **redundancy**. Clearness and conciseness often go hand-in-hand and the elimination of wordy business **jargon** can help to make a letter clearer and at the same time more concise. A concise letter is not necessarily a short one. A letter can be made clearer, easier to read and more attractive to look at by writing short sentences and careful paragraphing. One paragraph for one point is a good rule.

(5) Courtesy

Courtesy is not mere politeness. It is like a favorable introduction card. The courteous writer should be sincere and **tactful**, thoughtful and appreciative. You need to prepare every message with the readers in mind and try to put yourself into their places. If conciseness conflicts with courtesy, make a little sacrifice of conciseness. Promptness is one of the most important things in being courteous. Punctuality will please your customer who dislikes waiting a long time for a reply.

(6) Consideration

Before you go on to the detailed structure of the business letter there is one general principle, on which the native English writers lay great emphasis, that is, the “you” attitude. “You-attitude” is not so simple as only to use “you” instead of “I” or “we”. In your letters you should always keep in mind the persons you are writing to, try to see things from their points of view, visualize them in their surroundings, see their problems and difficulties and express your ideas in terms of their experience. “You-attitude” can help to avoid an awkward situation, and promote cooperation between the trade parties.

(7) Correctness

Business letters must be correct, otherwise they may be misunderstood and run the risk of reaching nowhere or going **astray**. Correctness means appropriate and grammatically correct

language (without spelling or **typographical** errors) and factual information that is accurate with reliable figures such as names of articles, specifications, quantity, price and units.

一般而言,商务信函的功能是传递商业信息、报盘或接受报价,以及处理有关的各项业务事宜。“7C”原则是外贸函电写作的基本原则。“7C”是指评价外贸信函在选词、构句、内容、语气、写作态度等方面的7个以英文字母“C”开头的单词,即完整、具体、清楚、简洁、礼貌、体谅、正确。而这七个原则是相辅相成的。

(1) 完整

一封商务信函必须包括所有的必须信息。在发送信函之前必须进行仔细检查以确保所有相关问题都已进行讨论和回答。外贸信函必须避免不完整。

(2) 具体

具体是指必须做到信息具体、明确和生动。商务信函应避免过于笼统。在一般的信件中,似乎各个方面都有提及,但实际上几乎没有进行任何充分阐述。因此,在商务信函中必须使用具体的事实和数据,做到用词生动、形象。

(3) 清楚

确保信函内容足够清晰,不会造成误解。在信函中,只要有一点点模糊的地方,都会给双方带来麻烦,必然需要进一步交换信件对此进行说明,这将造成时间的消耗。因此,必须设法清楚地表达自己的意思。要做到这一点,必须牢记写信目的,并使用正确的词语和句子结构以充分表达你的意思。

(4) 简洁

简洁通常被认为是最重要的写作原则。商务信函应该用尽可能少的文字说明最完整的意思。要做到这一点,应尽量避免累赘冗长。清晰和简洁是相辅相成的。避免使用冗长的商业术语,能使信函更清晰、更简洁。简洁并不一定是指信函篇幅要很短。一封句式简短且分段仔细清楚的书信会更清晰简明,更容易读,更容易吸引读者。一段一个中心意思是一条黄金法则。

(5) 礼貌

礼貌不仅就是礼貌,它还是张有利的名片。一个礼貌的作者应该做到真诚,有策略,有思想,设身处地地站在读者的角度上思考。如果简洁与礼貌原则冲突,则应优先考虑礼貌原则。及时回信是礼貌原则的首要表现。准时将会取悦顾客,因为顾客通常都不喜欢等很长时间才收到你的回信。

(6) 体谅

一封完整的商务信函要遵循一条基本的原则,也是以英语为母语的作者最重视的一条原则,即“对方本位”。“对方本位”不仅仅就是将“我”或“我们”换成“贵方”或“您”那么简单。写信人要始终从收信人的角度出发去考虑问题,设身处地地去发现他们的问题和困难,从而表达自己的意愿。“对方本位”有助于避免尴尬气氛,促进贸易双方的合作。

(7) 正确

至关重要的一点是,一封信中传达的信息如果不正确,那么,即使前面所说的六点做得再好,也只能前功尽弃。除了内容正确之外,使用的语法、单词拼写也要正确,还要保证商品名称、规格、数量、价格、单位等正确。

Part III Layout and Parts of a Business Letter

Usually, seven essential elements are involved in formal business letters. They are letterhead, date, inside name and address, salutation, body of a letter, complimentary close and signature. Sometimes other elements may appear in the business letters such as reference number, subject line, enclosure, carbon copy notation, postscript etc.

The general position of these elements is shown in the following sample:

1. Letterhead (信头)
2. Date (日期)
3. Reference Number (参考号/发文编号)
4. Inside name and Address (信内地址)
5. Salutation (称呼)
6. Subject Line (主题)
7. Body of the letter (正文)
8. Complimentary Close (结束敬语)
9. Signature (签名)
10. Enclosure Notation (附件)
11. Carbon Copy Notation (抄送)
12. Postscript (附言/注)

1. Letterhead 信头

信头包括公司名称、地址、电话、传真、电子邮箱等内容。其位置在页首居中。

2. Date 日期

日期位于信头下一行,位置靠左或靠右皆可。日期不要缩写,通常有以下两种方式:12 th March, 2011 (英式); March 12, 2011 (美式)。

3. Reference Number 参考号/发文编号

参考号(发文编号)用于对信函进行编号,便于分类归档和日后查询,一般打印在日期上面或下面。参考号无固定格式,公司可选择最方便自身归档查询的方式表示。

4. Inside Name and Address 信内地址

信内地址位于正文左上方,日期下面空一行处,内容包括收信人名称和地址、公司名称和地址。若信是写给公司的,则只需写上公司名称和地址;若写信人希望将此信交给某一特定的人,可在该人的名字前面加上“Attention”字样。

5. Salutation 称呼

称呼是写信人对收信人的尊称,一般位于收信人地址下面空一行处,通常是从左边顶格写起,在后面加上逗号或冒号。称呼多以“Dear”开头。若信是写给某人的,可以写 Dear Mr./Ms.;若是写给某个公司而不知道收信人姓名的,则一般采用 Dear Sirs/Gentlemen,美式称呼之后一般使用冒号,英式称呼之后一般采用逗号。

6. Subject Line 主题

商务信函习惯在信的正文上方使用一个标题,以便收信人立即知道信件的主旨,也有利于归档查阅。主题可用底线或加粗字体以示突出,其位置居左或居中均可,常以 Subject 或 Re 做引导词,也可不用。

7. Body of the Letter 正文

正文是商务信函的主体,用来清楚、简明地概括写信人的观点、意见、愿望和要求等。较长的信可以分成若干段落,每一个主题独立成段。一个段落之内常用单倍行距,段落之间常用双倍行距。

8. Complimentary Close 结束敬语

与称呼对应,结束敬语是表示写信人对收信人的一种谦称,使信较礼貌地结束,而不至于让收信人感到信突然从正文跳到结尾,其位置在正文之后一至两行之处,从正中偏右写或从左边顶格写,只需第一个单词的首字母大写,后面加上逗号。

9. Signature 签名

签名是商务信函中极为重要的部分,因为签名具有法律效力。签名者对信中所述的内容承担一定的责任,因此,签名要清晰可辨,独具风格。签名部分除了要打印写信人名字及职务外,还需写信人亲手签名。为了表明性别,可以在签名时手写或打印 Mr./Ms.等字样。

10. Enclosure Notation 附件

如果信件中还有附件,则应在信的左下角注明 Enc(s).或 Encl.

11. Carbon Copy Notation 抄送

如果信函还应抄送给除收信人外的其他人,常用 CC 或 cc (carbon copy)表示,写在附件下方。

12. Postscript 附言/注 (P.S.)

当写信人在信中忘了某事而需要补充的时候, 可在 P.S. 后面加上想补充的内容, 放在信的最后。在现代信函中, 附言的作用已不局限于提及某件被遗忘的事, 而是作为强调某件事的一种手段, 以引起对方注意。

Part IV Format of Business Correspondence

1. Business Letter Style

商务信函有多种格式, 较常用的有以下 3 种: 缩进式 (indented style)、全齐头式 (full block style) 和混合式 (modified block style), 写信人可以根据需要和个人喜好进行选择。

A. Indented Style

Each line of the inside name and address and as well as the first line of each paragraph are indented for two or several spaces. The date is on the right hand side with the complementary close and the signature kept in line with the date.

Letterhead(信头)	
Reference Number(参考号/发文编号)	Date(日期)
Inside Name and Address(信内地址)	
Salutation(称呼)	
Subject Line(主题)	
Body of the Letter(正文)	
Complimentary Close(结束敬语/套语)	
Signature(签名)	
Enclosure Notation(附件)	
Carbon Copy Notation(抄送)	
Postscript(附言/注)	

B. Full Block Style

The block format is the simplest format. All sections of the letter are flush against the left margin of the page. Each paragraph in the body of the letter begins flush left margin. This is a popular style in recent years.

Letterhead(信头)

Reference Number(参考号/发文编号)

Date(日期)

Inside Name and Address(信内地址)

Salutation(称呼)

Subject Line(主题)

Body of the Letter(正文)

Complimentary Close(结束敬语/套语)

Signature(签名)

Enclosure Notation(附件)

Carbon Copy Notation(抄送)

Postscript(附言/注)

C. Modified Block Style

The inside address are typed in blocked style. The letterhead is in the middle. The first line of each paragraph forming the body of the letter is indented for two to several spaces. The complimentary close and the signature are also on the right hand side in line with the date.

Letterhead(信头)
Reference Number(参考号/发文编号)
Date(日期)
Inside Name and Address(信内地址)
Salutation(称呼)
Subject Line(主题)
Body of the Letter(正文)
Complimentary Close(结束敬语/套语)
Signature(签名)
Enclosure Notation(附件)
Carbon Copy Notation(抄送)
Postscript(附言/注)

2. Addressing Envelopes

A. The Block Style (used most for business)

Hangzhou Foreign Trading Corp 288 Westlake Road Hangzhou Zhejiang. China Overseas Trading Co. 28 Park Street London EC4 England Urgent	Stamp
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B. The Indented Style

Liu Xiaopin 50 Yuan Ming Yuan Rode Shanghai, 200002 P.R. China Dr.W.J.Smith Head, Dept. of Education Maryland State University Maryland, MD 21810 U.S.A. Urgent	Stamp
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Vocabulary

ambiguous [æm'bigjuəs]	adj. having no intrinsic or objective meaning 不明确的, 模糊的
inevitable [in'evitəbl]	adj. incapable of being avoided or prevented 必然的, 不可避免的
wordiness ['wə:di:nis]	n. boring verbosity 多嘴, 冗长
redundancy [ri'dʌndənsi]	n. the attribute of being superfluous and unneeded 冗余
jargon ['dʒɑ:gən]	n. specialized technical terminology characteristic of a particular subject 行话, 术语

tactful ['tæktful]	adj. showing skill and sensitivity in dealing with people 机智的, 圆滑的, 老练的
astray [ə'strei]	adv. away from the right path or direction 迷途地, 迷路, 误入歧途地
typographical ['taipə'græfikəl]	adj. relating to or occurring or used in typography 印刷上的, 排字上的
salutation ['sælju'teɪʃən]	n. word of greeting used to begin a letter (书信等开头的) 致意词, 致敬语
complimentary ['kɒmpli'mentəri]	adj. conveying or resembling a compliment 表示敬意的, 问候的
postscript ['pəustskript]	n. a note appended to a letter after the signature (信末签名后的) 又及, 附言

Part V Exercises

I. Arrange the following in proper form as they should be set out in a letter.

- (1) Sender's Name: Guangzhou International Trading Corp.
- (2) Sender's Address: 198 Yueken Road, Tianhe District, Guangzhou, China
- (3) Sender's Telephone: 85239568
- (4) Sender's Cable Address: 5527GZ
- (5) Sender's Telex Address: 3328 gz CN
- (6) Date: September 15, 2007
- (7) Receiver's Name: Standard Oil Company
- (8) Receiver's Address: 38 Fifth Avenue, London, EC4, U.K.
- (9) Subject: Refrigerators

Message.

- (1) We thank you for your letter of September 3, 2007, inquiring for the captioned goods.
- (2) The enclosed booklet contains details of all our refrigerators and will enable you to make a suitable selection.
- (3) We look forward to receiving your specific inquiry with keen interest.

II. Address an envelope for the above letter.

III. Match the following phrases.

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|---------------------------|--------|
| () 1. letterhead | a. 主题 |
| () 2. reference number | b. 附言 |
| () 3. body of the letter | c. 签名 |
| () 4. salutation | d. 参考号 |
| () 5. subject line | e. 信头 |
| () 6. signature | f. 称呼 |
| () 7. postscript | g. 正文 |