

编著 庞继贤

审订 Michael C. Milam (美)



高级英语写作系列教程

Business Writing for the Global Market

实用商务英语写作



高等教育出版社
HIGHER EDUCATION PRESS

SHIYONG SHANGWU YINGYU XIEZUO

H315
1528

014002734



高级英语写作系列教程

Business Writing for the Global Market

实用商务英语写作

编著 庞继贤

参编 陆 莺 张静燕 欧 琛

审订 Michael C. Milam (美)



北航

C1688312



高等教育出版社·北京
HIGHER EDUCATION PRESS BEIJING

H315

1528

P

014002734

图书在版编目 (C I P) 数据

实用商务英语写作 / 庞继贤编著. -- 北京: 高等教育出版社, 2012. 7

ISBN 978 - 7 - 04 - 035742 - 4

I. ①实… II. ①庞… III. ①商务 - 英语 - 写作 - 高等学校 - 教材 IV. ①H315

中国版本图书馆 CIP 数据核字 (2012) 第 155483 号

策划编辑 周继铭

责任编辑 周继铭

封面设计 顾凌芝

责任印制 张泽业

出版发行 高等教育出版社
社 址 北京市西城区德外大街 4 号
邮政编码 100120
印 刷 中国农业出版社印刷厂
开 本 787mm × 1092mm 1/16
印 张 20
字 数 460 千字
购书热线 010 - 58581118

咨询电话 400 - 810 - 0598
网 址 <http://www.hep.edu.cn>
<http://www.hep.com.cn>
网上订购 <http://www.landaco.com>
<http://www.landaco.com.cn>
版 次 2012 年 7 月第 1 版
印 次 2012 年 7 月第 1 次印刷
定 价 38.00 元 (含光盘)

本书如有缺页、倒页、脱页等质量问题, 请到所购图书销售部门联系调换

版权所有 侵权必究

物 料 号 35742 - 00

前言

目的与读者

在当前经济全球化的背景下,如何提高大学生的职业应用能力并使他们在竞争激烈的职业场所中脱颖而出已成为我国高等教育面临的重大问题。在国际经贸领域,现在绝大部分的商务交易都是通过书面交流完成的,所以书面英语成了最常用的交流手段之一。《实用商务英语写作》(*Business Writing for the Global Market*)就是在这一构想的基础上编写的,适合于大学本科“商务英语”或“商务英语写作”等课程使用。

除写作基本功训练外,《实用商务英语写作》主要涉及“职场写作”和“外贸写作”两大部分,这类带有一定专业性的写作对大学英语教学改革有重要的意义。进入大学的学生通常已学了近九年的普通英语,大学英语教学应该从普通英语转向专门用途英语,即培养学生在特定的语境下运用英语来“做事”的能力。本教程涉及的“职场写作”和“外贸写作”就带有明确的交际目的;运用英语来完成具有真实意义的交际任务使教学增强了关联性,从而大大提高了学生学习的积极性。

英语写作对提高英语水平本身也具有重要的意义。我们常讲英语的听、说、读、写技能,这是教学上的分类;有效的学习在于技能的综合和运用,写作促使我们理清思路,训练我们综合运用英语的能力。语言之美,多体现在书面语上;一个人的英语好坏,很大程度上要看其书面英语的水平。作为一名当代的大学生,学会用英语写作,运用书面语这一媒介参与国际交流与竞争无疑是个人成才的一大优势。

谈到写作,使人想到翻译。需要英语文本时,我们通常的做法是把中文翻译成英文。中文和英语文本的读者对象是不一样的,如果我们能用英文写作,何不直接用英文来写呢?用英文写作避免了由两种语言、文化以及读者对象等因素所带来的障碍,避免了生搬硬套、削足适履。本书的英文前言,就是用英文撰写的,在这里无翻译之必要。

《实用商务英语写作》以“做中学”的现代教育思想为指导,突出“实用”的特

色,根据二语习得和语类写作的理论,选取商务实践的最新案例和文本,引导学生分析、思考、判断、行动,培养学生“以言行事”的能力,提高学生在各种商务语境中书面表达的准确性和有效性。

教材特点

《实用商务英语写作》有以下特点:

- 注重学生批判性思维能力的培养。教程提供的学习任务要求学生通过师生之间的交流来分析、批评样例,引导学生重视篇章的宏观结构和在特定的语境下语言形式选择、运用的理据;学生不但要弄懂怎么写,而且还要弄懂为什么这么写。

- 注重写作基本功的训练和自主学习能力的培养。教程提供的各类学习任务注重写作基本功训练。附带光盘上的练习为学生的自主学习创造了条件,学生完全可以按照自己的实际情况来组织自己的学习。

- 注重特定语境下的意义表达。用中文讲解各主题语言运用的特点,以使学生容易理解;样例讲解注重在特定的语境下语言运用的理据和意义的表达。书中的练习任务以及单元后的“语汇支持”有意识地强调与总结各单元涉及主题常用的词组与句型,以方便学生查阅、运用、模仿。

- 同时具备教程和手册的特点。作为一本教程,有讲解、样例和练习;而书中的单元内容提要、要点中文讲解、语汇支持以及附录提供的常用商务词汇与语块、英语书信格式、大小写和数字格式、常用外贸表格样本等内容又同时可作手册使用。

教学单元结构

《实用商务英语写作》分为四个部分:第一部分的一个单元具有导论性质,讲述商务英语写作的原则和写作的过程。第二部分从语法能力、语篇能力和计策能力三个角度来讲解商务英语写作的技能和策略。接下去的两个部分有关职场写作和外贸写作,这两大部分是本教程的主体,每个单元由以下六个部分组成:

1. 案例讨论 提供一个与单元主题相关的经贸领域的案例,激发学生的学习欲望和兴趣,为接下去的学习做好语言上和心理上的准备。

2. 样例阅读 提供多种以英语为母语人士撰写的真实写作样例。针对这些阅读材料的练习任务以启发为主,促使学生思考、领悟在真实的商务情景下语言运用的特点以及作者采用相关语言形式的因由。

3. 语言探索 用中文讲解写作的基本技能和与单元主题有关的书面语言的特点,并进行相关的写作练习。

4. 写作任务 提供商务情景下交际写作任务。

5. 语言拓展 总结与单元主题写作有关的词汇和句型支持,供学生在写作中参考。

6. 单元要点一览 总结单元的教学要点,供学生在写作或复习中查阅。

致学生

高效的学习总是需要积极、主动。无论在课堂上还是在课外,同学们一定要积极参与各项学习活动。与教程配套的光盘上有基础语法练习和语法与写作技巧练习,供同学们自主学习。

写作是一种思维活动,同时也是一种必须动手的“体力”活动。写作需要不断练习、不断修改、逐步提高,同学们要多读英文原文、多读相应的范文,善观察,勤思考,做“有心人”,才会不断有所长进。

致教师

对写作课教师而言,除讲解课本外,应重视学生习作的讲评,有针对性才有关联性,有关联性才能有效地促进学生的学习兴趣和积极性,从而提高教学的效率和质量。

本教程可用于一学期的英语写作课程(通常每周2学时,约15—16周)。根据教学实际,教师或学生完全可以对书中的内容有所取舍或补充相关材料。

致谢

《实用商务英语写作》为浙江大学宁波理工学院教材建设2010年度项目。该教程的编写是多人愉快而紧张合作的成果。浙江大学宁波理工学院陆莺副教授编写了第1、第8单元、第四部分中的3个单元,以及附录1;张静燕老师编写了第5、第6、第7单元,以及附录4;欧琛老师编写了第二部分中的3个单元,以及附录1和2。这些参编教师语言基本功扎实,从事英语写作教学多年;更可贵的是,她们都有从事国际贸易的实际工作经历,编入本教程的大部分内容在课堂上也经过多次试用,这就切切实实保证了本教程的质量。我负责全书章节内容的设计、全部书稿的修改和最后审定。宁波诺丁汉大学的金燕老师、浙江大学宁波理工学院的虞杰同学为本书作了卡通画;浙江大学宁波理工学院的张炜老师为本教程制作了教学光盘,他们出色的工作成果成为了本书的亮点之一。

我特别感谢美国Indianapolis大学的英文教授Michael C. Milam博士,他担任全书的英语审订,这为保证本书的质量提供了保证。高等教育出版社周继铭和周俊华两位先生以他们出色的专业水准为本书的出版付出了大量的时间与精力,我深表感谢。浙江大学宁波理工学院的有关领导对编写这本教程给予了多方面的支

持,对此我也深表谢意。最后,我对参加我开设的英文写作课的浙江大学本科生和研究生同学表示由衷的感谢,多年从事英语写作教学使我得以发现问题,不断改进;在教学过程中,是他们给了我不少编写此书和开展相关学术研究的动力和灵感。

我热情期待读者朋友对本书提出改进的建议或意见,我的电子邮件信箱是:
<pxnit@sina.com>。

英文教授

杭州 浙江大学

2012年 初夏

Foreword

Purpose and Audience

In the present climate of economic globalization, improving college students' professional ability to excel in today's world of keen competition has become one of the most important issues in higher education. Effective writing skills are crucial for successful communication in the global market since so much of today's business is transacted through a wide variety of written forms. *Business Writing for the Global Market* is designed for students who wish to improve their writing skills for working in the international market.

Generally speaking, the book centers upon Writing in the Workplace and Writing for International Trade. It certainly has this utilitarian purpose; however, pedagogically it also has important applications for English learning in general.

In my opinion, Chinese university students have to experience a shift from learning English as a school subject to using English for everyday, practical purposes. Having studied English academically for nearly nine years beginning in primary school, Chinese students need to prepare themselves to use English in real-life situations when they leave college. This shift from English as a school subject to using English in professional life will clearly inspire student motivation to learn English, improving their language proficiency and learning efficiency as a result. I believe that this is THE way of teaching and learning English in Chinese tertiary education.

Features

Business Writing for the Global Market has the following features:

- **Guidance in critical thinking:** Exercises in the book are designed to promote student comprehension through an interactive process of contextualization and discussion of texts. Students are guided to criticize sample texts in the "Learning by Reading" sections first, and then are required not only to understand how a text is organized but

also why a text is written in a certain style and tone.

- **Emphasis on basic writing skills and autonomous learning:** Due emphasis is placed on helping students lay a solid foundation in basic writing skills. Apart from classroom instructions, students can improve their writing skills by doing exercises on the CD-ROM in their own time and at their own pace.
- **Advice on using language to create meaning in context:** For the explanation of writing conventions, Chinese is used to facilitate understanding. Useful words and structures are summarized in the “Further Support” section of each unit for easy reference.
- **Resources for classroom use and individual references:** Abundant materials for self-directed learning and reference are included in the Appendixes.

The Structure of the Book

The book consists of four parts. “Part One: Orientation,” which has only one unit, is introductory in nature. It aims to familiarize students with the preliminaries for becoming a good writer in the changing world of work by examining and discussing the principles of business writing and the elements of the writing process.

“Part Two: Building Communicative Competence” is concerned with basic writing skills and strategies, and serves as a stepping stone to the following two parts concerned with functional writing. This foundational part is approached from three types of competencies: Grammatical, Discursive and Strategic.

The last two parts form the central theme of the book, Writing in the Workplace and Writing for International Trade. Each unit of these two parts is constructed upon a clear learning format.

1. **Case Study:** Provides a case study in the real world of work in an international trading company and serves as a warming-up exercise for learning the unit.
2. **Learning by Reading:** Provides real-life samples of writing for communicative purposes in the business context.
3. **Language Exploration:** Describes and discusses the use of English on a given topic.
4. **Real-world Tasks:** Provides communicative tasks for after-class writing practice.
5. **Further Support:** Summarizes useful chunks of language for writing a given type of text for student reference.
6. **Checklist:** Summarizes the key learning points covered in each unit.

To the Student

Effective learning requires high motivation and an active attitude. So you are strongly advised to participate actively in all classroom activities and to perform after-class assignments in earnest. A CD-ROM that comes with the book contains Basic Grammar Exercises and Advanced Grammar/Mechanics Exercises. You are advised to do these exercises on your own and at your own pace, and you will certainly benefit from this practice.

To the Teacher

Apart from using this book for explanation and discussion for the given topics, an analysis of the learner's own work makes a writing course more relevant, thereby increasing the learner's motivation and making learning more efficient and fun.

Business Writing for the Global Market can be used for a one-semester writing course for undergraduate students. (A semester-long course is assumed to be a 2-credit course, which meets two hours per week and lasts about 15—16 weeks.) You should be flexible, though, in choosing what to cover in the course according to the learner's needs as well as your own preferences.

The CD-ROM contains PowerPoint lecture slides in addition to Basic Grammar Exercises and Advanced Grammar/Mechanics Exercises for student self-directed learning.

Acknowledgements

A book project like this leaves me indebted to many more people than I can adequately thank. First of all, I would like to begin with all the members of our writing team from the Ningbo Institute of Technology Zhejiang University (NIT). They are Associate Professor Lu Ying and doctoral candidates Ms Zhang Jingyan and Ms Ou Chen. I always feel happy to work with this group of teachers who are young, energetic, and above all, persevere in a quest for learning. I am grateful to Dr. Michael C. Milam, professor of English from the University of Indianapolis, USA. Dr. Milam has generously proofread all the units, and his meticulous work and expertise has definitely helped enhance the quality of the book, and helped the members of our writing team, me included, to learn how to write properly and effectively in English. Mr Zhang Wei helped in developing the CD-ROM for the book, and Ms Jing Yan and Mr Yu Jie did the cartoons. Both the CD-ROM and the cartoons have helped to highlight the essential points of the book.

I owe a special debt of gratitude to Mr Zhou Jiming and Mr Zhou Junhua from Higher Education Press, who have supported me with their warm professionalism throughout the publication process. I extend my sincere thanks to the Dean's Office at the Ningbo Institute of Technology Zhejiang University for their warm encouragement and unflagging support for this writing project. Last but not least, I would like to thank the many hundreds of students whom I have taught and who have taught me through the years at Zhejiang University. From them, I have gained a deeper understanding of the writing process, and have received the motivation and inspiration needed to bring this book into fruition.

For suggestions and questions, please drop me a note at <pxnit@sina.com>. Happy writing!

Pang Jixian



Professor of English and Applied Linguistics

School of International Studies

Zhejiang University, Hangzhou

P. R. China

May 21st, 2012

Table of Contents 目录

Part One

Orientation 书面交际起步篇	1
----------------------------------	---

Unit 1

Effective Writing in Business 成功商务写作	3
1.1 Case Study: Succeeding in the Changing World of Work 案例讨论: 职场成功之道	4
1.2 The 6Cs of Business Writing 商务写作6C原则	6
1.3 Elements of the Writing Process 写作过程的特点	8
1.4 Writing Improvement Exercises 写作提高练习	10
1.5 Checklist 单元要点一览	13

Part Two

Building Communicative Competence 交际能力基础篇	15
--	----

Unit 2

Grammatical Competence 语法能力	17
2.1 Case Study: Form, Meaning and Use 案例讨论: 语言的形式、意义与运用	18
2.2 Diction and the Sentence 遣词造句	20
2.3 Language Improvement Exercises 语言提高练习	39
2.4 Checklist 单元要点一览	46

Unit 3

Discourse Competence 语篇能力	47
3.1 Case Study: Importance of Context 案例讨论: 语境的重要性	48
3.2 Cohesion and Coherence in the Paragraph 段落中的衔接与连贯	50
3.3 Language Improvement Exercises 语言提高练习	58
3.4 Checklist 单元要点一览	65

Unit 4

Strategic Competence 计策能力	66
4.1 Case Study: Adapting to the Task and Audience 案例讨论: 明确任务、着眼客户	67
4.2 Courtesy and the You-attitude 彬彬有礼和以“您”为重	69
4.3 Language Improvement Exercises 语言提高练习	74
4.4 Checklist 单元要点一览	80

Part Three

Writing in the Workplace 职场写作篇	81
---	----

Unit 5

Résumés, Cover Letters and Recommendations 简历、附函和推荐信	83
5.1 Case Study: Finding a Satisfying Career 案例讨论: 寻觅一个令人满意的职业	88
5.2 Learning by Reading 样例阅读	90
5.3 Language Exploration: Narration 语言探索: 叙述	96
5.4 Real-World Tasks 写作任务	98
5.5 Further Support: Language Chunks in Writing Applications 语言拓展: 申请文书写作常用语块	101
5.6 Checklist 单元要点一览	105

Unit 6

E-Mails, Memos and Routine Letters 电子邮件、公务便条与日常信件	106
6.1 Case Study: Writing Winning Messages and Letters 案例讨论: 写出成功的信函	109
6.2 Learning by Reading 样例阅读	110
6.3 Language Exploration: Comparison and Contrast 语言探索: 类比与对比	118
6.4 Real-World Tasks 写作任务	123
6.5 Further Support: Language Chunks in Writing Messages and Letters 语言拓展: 信函写作常用语块	124
6.6 Checklist 单元要点一览	127

Unit 7

Agendas and Minutes 会议议程与会议纪录	128
7.1 Case Study: Writing Minutes—What and How 案例讨论: 会议纪录——写什么、如何写	130
7.2 Learning by Reading 样例阅读	132
7.3 Language Exploration: Cause and Effect, Reporting Verbs in Minutes 语言探索: 因果关系, 会议记录中的转述动词	138
7.4 Real-World Tasks 写作任务	145

7.5 Further Support: Language Chunks in Writing Agendas and Minutes 语言拓展: 会议议程与纪录写作常用语块	147
7.6 Checklist 单元要点一览	150

Unit 8

Company Profiles 公司简介	151
8.1 Case Study: Promoting Your Company Image 案例讨论: 提升公司的形象	153
8.2 Learning by Reading 样例阅读	154
8.3 Language Exploration: Description and Classification 语言探索: 描述与分类	158
8.4 Real-world Tasks 写作任务	162
8.5 Further Support: Language Chunks in Writing Company Profiles 语言拓展: 公司简介写作常用语块	163
8.6 Checklist 单元要点一览	165

Part Four

Writing for International Trade 外贸写作篇	167
--	-----

Unit 9

Inquiries and Quotations 询盘与报盘	169
9.1 Case Study: Adapting to an International Audience 案例讨论: 面向国际生意伙伴	171
9.2 Learning by Reading 样例阅读	173
9.3 Language Exploration: Being Result-oriented 语言探索: 交际的目标导向	178
9.4 Real-world Tasks 写作任务	186
9.5 Further Support: Language Chunks in Writing Inquiries and Quotations 语言拓展: 询盘与报盘信的常用语块	188
9.6 Checklist 单元要点一览	190

Unit 10

Orders, Letters of Credit and Delivery 订货、信用证与发货	191
10.1 Case Study: Shaping the Message to the Clients' Interests and Benefits 案例讨论: 充分考虑客户的利益	193
10.2 Learning by Reading 样例阅读	194
10.3 Language Exploration: Being Informative 语言探索: 商务信函的信息性	200
10.4 Real-world Tasks 写作任务	208
10.5 Further Support: Language Chunks in Writing Transactional Messages 语言拓展: 交易过程中信函写作的常用语块	209
10.6 Checklist 单元要点一览	211

Unit 11

Complaints and Replies 投诉与回复	212
11.1 Case Study: Responding to a Complaint 案例讨论: 回复投诉	214
11.2 Learning by Reading 样例阅读	215
11.3 Language Exploration: Being Considerate 语言探索: 相互体谅的策略	219
11.4 Real-world Tasks 写作任务	225
11.5 Further Support: Language Chunks in Writing Complaints and Replies 语言拓展: 投诉信与回复信写作的常用语块	226
11.6 Checklist 单元要点一览	227

Answer Keys 参考练习答案	228
---------------------------------	-----

Appendices 附录	271
----------------------------	-----

1. Frequently-used Words and Word Chunks in Business 常用商务词汇与语块	271
2. Formats of English Correspondence 英语书信格式	284
3. Capitalization and Style of Numbers 大小写和数字格式	289
4. Common Forms 常用表格样本	292

References 参考书目	302
------------------------------	-----



Orientation

书面交际起步篇



