

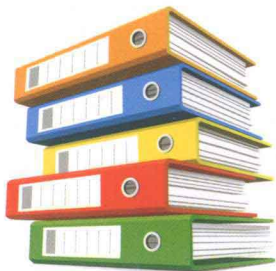
涉外行业英语规划教材

本教材为上海市政府扶持资金资助项目

Document-writing for
Foreign affairs

实用涉外文书

主编 冯修文



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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Document-writing for Foreign affairs

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上海交通大学出版社

内 容 提 要

本教材从交际原则出发,强调实用性,突出秘书文书的写作特点,强调通俗易懂、简明完整、清楚正确的写作风格和原则。在内容安排上,用简洁明了的英语介绍了每种文书的写作特点、写和技巧、基本要求和应用场景。每种文书安排了三篇样本,并对样本中的语言难点和重点、常用表达等进行了精辟的讲解和分析,加强学生对每种文书写作的理解和应用,最后用不同形式的练习加以巩固。

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序

近年来出版的英语写作教材或辅导书籍数不胜数。这类书籍虽然针对不同层次的学习者难度不一,但大都围绕用词、造句、写段、成篇进行讲述,介绍描写、叙述、议论、说明四种体裁文章的写法,有些更是强调应试写作技巧的掌握。这类书籍对于在校学生提高英语写作基本技能和应对各类英语考试的写作是有用的,但是对于进入社会从事商务或文秘工作的职场人员来说,他们在日常工作中需要写作英语,但不是写诸如人物描写、故事讲述之类的文章,而是写涉及工作、商务、管理、交往、礼仪等的各种文书,这类书籍就不是很实用了。

冯修文主编的《实用涉外文书》与上述各种英语写作书籍有明显的不同,正好可满足职场人员的需求,总其特点是:实用、管用、易用。

实用:顾名思义,《实用涉外文书》一书的最大特点就是实用。该书“前言”中开宗明义就说:“本教材编写从交际原则出发,强调实用性。”因而,“在内容的安排上用简洁明了的英语介绍每种文书的写作特点、写作技巧、基本要求和应用场景”。书中第一章详细介绍了商务信函的写作要求和信函格式,第二章到第七章则分别介绍了各种实用性涉外文书的写作。以第二章“工作文书”(Work Documents)为例,详细具体地介绍了 Note(便条), Notice(通知), Announcement(启事), Request(请示), Report(报告), Memorandum(备忘录)等各种涉外工作文书的写法,且从实用角度出发,每一种工作文书的介绍不仅包括这种文书的特点说明、例文样本、语言注释,还收入了该种工作文书写作中一些有用的表达用语(Useful Expressions)以及相关的语言练习和写作练习。

此外,由于如“前言”中所说,“编写人员不仅教学经验丰富,其中部分教师还有实际的公司企业管理经验和实际操作经验”,所以该书中各种文书写作相关的语言素材选用也非常注意实用性。这些教师了解实际工作中哪些语言素材是实用的,哪些是不实用的,因此该书从讲述内容到学生练习无不考虑到了实际工作的需要。该书的写作练习题,大多不是采用命题作文,而是提供一个特定情境要求学习者根据情景写作。

所以说《实用涉外文书》是一本实用型的写作教材,以有限的篇幅为学习者提供实用的材料是该书一个显著的特点。

管用:《实用涉外文书》一书的又一特点就是管用。全书共8章,38节,覆盖了涉外职场中的各类常用文书的写作,包括了涉外商务、涉外礼仪、人力资源管理、社交与会议等方方面面的文书写作,基本上能够满足日常事务相关的写作需求。而且,正如“前言”中所说,“所选例文多出自原版英文写作教材,但都经过改写,部分材料来自国内外相关领域的知名企业,所有例文都具有一定的代表性”。如“人力资源管理文书”(Human Resources Management Documents)一章中的例文就分别有关于招聘、求职信和简历、答复、辞职、解聘、内部调任等的多份文书样本,颇具代表性。

因此,对于从事涉外企业工作的人员来说,通过该书学习掌握的各种文书写作方法和技能,能够直接在工作中应用。那些经过改写的例文,适合中国国情,不仅是学习写作的极好材料,也是学习者在实际工作模仿使用的极好样本。

易用:《实用涉外文书》的另一特点是易用。该书编写的章节划分科学合理,重点明确。如作为课堂教材,使用方便。在“前言”中编者建议:“第1章2学时,第2章6学时,第3章6学时,第4章6学时,第5章5学时,第6章6学时,第7章3学时,第8章2学时(主要是作为学生相关考证的课后练习),共36学时。”这样使得教材的使用有序可循。内容编排上,有说明,有例文,有练习,还有练习的参考答案,大大便利了教师备课。该书又是一本易于使用的自学教材,可供从事涉外商务工作的在职人员用以自学。用作自学教材时,不仅可以进行系统全面的实用写作学习,学习各类文书写作的例文、语汇、表达方式,做各种形式的练习题,也可以根据本人从事的工作需要,有选择地学习其中与自己工作关系密切的章节。

除了在学习中易于使用外,在工作中也易于使用。例如,写一份邀请函,如何措词?格式怎样?写得不好就让人觉得不规范。学习者只要仿照相关章节提供的样本,在内容上根据实际情况稍作改动,就可以写出非常专业的文书来。

综上所述,《实用涉外文书》是一本很适合从事涉外商务工作人员学习和使用的写作教材。写作始终是中国英语学习者的一个薄弱环节,不是短期内能够提高的。年轻的职场人员,尽管在校期间学习了英语写作,但真正做到写作过关、提起笔来就能写的并不多。一方面是改革开放以后涉外商务工作要求英语写作,另一方面是工作人员的写作能力不够。对此,根据工作需要学习写作就是一种比较实用的方法,而《实用涉外文书》就为这种学习提供了方便。

俞惠中

(复旦大学)

2013年5月

前 言

五年前出版的《实用英语写作》，力求实用、易用和管用，虽然受到一些使用者的好评，但还是存在这样或那样的缺憾。本书基于《实用英语写作》，力求扬长避短，使之更加实用、易用和管用。与已经出版的《实用英语写作》相比，《实用涉外文书》有以下显著特点：

一是在《实用英语写作》基础上，更加注重对外交流工作中的常用信函写作，更加突出实用性；

二是与目前影响比较大的考证内容紧密联系，比如“剑桥商务英语证书”考试(BEC)、国家人力资源和社会保障部“商务英语岗位能力证书”考试(CBET)等。因此，本书适合所有将要到三资或外资企业工作的在校大学生或涉外岗位在职人员。由于本书的讲义已在我校使用多年，培养出的涉外秘书毕业生能胜任外企全英语的工作环境(主要是英语写作)。

本教材编写从交际原则出发，强调实用性。秉承《实用英语写作》的编写经验，本书的编写人员同样不仅教学经验丰富，其中部分教师还有实际的公司企业管理经验和实际操作经验。所选例文多出自原版英文写作教材，但都经过改写，部分材料来自国内外相关领域的知名企业，所有例文都具有一定的代表性。由于编写者具有一定的工作实践经验，清楚了解实际工作中哪些语言素材是实用的，哪些是不实用的。因此，在选材时就非常注意实用性。本书覆盖了涉外职场中的各类常用文书的写作，包括了涉外商务、涉外礼仪、人力资源管理、社交与会议等方方面面的文书写作，基本上能够满足日常事务相关的写作需求。

全书共8章，38节，教学建议：第1章2学时，第2章6学时，第3章6学时，第4章6学时，第5章5学时，第6章6学时，第7章3学时，第8章2学时(主要是作为学生相关考证的课后练习)，共36学时。

无论怎样认真，难免挂一漏万，总会有这样或那样的不足和错误之处，万望同行和本书的读者批评指正！

编 者

2013年5月

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Chapter I

Essentials and Formats of Business Writing

(商务信函的写作要素与信函格式)



Section One Essentials of Business Writing

(商务信函写作要素)

The following steps are of vital importance in writing a document:

1. Step 1: Plan Your Task.

Business Writing is characterized by rigor in organization, conciseness in expression and precision in meaning. Good writing requires a series of conscious decisions. Good thinking starts with good planning. Before writing, you need to take the following into careful consideration:

1) Your purposes: Why are you writing?

Your readers will expect you to make your purpose clear to them in your documents. Accordingly, what you have to do is to determine what you want your readers TO DO, TO KNOW and TO FEEL.

2) Your readers: Who will read, review and approve your document?

Your document is what will capture your readers' attention. And their priorities, interest, needs should be well considered.

3) Format: What form should the document take?

Is it a memo, report, letter, proposal, or agenda, etc. ?

2. Step 2: Design Your Message.

Here are the essential qualities you should bear in mind and apply to writing an attractive and well-organized business letter:

1) Write effective subject lines.

A subject line should be informative and interpretive, giving both the purposes and the key facts related to it.

(1) Begin with an indication in the signal line, for example:

Recommendation to...	evaluation of...
report of...	proposal to...
request for...	agenda for...
invitation to...	information about...
warning about...	summary about...
announcement/notice of...	direction for...

(2) Summarize your most significant Do/Know statements, for example:

Invitation to Enjoy the Benefits of Bildstar Training at Lower Rates.
Proposal to Develop and Build a Company Child Care Center.

2) Include your main points in the first lines of your text. Its opening lines usually repeat the words and phrases of the subject line, for example:

We should develop and build a company child care center immediately.
All information indicates the benefits outweigh the risks.

3) Preview key supporting points, for example:

A company child care center has at least three major benefits;

(1) We would improve company efficiency;

(2) We would enhance company morale;

(3) We would add appeal to our image as a major recruiter.

4) Write informative headings.

Make headings informative so readers can determine immediately the main point of a section, for example:

Add Appeal to Our Image as a Major Recruiter.

5) Generate supporting ideas under headings, for example:

Single parents who want to do well in the work force will want to come here. Working couples who cannot find quality child care will want to come here. Our current program in flexitime has already increased our recruiting power. A child care facility will augment and support flexitime.

6) Review main ideas.

At the end of a long document, restate the purpose (Do/Know), as well as your key point, for example:

In summary, we should build a company child care center now because it will raise efficiency, enhance morale, and increase recruiting power. Please contact me at extension 4804 with questions or response.

3. Step 3: Revise Your Document.**1) Be clear in every detail.**

First of all, make sure that your letter is clear enough not to cause any misunderstanding. Next, when you are sure about what you want to say, say it in plain, simple words. Good, straight forward, simple English is needed for Business Writing.

2) Be concise.

Conciseness means saying all that needs to be said and no more. To be concise, a message must be both brief and complete.

(1) Paragraphs:

- A paragraph contains no more than six lines;
- Every paragraph should have only one major idea.

(2) Sentences:

- Active voice is much preferred;
 - Strong verbs are much favored;
- e. g. use announce instead of make an announcement.*

False subjects such as “it”, “there” are preferably avoided.

e. g. use “Apparently the report will be late.” instead of “It is apparent that the report will be late.”

- Simple words are much preferred (use the words on the right).

show

begin

send

part

later

- Wordy phrases should be avoided (use the words on the right).

now

in fact

because

SO

When you are confident that your document meets the criteria for clarity and cohesiveness, you are ready to do the proofreading. At this stage you should focus on grammar, punctuation and spelling.



Section Two Formats(信函格式)

Every well-constructed letter is made up of at least six essential parts: heading, salutation, subject line, body, close and signature. In addition, there are two other parts that can be used if necessary, i. e., inside address and enclosure.

1. Heading

The heading, in full, consists of the address of the sender and the date. However, most business paper is printed with a letterhead giving the name of the company, as well as its address. For this reason, the heading consists of the date only. Here is an example:

ROBERT C. JONES ELECTRONICS CO.

444 Beal Street

Paramus, NJ 07652

U. S. A.
January 12th, 2011

The date is important and should never be omitted. It goes immediately below the address, never above it, or in the same line with it. To avoid the possibility of any misunderstanding on the part of the person to whom you are writing, it is very important that you make the date of your letter perfectly clear. The name of the month should be spelled out in full. To give the date in figures (e. g. 12/10/2010) is in bad taste, for it may cause confusion. In Britain this date would mean 12th October, 2010, while in the United States and some other countries it would mean 10th December, 2010. Always type the date in full, in the logical order of the day, month, year. For example: 12th October, 2010 or 12 October, 2010. The day can also be written after the month, for example: October 12th, 2010 or October 12, 2010. In such a case, always put a comma between the day of the month and the year.

2. Inside address

The beginning of the inside address contains the name and address of the firm or individual to whom you are writing. The inside address should be in line with the left hand margin. English addresses have the following parts:

- (1) Name of the company;
- (2) Number of building and name of street;
- (3) Name of city or town;
- (4) Country or state and its post code;
- (5) Name of country.

*For Example: Peter J. Hat Co. 33 Lafayette Street Chicago 39, Ill.
39760 U. S. A.*

3. Salutation

The salutation in a business letter is simply the formal written equivalent of "Hello" or "Good Morning". The customary greetings in a business letter are as follows:

- (1) Dear Sir (or Dear Madam, or Dear Sir or Madam, if you do not know the

sex of your addressee);

(2) Dear Sirs (when a partnership is addressed);

(3) To Whom it May Concern (only for testimonials and things of that kind).

4. Subject line

It should appear two lines below the salutation and two lines above the first line of the text. The subject line should use boldface, underlining, or other print means for emphasis.

5. Body

The body of a letter is the main part of the message, or the subject matter. Since its main purpose is to convey a message, the letter should be written in easily understandable language. The following serves as reminders:

(1) Start a new paragraph every time you change to a new subject. Be sure to confine each paragraph to one topic;

(2) Watch for spelling and grammar errors. Be clear, concise and correct;

(3) Keep it conversational. Avoid stereotyped phrases or commercial jargons or slangs. Here is an example of a typical business letter, complete with Heading, Inside Address, Salutation, and Body:

August 3rd, 2010

Mr. Roger G. Baldwin,

740 Dakota Street, Bilville, South Dakota, 60375

Regret for the Delay of Your Order

Dear Sir,

Thank you for your letter of July 28th.

We are sorry that there has been a slight delay in fulfilling your order. As you may know, we are now working on a full 24 hour schedule, and we

have found it difficult to obtain sufficient raw materials. You will be pleased, however, to know that we can definitely ship your order by next Thursday at the latest.

We hope that we have not inconvenienced you in this matter.

Yours sincerely,

(Signature)

6. Close or Complimentary

Close, just as the salutation, is a letter's equivalent of "Good Morning", so the complimentary close is an equivalent of "Good bye". You can use "Yours sincerely" if you know the receiver by name. If you are not acquainted with him personally, the most common form to use is "Yours truly".

7. Signature

The signature, the name of the person who wrote or dictated the letter, should always be written by hand. A rubber stamp would make a poor show. When the writer represents a firm, whose name is not printed in the letterhead, the name should be typed to follow the signature. For example:

Yours truly,

(Signature)

Alfred Smith, Office Manager

AB Company

8. Enclosure

The enclosure appears in the lower left hand corner, indicating anything that is included in the same envelope, such as:

Invoice 435/908;

File 980-34



Section Three The Envelope(信封)

1. Formats

Envelope addressing should meet three requirements: accuracy, legibility and good appearance. Here are two examples, which show the indented form of address and the blocked form of address respectively.

Specimen 1

From Wang Hui, 503 Hongqiao Road, Changning District, Shanghai 200051 P. R. C.	STAMP
	AIRMAIL
	Mr. John. J. Wiley Benton Bolt Company 344 Seventh Avenue New York 16, N. Y. 10007 U. S. A.

Specimen 2

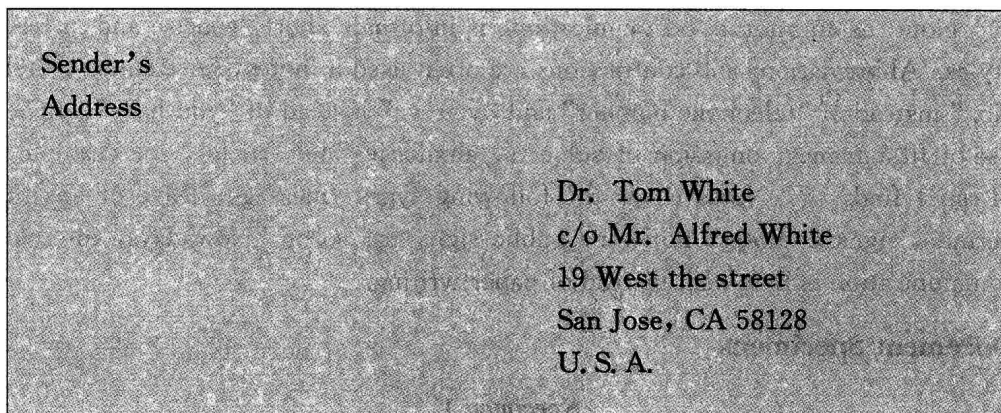
Ms. Lee Ping 108 Yanggao Road Pudong New Area Shanghai 200203 P. R. C.	STAMP
	AIRMAIL
	Mr. Howard Manchester 37 Jones Street Little Falls, Minnesota 95172 U. S. A.

2. Addressing

To address an envelope, you should make general arrangements so that it looks pleasing to the eyes. The return address is to be put in the upper left corner or the back of the envelope. The signs like AIRMAIL, EXPRESS, REGISTERED are supposed to be written above the name and address of the addressee or under the stamp which is usually in the upper right hand corner.

In case the recipient's address is unknown to you, you may send a letter to him/her "care of" (C/O) his/her friend, say, Mr. Alfred White. Then on the envelope you may write as follows:

Specimen 3



Never write a message on an envelope. It is in bad taste to have an envelope scribbled with a message.