

# Collins

English for Business

柯林斯商务英语

# WRITING | 写作 (中文注释版)

Nick Brieger



商務印書館

柯林斯商务英语

# 写作

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[ 英 ] 尼克·布里格 著

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### **About the author**

After a first degree in Law and an M.A. in Applied Linguistics, **Nick Brieger**'s early career included language training and teacher training in Eastern and Western Europe. In the 80s, he worked with teachers and trainers on developing communication skills programmes for managers in Poland, Hungary, Russia, Ukraine and Georgia. In the 90s, as the focus for global business moved towards Asia, he worked on programmes to develop English language competence for those wishing to follow an international career. In recent years, he has worked with a range of major public and private international organisations on communication, team building and intercultural training programmes. In addition to his training activities, he is the author of more than 20 books in the field of language, communication and culture.


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# Introduction

## 导 言

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《柯林斯商务英语：写作》有助于你以更有效率的方式撰写出各种更有效的商业文档。你可以将此书作为：

- 一套自学课程；
- 一套商务沟通或商务英语课程的辅助材料。

本书有助于你开发自己在商务写作方面的知识和技能。本书主要分为两个部分：

- 1 有效文档的要素
- 2 有效写作的步骤

第一部分开始先提供了一个框架，介绍有效文档（包括电子邮件、报告和会议记录）的核心要素。第二部分通过教授你如何更清楚、简单和快速地写作而帮助你变得更有效率。

《柯林斯商务英语：写作》共 6 编，20 个单元。

- 1 我的读者是谁？
- 2 文档采用何种结构和组织形式？
- 3 为读者设定何种语调？
- 4 文档采用何种语言？
- 5 如何才能有效地写作？
- 6 如何将所有东西组织在一起？

本书后面有：

- 附录
- 术语表——强调了每个单元最有难度的单词，给出了《柯林斯 COBUILD 高级词典》中的定义和进一步的例句
- 答案——给出了练习题中的范例答案

### 单元结构

《柯林斯商务英语：写作》有 20 个单元，每个单元都聚焦于商务写作的某个特征。为了发展你的知识和技能，每个单元均提供：

- 
- 关于写作特征的介绍、解释，以及演示其与商务写作的相关性
  - 练习商务写作特定特征的任务

为了增强沟通中的国际化意识，每个单元都包涵一则简短的“文化手记”。这是为了鼓励反映文化对商务写作的影响。

### 《柯林斯商务英语：写作》的使用

使用本书有三种方式：

- 1 按照顺序从 Unit1 学习到 Unit20
- 2 根据你自己具体的学习需要，从目录（作为培训者或学习者）中选择相关单元
- 3 参照 Unit20 来评估你自己的个人学习需要

### 学习小提示

为了便于使用，我们对每一个单元都采用了类似的结构。我们建议你在学习各单元时按照如下步骤进行学习。

- 从头到尾阅读 Section1，它解释了写作的特征，并演示了其于商务写作的相关性
- 完成任务练习
- 将你的答案与标准答案进行比较
- 定期复习并检查自己所学内容

### 语言水平

《柯林斯商务英语：写作》是为 B2 或以上水平（中高级到高级）的商务学习者而写的。

### 本系列其他书籍

“柯林斯商务英语”系列还有《听力》《口语》《阅读》和《语法与实践》。

# 1

## Choosing the correct amount of information

### 选择适当的信息量

*I'm sorry I wrote you such a long letter; I didn't have time to write a short one.* – Blaise Pascal (French theologian and mathematician)

The first step in writing a document is choosing the content. To do this effectively, ask yourself the following questions:

- 1 How much information does the reader actually need?
- 2 If you are asking for information, is your request concise so that the reader knows how to reply?
- 3 If you are giving information, is your message precise and easy to understand?

Using **correct language** is only a small part of effective writing; you need to think about the **appropriate information** for your document.

When writing professional documents, it is easy to include more information than is required. For example, when a specialist communicates with a non-specialist, the specialist may overestimate how much the non-specialist needs to know; or perhaps the specialist wants to show their expertise by giving a very full answer to a question, when a brief response would be better. Therefore it is important to spend time on **planning** the content of your writing before you start and **editing** the content of your document after you have written the first draft.

As a skill, writing requires more planning (before) and editing (after) than speaking. When you speak, you can check your listener's understanding by the feedback you receive. When you write, this feedback is less immediate, as it takes time for written communication to be exchanged.

Finally, we live in a world with easy access to enormous quantities of data. Make your readers' lives easier by converting the **data** into usable and useful **information**.

### Useful tips

#### Planning

- What does my reader already know about this subject?
- How much information do they need to know?
- How can I present the information in a concise way so that it is easy to understand?

#### Editing

- Is there too much or too little detail for my reader?
- Is there any redundant information, e.g. repetition?
- Are there any gaps in the information which will make it difficult for the reader to understand?

concise 简洁的。precise 准确的。correct language 正确的语言。appropriate information 恰当的信息。  
professional 专业的。specialist 专家。overestimate 高估。editing 编辑。immediate 直接的。redundant 多余的。

**1**

**Whether a document contains redundant information will depend on:**

- 1 the writer's view of how much information the reader needs
- 2 the reader's view of their actual needs in terms of information

**However, to encourage you to think about the right quantity of information for your reader, here are some expressions which give examples of redundant language. In each phrase, put brackets around the redundant word(s).**

- |                        |                         |                        |
|------------------------|-------------------------|------------------------|
| 1 advance planning     | 6 close proximity       | 11 general public      |
| 2 advance reservations | 7 difficult challenge   | 12 past experience     |
| 3 all meet together    | 8 each and every        | 13 reason is because   |
| 4 basic fundamentals   | 9 end result            | 14 regular routine     |
| 5 cheap price          | 10 estimated roughly at | 15 unexpected surprise |

**2**

**Read through the following email written by a computer maintenance company about a customer's problem with their computer monitor. In the email, find the following:**

- a three examples of redundant information. Cross these out.
- b two examples of missing information. Put asterisks where this information should be.

**To: jknowles@knowles.com**

**Subject: Returns**

Your reference: monitor XT3458

Dear customer

We have received your request to return the faulty monitor, which is not displaying the correct colours. We will process this as fast as possible. In order to provide a quick and reliable service, we kindly ask you to follow these instructions closely:

Within the next twelve hours, you will receive two emails from GTS. In the first email you will find a link to a GTS return label. Please print out this label with a laser printer. With this number you can track the delivery status of your item on the Internet.

Please pack your defective device into its original packaging. Afterwards please stick the return label clearly onto the box so that it is easily visible. When your parcel is ready for collection, please call GTS to arrange for collection.

Make sure you pack your defective device in the original packaging! If you don't have the original packaging or any other secure packaging for transportation, contact us by email so that we can provide you with suitable packaging. Please let us know.

Please only send in your defective LCD display together with its stand and the external power adapter (without its power cord). You will be charged for extra shipping costs in case we need to send back any accessories which you sent to us in error.

Yours sincerely  
Electronic Computer Services

phrase 短语。bracket 括号。reservation 预订。estimate 估计。roughly 粗略地。asterisk 星号，星状物。monitor 显示器。reliable 可靠的。laser 激光的。defective 有问题的。parcel 包裹。charge 收费。accessory 配件。

3

Read the two job-related emails:

- a an email for a job in sales and marketing
- b an email for an internship.

Look at the quantity of information in each document and decide if there is too much or too little.

a

**To: seansmith@autosales.com**

**Subject: Application**

Dear Mr Smith

I am responding to your advertisement in *The Daily Observer* of 8 January 2011, regarding the Automotive Sales Representative position. Attached is my CV, showing my education, experience, and background.

As you will see from my CV, I graduated from the University of Watersville in 2007 with an upper second class honours degree in Business Administration. During my final year I was attracted to the areas of sales and marketing, and followed a three-term specialist course, which focused on:

- Fundamentals of Marketing
- Business Communications
- Fundamentals of Customer Care
- Managing Marketing Information Systems
- Promotional Practice
- Sales & Marketing Operations
- Promotional Practice Management
- Marketing Communication Strategy

My CV lists the jobs that I have held. As you will see, I worked as a trainee in the marketing department of Custom Visuals for two years (2007–2009), where I learned about advertising and organising promotional events. I was then promoted to the position of marketing executive, where I worked on planning and implementing advertising campaigns. However, after one year in that position, I decided to move to Q Cars, where I managed key accounts, especially in the area of car leasing. I learned a considerable amount about planning and organising events. After two years at Q Cars, I decided to move on and found a position as marketing manager for SpecTex, a specialist textile company. There I headed up a small sales team, as well as having responsibility for marketing activities in terms of product distribution. Throughout my sales and marketing career I have won top sales awards, and, in my last job, was involved in training other sales representatives in specific sales techniques to increase their sales. I hope my application will be of interest to you. I am available to come in for interview at a mutually convenient time. I look forward to hearing from you.

Yours sincerely

Mary Green

responding 回应。CV 简历。administration 管理。promotional 推广的。strategy 战略。executive 主管。  
lease 租赁。textile 纺织品。responsibility 责任。

**b**

**To:** jenbryant@nt.ac.uk

**Subject:** internship

Dear Ms Bryant

I am interested in applying for the scientific research internship that I recently saw advertised in the University Career Services Office.

I have had lots of laboratory experience in chemistry, biology, and geology. So, I feel I would be a suitable candidate. And last summer, I worked as an assistant for a small pharmaceutical company near my home.

I hope you find my application of interest.

Yours sincerely

Sarah Bentley

**4**

Look at the two emails again and list the information that you think should be included. Then rewrite them.

**Email a**

- 
- 
- 

**Email b**

- 
- 
- 

**Cultural note**

The quantity of information that you may find in communication, including written documents, is not the same for all national cultures. The major difference is between **low context cultures** and **high context cultures**.

In low context cultures, people typically expect information to be made explicit in their communication and can comfortably manage large quantities of data. Words are typically used to transmit information and data.

In high context cultures, on the other hand, background information tends to be implicit and assumed to be shared. Words are used in a more indirect way, leaving the reader to work out for themselves the full significance of the message from the context.

apply for 申请。internship 实习。geology 地质学。pharmaceutical 制药的。low context culture 低语境文化。high context culture 高语境文化。typically 具有典型特征地。explicit 清楚的。implicit 含蓄的，暗示的。

# 2

## Choosing the right technical level

### 选择适当的技术水平

*When something can be read without effort, great effort has gone into its writing.* – Enrique Jardiel Poncela (Spanish playwright and novelist)

Technical level refers both to information and to language. Choosing the right technical level for your readers means standing back from both your technical expertise and your technical language, and putting yourself into your readers' shoes. When you do that, you can start to pitch your writing at an appropriate technical level for your reader.

The 'silo effect' is a phrase that is often used to describe the failure of communication in business communities. What does it mean?

A silo is a storage building for grain. It has no windows so people working inside one silo cannot see others – either people inside other silos in their own organisation or outside.

Within a silo, people speak the same language and understand each other comfortably. They have developed a shared specialist code of language using acronyms (WAH – working at home; MSRP – Manufacturer's Suggested Retail Price), abbreviations (ch. ppd. – charges prepaid; biz dev – business development), technical forms, and shortcuts to meanings. However, when they are asked to communicate outside their silo, they lack the sensitivity to adapt their communication so that other people understand them without effort.

Therefore, to be understood without effort, communication requires:

- a sensitivity to your readers
- an understanding of their technical level
- an awareness of how much information they need
- a 'bridge' to their communicative world.

### 'Gobbledygook'

The term 'gobbledygook' was invented by former US Representative Maury Maverick to describe any text containing jargon or complex language which makes it unnecessarily hard to understand.

The Plain English Campaign encourages writers to avoid the use of jargon as it makes the reader feel inferior, frustrated, and angry, and causes a divide between the writer and the reader.

stand back 避开。pitch 定位。silo effect 谷仓效应。acronym 首字母缩略法。abbreviation 缩写。

awareness 认识。gobbledygook 冗长的官样文章。jargon 行话,术语。inferior 自卑的。frustrated 挫败的。



## Useful tips

### Do

- ask yourself what your readers already know about the subject
- write at an appropriate technical level for your readers
- be specific, concrete; give examples
- remember to edit your writing to check for comfortable understanding

### Don't

- use jargon from your silo
- use abbreviations unless you know your readers understand them
- include technical detail that is beyond the knowledge of your readers
- write in complex language (vocabulary, sentence length, sentence structure) that makes the meaning difficult to understand
- use abstract ideas when concrete facts would be easier to understand

Here are some examples of over-complex writing. First, we have used the **Don't** list from the **Useful tips** box to identify the reasons why it is so difficult to understand, and then we have suggested improvements.

1a

## From an education policy document:

### Before improvement

*High-quality learning environments are a necessary precondition for facilitation and enhancement of the ongoing learning process.*

### Why is it difficult to understand?

- Abstract idea
- Complex vocabulary

### After improvement

*Children need good schools if they are to learn properly.*

2b

## From a legal contract between a lender and borrower:

### Before improvement

*All transactions effected pursuant to this instrument shall be effected for the account and risk and in the name of the undersigned; and the undersigned hereby agrees to indemnify and hold you harmless from, and to pay you promptly on demand, any and all losses arising therefrom or any debit balance due thereon.*

appropriate 恰当的。concrete 具体的。abstract 抽象的。useful tip 有用的建议。improvement 改进，提升。precondition 前提。facilitation 助长。enhancement 增强。contract 合同。transactions 交易。undersigned 签过字的。indemnify 赔偿。



### Why is it difficult to understand?

- Complex vocabulary
- Long sentences
- Complicated sentence structure

### After improvement

*You will be responsible for anything you owe on your account.*

3c

## From a healthcare policy document:

### Before improvement

*The aim of this resource pack is to help organisations promote and implement the use of an HR Leadership Qualities Framework that describes those behaviours which enhance HR capacity and capability to improve the patient experience.*

### Why is it difficult to understand?

- Complex vocabulary
- Technical detail

### After improvement

*This resource pack will help organisations promote and introduce a Human Resources Leadership Qualities Framework. The framework will help HR departments to improve the experience of patients.*

Now use the *Don't* list from the *Useful tips* box to identify the main reasons why the following paragraphs are difficult to understand. Then try to rewrite them so that they are easier to understand. The first two require only small changes, while the last two need more major work.

1

## From a letter of application for a job:

*During three years at XYZ and four years at ABC I built up a broad fundamental knowledge of food science and processing. My desire to extend my contribution through to product completion necessitated that I provide a communication interface between the scientifically focused, laboratory-based personnel and the process-driven pilot plant research groups. In the international working environments offered by XYZ and ABC, I gained the necessary interpersonal skills to exclude cultural and scientific misunderstandings, and employed fully my linguistic skills to ensure optimal project results and sociable working relations.*

---

account 账户。pilot 试验，试点。