



全国高职高专专业英语规划教材

Business Writing in English

商务英语写作

房玉靖 马国志 主 编
鞠媛媛 黄 薇 荣宁宁 副主编



赠送
电子课件

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北 京

内 容 简 介

本书是《高职高专商务英语专业教材》之一,将写作知识、技能与实际业务活动有机地融合在一起,旨在培养学生的商务英语文本撰写能力。本书共有20个单元,分为5大模块:企业办公管理、招聘与就业、企业宣传、企业对外交流和商务写作基础。每个单元设有4个板块(19单元和20单元设有两个板块):Having a Clear Picture (摸清门道)、Showing Your Talent Slightly (初露锋芒)、Opening the Treasure Box (打开百宝箱)、Displaying Your Prowess Fully (大显身手),讲练结合,能有效地提高学生商务英语写作能力。

本书可供高职高专商务英语、国际贸易和国际工商管理专业的学生使用,也可供参加各类商务英语考试的考生和国际商贸从业人员参考使用。

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前 言

随着世界经济一体化和我国经济国际化程度的不断深入,国内外大型企业、跨国公司大量地需求既懂商务又能熟练运用英语的复合型人才,从而促进了商务英语专业的快速发展。商务英语写作是商务英语专业的一门核心课程,也是国际经贸工作从业人员必需的业务技能之一,涉及遣词造句、段落发展、布局谋篇、语言修辞、跨文化交际等多种书面沟通技巧和能力。

《商务英语写作》是依据我国高职高专商务英语专业的培养目标和教学要求,结合高职高专学生的实际需要而编写的一部教材。我们将写作知识、技能与实际的业务活动有机地结合在一起,鼓励学生在一定的提示下自主探索商务英语文本的写作特征和规律,培养学生的商务英语文本撰写能力。

针对高职高专教学目标,本教材具有以下特点。

1. 难度适中 循序渐进

本教材旨在介绍国际商务活动中的典型英语文本的功能、结构、语言特点、写作要领及训练方法。通过大量的商务题材写作训练,学生能将语言技能和商务知识有机结合,熟练地撰写典型的商务英语文本,同时培养严谨务实、有理有节、以诚待人的职业素质。此外,本书反复提炼语言、变换表述方式,使纷繁复杂的商务文本写作知识条理分明、清晰易懂,从而使学生能够稳步提高商务英语书面沟通能力和跨文化交际能力。

2. 选材精当 贴近岗位

本教材设置五大模块,共有二十个单元。

模块一: **Office Administration**, 着重介绍日常办公文本,包括通知、证明、备忘录、会议日程、会议记录和商务报告。

模块二: **Recruitment and Employment**, 主要介绍求职类文本,包括招聘广告、求职信、简历和推荐信。

模块三: **Corporate Promotion**, 讲解公司对外宣传类文本,包括企业简介、产品说明书、推销信和新闻稿。

模块四: **External Corporate Communication**, 主要介绍公司对外交流类文本,包括祝贺信、安慰信/吊唁信、抱怨信/回信和商务旅行及安排。

模块五: **Fundamentals of Business Writing**, 主要介绍商务英语写作的基本知识和技能,包括商务英语写作的原则、语言特征、遣词造句技能和写作步骤。

3. 结构合理 提高能力

为了激发学生自主学习的积极性和加强学生实际应用能力的训练,本教材的每一单元设有四个板块。

板块一为 **Having a Clear Picture** (摸清门道), 主要介绍该单元商务文本的功能、类型、结构和写作要领, 然后提供一篇例文, 将文体知识和感性认识有机地结合起来, 从而为学生撰写文本铺平道路。

板块二为 **Showing Your Talent Slightly** (初露锋芒), 学生在掌握文本结构和写作技巧的基础上, 根据所给的情景任务布局谋篇、落笔成文, 初步形成该单元商务文本的写作能力。

板块三为 **Opening the Treasure Box** (打开百宝箱), 提供了大量的写作范例、典型表达法和功能性语句。通过研究和模仿范例, 使学生可以开阔视野, 提高遣词造句和布局谋篇的能力。

板块四为 **Displaying Your Prowess Fully** (大显身手), 提供了形式多样的实训练习, 包括增强语句表现力、语句填空、段落排序、商务文本套写和段落翻译等。通过练习, 使学生能进一步巩固语言表达能力和该单元的商务文本写作能力。

本教材适用于高职高专商务英语、国际贸易和国际工商管理专业的学生, 也可供准备参加各类商务英语考试的考生参考使用, 还可作为国际商贸从业人员的必备用书。

本教材由房玉靖、马国志担任主编, 鞠媛媛、黄薇、荣宁宁任副主编。

在教材编写的过程中, 我们参考了国内外许多优秀的商务英语写作教材、翻译教材和相关网站, 在此向各位作者深表谢意。由于编者水平和时间所限, 书中难免存在疏漏和错误, 敬请广大专家和读者批评指正。

编 者

2011年2月

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Module 1 Office Administration

Unit 1

Notices and Announcements

Overview:

Having a Clear Picture (摸清门道)

Showing Your Talent Slightly (初露锋芒)

Opening the Treasure Box (打开百宝箱)

Displaying Your Prowess Fully (大显身手)

Part I Having a Clear Picture

I. Concept of Notices and Announcements

As one of the most commonly used practical writing, notices and announcements is used to provide information to the public, the information provided may be various, such as meetings, football matches, lectures, the opening of a new supermarket, office removal, even instructions and regulations in workshops. Generally speaking, a notice or an announcement is to give full message of information, a warning or an instruction. As a type of formal notice, an announcement is used by an enterprise, a government agency, or an organization to inform the public of something important as a source of instruction or warning, it is known that an announcement is aimed to reach a comparatively large number of audience.

II. Structure of Notices and Announcements

A notice or an announcement is usually made up of the following four parts: title, body,

name of the issuer, date and additional information.

1. Title

Title, also called heading, is to help readers to focus on the purpose as quickly as possible. The usual title is "Notice" or "Announcement", but other titles can also be used. For example, you may write the title as "Class Meeting", "Lecture on Business English Writing", or "Football Match", etc.

2. Body

Body is mainly about the information that is being conveyed, including the time and date for the activity, details of the activity and place of the activity.

3. Name of the Issuer

It refers to the name of the person issuing the notice.

4. Date

It refers to the date of announcing the notice.

III. Types of Notices and Announcements

Notices and announcements can be sent in many different ways, such as, posted up on the notice board or bulletin board, advertised on the newspaper, or sent as a letter or an e-mail. According to the ways they are released, they usually fall into the following four forms: form of poster, form of leaflet, form of mail and notice as public signs.

1. Form of Poster

A poster is a placard displayed in a public place to announce or advertise something. Information on when and where a particular activity is going to take place will be provided in this form as the message conveyed is short and simple. A poster should be eye-catching in layout, clear in content and brief in language.

2. Form of Leaflet

A leaflet notice contains more information and is often used as a way of promotion. When writing a leaflet notice, you should make it eye-pleasing and reader-friendly.

3. Form of Mail

A notice in this form has a great popularity with people today. A mail notice may be the most efficient way to provide information to the public. It is very quick, economical and easy to send.

4. Form of Public Signs

Simplicity is most appreciated for public signs when acting as warning.



IV. Writing Tips

1. The heading of a notice or an announcement is usually in the middle of the page, in boldfaced words, sometimes in block letters.
2. The information provided should be complete and clear. The main information, such as time, place, should also be made distinct.
3. Sometimes a picture related to the event may make the notice more attractive. Use different colored words, capital letters or underlining to attract people to read it in depth.

V. A Sample Notice for Your Reference

Dear residents,

Please be informed that we have encountered some reception problems with the Satellite TV system. We have already informed the supplier and they are arranging for workers to come to check and repair the system within this week.

Thank you for your attention and sorry for any inconvenience caused.

Regards,
Tom Tang
Manager

Part II Showing Your Talent Slightly

Now that you have had a clear picture of the structure and types of notices and announcements, you can fulfill the following situational task with the help of the above sample.

I. Situational Task

Suppose you are the manager of the Pearl Garden, an apartment house. As the annual maintenance is arranged on Monday, Feb. 2, the power will be cut off from 7:00 am to 5:00 pm. Please write a notice to the residents. Use the mail format.

II. Do It Yourself.

Part III Opening the Treasure Box

I. Samples

Sample 1

A Notice About a Lecture

NOTICE

All Are Warmly Welcome

Under the auspices of the Teaching Affairs Section

A report will be given on

Contemporary American Economy

By

Visiting American Prof. Smith

In

The Reading Room of the Library

On Tuesday, May 13, 2007, at 2:00 pm

May 10, 2007

Sample 2

A Notice About a New Position

NOTICE

It is hereby announced that upon the decision of the board of directors Miss Sophia White is appointed Personnel Manager.

The Managing Director's Office

Jan. 10, 2007

Sample 3

An Announcement About a Missing Girl

A GIRL MISSING

My pretty girl, named Sally Su, aged 4, in red blouse, got lost on yesterday morning of April 21, 2008, when we went shopping in Carrefour Supermarket. She is 1.10 meters tall, with black hair, round face, rosy cheeks, big eyes, and a small mole on chin. She can speak daily Chinese, not very fluently.

Whoever meets her or knows her whereabouts or has any information about her location is begged to advise her family or ring them up.



A thousand thanks from

Tom Wang
And his family

Add: 125 Zhujiang Road, Hexi District, Tianjin
Tel: 13012349606

Sample 4

An Announcement About a Lost Check

CHECK LOST

July 15, 2007

Lost, one check No. 98563 for the sum of \$123,000 drawn on the Agriculture Bank, Xinjiang Branch, dated July 14, 2007. Payment has been stopped and check declared null and void.

Good Fortune Company

Sample 5

A Removal Notice

REMOVAL NOTICE

Banca Commercial Italian

Tianjin Representative Office

Please be informed that as from March 10, 2007

our new address is as follows:

6 Xinhua Road, Hepei District, Tianjin

Tel: 23564879

Fax: 23564880

Sample 6

A Notice About a Conference

Annual General Meeting of Shareholders

Notice is hereby given that Goldsphere Holding Limited will hold the third Annual General Meeting of its shareholders at the Tianjin Hotel, Jade Hall, on Monday December 16, 2007, at 6:00 pm for the following purposes:

1. To receive and consider the Company's Accounts and the Reports of the Directors and Auditors for the year ended September 30, 2007.
2. To declare a final dividend.
3. To elect Directors.
4. To appoint Auditors and fix their remunerations.
5. To transact any other business.

By Order of the Board,
Lam Smith



Secretary

Tianjin, November 20, 2007

Sample 7

A Notice About the Delay of Examination

Dear Examinees,

As you know, due to unfortunate circumstances, ETS was forced to cancel the scores of the October 2007 TOEFL administration in the People's Republic of China. At that time, you were notified that you would be able to take another TOEFL without charge up through the October 2008 administration. You should be aware that the TOEFL program has a long standing policy of not refunding test fees when administrations are cancelled.

We apologize for any inconvenience that this may cause to you.

Russell Webster
(signature)

Executive Director

TOEFL Program

Educational Testing Service

Sample 8

A Notice About the Opening of New Business

Dear Sirs,

We would like to bring to your notice the fact that we have established ourselves as a trading firm under this name and address:

Huaxin Trading Co., Ltd.

130 Nanjing Road, Tianjin, China

For more than 15 years we have been the Tianjin representatives for U.S.A. Trading Co., Ltd. We can offer you an unusually large variety of first-class electric machines at strictly competitive prices. We hope we may look forward to establishing business relationship with you.

Yours faithfully,
Tom Carl

Sample 9

An Announcement About a New Product

Dear Mr. Smith,

I am proud of announcing that Homeland's has just signed a contract with Ponnin Paint Company, giving us exclusive distribution of the Ponnin line in North China.

For years we have experienced tough going in paint and varnish sales because we were



competing with Ponnin products. Now it's a different story. Why compete when there's a better way? This is indeed a happy occasion for us!

I have enclosed a color brochure, "Meet Ponnin — the World's Best Paint." Please read it carefully, for it tells the story of Ponnin's success much better than I could.

I am also enclosing an order blank for your convenience. Don't forget, your credit is unlimited at Homeland's, and we invite you to try out some of the Ponnin brands. You won't be sorry!

Sincerely,
Ma Ning
(signature)

II. Related Expressions

1. Please be informed that... 请知悉, 兹告知

Please be informed that from now on our telephone number will change to 23564879.
请知悉从现在起我们的电话号码改为 23564879。

2. due to 由于……

Due to the recent government financial cuts, we have been forced to make the following changes.

由于最近政府削减财政支出, 我们不得不做出以下调整。

3. under the auspices of 在……的资助(赞助)下

a relief project set up under the auspices of the United Nations
由联合国资助的救济项目

4. It is hereby announced that... 现予公告……

It is hereby announced that Professor Li Guang has been elected deputy to the conference.
李光教授当选为大会代表, 现予公告。

5. appoint sb. as sth. 任命某人……

The School Board have appointed her Superintendent of the city's schools.
学校董事会任命她为该市所有学校的督学。

6. mole (色素)痣

7. beg sb. to do sth. 恳求某人做某事

The children begged to come with us.
孩子们一再恳求和我们一起来。

8. null and void (法律)无效的

The contract was declared null and void.
该合同被宣布无效。

9. Notice is hereby given that... 兹声明……

Notice is hereby given on behalf of Joint Venture BNC Co.



兹代表中外合资精豪时装厂声明。

10. remuneration 报酬

Our company offers a competitive remuneration package, including a company car.

本公司提供一套具有竞争力的报酬组合，包括一辆公司分派的汽车。

11. please find enclosed... 茲附上……

Please find enclosed an agenda for the meeting.

兹附上会议议程表。

III. Functional Sentences

1. We enclose our list of prices and terms, and would ask you to kindly note the signatures at foot.

兹附上价目表及交易条款，并注意下面的签名。

2. It is proclaimed that the board of directors has decided to dismiss Mr. John Smith from the post of chief of the president's office.

校董事会决定免去约翰·史密斯先生校长办公室主任的职务。

3. I inform you that I have now removed my factory to the above address.

本厂已迁移到上述地址，特此通知。

4. Having established ourselves in this city, as merchants and general agents, we take the liberty of acquainting you of it, and solicit the preference of your order.

我方已在本市开设贸易与总代理店，特此通知。同时，恳请订购。

5. By this we inform you that we have today paid Mr. Smith \$100.

今天我们已付给史密斯先生 100 美元，特此告知。

6. We declare all these documents invalid.

现声明这些文件均已作废。

7. We are pleased to inform you that our business will be turned into a limited company on the May 1.

本公司于5月1日将改为股份有限公司，特此奉告。

8. Notice is hereby given that annual general meeting of the shareholders of our company will be held at the Bankers Club on March 1.

本公司股东年会，将于3月1日在银行家俱乐部召开，特此函告。

9. Authorized by Li Wei, Chairman of the Board of Directors of China Xinhua Industries Group, I declare the following.

由中国新华工业集团董事长李伟先生授权声明如下:

10. The visit to Friendship Hospital, originally scheduled for tomorrow, is now put off until further notice.

原定于明天参观友谊医院，现在取消，具体时间另行通知。