



高职高专经济、管理类专业“十二五”规划教材

商务英语函电

主编/张 伟

SHANGWUYINGYUHANDIAN



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国家示范高职院校精品课程建设成果

(NATIONAL DEMONSTRATION COURSE CONSTRUCTION ACHIEVEMENTS IN VOCATIONAL COLLEGES)

国家示范高等职业教育国际贸易专业规划教材

(NATIONAL DEMONSTRATION VOCATIONAL EDUCATION TEXTBOOK FOR INTERNATIONAL TRADE MAJORS)

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主 编 张 伟

副主编 林千溪 屠瑞旭 朱仕兄 麦志辉



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廖福英（广西国际商务职业技术学院市场流通系主任）

内容简介

本教材立足于启发式教学，突出“教、学、做”一体的理念，按国际贸易的各个环节构建教学内容，内容涉及商业书信的结构、建立业务关系、询盘发盘和还盘、成交、包装和装运、保险、支付方式、索赔和理赔等，共十一个教学单元。每个单元包括：情景设置、范例学习、写作指导、课后练习、常用表达法和实训内容。情景设置是为学习英文函电起到铺垫作用。每课的课文后附有围绕所学课文中的短语和表达方法，读者通过反复练习加以巩固。本教材的特色是每单元后面有实训练习，其中的很多材料来自外贸企业的真实案例，具有很强的实用性和综合性。本书最后还附上了商务函电模板，以便读者在学习和工作中参考。

本书面向英语基础一般的读者，书本结构按照中文读者的思路展开，既是一本高职高专国际贸易、国际商务、商务英语等专业的教科书，也是一本对外经、外贸、外事及合资企业工作人员具有实用价值的工具书。

前 言

《商务英语函电》是国际贸易专业、国际商务专业及商务英语专业的核心课程之一，是一门将英语与国际贸易业务环节相结合的课程。《商务英语函电》介绍国际贸易实务中各种英文业务函件及电子邮件的写作格式和表达方法，以及对外贸易各环节的具体做法，旨在提高学生英语水平的同时，使其掌握国际贸易实务中常用的基本术语及表达技巧，培养和强化其外贸业务能力，为从事国际贸易工作服务。

本书面向英语基础一般的读者，书本结构按照中文读者的思路展开，既是一本高职高专国际贸易、国际商务、商务英语等专业的教科书，也是一本对外经、外贸、外事及合资企业工作人员具有实用价值的工具书。

《商务英语函电》教材立足于启发式教学，突出“教、学、做”一体的理念，按国际贸易的各个环节构建教学内容，主要特点是：

- (1) 以对外经贸商务活动的成交过程为主线；
- (2) 信函范例精选国际贸易活动的最新材料和实例；
- (3) 突出基本词汇、句型和格式，学会撰写规范的国际贸易函电；
- (4) 练习形式多样化，有针对性，力求做到学以致用。

《商务英语函电》共 11 章。第 1 章系统介绍了英文商务信函写作的基本知识。第 2 ~ 11 章则遵循外贸常规流程，依次介绍业务关系建立、资信调查、询盘和发盘、还盘和接受、订单及其履行、支付方式、信用证、包装、保险、装运、索赔和理赔、贸易方式、业务合同订立等内容。正文后附有两个附录：附录 I 为各章练习参考答案，附录 II 为常用商务英语函电模板。另外，我们为选择《商务英语函电》作教材的教师提供电子课件和立体化教材（含课程大纲、教案、课件、模拟试题及答案等），方便教师教学。

《商务英语函电》由国家示范职业技术学院南宁职业技术学院教师张伟老师担任主编，林千溪、屠瑞旭、朱仕兄、麦志辉任副主编。具体编写分工为：前言和第 1、2 章由林千溪编写，第 3、4、5、10、11 章由张伟编写，第 6 章由屠瑞旭编写，第 7 章由广西经贸职业技术学院刘秋华老师编写，第 8 章由朱仕兄编写，第 9 章由麦志辉编写。

感谢为编写这本教材提供帮助的朋友和学生，他们搜集和整理了诸多资料。感谢中南大学出版社编辑们的指点帮助。同时，由于编写时间和水平有限，书中不妥之处在所难免，敬请同仁和广大读者不吝赐教，诚请批评指正。

本教材配有电子教案、教学大纲、模拟试卷等教学材料，凡使用本书作为教材的教师可发邮件至 648903034@qq.com 向作者索取。

编 者

2011 年 6 月

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Chapter 1 The Introduction to Business Letter

商务信函导言

Learning Objective (学习目标)

The business letter is the principal means used by a business firm to keep in touch with its customers. Writing of a business letter is very important in the business circle. If a businessman is unable to write an effective business letter, it is very difficult to represent himself positively, which may cause problems in doing business. Through learning this chapter, students will get to know the common styles of layout of a business letter, arranging its compose parts and addressing of an envelope.

1.1 The Structure of a Business Letter (商务信函结构)

Generally speaking, an ordinary business letter mainly contains of thirteen parts.

(1) Letterhead (信头)

A letterhead includes the sender's name and address, postcode, number of telephone, telex and fax, E-mail address, etc. It is usually printed on the top centre or typed on the right side of the paper.

(2) Reference and Date Line (编号和日期)

The reference may include a file number, department code or the signer followed by the typist of the letter. They are marked "Our Ref." and "Your Ref." to avoid confusion. They are typed immediately below the letterhead. The date should always be written in standard form: September 16, 2011, for example. All number form (16/9/2011) should not be used. The date should be placed on the right-hand side for indented style and on the left-hand side for blocked style.

The date can be written as follows:

① June 9, 2011

② 1st October, 2011

③ 30 Nov. , 2011

④ November 21th, 2011

(3) Inside Name and Address (信封内名称和地址)

Generally, the inside name and address should include some or all part of the following: the receiver's name and title, company name, street address, city, state/province, postcode and country. It appears on the left margin and usually starts two to four lines below the last line of the letterhead.

(4) Attention Line(经办人)

The attention line is used to name the specific individual whom the letter is address to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style.

(5) Salutation (称呼)

Two lines below the inside name and address of a letter is the salutation. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing one person; and "Dear Sirs", "Dear Mesdames" or "Gentlemen" for addressing two or more people. If the receiver is known to the writer personally, a warmer greeting such as "Dear Mr. Smith" is preferred.

(6) Subject Line/Caption (事由)

The subject line is the general idea of a letter. It is usually placed one or two lines below the salutation and centered over the body of a letter in the indented style.

(7) Letter Body (正文)

This is the most important part of a letter. It expresses the writer's idea, opinion, purpose and wishes, etc. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-placed between paragraphs.

When writing, pay attention to the following:

① Courtesy(谦恭): Try to avoid irritating and offensive statements. It is also polite to answer a letter promptly.

②Clarity (清晰): The sender must express the meaning clearly so that the receiver will understand it well.

③Conciseness (简洁): Try to use the simplest sentences and fewest words to explain the meaning clearly.

④Consideration (考虑): Keep the receiver's request, need, desire and feeling in mind. Plan the best way to present the message.

⑤Completeness (完整): All the necessary information should be included in a business letter.

⑥Concreteness (具体): Make the message specific and definite.

⑦Correctness (准确): Standard language, proper statements, and accurate figures are in a business letter.

(8) Complimentary Closure (结尾敬语)

The complimentary closure ends a letter in a polite way. The main words in complimentary closure are as follows: sincerely, faithfully, cordially, respectfully and truly. These words may appear in any of these combinations as "Yours sincerely" or "Sincerely yours". The choice depends on the writer's preference. It is placed two lines below the last line of the body of a letter.

(9) Signature (签名)

The writer's signature consists of a handwritten signature and a typewritten signature. When typing a letter, leave three blank lines below the complimentary closure and type the signature identification and title on the fourth line. The writer's signature should be placed between the complimentary closure and the typed signature.

(10) Reference Notation (经办人代号)

The initials of the person who types the letter should appear in business letters. If the dictator's name is not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. It is placed two or three lines below the signature.

(11) Enclosure/Encl. (附件)

If something is enclosed, note it below the reference notation.

(12) Carbon Copy Notation/CC (抄送)

If copies of a letter are sent to other parties, type CC below the enclosure.

(13) Postscript /P. S. (附言)

If the writer wishes to add something he forgets or for emphasis, he may usually add the postscript two lines below the reference notation.

商务信函结构如下:

- (1) Letterhead (信头)
- (2) Reference and Date Line (编号和日期)
- (3) Inside Name and Address (信封内名称和地址)
- (4) Attention Line (经办人)
- (5) Salutation (称呼)
- (6) Subject Line/Caption (事由)
- (7) Letter Body (正文)
- (8) Complimentary Closure (结尾敬语)
- (9) Signature (签名)
- (10) Reference Notation (经办人代号)
- (11) Enclosure/Encl. (附件)
- (12) Carbon Copy Notation/CC (抄送)
- (13) Postscript /P. S. (附言)

1.2 Styles of Layout (信函的格式)

(1) The Indented Style (缩行式)

缩行式信函的特点:

- ①信头和信封内地址每逢换行时,下一行要比上一行往右缩进2~3个字母的位置;
- ②日期放在信纸的右上端,签名放在中间偏右下方;
- ③每一段的第一行都从左边空白边缘往右缩进3~5个字母的位置;
- ④段落之间要空1~2行。

例如:

		Harvard University Boston, MA 02163, U. S. A Mar. 11, 2010
Miss Helen Brown Marketing Department Xinglong Company 29 Zhonghua Road Shenzhen, Guangdong 518000 China		
Dear Miss Brown,		
Thank you very much for invitation to join the fiftieth anniversary of the founding of your company at Holiday Hotel, Shenzhen on March 21.		
I will be happy to be there at 5:00 p. m. to take part in the reception, and look forward to it with pleasure.		
		Your faithfully, Paul

(2) The Blocked Style (平头式)

平头式信函的特点:

每一行, 包括日期和签名等都从左边空白边缘开始, 左对齐。

例如:

		Marketing Department of Xinglong Company 29 Zhonghua Road, Shenzhen, Guangdong, 518000, China Mar. 2, 2010
Prof. Paul Harvard University Boston, MA 02163 U. S. A		
Dear Paul,		
To celebrate the fiftieth anniversary of the founding of our company, we request the honor of your presence at a reception which is to be held at Holiday Hotel, Shenzhen on March 21 from 5:00 p. m. to 7:00 p. m. in the evening.		
We would be honor if you could come.		
Yours faithfully, Helen Brown		

(3) The Modified Style (改良平头式)

改良平头式信函特点：除日期、结尾敬语和签名部分外，其他部分每行开头都与左边空白边缘对齐。

例如：

518 Main Street

Rochester, NY 14612

U. S. A

October 8, 2009

Mr. Galen Smith

ABC Company

2232 Sussex St.

Buffalo, NY 14384

U. S. A

Dear Mr. Smith,

We enclose details of our inquiry for fur coats to be delivered before the end of December.

Will you please give us your prices for the quantity named?

Yours faithfully,

Mark Johnson

1.3 Envelope (信封)

信封上的收信人名称、地址必须正确，以免误递或无法投递，并且必须与信封内的地址完全一致，具体书写要求请参阅本书有关信封内名称及地址的内容。收信人的名称、地址、排列行数如果不超过四行，则每行之间宜采用双行间隔，四行以上则采用单行间隔，发信人/收信人名称、地址每行的起首排列有齐头式，也有缩进式，根据写信人个人喜好来定。

(1) 发信人名称、地址 Return Add.	(2) 邮票 (Stamp)
(3) 邮递指示 (Mailing Direction)	
(4) 收信人名称、地址 Mailing Add.	
(5)说明 (Remarks)	

信封说明:如果是私人信件或密件等,可在“Remarks”处注明下列字样:

Confidential(机密)

Top Confidential(绝密)

Private(私人亲启)

Personal(亲启)

Urgent(急件)

Top Urgent(特急件)

Shipping Documents/Business Papers(装船单据)

Printed Matter(印刷品)

Sample of No Commercial Value(无商业价值的样品)

Kindness/Courtesy of Mr ... (烦请……先生转交)

With Compliments of ... (……敬赠)

Photographs: Please do not bend. (照片:请勿折叠)

例如:

Henry Fleming Harper Collins Publishers (New Zealand) Ltd. 31 View Road, Auckland New Zealand	Stamp
Par Avion/By Air Cai Xiaolan 348 Huaqiang Road (N) Shenzhen City 518003 Guangdong Province People's Republic of China	

Tania Lee 1662 University Terrace Apt. 733, Ann Arbor MIA 48104 The United States	Stamp
Mr. Gao Qiang Marketing Department China Tourist Agency (Zhejiang Branch) 200 Guangfu Road Hangzhou, Zhejiang Province 310006 People's Republic of China	

Vocabulary (词汇)

1. postcode *n.* 邮政编码
2. margin *n.* 页边空白
3. customary *adj.* 习惯上的
4. courtesy *n.* 礼貌; 客气
5. offensive *adj.* 冒犯的