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涉外秘书 英语写作

赵琳红◎编著

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总 序

涉外秘书是指在我国三资企业、外国驻华机构、我国涉外单位和部门等供职,辅助上司实施涉外经济活动或涉外事务管理的专门人才,是改革开放后产生的新型的外向型秘书。

涉外秘书要求能精通外语、操作办公自动化设备,懂经济、法律,掌握秘书工作理论和技能,了解和适应不同的中外文化环境,具有国际眼光,熟悉国际市场游戏规则,适应国际竞争的需要。

我国高校的秘书专业诞生于1980年。1984年起,在广东、上海、北京先后产生了涉外秘书专业。当时,有的称中英文秘书,有的称现代秘书等等。1996年,教育部高等教育自学考试办公室将涉外秘书作为一个独立的自考专业设置。同时,在成人高校也设立了涉外秘书专业,先是专科,后发展的既有专科、也有本科。众多高校也设置了涉外秘书专业的本科方向。2012年,秘书学专业被教育部列入本科目录,涉外秘书专业迎来又一个发展高潮。

专业建设,教材领先。我从上世纪80年代中期起在上海任教涉外秘书专业课程,教材是自编的讲义。从90年代起的一二十年中,先后应华侨出版社、湖北科技出版社、上海人民出版社之约,在讲义的基础上修改补充,弃旧增新,出版了几批涉外秘书专业的教材,包括全国自考统考的涉外秘书专业教材。计有《涉外秘书概论》、《涉外秘书实务》、《秘书和公共关系》、《涉外秘书礼仪》、《涉外秘书英语》、《秘书英语》等。这些教材满足了高校师生教学的急需。但是,由于这几批教材是在讲义基础上产生的,难免存在局限性。尤其,涉外秘书专业的根本特性是涉外性,外语是涉外秘书的基本功,而这些教材除《涉外秘书英语》、《秘书英语》外,全是中文写的。所以,我一直计划组织编写一套以英语为主的,更加适合实际需要的涉外秘书专业教材。

在华东师范大学出版社和上海建桥学院的支持下,这一计划得以实现。我们组织了从事涉外秘书专业教学多年,具有丰富经验的一线教师,编写成了这套教材。计有7册:《涉外秘书导论》、《涉外秘书实务》、《涉外秘书英语综合》、《涉外秘书英语阅读》、《涉外秘书英语写作》、《涉外秘书英语听说》、《涉外商务单证》。除《涉外秘书导论》和《涉外秘书实务》是用中文写的外,其余均用英语撰写。

掌握一门外语,是担任涉外秘书的基本条件。由于英语在世界上最为流行,因此,涉外秘书应当熟练地掌握英语。熟练地掌握英语,包括准确地听懂,流利地说清,快速地阅读,熟练地书写和翻译。涉外秘书工作的实践证明,仅学习、掌握普通英语是不够的。要胜任涉外秘书工作,还必须学习、掌握涉外秘书工作的职业英语。为此,我们针对涉外秘书工作的实际需要,在调查了解涉外秘书实际工作的基础上,编写了本系列教材,以满足师生的需要。

本系列教材的编写,遵循三个原则:实用;由浅入深;训练听、说、读、写、译能力。

实用是指本系列教材内容紧紧围绕涉外秘书的主要业务,如接听电话、接待来访、安排上司工作日程和商务旅行、筹办会议、处理邮件、传真、拟写社交书信、贸易信函、经济合同等,对这些业务,本系列教材具有直接的指导作用。

由浅入深是指本系列教材的布局先从最简单的运用英语接听电话等开始,继而逐步深入,做到由易到难,循序渐进。

训练听、说、读、写、译能力,指本系列教材内容既有接听电话、接待来访等以训练听说能力为主的单元,也有传真、拟写社交书信、贸易信函、经济合同等以训练读写译为主的单元,还有筹办会议、应聘等综合训练听、说、读、写、译能力的单元。

同时,我们还组织编写了秘书学本科专业系列教材,其中的《文书处理和档案管理》、《秘书应用写作》、《管理学原理》、《秘书公关原理与实务》、《中国秘书史》、《秘书心理学》等教材,涉外秘书专业可以通用。这样,这套教材实际上共有13册,是至今最完整的名副其实的涉外秘书本科系列教材。

在本系列教材的出版过程中,华东师范大学出版社的李恒平、范耀华和姚望三位编辑给予了很大帮助,在此谨表谢意。

我们付出了努力,希望把这套教材尽可能编得好些。但是,由于涉外秘书尚是发展中的专业,加之我们水平有限,本系列教材不足之处在所难免,敬请广大读者指正。

本系列教材得到上海市扶持基金项目资助。

楊劍宇

2013年2月

前 言

秘书学于2012年正式列入教育部本科目录,这是秘书界一件可喜可贺的大事。可喜之后,难免有点忧愁。那就是秘书学本科的教材建设,特别是秘书英语的教材建设。我们知道,教材作为“整个教育系统的软件”,它不仅反映着社会发展的要求,同时在某种程度上还直接决定着受教育者的培养质量。因而,世界各国都非常重视教材的开发和建设。今日之秘书人才培养,不能再局限于“办文、办会、办事”能力,而是要立足现代开放型经济对秘书岗位能力的需要。由此可见,我们培养出的涉外秘书学本科人才要具备较高的岗位英语应用能力才能胜任其岗位需要,尤其是涉外企事业单位秘书岗位所需的英语应用能力,这是未来本科涉外秘书英语教材建设的重点。基于此,由上海建桥学院秘书系牵头,华东师范大学出版社组织国内从事涉外秘书英语教学的一线骨干教师和企业涉外秘书岗位从业人员共同编写这套涉外秘书英语系列丛书核心理念旨在培养涉外秘书岗位所需的英语应用能力。

本教材是涉外秘书英语系列教材中的写作教程。全书共11章,覆盖了涉外秘书岗位中的主要工作范围,包括了写作的基本要素(第一章),各类日常工作书信的写作(第二章到第六章),会议的组织与安排(第七章),人力资源管理方面的文书写作(第八、九章)以及从询价到下订单各个贸易环节的文书写作(第十、十一章)。希望通过该书的学习,学生不仅可以了解各类实用的英语文书的写作要求和技巧,而且还可以提前熟悉各类英文文书应用的工作环境,掌握必要的沟通能力,全面提高实用英语的写作能力,为今后的工作打好基础。

本教材的编写从交际原则出发,强调实用性,突出各类英文文书的写作特点。具体安排为在每个章节学习之前,先用简洁明了的语言介绍每种文书的写作特点和技巧,以及在写作过程中需要注意的要点;每种文书都编排了两个以上样张供学生学习,以加强学生对每种文书的写作理解 and 应用;每个章节都辅以丰富的类似例句,如果学生觉得样信还无法确切表达其意思,他/她还可以从例句中找到更合适的表达方法;最后用不同形式的练习加以巩固,帮助学生学以致用。

本书的样信多出自原版英文写作教材,但都经改写过,以期更符合中国学生的要求。部分材料来自于外资企业的实际工作文书。因此所选的样信都具有一定的代表性。

涉外秘书教材的编写,还在不断的探索中,我们大胆地迈出第一步。在探索中前进,这其中肯定会有这样那样的不足,万望同仁和专家批评和指正。

编者

2012年12月

Introduction

A Guide to Business Writing

The following steps are of vital importance in writing business documents.

Step 1 Plan Your Task

Business writing is characterized by rigor in organization, conciseness in expression and precision in meaning. Good writing requires good planning.

Before you write, you need to take the following into careful consideration:

- Your purpose: 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.

- Your readers: Who will read your documents? And why do they need to read your documents?

Your documents are what will capture your readers' attention, and their priorities, interest, and needs should be well considered.

Remember — write to your readers' needs.

- Resources: Who can help you? What information, data, and model are available to help?
- Format: What form should the document take? Is it a memo, report, letter, proposal, or agenda? Do you need to use some tablets, illustrations, charts or other visuals to help you express more clearly?

Step 2 Design Your Message

1. Write an effective subject line.

A subject line should be informative and interpretive, giving both the purpose and the key facts related to it. To write an effective subject line:

- (1) Begin with a signal word.

report of ...

information about ...

| | |
|-------------------|---------------------|
| request for ... | invitation to ... |
| warning about ... | announcement of ... |
| notice of ... | direction of ... |
| proposal to ... | agenda for ... |
| evaluation of ... | summary of ... |

(2) Summarize your most significant Do/Know statements.

Invitation to enjoy the benefits of FIVESTAR TRAINING at lower cost

Proposal to build a company child-care center

2. Convey your message clearly and make it well-organized in the body of the documents.

- (1) Include your main points in the first lines of your document. Its opening lines usually repeat the words and phrases of the subject line.
- (2) The middle paragraphs are to state your ideas clearly with detailed information or instructions. Keep each paragraph short and concise.
 - Limit paragraphs to a single topic. You may write informative heading for each paragraph. Then generate supporting ideas under headings.
 - For several pieces of information to convey, use numbers, letters, bullets, or dashes to identify each item.
 - Do not allow paragraphs to become too long.
 - Provide transitions between paragraphs.
- (3) Restate your purpose in the last paragraph. Sometimes you need to make a conclusion of what you have written, summarize your ideas or express your willingness to give assistance.

Sample

Subject: Proposal to develop and build a company child-care center

(an effective subject lines)

On Nov. 10, the executive committee asked me to evaluate developing and building a company child-care center. This is my report.

(Background introduction)

We should develop and build a company child-care center immediately. All

information indicates the benefits outweigh the risks.

(Put main ideas up front)

A child-care center has at least three major benefits.

- We would increase company efficiency.
- We would increase company morale.
- We would increase our attractiveness as a major recruiter.

(Preview key supporting points)

Increase Company Efficiency

(Write informative heading)

Several studies — done by reputable research firms — indicate that efficiency increases 15 percent when companies add child-care centers. Parents who worry about their children are distracted employees. Parents who have to make separate runs to the child-care center or take time to find quality child care are employees who are not at their jobs.

(Generate supporting ideas under heading)

Increase Company Morale

Apex Electronics — a company similar to ours in size, mission, and location — reports a 23 percent rise in morale after building a company child-care center. Productivity is up; absenteeism and tardiness are down. The same will hold for us. The family atmosphere and ready access to loved ones will dramatically improve morale.

Increase Our Attractiveness as a Major Recruiter

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 flex-time has already increased our recruiting power. A child-care facility will augment and support flex-time.

In my summary, we should build a company child-care center now because it will increase efficiency, morale, and recruiting power. Please contact me at extension 4808 with questions or responses.

(Review main ideas)



Step 3 Revise Your Document

1. Be clear in every detail.

Clarity means that your letter is clear enough not to cause any misunderstanding; When you are sure about what you want to say, say it in plain, simple words. Good, straight-forward, simple English is what 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.

3. Be correct.

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

Exercises

I. Please write a subject line for the following two passages.

(1) Subject: _____

For the past 6 months, we have had to repair our copy machine on an average of twice one week. Needless to say, the cost of repairs and loss of productivity have been substantial. I recommend we include our request for a new copier in the annual budget.

(2) Subject: _____

Please plan to present your proposal to hire three new assistants at the weekly management meeting at 3 pm on June 4 in the Conference Room. You will have 20 minutes. An overhead projector, screen, and whiteboard are available for your use. If you need anything else, call me at extension 4878. Thanks.

II. Order the following sentences into a document.

Subject: Recommendation to Hire Three New Auditors for Next Fiscal Year

1. The new auditors would ensure improved accuracy in our work.
2. I recognize the impact on our budget will be significant, but two benefits will immediately

offset the increase in budget.

3. Three new auditors would enable us to shorten our cycle time from 90 to 57 days.
4. I recommend we hire three new auditors in the next fiscal year.
5. During the last 2 years, we have lost five significant clients because our cycle time is so long.
6. These mistakes are embarrassing and currently have us in legal trouble with A. J. Masterson.
7. In all, I think adding three new auditors would greatly improve our efficiency and accuracy.
8. Our major competitors can complete an audit in less than 67 days.
9. We are making mistakes because we do not have sufficient human power to properly review our reports.

III. The following sentences are not well written. Please rewrite them.

1. He likes to swim, to skate and playing tennis.
2. All employees are requested to submit his Performance Review by the end of this week.
3. He was too inexperienced.
4. In my opinion, I think your proposal is not feasible.
5. The West Lake is famous for its large area and having beautiful scenery.
6. The lack of Internet service being one of the greatest drawbacks.
7. To apply for this position, an application form must be filled out.
8. Fortunately, the fire was put out before any damage was done by the firemen.
9. Not until has he completed the task, he found himself seriously ill.
10. As we all know, no one can always success in his work.

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Chapter 1

Essentials and Formats of Business Letters

Effective communication is simply good customer service. We serve our customers well by sharing relevant information quickly and efficiently. We fail to serve them when we give them information that is unclear, inaccurate, or irrelevant. These principles are valid for business, industries, and government agencies.

In the workplace, information has value only if it is accessible, easy to understand, and relevant. Data and facts are not information until you communicate their relevance and importance to someone. Effective business communication saves time and money for your customers because they won't have to contend with misleading and unprofessional documents.

Section 1 Formats of Business Letters

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. recipient's or inside address and enclosure.

1. Heading

The heading, in full, consists of the address of the sender and the date.

- Most business paper is printed with a letterhead giving the name of the company, as well as its address.

Bright Electronic Inc.

11F, 868 East Longhua Road, Suite B, Shanghai, China

(86) 21 - 5306 - 8899

www.brightele.com.cn

- The date is important and should never be omitted. It goes immediately below the address. In order to avoid misunderstanding, the name of the month should be spelled out in full. For example:

January 5th, 2012 (American style)

5th January, 2012 (British style)

2. Recipient's address

- Name of the person addressed
- Title of the person addressed
- Name of the organization
- Street number and name
- City, state and postal code
- Country of destination

3. Salutation

The customary salutations in business letters are:

Dear Sir/Madam

Dear Mr./Ms. (Family name): Dear Mr. Lin

Dear (name): Dear Nina

To Whom It May Concern

Ladies and Gentlemen

4. Subject line

It should use boldface, underlining, or other print means for highlight.

5. Body

The body of a letter is the main part of the message. Since its main purpose is to convey a message, the letter should be written in easily understandable language.

6. Close or complimentary close

- Formal close: Yours truly, Yours faithfully, Respectfully yours
- Informal close: Sincerely, Sincerely yours
- Personalized close: Love, Best wishes, Best Regards

7. Signature

The signature, the name of the person who wrote the letter, should always be written by hand, and then followed by the printed name and title.

Jacky Smith (by handwriting)

Jacky Smith

Office Manager

8. Enclosure

The enclosure appears in the lower left-hand corner, indicating anything that is included.

You may write:

- We are enclosing ...
- Enclosed is ...

- Please find enclosed ...

Then list the names of each enclosure:

Enclosures:

- (1) Invoice 23890
- (2) Packing List 3678

Exercises

.....

I. Fill in the letter.

Mary Liu, Sales Manager of Rainbow Textiles Company (Address: 15F, 1 Pudong Ave., Pudong New Area, Shanghai; Tel.: 5861-0088, www.rainbow.com.cn), is writing a letter to Jonathan Saches, Sales Manager of Benton Bolt Company (Address: 344 Dakota Street, Bilville, South Dakota, 60375, USA) about the delay of the order number 987. In the letter, Mary needs to explain the reason of the delay and the measure they have taken. At the end of the letter, Mary wants to give Jonathan their latest catalogue and price list for their further information.

Below is a frame page of a business letter. Put the above information in its appropriate items.

- (1) Heading: _____
- (2) Recipient's address: _____
- (3) Salutation: _____
- (4) Subject line: _____
- (5) Body: _____
- (6) Close: _____
- (7) Signature: _____
- (8) Enclosure: _____

II. Match the opening greeting with the most suitable close.

- | | |
|-------------|---------------------|
| 1. Dear Sir | i. Yours faithfully |
| | ii. All the best |
| 2. Fred | i. Best regards |