



新世纪高职高专英语专业教材

XINSHIJI GAOZHIGAOZHUAN
YINGYUZHUANYEJIAOCAI

高职高专 实用英语写作教程

English

主 编：蒋焕新 王崇义

湖南科学技术出版社





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东莞职业技术学院图书馆



A00308605

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图书在版编目 (CIP) 数据

高职高专实用英语写作教程 / 蒋焕新, 王崇义主编.
— 长沙: 湖南科学技术出版社, 2011.8
(新世纪高职高专英语专业教材)

ISBN 978-7-5357-6797-4

I. ①高… II. ①蒋…②王… III. ①英语—写作—高等职业
教育—教材 IV. ①H315

中国版本图书馆 CIP 数据核字 (2011) 第 130647 号

200908

新世纪高职高专英语专业教材
高职高专实用英语写作教程

主 编: 蒋焕新 王崇义

策划编辑: 袁 军

出版发行: 湖南科学技术出版社

社 址: 长沙市湘雅路 276 号

<http://www.hnstp.com>

印 刷: 长沙市荣鑫印务有限公司

(印装质量问题请直接与本厂联系)

厂 址: 长沙市殷家冲 66 号

邮 编: 410007

出版日期: 2011 年 8 月第 1 版第 1 次

开 本: 787mm×1092mm 1/16

印 张: 15.5

书 号: ISBN 978-7-5357-6797-4

定 价: 29.90 元

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前言

随着我国改革开放的不断深入和经济的持续快速增长,外贸业务发展迅速,各政府机关、企事业单位的对外交流日益增多,对国际商务、贸易、企业管理、外事接待等领域从业人员以及出国考察或工作人员的书面交际能力提出了更高的要求。从简单的名片、贺卡设计到复杂的商务报告的撰写,涵盖公司之间、公司与客户之间以及公司内部成员之间的各种场合和各个层面,要求从业人员具有良好的英语写作基础和书面沟通的技巧。本书正是根据高职高专人才培养模式的特点,以培养学生实际运用语言的书面交际能力为目标,组织全国多所本科院校、示范性高职院校英语教育专家、长期从事高职高专英语写作教学与教研的一线骨干教师、企业从业人员和外籍教师合作编写而成。

全书共分为求职应聘、社会交际、公务处理、对外宣传和业务磋商5个项目,共20个单元,内容涵盖与实际商务活动密切相关的常用英文文体。全书以几个高职高专毕业生为主题人物,以他们在虚拟的 Changsha Hope Garments Co., Ltd. 公司从求职应聘到正式工作后的工作情景为线索,以对应的各类商务助理(行政助理、总经理助理、公关助理、人力资源助理等)和外贸业务员等主要岗位的工作任务导入各单元的学习,内容由浅入深,层层递进。通过写作任务设计、写作规范、写作格式和写作技巧的讲解及实例拓展,训练学生各类实用文体的写作技能。本书每单元分为学习目标,任务设计,任务实施(分讨论、拟写初稿、范文学习三个步骤),任务评估,自主学习,实践写作,补充信息,参考答案等。书后附录为历年全国国际商务英语考试(一级)写作真题、历年全国公共英语考试(三级)写作真题、历年高等学校英语应用能力考试A级写作真题,便于学生了解各类考试写作题的难易程度,提高学生英语写作的实践能力。

本书可作为高职高专院校商务英语、应用英语、旅游英语等英语专业的写作教材,也可作为国际贸易、电子商务、营销、工商管理、涉外文秘等专业的辅修教材,可作为三资企业员工、外事人员以及广大英语爱好者在日常及涉外业务活动中的学习用书,还适合作为全国国际商务英语认证考试、全国公共英语等级考试、全国英语应用能力考试、剑桥商务英语认证考试等英语考试的应用文写作参考用书。

本书注重英语写作技能在各种涉外活动中的实际应用和职业能力的培养,打破了系统讲解标点、用词、句法、段落和篇章等写作知识的传统框架和知识传授型的编写方式。与以往教材相比,本书主要具有以下4个特色:

1. 项目引导,任务驱动。本书将涉外商务活动中的各类实用文体归纳成不同工作项目,每个项目设置相应的写作任务或情境,学生在创设的情境中通过讨论、口头表达、即时写作、比较范文、评析、课内外实训等多种形式,循序渐进地培养实践写作技能,这种编写体例的设计具有创新性。

2. 实用为主,够用为度。从教学与实践应用的角度出发,以就业为导向,突出岗位需求,简单实用,通俗易懂。本书选取常用的文体,大量引入企业的各类实际文书案例,设计

写作任务和实践操作,体现“教、学、做”一体化,突出实践性和应用性。

3. 范文语言规范,内容丰富。为促进学生的英语表达能力和理解能力的提高,本书尽量采用简要易懂的地道英语。并且本书大量引入企业的各类实际文书案例和国外原版资料,与国际接轨,操作性强。

4. 结合职业技能证书考试对写作的要求选材。本书结合全国国际商务英语考试、大学英语应用能力考试、全国公共英语等级考试对写作能力的要求,有针对性地选材,在训练和提高学生英语写作水平的同时,培养学生的职业能力。

本书由蒋焕新、王崇义主编,王崇义主审,主要参编老师有蒋焕新、皇甫姝瑜、曹惠、曾莲英、解芳、陈蓓、黄琪、陈利、蔡永丰、柳江华、李艺、刘妍、李珍珍、陈跃华、李翌、尹文辉、周雯等。外籍专家 John Inglis 对全书的写作范例进行了审读和校正。

为了方便教学,编者配合本书编写了电子教案和练习参考答案,方便大家资源共享。如果需要,请联系 405982177@qq.com。本书在编写过程中参考了国内外许多优秀的商务英语写作教材,本书的出版也得到了湖南科学技术出版社的大力支持,在此一并表示衷心的感谢。

由于编者水平和经验有限,加上时间仓促,书中疏漏和不是之处在所难免,敬请广大读者批评指正,以便在以后的重印与修订中不断完善。

编者

2011年7月

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Project 1 Job-Hunting Writing

It's everybody's dream to find an ideal job. Facing the fierce competition in the job market, a three-year college graduate should get well prepared for everything during job hunting. An effective job application letter and a satisfactory résumé are the first things to pay attention to. The former can recommend yourself to the potential employer. While the latter will lead to a face-to-face interview with him and create the opportunity to "sell" yourself further. So you can never be too careful in writing your job-application letter and résumé.

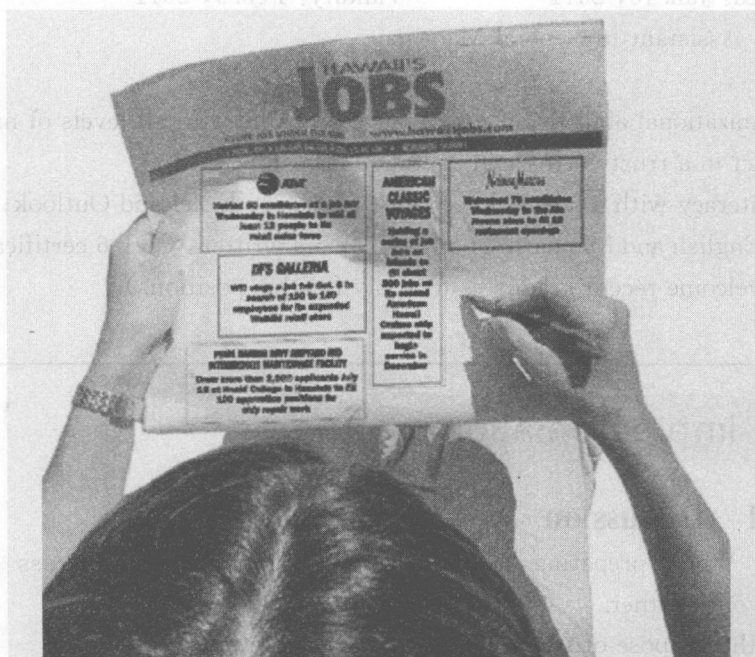
Unit 1 Job-Application Letters

Learning Objectives

Knowledge Goals: To master the format and content of job-application letters.

Competence Goals: To be able to write correct, appropriate and effective job-application letters.

Quality goals: To be polite, enthusiastic, confident and focused in writing.





Task Design

Situation: Suppose you are Li Wen, a three-year college graduate. You saw an advertisement posted by Changsha Hope Garments Co., Ltd. in the *China Daily*, which offered some positions: Assistant to General Manager, Administrative Assistant, Sales Assistant and Public Relations Assistant. Write a job-application letter to the Human Resource Department for the position of Assistant to General Manager according to your own qualifications.

The Job Advertisement

Changsha Hope Garments Co., Ltd.

32/F Fortune Building, No. 128 Wuyi Rd., Changsha, Hunan 410005, China

Office: 86 - 731 - 82103101 | Fax: 86 - 731 - 82096100 2314

E-mail: Hr@Hope.com | www.Hopegarments.com

Changsha Hope Garments Co., Ltd., is a Sino-US joint venture located in Changsha, Hunan, specializing in manufacturing, designing and marketing various garments for the domestic and overseas market. It has the following excellent job opportunities for creative, resourceful and energetic people:

Positions available: 1 Location: Changsha, Hunan

Age: 20—30 years old Major: Business Administration / Business English / Marketing

Desired education: 3-year college graduates

Gender: Male/Female

Position type: Full-time employee

Marriage Status: No limit

Salary: Negotiable

Date posted: Jan. 10, 2011

Validity: Feb. 9, 2011

Job Title: Assistant to General Manager

Requirements:

- Strong organizational ability and communication skills with all levels of management;
 - Ability to act in a trustworthy and confidential manner;
 - Computer literacy with a strong knowledge of Word, Excel and Outlook;
 - Fluency in English and Mandarin, both verbal and written, CET-6 certificate preferred.
- (We warmly welcome recent graduates to apply for this position.)



Task Implementation

Step 1 Discussion

Directions: When preparing a draft job-application letter, discuss the following questions with your partner.

1. What's the purpose of writing a job application letter?

2. What is the correct form of the letter?
3. What information should be highlighted in a job-application letter?
4. Are there any requirement on the length of the letter and the font? If yes, what are they?

Step 2 Drafting

Directions: The class is divided into several groups. Each group has an employer and several candidates. Draft an application letter based on the above job advertisement. Discuss and compare each other's job-application letter and decide whose letter is the most appropriate.

Step 3 Sampling



Task 1 Sample

Directions: Read the following sample application letter, find out the main components and name them.

Li Wen
234 Zhongshan Road
Hangzhou 310056
Zhejiang Province

Jan 12, 2011

Human Resource Dept.
Changsha Hope Garments Co., Ltd.
32/F Fortune Building
No. 128 Wuyi Rd.
Changsha 410005
Hunan

Dear Sir or Madam,

With reference to your advertisement in the *China Daily* of Jan 10, 2011, I would like to apply for the position of Assistant to General Manager in your company.

I'm presently a final-year student at Changsha CK Polytechnic. I have an excellent academic report at school and some working experience, which I believe has prepared me for the work you require. You will notice in my résumé that I have worked as an Assistant to the Administrative Director at DB and during my internship I gained experience in office work and have become skilled in interpersonal communication and coordinating activities between departments. I have a strong knowledge of Word, Excel, Outlook and E-mail. Having majored in Business English for three years, I have a good command of oral and written English. I believe that my great work ethic, attention to detail, and my respect for confidentiality make me an ideal person for the position.

I am available at any time for an interview.

Thank you for your consideration.

Sincerely yours,

Li Wen

Li Wen

Encl. Résumé



Task 2 After-reading Questions

1. What is the correct order of the following parts in a job-application letter?
 - a. the body (indented/block)
 - b. the inside address (receiver's address)
 - c. the complimentary close (sincerely yours)
 - d. the salutation (Dear ×××,)
 - e. the heading (writer's address and date)
 - f. the signature (handwritten)
 - g. date
2. The writing patterns of business letters include _____.
 - a. modified block style
 - b. indented style
 - c. full-indented style
 - d. full block style
3. An effective job-application letter should include _____ paragraphs (in order).
 - a. suggest action (interview, meeting, phone call)
 - b. sell yourself
 - c. purpose, interest, position, source
 - d. show appreciation
 - e. qualifications, evidence, refer to resume
4. Which of the following statements is NOT true concerning a job-application letter?
 - a. A job application letter is a short and introductory business letter.
 - b. It is sent to the potential employer.
 - c. Its purpose is to ask questions about possible job opportunities.
 - d. It gives an overview of the applicant's skills, experience and qualifications.
5. Which is/are NOT the requirement(s) of the language used in job-application letters?
 - a. brief
 - b. pretentious
 - c. emphatic
 - d. polite
 - e. appropriate
 - f. complicated
 - g. concise
6. Which of the following statements is/are True, and which is/are False?
 - a. If you are applying for different positions in three companies, you can send the

same job-application letter with the title changed. ()

b. The job-application letter is more tailored and general when compared with a résumé. ()

c. You should mention your plea for favors in the cover letter. ()

d. A job-application letter should include your complete address and contact numbers, the position you are applying for and your key accomplishments. ()



Task Evaluation

Directions: Finish the following table to check the application letter you have finished for its form, content and language.

Table of Self-Evaluation

Contents of Evaluation	Requirements	Discourse Analysis	Grade
Topic	To make the purpose clear; To understand the topic and the style well		
Layout	To plan and organize the outline before writing; To collect the polywords (多元词语块), phrasal constraints (短语架构语块) and sentence builders (句子组构语块) used commonly		
Discourse	To use grammar, spelling and punctuation properly and correctly; To write clean and tidy in a logical order		
Expression	To list excellent phrases and expressions you used in your letter		
Deficiency	To list the existing deficiencies and analyze them; To revise and edit		



Individual Study

Part 1 More Samples

1. Situation: Suppose you are Jerry Chen with five years experience in computer software. You want to leave your present company and find a new job. Write a job-application letter for the position of Senior Software Engineer according to the following on-line advertisement.

Want Advertisement

Title: Senior Software Engineer

Position type: Full-time Employee

Company name: Honesty Web

Location: Beijing, China

Salary: Unspecified

Date posted: May 28, 2011

Requirements:

- BS in CS, CE, EE, IT or related field;
- 3+ years C, C++;
- 3+ years Perl or other administrative language;
- Some Unix scripting skills;
- Excellent written and verbal communication skills;
- Proactive problem-solving attitude with a strong attention to detail.

You can go to www.honesty.com for more information. Please mail or fax your application together with your résumé (both in English and Chinese), diploma, training certificates and expected salary to the following address within 2 weeks. (Please write “应聘” on the envelope.)

Mr. Martin Zhang

Honesty Web China Ltd.

ADD: Hi-tech Industrial Garden, Beijing, China

ZIP CODE: 100020

TEL: +86 - 10 - 84631188

FAX: +86 - 10 - 84631199

Email: Info@honesty.com

Notes

- | | |
|----------------------------------|--------------------------------------|
| 1) BS 理工学士 (Bachelor of Science) | 2) CS 计算机科学 (Computer Science) |
| 3) CE 计算机工程 (Computer Engineer) | 4) EE 电子工程 (Electrical Engineering) |
| 5) proactive 积极主动的 | 6) a strong attention to detail 一丝不苟 |

Sample 1 Job-application Letter for Post of Senior Software Engineer

Mr. Martin Zhang

Personnel Manager

Honesty Web China Ltd.

Hi-tech Industrial Garden

Beijing

June 2, 2011

Dear Mr. Zhang,

I am writing to inquire about the opportunity for a Senior Software Engineer in your corporation. As requested in your advertisement, my résumé, diploma and training certificates are enclosed for your consideration.

I have been working in computer software for five years and have extensive knowledge of computer languages and strong experience in computer software design and development. As a computer specialist, I originally developed computer games and office software for many companies. I was ever responsible for the management of a center handling research and development of computer games, which developed my leadership skills and ability to work under pressure. In addition to a BS degree in CE, in 2008 I attended training and got certified as a Microsoft Certified Software Designer.

My present position offers little prospect for advancement and I would prefer to be employed in an expanding company like yours. I am confident that my technical skills and my managerial aptitude will make an immediate contribution to Honesty Web.

I thank you for your consideration and look forward to an interview with you to discuss your requirements in detail.

Yours sincerely,

Jerry Chen

Jerry Chen

Enc. Résumé, Diploma, Training Certificates

2. Situation: Suppose you are Zhang Hua. You saw a job advertisement for an Export Manager in the *China Daily* posted by Wuxi JHT Textiles Co., Ltd. Write an application letter to Ms. Gao, the HR manager, asking for an application form and inquiring about the salary.

Sample 2 Job-application Enquiry Letter for Post of Export Manager

April 16, 2011

Dear Ms. Gao,

I am responding to your advertisement in the *China Daily* on April 15, which invites applications for the position of Export Manager. I have worked as a marketing director for

an international producer and exporter of textiles for the past three years and believe I have developed skills in management and gained experience in export business, which makes me well qualified for the position you have advertised. Should you give me the chance I know I will fulfill all your requirements.

Could you please send me an application form and further information about the salary and working conditions?

I look forward to your reply.

Yours sincerely,

Zhang Hua
Zhang Hua

3. Situation: Suppose you are Liu Juan, a second-year college student majoring in Tourism Management. After searching advertisements on-line for vacancies in holiday/part time work, you are interested in a position of English Tour Guide posted by Beijing Hikers International Culture Communication Co., Ltd. Write a letter to apply for the job.

Sample 3 Job-application Letter for Part-time Job

June 21, 2011

Beijing Hikers International Culture Communication Co., Ltd.
Suite 601, Friendship Building No. 2
No. 26 Jiuxianqiao Rd.
Chaoyang District, Beijing 100016

Dear Sir/ Madam,

I am interested in the part-time position of English Tour Guide for Beijing Hikers advertised in the *Beijing Review* on June 19, 2010.

My name is Liu Juan and I am a second-year student at Beijing City International College. My major is Tourism Management And I have the English Tourist Guide Certificate. I have extensive knowledge of Chinese culture and can communicate with foreigners in English fluently. I am keen on outdoor sports and have a good sense of direction. Last summer I worked at a travel agency where I helped one firm organize a day trip for approximately 30 people and another the annual "Long March" hike. I believe I am well qualified for the position.

Attached are my certificate and a recent photograph.

I thank you for your consideration and look forward to your reply.

Yours sincerely,

Liu Juan

Liu Juan

Part 2 Useful Expressions

1. I'm writing to apply for the position of...advertised on the website/in yesterday's newspaper. 我看了昨天网络/报纸上贵公司招聘……的广告, 希望申请这一职位。

2. In response to your advertisement in... on... I would like to apply for the position of ...in your company. 我看了(某一天)……(报纸上)贵公司招聘……的广告, 希望申请这一职位。

3. Dr. John Byrne, a consultant to your firm and my Business Administration professor informed me that you are in need of an Administrative Manager with strong communication skills, organizational experience and leadership background. 贵公司的顾问约翰·拜伦博士是我的工商管理学教授, 他告诉我贵公司需要一个具有较强交际能力及组织和领导才能的行政经理。

4. My excellent academic report at school and some working experience has prepared me well for the work you require. 我的学业成绩优秀, 还有工作经验, 这让我做好了为你们工作的准备。

5. As requested, my résumé, diploma and training certificates are attached for your consideration. 应要求, 随函附上我的简历、学历证书以及培训证书供你方参考。

6. I believe I am well qualified for the position of Sales Assistant in your company. 我相信自己能胜任贵公司的销售助理一职。

7. I would greatly appreciate it / I would be glad (grateful, pleased) if you could offer me a interview. 如获面试, 不胜感激。

8. I am confident that given the opportunity, I will make an immediate contribution to your company. 我确信如有机会, 我会立即对贵公司做出贡献。

9. As the résumé shows, I have extensive knowledge of...正如简历所示, 我在……方面知识广博。

10. My present position offers little prospect for advancement and I would prefer to be employed in an expanding company like yours. 我现在的职位没有太大的发展空间, 因此我希望能在一个像贵公司一样业务蒸蒸日上的公司工作。

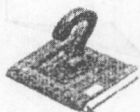
11. My great work ethic, attention to detail, and my respect for confidentiality will make me a great Secretary to the General Manager. 我工作敬业, 一丝不苟(关注细节), 保密意识强, 是贵公司总经理秘书一职的合适人选。

12. I am available for an interview at any time. 我随时都可前来面谈。

13. I can be contacted most easily on the mobile phone number above. 按照下面的手机号码可以很容易联系上我。

14. My unique mix of previous work experience and my major in Marketing make me an ideal candidate for a summer internship with your company. 我之前有工作经历,学的是营销专业,具有独特的优势,正是你们公司暑期实习招聘的最佳人选。

15. Thank you for your time and consideration. 感谢您在百忙之中抽空考虑我的申请。



Practical Writing



I. Fill in the blanks.

Directions: Fill in the blanks to complete the following letter of application according to the Chinese hints.

April 28, 2011

Dear Sir,

I saw your advertisement in the *Changsha Evening* for a salesman. _____
 _____ (1. 兹毛遂自荐).

My name is Wang Lei, I am 21 years old, and will be graduating from the Economical & Trade Department of Changhong Vocational College. My major is Marketing. During the 3 years of studies _____ (2. 我的成绩在班里一直名列前茅).

I placed third in our college computer competition last year. I have gained some work experience in marketing during the summer and winter vacations serving as a salesman at a clothing counter in Carrefour supermarket. In addition, _____

_____ (3. 我身体健康,工作勤奋,充满活力), honest in character and conscientious in work. I promise to _____

_____ (4. 为公司的发展和繁荣贡献微薄之力) if I am accepted.

_____ (5. 如能给予面试机会,不胜感激).

I have enclosed my résumé and a recent photograph as requested. I can provide references and my diploma if required. Looking forward to your reply.

Sincerely yours,

Wang Lei

**II. Translate the following sentences.**

1. I am writing to apply for the position of salesman advertised in the *China Daily* of May 21.
2. I can offer your firm a broad skill set with an emphasis on creativity and analysis.
3. Referring to my résumé, you will see that I have participated in various activities and experiences which have prepared me for the Customer Service Representative position.
4. I would very much like to meet you to discuss career opportunities.
5. Thank you for your time and consideration.
6. 我似乎符合贵公司广告中所提出的要求。
7. 英语学习使我能在笔头和口头进行有效的沟通。
8. 我非常乐意与您就这些和其他资格问题进行交谈。
9. 如果您方便的话,我下周给您打电话来讨论我的候选资格。
10. 如有机会与您见面,我将不胜感激。

**III. Write a letter.**

Situation: Suppose you are a third-year student, majoring in Marketing/Business English/Public Relations/Business Administration. You read an advertisement on a website and learn that Changsha Hope Garments Co., Ltd. is looking for Sales Assistants, Administrative Assistant and Public Relations Assistant. You think you are the right person for the position (choose one). Write a job-application letter to the HR Dept. of the company. Use your own personal information where necessary.

Changsha Hope Garments Co., Ltd.

32/F Fortune Building, No. 128 Wuyi Rd., Changsha, Hunan 410005, China

Office: 86-731-82103101 | Fax: 86-731-82096100 2314

E-mail: Hr@Hope.com | Web: www.Hopegarments.com

Changsha Hope Garments Co., Ltd., is a Sino-USA joint venture located in Changsha, Hunan, specializing in manufacturing, designing and marketing various garments in the domestic and overseas market. It has the following excellent job opportunities for creative, resourceful and energetic people:

Number required: 5 Location: Changsha, Hunan

Age: 20—30 years old Major: Marketing/Business English/PR/Business Administration

Desired education: 3-year college graduates

Gender: Male/Female

Position type: Full-time employee

Marriage Status: No limit

Salary: Negotiable

Date posted: Jan. 10, 2011

Validity: Feb. 9, 2011

Job Titles: 3 (requirements are as stated below)