

# 现代商务英语

Contemporary  
*Business English*  
Correspondence

## 英语

### 函电

主 编◎李全福 朱春飞  
副主编◎朱冬勇 陈 圣  
陈慧丽





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## 内 容 提 要

本教材以学生为中心,用“任务驱动”贯穿全书。本书根据高等职业教育商务英语专业学生的英语水平和学生的兴趣点来设置任务。同时,本书在任务的设计中注重知识点的系统性和连贯性,突出在循序渐进的任务完成过程中使学生既巩固已学过的内容,又探索新知识,最终达到掌握整个商务流程的目的。本书充分考虑高等职业教育的特点,以学生职业能力培养为核心组织编写。以外贸知识和综合应用为主,内容涵盖商务函电入门介绍、商务函电的结构与格式、贸易会后续沟通、询盘和报盘、订单和回执、支付方式、保险、包装、运输、代理、索赔和理赔、综合技能训练,共12个单元,主要针对高等职业教育商务英语专业学生毕业后从事涉外贸易而编写。本书可作为高等职业教育商务英语专业、国际商务专业的教材,也可作为经贸类专业和外贸、商务管理工作者的参考用书。

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# 前 言

《现代商务英语函电》是由多年从事高等职业教育商务英语教学的一线骨干教师编写的商务英语函电教材。它以《高职高专教育英语课程教学基本要求》、《全国国际商务英语考试大纲》等为依据编写,坚持“任务驱动,能力本位”,突出体现教材的针对性和实用性,真正满足当前高等职业教育商务英语函电教学的实际需要。因此,本套教材突出体现了以下特点。

## 外贸知识性强

国际商务函电很多内容都涉及国际贸易知识。如果学生缺乏这方面的背景知识,英语技能和职业能力就无从谈起。鉴于此,本书特别注重外贸知识背景的学习,在此基础上强化对写作和沟通等能力的培养。

## 任务设计人性化

开始每单元学习前,通过相关的专业背景知识介绍为导入,以引起学生的学习兴趣。每篇例文前有产品小知识的介绍及案例背景介绍,文后附有注释,包括外贸专业名词、术语、短语等。这些板块的设计有利于学生更好地理解相关的信函和业务流程。任务的形式多样、新颖,任务的设置循序渐进,能更大限度地激发学生的学习兴趣与积极性。

## 体系性和连贯性

本教材共 12 个单元。前 11 个单元以外贸操作流程的商务理论与写作实践为主,主要针对高等职业教育商务英语专业学生毕业所从事的实际外贸工作需要而编写;第 12 单元主要针对学生在熟练掌握前 11 个单元的实际业务之后,综合运用这些知识和技能而编写,以综合应用为主。

每一单元由三部分组成。第一部分是背景知识:主要是关于外贸业务中的理论方面的内容,学生通过阅读和学习,掌握外贸理论知识。第二部分是经典函电实例:按照不同场景的设置选编了数篇经典函电,且大部分来自实际商务工作的典型材料,具有示范性和代表性,可供学习者学习、比较和模拟。为了拓展学习者的知识面,在经典函电之前作了产品小知识的介绍及背景介绍,在经典函电之后又针对性地对相关的词汇作了注释。第三部分是任务:任务的设置是根据该单元的重点和要点展开的,由简到难,循序渐进,主要的任务类型有填空任务、分析比较任务、商务词句英汉互译任务、情景写作任务等。

《现代商务英语函电》由浙江机电职业技术学院李全福副教授、浙江机电职业技术学院朱春飞任主编,浙江机电职业技术学院朱冬勇、杭州电子科技大学陈圣和浙江海洋学院萧山科技学院陈慧丽任副主编。具体编写分工如下:李全福(Unit One),陈慧丽(Unit Two),朱春飞(Unit Three, Unit Four, Unit Five, Unit Eleven, Unit Twelve),朱春飞、陈圣(Unit Six, Unit Seven, Unit Eight, Unit Nine),陈圣(Unit Ten)。此外,浙江机电职业技术学院朱冬勇完成了

12 个单元的所有插图及本书的 PPT 的制作。

本教材系 2010 年浙江省社科联研究课题“基于 ESP 需求分析理论和‘工学结合’视阈下的高职大学英语改革与内涵建设”研究建设项目成果之一。项目编号 2010B140-L。

由于时间仓促,编者水平有限,在编写中难免存在疏漏和错误,恳请有关高职院校在使用中予以关注,并及时提出修改反馈意见,以便下次修订和完善。

编者

2012 年 1 月

## 《现代商务英语函电》编写说明

高等职业教育的“商务英语函电”课程一般开课时间为一个学期(建议开在第三学期),共10周,每周4学时。本书分为12单元,根据内容编排,建议学时分配如下。

高职高专“商务英语函电”课程教学内容及学时分配建议表

单 元	内 容	计划学时
Unit One	Introduction to Writing Business Correspondence	4
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Unit Four	Inquiry and Offer	2
Unit Five	Orders and Acknowledgements	2
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教师在使用本书组织教学时,可以根据学生的实际情况调整课时的分配以及相关任务的完成进度。如果学生的接受能力比较好,很多任务可以在课堂完成。如果学生的接受能力比较差,可以考虑把部分任务布置为课后练习。

此外,教师在教学中应充分利用计算机、多媒体、网络等现代化的技术手段,最大限度地让学生参与课堂活动。由于商务函电中涉及的外贸知识比较多,应鼓励学生课后多进行自主性学习,在充分掌握理论基础的前提下顺利完成各项函电的写作任务。

希望读者提出宝贵意见,对本书的不足之处不吝批评和指正。

编 者

2011年11月

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# Unit One Introduction to Writing Business Correspondence



## Lead-in

*The learners are supposed to:*

- 1) have a good knowledge of the principles for writing business letters;
- 2) analyze features of good business letters;
- 3) express in appropriate styles and tones when writing business letters.

## 1. The Principles for Effective Writing

It is very important for us to write an effective business letter in order to establish business relationship with our clients. But do you know how to achieve this? The following passages will tell you some important criteria. So please read them carefully.

### (1) Courtesy

Review of actual business correspondence reveals that special attention should be devoted to assuring the courtesy of business communication. By courtesy we mean treating people with respect and friendly human concern. Effective writers visualize the reader before starting to write. They consider the reader's problems, circumstances, emotions and probable reactions to their request.

## **(2) Correctness**

Correct grammar, punctuation and spelling are basic requirements for business writing. In addition, correctness means choosing the proper language and using accurate information and data.

## **(3) Conciseness**

Effective writing is concise—each word, sentence, and paragraph counts. Conciseness means to write in the fewest possible words without sacrificing completeness and courtesy. Because a wordy message requires more time to write and read, business people put a high premium on conciseness in business messages. Conciseness will give emphasis to the message.

## **(4) Clarity**

Clarity tells the reader exactly what he or she wants and needs to know, using words and a format that make your writings totally understandable with just one reading. Short familiar words and simple short sentences rather than long difficult words and complex long sentences are better for this purpose.

## **(5) Concreteness**

Business writing should be vivid, specific and definite rather than vague, general and abstract, especially when the writer is requiring a response, solving problems, making an offer or acceptance, etc.

## **(6) Completeness**

It should include all the necessary information and data in the message because information and data can help senders get receivers' responses and achieve desired objectives. An incomplete message may result in increasing communication costs, loss of goodwill, decline in sales and valued customers, cost of returning goods, and more time trying to make sense out of the incomplete message.

# **2.Features of Good Business Letters**

Achieving the desired effects is a matter of writing skill and of understanding how people respond to words. It involves keeping certain features of good business letters to work them into your letters.

## **(1) Using you-viewpoint**

Consideration means thoughtfulness. So you should always put yourself in your reader's place,

which is what people now emphasize, i. e. “you” attitude, and avoid taking the writer’s attitude, i. e. “we” attitude.

Therefore, you should always keep in mind the receiver you are writing to, understanding his or her problems and taking the positive approach.

Let’s make a comparison between the following two groups of sentences.

“we” attitude	“you” attitude
We allow a 5% discount for cash payment.	You earn a 5% discount when you pay cash.

## (2) Avoiding the old language of business

Good writers take care to avoid stale expressions. Early English business writers borrowed heavily from the formal language of law and from the flowery language of the nobility. From these two sources they developed a style of letter writing that became known as the “language of business”. It was a cold, stiff, and unnatural style, but it was generally accepted throughout the English-speaking world.

For example, your letter of the 7th inst. (本月) received and contents duly noted; please be advised to...; wherein(在那里面) you state as per your letter; thanking you in advance.

It is obvious the tone is cold, and the expression “7th inst.”, “please be advised to...”, “wherein” are out of date and should be avoided.

## (3) Accent on positive language

People enjoy and react favorably to positive language. A positive tone builds the reader’s confidence in the writer’s ability to solve problems and strengthens personal and business relationships. Positive words are usually best for letter goals, especially when persuasion and goodwill are needed. Positive words emphasize the pleasant aspects of the goal and tend to put the readers in the right frame of mind. They also create the goodwill atmosphere readers seek in most letters. Negative words tend to produce the opposite effect. They may stir up your reader’s resistance to your goals, and they are likely to be highly destructive to goodwill.

## (4) Conversational style

A good letter should reflect the personality of the writer and needs to be pleasing to the reader. In a good letter conversation is held. People who write with a sense of personal contact have a better chance to make what they say interesting and convincing than those who feel they are writing letters.

Whatever you talk about in a letter, the language you use should be the same as if you met the person on the street, at home, or in the office. It is also the language we use most and understand best.

### 3.Preparation before Writing

As a writer, you should make preparation for your creative works before taking up the pen. Generally speaking, the following should be borne in mind.

#### Tip 1: Studying your reader's interest

It means that you should think of what your reader thinks. To achieve this, you should “put yourself in your reader's shoes” and try to imagine how he will feel about what you write. Ask yourself constantly, “what are his needs, his wishes, his interests, his problems to be solved, and how can I meet his requirements.”

#### Tip 2: Planning what you will write and writing effectively

In order to plan what you write better and to write effectively, you should draft an outline before writing. Every language has its own features.



**Task 1** Compare the following two letters and tell which one is better and why.

Letter 1

*Dear Sirs,*

*We wish to acknowledge receipt of your credit application dated February 17 giving trade and bank references, and we thank you for the same. Please be advised that credit accommodations are herewith extended as per your request and your order has been shipped.*

*Hoping you will give us the opportunity of serving you again in the near future, we remain ready for it.*

*Very truly yours,*

## Letter 2

Dear Sirs,

Thank you for sending so promptly the trade and bank references we have asked for. I am glad to say that your order has already been shipped on the terms you requested.

We hope you will give us the chance to serve you again.

Very truly yours,

### Task 2 Please revise the following sentences so that they are positive rather than negative.

1. Unfortunately, your order cannot be sent until next week.

2. To avoid the loss of your credit rating, please remit payment within ten days.

3. Your misunderstanding of our January 8 letter caused you to make this mistake.

4. You cannot visit the plant except on Saturday.

5. Our stone-skin material won't do the job unless it is reinforced.

6. Your negligence in this matter caused the damage to the equipment.

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7. Do not walk on the grass.

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8. We regret to inform you that we must deny your request for credit.

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**Task 3 Please write you-viewpoint sentences for each of the following situations described.**

1. We will be pleased to deliver your order by the 16th.

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2. We have worked for 20 years to develop the best model car for our customers.

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3. We have received your letter of May 16.

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4. We have been quite tolerant of your past-due account and must now demand payment.

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5. We have shipped the Dove desk set you ordered on May 3.

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6. We can sell at discount prices, but we cannot permit returns of merchandise.

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**Task 4** Please read the following two letters and compare which one is better and give your reasons according to the knowledge you have learnt in this unit.

Letter 1

Dear Sirs,

We have received your request for permission to use our computers during the next session for summer school. We are pleased to inform you that you may use all 15 of the laptop computers you requested. Would you please come in and fill out the necessary paperwork any time before April?

Yours sincerely,

Letter 2

Dear Jessica,

Good news, Jessica! All 15 of the laptop computers you requested will be available to use during the next session of summer school. Please come by the office before April 1 to fill out the necessary forms.

Yours sincerely,

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**Task 5** Please read the following two groups of sentences. Can you tell what language tone they are in? And if you were the reader, how will you feel?

Group 1

We cannot understand your negligence.

We will not tolerate this condition.

Your careless attitude has caused us a loss in sales.

We have no intention of permitting this condition to continue.

We have had it!

Group 2

We can deliver the goods on July 11.

So that you may have the sofa you want, will you please check your choice of fabric on the enclosed card?

Your check will be mailed on October 1.

Please format this letter in the block style shown in the *Office Procedure Manual*.



*Tips for you*

- 本单元的重点是掌握商务信函的写作原则及其内涵,能够运用这些原则来分析工作情境中的往来信函,为后面单元的学习打下基础;
- 商务信函的语言风格力求简洁、措辞得体,顾及读者的感受,尽量使用正面、积极的用语,从而达到有效商务沟通的目的;
- 进行任何商务信函写作之前都要做足功课,如了解客户、计划好要书写的内容等,这些都是达到有效商务沟通的必备环节。