

高职高专“十二五”规划教材  
行业英语系列

# 商务英语 写作

Business English  
Writing

● 主 编 熊有生 彭枚芳



北京师范大学出版集团  
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## Business English Writing

- 主 编 熊有生 彭枚芳
- 主 审 苏 春
- 副主编 陈志旗 谢 华 刘金华 朱长凤 时德生



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## 编委会名单

- 主 编：**熊有生（广东工程职业技术学院）  
彭枚芳（广东工贸职业技术学院）
- 主 审：**苏 春（广州涉外经济职业技术学院）
- 副 主 编：**陈志旗（广东工程职业技术学院）  
谢 华（湖南外贸职业学院）  
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吴林国（广东松山职业技术学院）  
谭英姿（广州城市职业技术学院）

# 前言

自中国加入 WTO 以来，经济市场化、全球化的趋势日益深入，对外经济贸易业务日趋频繁。为了适应新形势的发展和用人单位对从业人员的要求，我们组织相关院校具有丰富实践从业经验与实践教学经验的老师，编写本书。

商务英语写作既是开展对外业务和有关商务活动的重要手段，也是外贸业务人员必不可少的基本技能，同时也是商务英语、国际贸易、涉外文秘等专业核心骨干课程。

本书主要分为三大模块：

模块一：商务日常应用文

模块二：商务社交礼仪信函

模块三：商务贸易信函

三大模块，基本涵盖了商务英语写作的所有内容和文章类型。同时，每一个模块，既是商务写作的有机组成部分，又可独成体系。本书各个单元结构采取项目导向、任务驱动模式，主要由：任务情景、写作简介、例文研习、例文分析、写作指导、常用句型、任务实施、写作实训八个部分组成。这八个部分遵循“基于工作过程”的理念，把商务业务写作流程和活动的具体内容完整地贯穿于全书，充分体现了高教【2006】第 16 号文件的精神。

本书具有如下特点：

**情景性：**商务英语写作课最大的挑战就是内容庞杂，低沉呆板，为解决这一问题，每篇写作以任务情景开始，后续的学习活动为完成该任务而展开，增加了教材的趣味性和真实性。

**实用性：**本书致力于解决商务情景下学生遇到的一些实际问题，以各种商务写作实践案例为切入点，突出其实用性。

**自主性：**本书任务导入、练习设计强调学生在一定的情境提示下，进行自主探索，使学生积极地参与到教学活动中去，亲身体验、亲身探索、亲身归纳与总结，处处体现学生“用中学”的理念。

**新颖性：**本书内容结构安排具有新颖性，体现最新高职教学理念。

本书既可作为高职高专商务英语、外贸和涉外文秘等专业的教材，同时也可以作为教师、学生、相关从业人员手头必备参考资料，还可以满足商务英语、外贸和涉外文秘学生自学或考级需要。

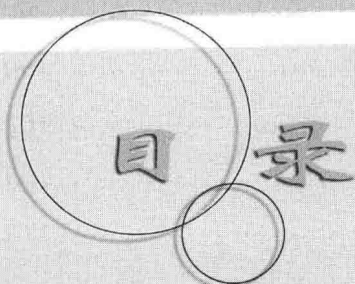
本书在编写过程中，参考了大量的相关书籍与网络资料，由于篇幅有限，未能一一列出，在此一并感谢。

另外本书的编写还得到北京师范大学出版社汪宏彦、苏英老师和广东工程职业技术学院外语系主任甘利副教授的大力支持，此书付印前经广州涉外经济职业技术学院外语学院院长苏春教授审稿。在此一并表示衷心的感谢！

由于编者水平有限，书中难免出现疏漏与错误，恳请专家、学者、广大师生和外贸行家批评指正。

最后欢迎各位老师交流与赐教：xyshpanda@126.com；商务英语写作教学研究群：128373469。商务英语系列教材电子教案请访问网站：<http://www.51press.net>。

编者



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# **Module One Daily Practical Writing Relating to Business**

## **Brief Introduction to Daily Practical Writing Relating to Business**

### Introduction

Daily practical writings refer to the practical literary styles which are widely used for dealing official or personal affairs in daily life, work and study. Daily practical writings are easy to understand, use and very close with our daily life. With the rapid progress and development of society, science and technology, the daily practical writings are used more and more widely.

### Functions

The functions of daily practical writings are:

1. To explain or justify the conceptions that have already been taken;
2. To convey or deliver some information or news;
3. To influence the reader to take some actions.

### Characteristics

The characteristics of daily practical writings are as follows:

1. Practical

Being practical is one of the most important characteristics. It is written for a special purpose; either solving some certain questions, or achieving some certain communicative purpose.

## 2. Authentic

Being authentic mean that the gathered facts and statistic figures must be highly objective, correct and accurate. All data and raw materials must be gained and collected in a scientific and objective way.

## 3. Logical

The thoughts, expressions and structures of practical writing must be logical, clear and coherent. That is to say, they should be organized and composed logically.

## 4. Fixed

Being fixed is another most prominent characteristic of practical writing. Each type of practical writing has a fixed writing format and style. The format of practical writing which is developed and formed subjecting to a long period of writing practice has been widely acknowledged, accepted and observed strictly.

## Types

The daily practical writings can be classified into the following categories according to the users' purposes and the situation.

### 1. Social writing

Social etiquette writing is mainly used on the social or etiquette occasion, which promotes the friendly development of relationships between people and also embodies the civilization of people's communication. Social etiquette writing is developed on the basis of equality and mutual respect. It includes invitation, welcoming speech, congratulatory speech, send-off speech, preface, letters of invitation, letters of sympathy, letters of condolence, congratulatory telegram, words of advice and so on.

### 2. Poster and announcement

It refers to the practical writings that can be posted in the public place and published or broadcasted through public media. They can be seen in almost every alley, street, school and factory, etc. It includes wedding announcement, engagement announcement, inviting applications for a job opening announcement, business announcement, lost, found, lecture poster, match poster, concert poster, and so on.

### 3. Memorandum and short note

It refers to the common practical writings which are used as an evidence or certificate and for stating, stipulating and prescribing some certain articles, such as in loan note when two parties deal with personal or official affairs. They are simple, short, concise and easy to understand and keep. It can be classified into loan note, debt note, receipt note, note for leave, message and so on.

#### 4. Others

The other practical writings include certificate, notary, letters of certification, letters of application, letters of introduction, letters of appointment, resumé, instruction, etc.

#### Guidelines for Writing

1. The basic requirements of daily practical writing are as follows:

First, keep to the point;

Second, pay attention to the format;

Third, be coherent on the thoughts, structures and the expressions;

Fourth, be careful on wording in the formal and informal form.

2. There are certain steps which you need to follow in the process of practical writing:

First, organize your materials;

Second, consider your audience or readers;

Third, write;

Fourth, proofread;

Fifth, edit your text.

The emphasis on each step may vary, depending on what you are writing, but the steps are the same whether you are writing an E-mail to your department, or an instruction manual for a software package.

## 1.1 Fax

### Task Situation

Tom Smith, the Sales Manager of Lily's company, has received the following fax from a company in Beijing. He handed the fax to her and asked her to write a reply under his name. How could Lily do it? Can you help her?

**To:** Tom Smith, Sales Manager, DDS Trading Company

**Fax:** 020-87226201

**From:** Jenny Lee, Sales Manager, Brothers Trading Company

**Fax:** 010-36225425

**Date:** November 15<sup>th</sup>, 2010

**Subject:** Enquiry

**Pages:** Only 1 page

With reference to the advertisement in *South China Morning Post* yesterday, could you please fax me a copy of your latest catalogue? I would also like to know if it is possible to make purchase online.

### Introduction

A fax (abbreviation of facsimile) is used to transmit and receive various kinds of messages: letters, figures, pictures, diagrams, patterns, etc. Transmission of a fax message takes only seconds per page. Because of its versatility and speed, sending messages by fax is now a popular choice in business communication.

The purpose of a fax is to transmit information briefly and quickly. The message can be about almost anything: enquiries, offers, instructions, invitations, congratulations, appreciations, etc. Whatever the purpose is, the main aim of a fax is to make it possible for the reader to get the information quickly and with complete understanding.

## Sample Study

<b>ISU Trading Limited</b> <b>P. O. Box 510091, Guangzhou, China</b> <b>Tel:</b> 020-33500010 <b>Fax:</b> 020-33500011 <b>Web:</b> www.isu.com <b>E-mail:</b> marketingabc@isu.com
<b>To:</b> Johnson Lee, Brothers Trading Co. <b>Fax:</b> +8522714 7725 <b>From:</b> Peter Black, ISU Trading Ltd. <b>Fax:</b> 020-33500011 <b>Date:</b> May 6 <sup>th</sup> , 2010 <b>Subject:</b> Trading Conference Confirmation <b>Pages:</b> 2 (including this one) N. B. Please Fax 020-33500011 if there is any problem with this transmission.  I am pleased that you will be representing Brothers Trading Company at the International Trade Conference to be held on May 25 <sup>th</sup> , 2010 at White Swan Hotel. Attached is the form confirming your attendance. Please fill it out and fax it back to me before May 20 <sup>th</sup> , so I can proceed with room reservation and other necessary arrangements with the hotel.

## After-reading Task

1. When and where will the conference be held?
2. What is attached in the fax?
3. What is Johnson requested to do after receiving the fax?

## Sample Analysis

A fax often has two parts: the heading and the body

1. Heading

The heading of a fax gives information about the sender's company, recipient, sender, date, subject, fax number, number of pages, etc. Many companies have their own fax coversheet on which all the above have been printed. You just fill them out and send the fax. If you have to compile a fax heading, you can use the format

below:

Name of sender's company Address of sender's company Tel: (Phone number of sender's company)    Fax: (Fax number of sender's company) Web: (Website of sender's company)    E-mail: (E-mail of sender's company)
To: (Recipient's name, job title and company name) Fax: (Recipient's fax number) From: (Sender's name, job title and company name) Fax: (Sender's fax number) Date: (Complete and current date. Don't use numerals) ATTN/Subject: (Specifically what the fax is about) Pages/Number of pages: (Indicating how many pages are included)

It is important to tell how many pages are included. If one or more pages are lost during the transmission, the recipient can ask the sender to transmit the fax again. It can be done in several ways:

- \* Pages: This + 4 (total 5 pages)
- \* Pages: Cover 4 (total 5 pages)
- \* Pages: 5 (total 5 pages)
- \* Pages: 5 (including this one)
- \* Pages: This only (total 1 page)

## 2. Body

The space under the heading is the fax message, which normally consists of the following information:

Opening: (optional) Developing rapport with the recipient.

Focus: Explaining your reasons for writing this fax and what you want the recipient to do.

Closing: (optional) Expressing best wishes or your concerns.

Sometimes, the message is signed at the bottom.

## Guidelines

1. Write a correct heading so that the recipient knows.

To whom it is designed — To:

From whom it comes — From:

On which date — Date:

- For what purpose — ATTN/Subject;
- Each page of a fax should be clearly numbered.
  - Use simple language and be concise.
  - Make the message clear and complete.
  - Avoid writing any messages in the margin or at the very top or bottom of a fax. They might be cut off or blurred during transmission.

### Useful Expressions

- If you experience any trouble with the transmission, call me at ...  
若传送中遇到任何麻烦, 请致电……
- N. B. Please call me if the fax is illegible.  
注意: 若传真字迹不清楚, 请给我打电话。
- At your request, I am faxing ...  
应您的要求, 现在我将……传真给……
- With your agreement/approval, I will fax ...  
若您同意/赞成, 我将把……传真给……
- Please forgive my delay in responding to your fax.  
请原谅我迟复您(贵方)的传真。
- This will confirm the arrangements for delivery of order made on the telephone this morning.  
此传真是就今早在电话中所做订单的运输安排进行确认。

### Task Solving

(Seen in reference answer)

### Writing Practice

#### **I. Putting in Order**

Direction: Please put the following parts into a proper order.

<b>To:</b> Thomas Jones	<b>From:</b> Peter Reeve
<b>Fax:</b> 021-64253683	<b>Fax:</b> 020-86789872
<b>Date:</b> May 18 <sup>th</sup> , 2010	<b>Pages:</b> 1
<b>Subject:</b> Consultation	

- We'd like to know what we can do to help.

2. At first, we thought this might result from a slack market, but on looking into the matter more closely, we've found a slack market is not the crux.
3. We are much concerned that your sales in recent months have fallen considerably.
4. Therefore, we look forward to receiving from you a detailed report on this situation to help you restore sales to their former level.

## II. Filling in Blanks

Direction: Fill in the blanks according to the Chinese hints.

To: Mary Green	From: Jack Partridge
Fax: 010-44552210	Fax: 020-88256451
Date: October 21 <sup>st</sup> , 2010	Pages: This only
Subject: Enquiries About Electric Products	

We have received from our connections some enquiries about the following goods, and would be glad if you would forward us the necessary catalogues with \_\_\_\_\_

\_\_\_\_\_ (1. 到岸价).

● Digital cameras

● Scanners

\_\_\_\_\_ (2. 市场需求增加) for new electric products in our country and we hope to be among the first to introduce the above products \_\_\_\_\_

(3. 大规模). Any suggestion you may give \_\_\_\_\_ (4. 对于我们的促销活动) would be warmly welcomed.

\_\_\_\_\_ (5. 盼迅速答复)

## III. Situation Writing

Direction: Suppose you are a secretary to B&L Air Conditioner Company. John Miller, the Public Relations Manager of the company, has received a fax from *USD Magazine* and decided to promote your company's new style of air conditioner in it. Now he asks you to write a reply to the fax in his name.



To: John Miller, Public Relations Manager, B&L Air Conditioner Company

Fax: 020-33256780

From: Kate Lee, Editor, *USD Magazine*

Fax: 020-86789871

Date: February 6<sup>th</sup>, 2010

Pages: 3 (including this one)

Subject: Providing Information

It was a pleasure meeting you this week and learning of your interest in our promoting project.

Please find enclosed detailed information of our special promotion package for the March issue.

As time is short, final deadline has passed. Your prompt confirmation would be highly appreciated.

Thank you for your attention and I look forward to your prompt reply.