

21世纪高等职业教育商务英语类规划教材
—— 任务驱动与项目导向系列



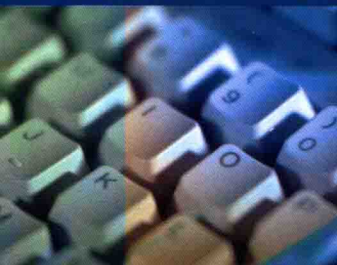
财经·管理·人文

配备
答案、课件等
资源包

商务英语写作教程

Shangwu Yingyu Xiezuo Jiaocheng

申凌欣 黎雁 主编



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY <http://www.phei.com.cn>

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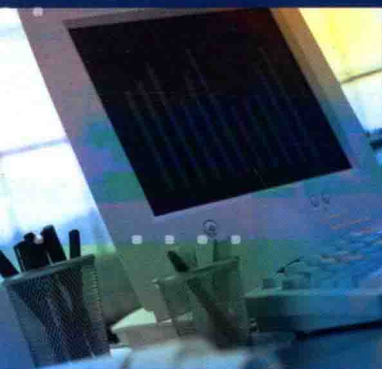
本书特色:

- ◎ 以实现商务英语写作课程目标为设计依据;
- ◎ 将商务英语写作课程的全部内容具体化, 案例化;
- ◎ 活动部分的任务设计有综合性、可扩展性, 给学生足够发挥空间。

学习提示:

以若干模拟公司(如购买和销售)的实际工作任务为导向, 共六个单元, 每个单元都有三个主要环节, 分别是案例部分、练习部分和活动部分。

通过教师引导, 划分若干学生小组, 由每个小组代表一个独立的“公司”, 学生必须用书信的形式和这些“公司”打交道。



策划编辑: 贾瑞敏
责任编辑: 贾瑞敏
封面设计: 张 昱



本书贴有激光防伪标志, 凡没有防伪标志者, 属盗版图书。

ISBN 978-7-121-11393-2



9 787121 113932 >

定价: 22.00 元

商务英语写作教程

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電子工業出版社

Publishing House of Electronics Industry

北京 · BEIJING

内 容 简 介

《商务英语写作教程》基本涵盖了商务英语中常见文体与信函的写作知识。本书阐述了商务英语写作的要素、信函格式及特点。每个单元以贸易业务信函写作为主，辅以贸易业务以外的实用商务文体，设计了若干工作任务。实用性极强，目的是帮助高职高专学生提高商务英语写作能力。也是在新形势下，商务英语写作教学改革解决方案。

教材编写以若干模拟公司（如购买和销售）的实际工作任务为导向，设计了六个单元，每个单元有三个主要环节，分别是案例部分、练习部分和活动部分。其中活动部分采用角色扮演等方式引入若干工作任务（写作任务），体现了真实的商业情景和语言环境。

本教材适用于高等职业院校、高等专科学校、成人高校、民办高校及本科院校举办的二级学院的商务英语、国际贸易、旅游与文秘英语专业的学生，也可供企事业单位工作人员作为参考资料。

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图书在版编目（CIP）数据

商务英语写作教程 / 申凌欣，黎雁主编. —北京：电子工业出版社，2010.7

21世纪高等职业教育商务英语类规划教材. 任务驱动与项目导向系列

ISBN 978-7-121-11393-2

I. ①商… II. ①申… ②黎… III. ①商务—英语—写作—高等学校：技术学校—教材 IV. ①H315

中国版本图书馆 CIP 数据核字（2010）第 138037 号

策划编辑：贾瑞敏

责任编辑：贾瑞敏

印 刷：北京市天竺颖华印刷厂

装 订：三河市鑫金马印装有限公司

出版发行：电子工业出版社

北京市海淀区万寿路 173 信箱 邮编 100036

开 本：787×980 1/16 印张：11.25 字数：252 千字

印 次：2010 年 7 月第 1 次印刷

印 数：4 000 册 定价：22.00 元

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前 言

我国古代最著名的教育家思想家孔老夫子曾经说过：“学而时习之，不亦说乎？”学是学习理论知识，习是什么呢，就是实践。翻开这本教材，您会发现最不同的是这本书的环节安排上面，您最先看到的一个情景模拟，会激发其您的思考和写作的兴趣。然后研读了一些精心挑选的案例之后，您一定迫不及待地想要动手模仿和写作了吧。别着急，还有若干有针对性的练习，可以进一步提高您的写作技能。在练习之后您会发现一个个生动的贴近商务生活的任务，这些任务都是我们一线教师精心为您设计的实践活动。这一部分是相对开放的，您可以胸有成竹地参加小组活动。首先，根据情况构思和列出写作提纲；然后，写初稿、小组讨论和修改；接着，改写初稿、教师给予适当的评改和指导；最后，定稿。通过和同学们一起扮演商务角色，在半真实的语言环境中解决实际问题，相信您一定会获得学而时习之的快乐和成就感。

本教材《商务英语写作教程》，以循序渐进的原则，面向高职高专学生，按照工学交替、任务驱动、项目导向等新型教学模式改革传统的商务英语写作课堂，精心设计商务英语写作任务，颠覆传统的写作课上课方式，突出商务英语写作课程的职业能力培养，并在教材设计中渗透职业修养和职业道德，是高职高专商务写作教学的解决方案。

与同类的传统教材相比，本教材《商务英语写作教程》具有如下特点：

1. 本教材的设计服务于课程改革，突出职业能力培养，以真实的工作任务及其工作过程选取、整合、序化教学内容。
2. 为了适应商务英语写作教学过程的实践性、开放性和职业性特点，编者精心设计了若干工作任务，供教师实现任务驱动教学，以满足新形势下职业教育教学的需要。
3. 现有同类教材多偏重于知识点的介绍，偏重知识目标，而本教材的编写思路是把对学生的能力培养作为第一位考量目标。
4. 写作是一门需要大量训练才能培养的技能，因此除了完整的知识体系外，本教材还提供了大量的练习和写作任务，训练充分并有针对性，这是传统教材中少有的。

亲爱的读者，写作是一门需要大量实践才能提高的技能，希望本教材能给您带来帮助。在提高写作水平的道路上，只有持之以恒，才能不断进步。

本书难免有疏漏之处，恳请国内外同仁大家和读者不吝赐教，您的批评、指正是对我们的爱护，是促使我们进步的最大动力。谢谢！

二零一零年七月

编 者

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Unit 1

Internal Communication

Lesson 1 Note 便条



Notes are short letters written for various purposes. Compared with a letter, a note is simpler in form and often informal or colloquial in language.

便条是为了达到各种目的所写的短信。与信函相比，便条形式更加简洁，写法不拘一格，更加口语化。

Tips

Notes may consist of just one sentence, or a couple. So in form, a note is simple; and in language, it is usually informal and colloquial. The following requirements for a letter can be omitted in a note (but you don't have to).

1. the addresses of the addressee and the addresser
2. the word "Dear" in the salutation
3. the complimentary close
4. the date and the year

Be sure that the date of your note is made quite clear. Though the date may be written in numbers only, it is best not to use only numbers to avoid misunderstanding and confusion; for 12/2/2008 is Dec. 2, 2008 to the Americans, but Feb. 12, 2008 to the British and most Europeans. The names of other months with the exception of May are often abbreviated to Feb., Mar., Apr., Aug., Sept., Nov., and Dec, June and July may be abbreviated to Jun. and Jul., but it is better to spell them out.

Warmer

Test yourself. Write a note to one of your friends. Apologize for not being able to meet him at the airport in the morning and invite him to the dinner in the evening. (Invent any details you need)

2 商务英语写作教程

When you have finished, put it away until the end of this section.

Sample 1

Ms Jean,

Mary Brown at Head Office called to invite staff from our branch to have a tour round their new building. Could you send her a reply? 25 people definitely want to go.

She wants to know which departments we are most interested in seeing. Could you please check what time the tour would start ASAP?

Mike

Sample 2

Mr. Dell,

There's a meeting at 15:00 on 23 March to discuss the final choice of the conference room site. Could you make sure that you're free then so that you can attend it with me.

Phillip Smiles

Factory Manager

Sample 3

The Great-Wall LTD

Arrival Briefing Notes for the Visit of Foreign Agents

The agents will be brought to the Great-Wall Guesthouse by taxi at 9 a.m.

The agents will need to be taken to the boardroom by 9.30 a.m.

Rest of day

The first place for the agents to visit is the computer center.

The second place is the quality control department.

In the cafeteria, a video of the new TV advert will be shown.

The last place will be the production line.

Must remember

All staff must tidy their desks.

It is necessary to have two mobile phones available at all times.

Each agent must be given an information pack before the presentation. The agent from Bolivia needs an interpreter.

Evening entertainment

The latest time to arrive at the restaurant is 7:30 p.m.

The director's speech will be at 9:00 p.m.

Key words & phrases

tour 旅行, 巡视

definitely 一定

make sure 确定

cafeteria n. 自助餐厅

advert n. 广告

production line 生产线

presentation n. 介绍, 陈述

interpreter n. 讲解员, 翻译员

Useful expressions

1. Could you send her a reply? 你能给她回复吗?
2. Could you please check what time the tour would start? 能不能查一下参观开始的时间?
3. Could you make sure that you're free then so that you can attend it with me. 请确定届时有时间与我出席会议。
4. It is necessary to have two mobile phones available at all times. 有必要全天保持两部手机是开机的。
5. Each agent must be given an information pack before the presentation. 在陈述会前每位代理必须得到一份资料。
6. I should like you to send me the report that you are currently working on. 我希望你能把最近写着的报告发给我。
7. Something really ought to be done about attendance at departmental staff meetings. 应该采取一些措施来解决系部工作人员会议的出勤问题。
8. What do you think about docking the pay of those who are absent? 对于缺席人员, 扣工资的做法如何?
9. I suggest that production be shut down until the extent of the problem is known. 我建议 在了解清楚问题出在什么地方之前, 降低产量。
10. I am afraid I made a slight mistake in the figures I sent you recently. This mistake was due to the computer system being out of operation. Please tell me if you need the revised figures. 恐怕最近发给你的数据中有一个小错误。错误是由于电脑故障引起的。请告诉我你是否需要修正过的数据。

Exercise

Exercise 1

What do the following abbreviations mean?

- 1.p.m
- 2.wk
- 3.ASAP
- 4.re
- 5.enc

Exercise 2

Translate the following sentences into English.

1. 来条收悉，定于明天下午两点拜访。
2. 见条后，请立即来我办公室。
3. 希望能及早处理此事。
4. 请准予续假三天为盼。
5. 留言和一张入场券均已收到，不胜感激。

Exercise 3

You are going to be on a business trip. Leave an note for a foreign expert Mr Wright making an appointment to discuss the outline of your project with him.

- Saying where you are
- Saying when you will be back in the office
- Suggesting a date

Activity

Write Henry a personal note. Divide into two groups: when you have finished, give it to the right group. Then ask for a new role card number. (There are two cards for each group.)

Carol

Start on Card 1

Henry

Start on Card 2

Role Card 1

You are Carol. Write a note to Henry to cancel the meeting on 9th and appoint another time – 14th.

When you finished, give it to the correct group member. Then ask for a new role card number.

Role Card 2

You are Henry. When you received the note from student A, address it and then ask for a new role card number.

Lesson 2 Notices 通知



A notice is an announcement containing information about a future event. It is written to make known something about to happen or, sometimes, something that has happened. In our life we write notices on a variety of topics including recommended practices in an organization, relocation of the department, apology, warning, etc.

通知是一种把将要发生的情况告知有关人员的知照性应用文体。用于说明将要发生的情况，有时还会是一些已经发生的情况。常见的通知大多与机构团体等单位的日常活动、部门的迁移、道歉、警告等事项有关。

Tips

No matter which kind of notice you need to write, you will find the following tips useful. Remember to tailor the tips to the specific notice you need to write, and get on your way.

Tips on How to Write a notice:

1. Be direct and concise in your notice. Your reader will be able understand the information quickly and can refer back to it easily.
2. Write a short, friendly notice when you're sharing good news. Written in the right tone, an announcement can show a wish to keep up a business or personal relationship. It can also build on positive feelings like confidence, allegiance, and helpfulness.
3. Recognize what others have achieved in your announcement, and motivate your reader to reach similar goals.
4. Present your information in a plain and complete way, so your readers will totally understand (and not ask questions later).
5. If the news you are announcing is bad, write it in a direct statement. Add a message of understanding and optimism to your announcement, in a respectful tone.

Warmer

Test yourself. V Gyms recently advertised for a General Manager. After several interviews, the board has got the right man. Write a notice to announce the final decision and appeal for a better working condition. (Invent any details you need)

When you have finished, put it away until the end of this section.

Samples

Sample 1

Notice

The gentleman/lady who bought two jardinières and a lapidary ship from the Chinese Arts and Crafts Store on the morning of June 14th has been overcharged through an accounting error. Will he/she please contact the Manager's Office to be refunded.

Manager's Office

Sample 2

“Be Considerate” Notice

The conference room is available to all, but we need your help in keeping it tidy for the next group that uses it.

A. Take your papers and other belongings with you. Anything left behind might be thrown away.
B. Turn off everything – coffee pot, baseboard heater, and lights.
C. Shut the door.

Thank you for following these ABCs.

Sample 3

Notice

The English reading-room is now ready to open. We hope you all enjoy reading and studying here.

- We have bought some English novels which you are welcome to borrow at any time.
- The English wall-newspaper will have a new edition. Please send your articles and reading reports to us.
- Those who borrowed books from here last term should either return the books or renew them, or else you can't use the reading-room.

Nov. 11, 2007

Key words & phrases

jardinière n. <法>花瓶, 花架, (陶瓷) 大花盆托

lapidary n. 玉石

overcharge v. 讨价过高

refund v. 退款, 退还

Useful expressions

1. (Will he/she) please contact... 请联系……

2. But we need your help in keeping it tidy for the next group that uses it. 但是我们需要您保持(会议室的)整洁, 以方便他人下次使用。

3. Those who borrowed books from here last term should either return the books or renew them, or else you can't use the reading-room. 读者应归还或续借上学期借的书, 否则不得使用阅览室。

Exercise

Exercise 1

The Youth Soccer League is a training organization as well as a company-owned association of Sutton (an international company). A meeting is to take place, giving all members the chance to learn about league regulations and important rules.

You work in the Youth Soccer League. Write a meeting notice to all concerned. Information contains:

- Date: November 8 (Tuesday)
- Time: 7 p.m.
- Venue: Huatai Recreation Center
- Attendant: all coaches and interested staff
- Agenda:
 1. a review of league regulations
 2. make plans for the team photo day and the candy sale
 3. a special training session for coaches

Use your own name and invent any details you need.

Exercise 2

When rates go up, customers are inclined to ask if the product or service is worth the new cost.

You work in the Maintenance Department of Sutton (an international company). Write a notice to inform customers of rate change. You should :

- express the pleasure of keeping a good business relationship
- justify the rate change and sell the service again
- tell customers the specific time to become effect
- express good will to have a further contact

Use your own name and invent any details you need.

Exercise 3

You are Operations Department Director of Sutton (an international company). Write a notice to remind employees of the background information and describe the current status of the parking lot.

You should also mention:

- the No Parking signs
- the reserved spaces for visitors and the handicapped
- actions to be taken for breaking the parking rules

Use your own name and invent any details you need.

Activity

You all work in different departments of Sutton International Device & Instruments Limited. Divide into three groups: according to information given on the role cards, write a notice, then address to the class. When finished, ask for a new role card number. (There are three cards for each group)

Personnel Department
Start on Card 3

Training Department
Start on Card 4

PR Department
Start on Card 5

A business meeting is to take place. You are representing Personnel Department and writing a notice to inform all presenters of the date and place including a briefing about the topics.

Role Card 3

You work in the Personnel Department of Sutton. Write a notice to the company staff announcing that the monthly business meeting is to come. Information should contain:

- Date: September 14th(next Monday)
- Time: 7:30 p.m.
- Venue: Singapore Sheraton

- Agenda
 1. introduce some new officials (company president)
 2. discuss responsibilities briefly (new company officials)
 3. discuss the newest product (company sales manager)

Use your own name and invent any details you need. When finished, address to the class then ask for a new role card number.

Role Card 4

You work in the Training Department of Sutton. Write a notice to all employees announcing that Dr. Smith from Lowell University is invited to give seminar on international trade. Employees with little knowledge of the import/export business are required to attend the two-month training course. Information also contains:

- Subject: International Trade Seminar - the basic principles of international trade
- Start Date: June 25th
- Time: every Saturday and Sunday (lasting two months)
- Venue: Room 501
- For more information consult Training Department officer, room 203

Use your own name and invent any details you need. When finished, address to the class then ask for a new role card number.

Role Card 5

You are PR Department Director. The company president's daughter, Nancy will engage Ben Lewis on Saturday, July 12 2007. Write a notice of her engagement.

Use your own name and invent any details you need. When finished, address to the class then ask for a new role card number.

Lesson 3 Memos 备忘录



Memoranda are often used to transmit information within a company. It has been called the workhorse of the office. They are usually typewritten on a printed form. The form features the company letterhead and also has printed designations to be filled in.

备忘录通常用于公司内部传递信息，有固定格式。该文体在办公室内极其常用。上面打印公司信头，按固定格式填写各项。

Tips

Memos are used to give information to employees such as changes in some procedures or

rules, policy change or for specific purpose like request to attend a meeting. The format of the memo differs from business letters. Memos generally contain sections like to, from, date, subject & text of memo.

Points to remember while writing a memo:

1. Write correct name of the reader. You can write job title along with name to make it more formal.
2. Subject should be brief and specific, which can give an idea about the purpose of the memo.
3. Generally, memos do not contain salutation or complimentary closing.
4. The text of memo should be concise, clear, to the point.
 - (1) First paragraph in text area or opening paragraph should contain background of the problem and purpose of the memo. Memo's recipient should get an overview of the memo by reading the first paragraph only.
 - (2) In next paragraphs, you can explain the steps you have taken or methods and sources you have used to solve the problems.
 - (3) Last paragraph should be the closing segment, where you can request your reader to take an action to solve the problem. Some people use conclusion at the end of memo to summarize the content. Conclusions are also useful for suggestions and recommendations or if you wish to make a request to the reader.
5. If there are any attachments, always mention at the end, after closing segment.
6. Always proofread your memo before sending it.

Warmer

Test yourself. As a treasurer of the company, you want to attend a convention of the National Finance Association to get up-to-date information on the present financial training methods. You write a memo asking for permission to attend this convention. (Invent any details you need.)

When you have finished, put it away until the end of this section.

Sample 1(Instruction Memo)

MEMORANDUM

To: Senior Accounts Clerk

From: Credit Manager

Date: 17 May, 2001

Subject: overdue account no. 12345678