



普通高等教育“十一五”国家级规划教材  
21世纪财经类专业核心课程教材

# 外贸英语函电

(第四版)

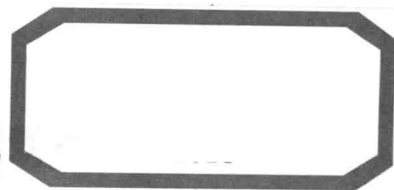
隋思忠 编著

 东北财经大学出版社  
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隋思忠 编著

(华中科技大学文华学院)

**FE** 东北财经大学出版社  
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## 第四版前言

中国加入世界贸易组织已近 12 个年头。近 12 年来,世界经济格局发生了天翻地覆的变化,中国的经济总量已超过日本,位居仅次于美国的世界第二位。与此同时,中国的对外贸易事业也取得了超乎世人想象的成就,出口商品的结构进一步优化,许多领域的市场份额都已跃居世界第一。

随着这些成就的取得,我国在国际经济活动中的地位已是举足轻重。因此,我们对从事国际商务活动的复合型人才的需求也更加迫切,这对国际商务英语教学无疑提出了越来越高的要求。

本教材自 2004 年付梓以来,深受读者的喜爱,至今也已近 10 个年头,先后加印了 14 次。其间虽修订过几次,但我们觉得仍赶不上飞速发展的时代要求,许多教改方面的新要求和知识层面的新内容亟待充实。为此,我们做了本教材第四版的修订。

此次修订工作主要涉及以下几个方面:

1. 近年来国际贸易实务出现了一些新的做法,因此新的国际贸易理论也应运而生。为了体现这些新的知识、信息,我们合并、精简了一些比较传统的内容,同时增补了一些新的内容。

2. 对部分课文做了调整,同时增加了新的课文,朝着“实用”的方向又跨进了一步。

3. 对部分练习做了进一步删减和补充。为从“实战”出发,建议读者对汉译英的部分练习,可先做口译训练,再继以笔译,以达到熟练掌握常用句型的目的。

4. 对部分课文的词汇与注释做了进一步调整和增补,以帮助读者更好地理解与掌握各个业务环节的知识和技能。

本书同时配有单元练习的参考答案和电子课件,请登录 [www.dufep.cn](http://www.dufep.cn) 免费下载。

由于编者水平有限,不足之处仍望读者批评指正。

编者  
2013 年 8 月

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# **/ Unit 1 Modern Business Letters**

## **Text A Effective Business Letter-writing**

The objectives of communication are to obtain complete understanding between the parties involved. If you can communicate effectively, that means you have an important, and highly valued skill. Effective communication is the “lifeblood” of every company and a key to success in your business career as well as in your personal life.

Communication is so important that without it a company can not function. Since a company is a group of people associated with business, its activities require human beings to interact with and react to each other; to exchange information, idea, plans and proposals; to coordinate; to make decisions.

Communication to person outside the company-customers, inquirers, suppliers, and the public-can have a far-reaching effect on the reputation and ultimate success of the company.

Thus employees who communicate effectively can contribute in a variety of ways to the lifeblood of their company. Successful messages eliminate unnecessary additional correspondence, save time and expense, build favorable impressions, enhance goodwill, and help increase company profits.

In the business community today, the importance of good communication skills is even more stressed, as it is essential that employees can use the tools of the developing information technology to communicate clearly, accurately and effectively.

## **Text B The Language of Modern Business Letters**

All business letters have two main functions:

- A) To ask for and give a reply to an enquiry, offer, order or complaint.
- B) To keep a record of all the important facts for ready reference.

The language of old-style business letters is often long and complicated. Such letters are liable to confuse the readers. A confused and over long letter may be put aside until someone explains its meaning, and this may mean delays. Since a letter is written for the readers, the language of modern business letters should be simple, clear and direct. The writer states the purpose of his letter briefly, and the letter is short and friendly. Such letters help the writers as much as the readers, and will probably mean an earlier reply.

Nowadays, more and more people like to do business through a fax machine by sending faxes or even on the web by sending E-mails. The former is the abbreviation of facsimile, which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system

using telephone lines. The latter is correspondence sent or received on the web, which is faster and more convenient than ordinary letters. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc. But all these are still based on the business letters. and everyday language. So, effective writing is vital to the success of business activities, which includes correct form, explicit content, compact structure, natural and conversational style.

Here are two letters. One is an old-fashioned, pompous style of English, which is too long and complicates the message. The other is in a simple and clear style.

Old-fashioned Style

Dear Sir,

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account which was outstanding as at the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr. Noel, our accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for £ 620 which we trust will settle our indebtedness.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours...

Simple and Clear Style

Dear Sir,

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

Yours sincerely,

## Text C The Parts of Modern Business Letters

(A)

(1)

Jameson & Sons Ltd.  
34 Madison Square  
Melbourne E. C. 2.  
Australia  
Tel: ...  
Fax: ...  
E-mail: ...

January 25, 20\_

Our Ref. No. ...

Your Ref. No. ...

(2) China National Light Industrial Products Import & Export Corp.

Shanghai Branch

128 Huchiu Road,

Shanghai, China

Tel: ...

Fax: ...

E-mail: ...

(3) Dear Sirs,

(4) Re: Bicycles

(5) One of our customers is interested in your bicycles, particularly Model No. PA-18. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible. Meanwhile, please indicate the time of delivery you usually offer.

(6)

(7)

Yours faithfully,  
Jameson & Sons Ltd.  
S. F. LOVER  
(Managing Director)

(8) Encl.

## (B)

### 商业信函的组成部分

一般的商业信函可分为 8 个组成部分:

#### 1. 信头(The letter-head)

发信人的名称、地址和发信日期。目的在于使收信人了解信发自何方、何处、何时,以便复信时参考。用印有信头的信笺写信,信头部分除写上日期外还可以写上编号或查号。

#### 2. 封内地址(The inside name and address)

收信人的名称和地址。一般列在信笺的左上方,信头之下。封内地址与信封写法相同。

#### 3. 称呼(The salutation)

写信人对收信人的一种称呼。位置在封内地址下,空两行。Dear Sir 或 Dear Sirs 用得较多。

#### 4. 事由(The subject line)

顾名思义,简单扼要地说明来信事由,一般只写商品名称、数量、信用证或合同号码等。

#### 5. 正文(The body of the letter)

信函的主体。

#### 6. 客套结尾(The complimentary close)

结束信函的一种客套。它应与前面的称呼相一致,如 Faithfully yours,这是商业信件中常用的客套语,相当于汉语的“谨上”。也可写做“Yours faithfully,”或“Truly yours,(Yours truly,)”或“Sincerely yours,(Yours sincerely,)”等。

7. 签名(The writer's signature)

写信人签名。因签字常常很潦草,为使对方了解签名人的姓名和职位,可以打字注明。

8. 附件(The enclosure)

如信中有附件时,应在左下角注明 Encl. 或 Enc. ,然后详细列明。

此外还有信函经办人代号(The reference notation)、抄送(The carbon copy)和附言(The postscript)等,可根据具体情况酌情列入,均放在信的左下角。

(C)

作为目前高效、快捷的通讯方式,电子邮件(e-mail)的语言和文体适应了现代生活和现代商务快节奏的特点,形成了其独特的语言文体特征,这主要体现在:

1. 结构更加简明,重点更加突出。省掉了信头、日期、封内地址,事由放到了“主题”一栏。

2. 语言更加自然和口语化,多用短句,使内容更加简明、易懂。

3. 用词更加简略,多用“common words”,甚至大量使用“colloquial words”。

当然,跟其他所有书面沟通形式一样,其文体和语言会因不同交际对象、交际场合而发生变化,写作者应视具体情况而定。

## New Words & Expressions

lifeline n. 生命线

coordinate v. 协调

ultimate success 最终成功

eliminate v. 根除,杜绝

enquiry n. 询购,询盘

offer n. v. 报价,报盘

order n. v. 订购,订单

complicate v. 使复杂化

to be liable to 易于……的

facsimile(fax) n. v. 传真,发传真

on the Web 在互联网上

E-commerce 电子商务

pompous a. 浮夸的

to beg to acknowledge receipt of 承认收到

inst (=this month)本月

clear one's account 结账

trace v. 跟踪,查询

commitments n. 所承担的义务

in connection with 与……有关

outstanding a. 未付的

profuse a. 毫不吝啬的

demise n. 死亡

take pleasure in 乐于(做)

indebtedness n. 负债

inconvenience v. n. (使)不便

balance n. 收付差额,余额

illustrated catalog 附有插图的目录

time of delivery 交货期

indicate v. 指出,表明

delivery n. 交货

## Notes

1. ...which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system using telephone lines.

(传真)实际上是文件、图片、书信等的一种影印本,通过使用电话线的电子系统收发。

fax (facsimile 的缩写) n. 摹真本; 传真 v. 发传真

sent or received by...是过去分词短语,在句中做后置定语。

2. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc.

目前,电子商务涉及报盘、订购、询盘、支付、索赔等。

3. But due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

但是,由于我们的会计诺埃尔先生的去世,我们所有的余账均未结。

due to (由于)是外贸函电常用语,也可以说 owing to/on account of/because of/as a result of/thanks to 等。要注意的是,它们都是介词短语,其后只能接名词。而 because, since, as, for(因为)等是连词,其后要接句子。

4. Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

随函寄去 620 英镑支票一张,请查收。对所造成的不便请接受我方歉意。

enclose 是“随函寄,附寄”之意,在外贸英语函电中往往倒装使用,如:

Enclosed is a set of sample cuttings.

随函寄去剪样一套。

Enclosed please find our price list.

随函寄去我价目单一份,请查收。

5. One of our customers is interested in your bicycles, particularly Model No. PA-18.

我们的一个客户对你们的自行车感兴趣,特别是 PA-18 型。

particularly ad. 特别地;尤其(= especially)

The last thing we want to do is to disappoint a customer, particularly an old customer like you.

我们最不愿做那些使顾客失望的事,特别是像您这样的老顾客。

Thank you for your letter of May 10, in which you gave us a nice market survey, especially (or particularly) the price situation estimated from different sources of supply.

贵方 5 月 10 日函悉。信中对市况做了详尽的调查分析,尤其是根据各方供应情况对价格趋势所进行的估计。对此我们表示感谢。

6. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible.

请寄给我们一份附有插图的目录。如有可能,请报来你们的 FOB 上海价。

FOB(= free on board)是国际贸易价格术语,表示“(装运港)船上交货价”,有时也称“离岸价”。

## Key Words

economy n.

1. 节约;节省

They will have to practice strict economy if they are to survive the recession.

如果他们要想度过萧条时期,就必须厉行节约。

2. 经济;经济情况;经济结构;经济体制

Our national economy is growing rapidly.

我们的国民经济发展迅速。

We have a healthy and vigorous economy.

我们的经济是健全的、欣欣向荣的。

The WTO (World Trade Organization) now represents about 142 economies.

世贸组织现在代表了大约 142 个经济体。

planned economy 计划经济

market economy 市场经济

national economy 国民经济

collective economy 集体经济

economies of scale 规模经济

trade vi. 经商;做买卖

1. trade with 与……做生意

We trade with other countries on the basis of equality and mutual benefit.

我们在平等互利的基础上与别国进行贸易。

2. trade in 经营(商品)

They trade mainly in light industrial products.

他们主要经营轻工业产品。

n.

1. 贸易;买卖

Our foreign trade is expanding day by day.

我们的对外贸易日益发展。

2. 手艺;行业

How long did it take you to learn your trade?

你学这门手艺用了多少时间?

The students can be trained for many trades.

对学生可以进行多种行业培训。

market n.

1. 市场

The market determines what goods are made.

市场决定生产什么。

2. 市价;行情

Your price is out of line with the market.

你方价格与市价不符。

The market is strengthening.

市价行情上扬。

## 3. 销路

There is no market here for such goods.

这种商品在这儿没有销路。

## 4. be in the market for...想要购买.....

They might be in the market for sophisticated equipments.

他们可能要购买尖端设备。

## 5. come to(into) the market 上市

We'll contact you as soon as the new crops come to the market.

一旦有收成上市,我们定将与你联系。

## v. 销售;推销

This product is being marketed in all European countries.

这种产品行销所有欧洲国家。

marketingn. 营销;营销学

market(be)firm with an upward tendency 市场坚挺,有上涨趋势

market(be)weak with a downward tendency 市场疲软,有下跌趋势

market(be)brisk 市场活跃 market(be)dull 市场呆滞

market(be)uncertain 市场不稳定

## Preposition

介词是英语中最活跃的词类之一,不能单独使用,要放在其宾语(名词或与之相当的词)之前构成短语,所以介词也称前置词。英语虽只有为数不多的几十个介词,但因其搭配力很强,几乎在每个句子中都可找到。学习外贸英语函电尤其要注意介词用法。

### AT

“at”可用来表示地点(强调某一个点)、时间(强调时间点)、价格、速度、比率等,如:

at the window 在窗子边

at the bus stop 在汽车站

at one o'clock 在一点钟

at that time 在那时

at our price 以我方价

at a high speed 以高速度

at one's risk 由.....承担风险

at a loss 不知所措

at the cost(expense/sacrifice) of 以.....为代价(牺牲)

也可用来表示一天中的特殊时间,如 at dawn 破晓, at dusk 傍晚, at noon 正午, at night 晚上, at midnight 在午夜。

也可用来表示端点的,如 at first 首先, at last 最后, at most 最多, at least 至少, at best 最好, at worst 最糟。

在外贸英语函电中的常用搭配有:

We would like to receive your specific enquiry at an early date.

望能早日收到你方具体询价单。

We shall not fail to revert to the question of agency at a later date.

我们日后一定会再行考虑代理问题。



Our company is ready at any time to give you any assistance.

我公司准备随时给予你们任何帮助。

Owing to the financial difficulties at present that corporation will not meet your draft at maturity.

由于目前该公司的财务困难,在你汇票到期时将无力付款。

At its expiration, the termination or renewal of the agreement will be decided by both parties through negotiation.

本协议有效期满后,应由双方协商决定其终止或延长。

Our terms are by confirmed, irrevocable letter of credit, available by draft at sight.

我们的付款条件是保兑的、不可撤销的、见票即付的(或即期)信用证。

I wish to make it clear at the outset that this matter of labels is entirely our problem.

我想一开始就讲清楚,商标问题是我们自己的问题。

Please send us some catalogs at your earliest convenience.

请尽早给我们送一些商品目录来。

You can sell more this year according to the marketing conditions at your end.

根据你处(你地)市场情况,你们今年可以销得更多。

The exhibits at the fair have impressed the visitors very favorably.

(在)交易会上的展品给了参观者很好的印象。

The goods can not be sold at a discount(at a premium/at retail/at wholesale/at auction).

货物不能打折扣(按溢价/零售/批发/拍卖)出售。

The goods are to be loaded either at Shanghai or Tianjin at seller's option (or discretion/disposal).

货物或在上海港卸,或在天津港卸,由卖方任选(决定/处理)。

At your request we send you under cover a quotation sheet showing our lowest price for cotton.

应你方要求我们随函附上棉花最低报价单。

## Reading

Since a letter should always be written for the reader, the language used should be related to his probable ability. There is no point, therefore, in using language that is complex(复杂的) if you know that your correspondent's(通信者) knowledge of English is very limited. In these circumstances, what you say should be expressed in simple and straightforward(直截了当) English so there will be little possibility of being misunderstood. Further, you should be careful not to use technical terms in your letter unless you have good reason to believe he is familiar with them.

Long paragraphs and even long sentences are often off-putting(令人烦恼的) to many readers, whether they are familiar with English or not. While there is no point in composing your