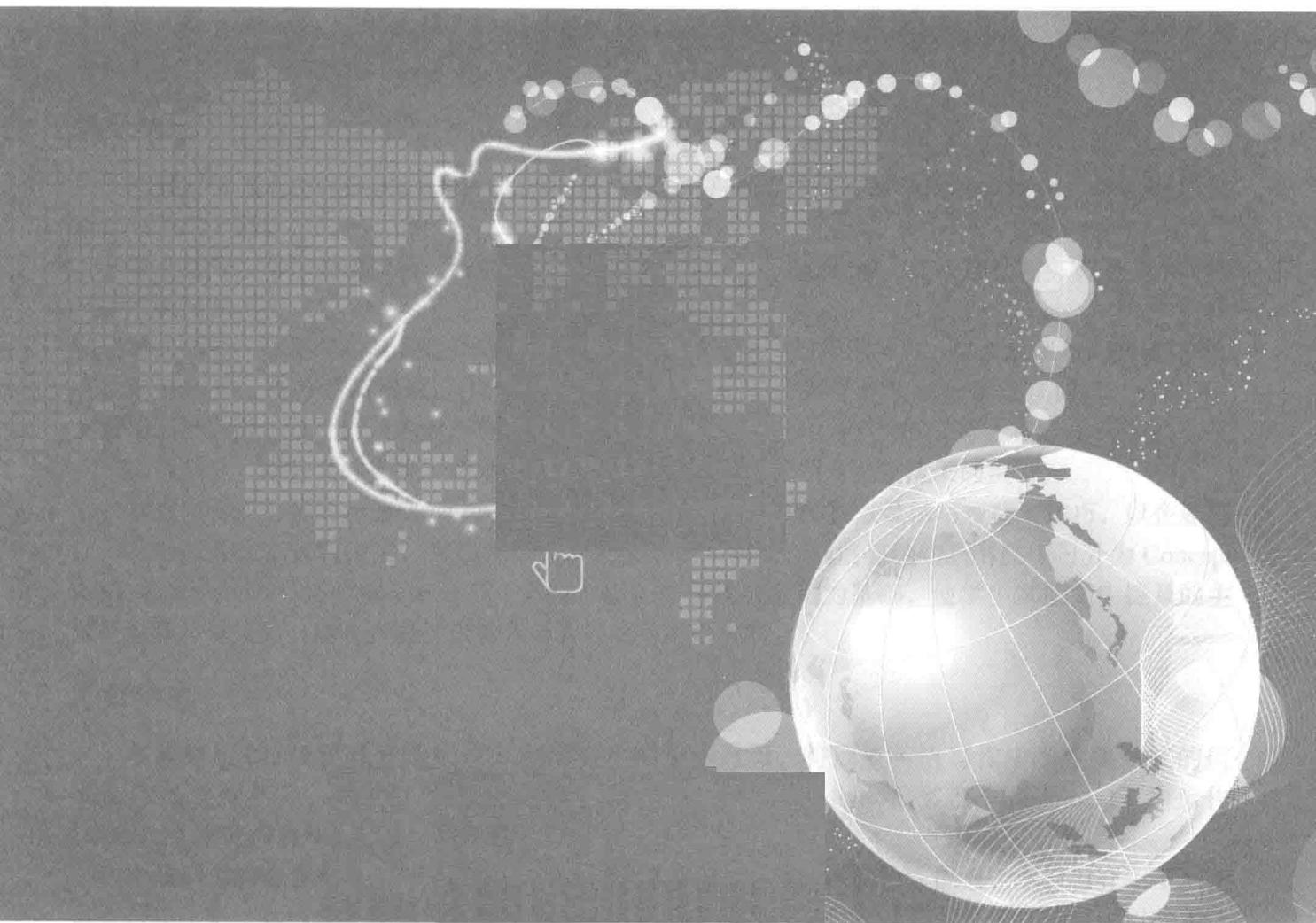




新视界商务英语系列教材

# 实用 Practical Business English Writing Course 商务英语写作教程

李海红 编著



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## 编写背景

商务英语写作课程是本科商务英语专业的核心课程,旨在培养学生用英语书面语进行商务沟通,以达到各种商务目的的能力和技巧。

书面沟通能力是学生未来岗位能力和核心竞争力的重要组成部分。商务英语专业学生的就业去向大多是有对外业务往来的公司。由于与外国客户面对面交流的机会有限,学生与外国客户交流的主要方式是书面沟通,尤其是以 E-mail 为主。那么,学生能用英文准确地写好商务文本就显得尤为重要了。

## 教材结构

本教材依据 CDIO 模式,基于工作过程,将商务英语写作课程教学内容模块化。本教材共 15 章,分为四个部分:

第一部分 写作指南模块。帮助读者了解商务英语写作基础知识,解决撰写商务英语文本时遇到的常见问题。

第二部分 社交模块。主要介绍备忘录、电子邮件、求职简历的撰写,以及求职与面试技巧等。

第三部分 商务信函模块。以外贸流程为主线,详细介绍了销售函、询函、回函、订购函、支付函、投诉函、复投诉函等商务英语信函的撰写。

第四部分 商务文件模块。详细介绍了商务报告、产品说明及会议记录的撰写。

本书作者在每章的开始部分介绍了该章主题商务英语文本的特点及撰写规范与技巧,以企业工作一线的商务文本资料为主,为读者提供了大量案例,并配有例信与例句。书后练习分为 Concept Review、Exercise、Job Connection 三个部分,以工作一线的案例为基础,使学生掌握文中提及的主要概念和写作技巧,能够撰写工作场合所需的商务英语文本。

## 教材特色

本教材用 CDIO 模式来解释商务英语文本的写作过程。将商务英语写作中学生要完成的信函和作品比作产品,学生要经过构思 (Conceive)、设计 (Design)、实现 (Implement) 和运作 (Operate) 来完成写作作品。

本教材强调合作写作的重要性。CDIO 大纲强调培养学生的团队协作能力,本教材介绍了如何确立写作小组、如何建立基本合作原则、如何选出领导者、如何分配各自的任务和职责,以最大限

度发挥团队协作能力。

本教材注重书面沟通与口头沟通的紧密结合,使学生对书面交流的过程理解得更为深入。

本教材的案例全部来自工作一线,注重与工作过程的结合,有助于加强学生对外贸工作的感性认识和深度理解。

大连安森冶金机械有限公司等单位为本书的撰写提供了第一手资料。

本书是辽宁对外经贸学院校级特色教材(项目编号:2015XJTSJC05)。

由于时间比较仓促且编者水平有限,本书如有不足之处,敬请使用本书的读者指教与谅解。

本书编著者 李海红

2019年5月30日 于大连

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# Part One



## About Writing

1



## Effective Writing

If you work in a large organization with numerous departments, you may have to write to such diverse readers as accountants, IT staff, engineers, public relations specialists, marketing experts, programmers, and individuals who install, operate, and maintain equipment. Sometimes, you may have to write to a manager, a buyer, or a lawyer. Besides, you need to communicate with your customers about your company and your products. In order to achieve the above goals, the effective writing is necessary.

Effective writing is carefully planned, researched, edited and presented. Its purpose is always to fulfill a specific goal and be as persuasive as possible. To make your writing effective, you should:

- Identify your readers.

- Choose the correct content.

- Select the style and tone.

### Identify Your Readers

Your readers are your audience. Knowing who makes up your audience is the writer's main job. Members of each audience are different in backgrounds, opinions, needs and experiences. Viewing something from the audience's perspective will help you select the most relevant information for the audience. Before writing, you should know:

#### *The Backgrounds of the Audience*

If you are writing for workplace personnel, you should know the reader's job title, job experience, education and interests he/she has. If you are writing for customers, you should try to find his or her interest in your products or service, how much he/she knows about your company and you.

If you are sending an external communication to a company, determine its vision, its mission, its accomplishments and goals. This information reflects your care both for its objectives and its situation. You can gather these data by using the company's website, and social media networks.

If you are marketing your products to an individual, knowing his/her preferences, pain, problem or wants will make your writing more interesting and persuasive.

### ***The Language Proficiency***

You should know if your readers are native English speakers or they just use English as a second language or foreign language. If they are non-native English speakers, you should try to use the words and phrases that they can understand without the help of a grammar book or a dictionary.

### ***The Audience's Need About the Topic***

You should know whether they are familiar with your topic. Sometimes, the reader just wants to be briefed or updated. Sometimes, you need to provide easy-to-understand comparison and summaries. You will determine: whether they want a brief e-mail or a formal letter; whether they expect you to follow the company format or style; whether they just want a one-page memo or need a long report; whether you should use a formal tone or a more relaxed one.

### ***Your Writing Purpose***

This will serve as the direction, the reference, and the path of your details. This will set the tone, the style, and the structure of your letter. This is your message and your goal. Defining your purpose will set things right at the very beginning. The purpose you write a business document may be one of the followings:

- Expect the reader to purchase your products or service;
- Expect the reader to approve your plan;
- Expect the reader to send you additional materials;
- Just want the reader to get your message and not respond to it;
- Expect the reader to get your message, acknowledge it, save it for future reference;
- Expect the reader to review your message and e-mail it to another individual or office;
- Expect the reader to take immediate action.

### **Choose the Correct Content**

To determine the content and the amount of content is very important before your writing. If you are asking for information, your request should be concise, polite and concrete to make sure your reader know how to reply. If you are giving information, your message should be precise, complete and easy to understand. In both cases, you should know how much and what information the reader needs.

Each group of readers has different expectations and requirements, and you need to understand those audience differences if you want to supply relevant information to different readers. When writing professional documents, it is easy to include more information than is required. For example, when a specialist communicates with a non-specialist, the specialist may overestimate the amount of information

that the non-specialist needs. The specialist may use more words to explain the message since they think a full answer is important.

Suppose you work for a manufacturer. When you face different audience, you should focus on different content. If the reader is your owner, you should stress financial benefits. If your reader is an operator, you would stress information about how easy and safe it is to run the equipment. If your reader is a production supervisor, you are expected to focus on the speed and efficiency the machine offers.

## Select the Style and Tone

### Style

Content is what is written and style is how it is written. Style can determine how well you communicate with your readers and how well your readers understand what you write. Style is reflected in lexical level, sentence level and paragraph level. Complex and general nouns and wordy lines should be avoided. Different audiences, different purposes, different contents determine different styles. When you write to the experts in some field, you can use the technical language and symbols of your profession. However, your technical language will confuse those non-specialists.

### 1. Words

The following are the examples of words.

Jargon/complex	Daily English/simple
as a result of	because
wealthy business people	tycoon
business prosperity	boom
consensus of opinion	consensus
at the present time	now
advise	tell
as per, in accordance with	according to
due to the fact that	because
for the purpose of	for
free of charge	free
if it is in our power	if we can
in advance of; prior to	before
in compliance with	as you requested
in the amount of	for
in the near future	soon
the writer	I; we

An excellent letter should be of ease and grace, terse but comprehensive. This means you must try to pass the necessary information with fewer words. Here are some examples of redundant language.

redundant	concise
close proximity	proximity
difficult challenge	challenge
at a later date	later
each and every	each/every
end result	result
arrive at the conclusion	conclude
estimated roughly at	estimated at
general public	public
by means of	by
advance planning	planning
advance reservations	reservations
new beginner	beginner
all meet together	all meet
cooperate together	cooperate
basic fundamentals	fundamentals
cheap price	cheap
aims and objectives	aims/objectives
past experience	experience
definitely correct	correct
reason is because	because/reason is
past experience	experience
regular routine	routine
unexpected surprise	surprise
kind consideration	consideration
repeat again	repeat
sign your name	sign
true facts	facts
up above	above

## 2. Sentences

Some people like using jargon sentences in business writing. It makes the writing difficult to understand.

Compare the following sentences to judge which ones are better.

- a. We should be obliged if you could contact our sales manager at an early time.
- b. Please contact our sales manager.

- a. We beg to inform you that we are herewith canceling our order for the same.
- b. I am afraid we are canceling our order for the above goods.

In order to make our writing interesting and attractive, pay attention to the change between long sentences and short sentences.

- a. We intend to purchase Bluetooth headsets. We will use these Bluetooth headsets as anniversary gifts.
- b. We intend to purchase Bluetooth headsets as anniversary gifts.

- a. We are looking for a manufacturer. We hope the manufacturer can provide a wide range of raincoats for all aged people.
- b. We are looking for a manufacturer who can provide a wide range of raincoats for all aged people.

Long sentences with too complex structure will weaken the readability of letters.

- a. Afterwards please clearly stick the return label on the box so that it is easily visible.
- b. Afterwards please clearly stick the return label on the box.
- a. Within the next twelve hours you will receive two e-mails from GTS, and in the first e-mail you will find a link to GTS return label, and please print out this label with a laser printer, with this number you can track the delivery status of your item on the Internet.
- b. Within the next twelve hours you will receive two e-mails from GTS. In the first e-mail you will find a link to GTS return label. Please print out this label with a laser printer. With this number you can track the delivery status of your item on the Internet.

Changing sentence structure can also improve the readability of letters. Different sentence structures emphasize different content. Therefore, choosing the appropriate grammatical structure can fully reflect the author's intention.

- a. It has been three months since we sent you our order.
- b. We sent you our order three months ago.
- c. Three months has passed since we sent you our order.
- d. Three months has gone by since we sent you our order.
- e. We haven't received our order for three months.

## **Tone**

Tone in writing expresses your attitude to a topic and your audience. Your tone can change from formal to informal, from personal to impersonal. The tone of your writing is especially important in occupational writing because it reflects the image you project to readers and thus determines how they will respond to you. Your tone can be sincere, intelligent or angry and uninformed. In business writing, try to use positive tone than negative one and try to use "you approach."

To some audience, you will use technical style and tone, but to others, you will use nontechnical style and tone.

The first description appearing in a reference work for physicians and other healthcare providers is usually written in a highly technical style with an impersonal tone. The healthcare providers understand and need the technical vocabulary the writer uses, and they also require the sophisticated and lengthy explanations to prescribe and administer the product correctly.

In a nontechnical style and personal tone, the writer usually uses familiar words rather than technical ones which are suitable for non-specialists such as patients. The audience doesn't need elaborate descriptions of the origin and composition of the drug. The tone is both personal and straightforward because the purpose is to win the patient's confidence and to explain the essential functions of the drug.

### Concept Review

- In order to make your writing effective, you have to study your readers. (T/F)
- If your boss is your reader, your writing should focus on the easy operation rather than financial benefit. (T/F)
- If you are writing to your company staff, to make your writing effective, you should know the \_\_\_\_\_ of your audience.
  - job title
  - job experience
  - education
  - interest
- If you are writing to your potential customers, you should know his/her \_\_\_\_\_.
  - preferences
  - problems
  - wants
  - job title
- Your writing purpose determines your writing style and tone. Your purposes are \_\_\_\_\_.
  - to sell your products or services
  - to introduce your plan
  - to ask for additional materials
  - to send a message

### Exercise

1. If you are writing to different audiences, please select appropriate information to communicate with them.

Owner	The writer needs to emphasize "state-of-the-art" transmissions, productivity, upkeep.
Production engineer	The writer must provide key details about routine maintenance as well as troubleshooting advice on problems.
Operator	The writer would stress financial benefits, indicating that the machine is a "money-maker" and is compatible with other existing equipment.

Maintenance worker	The writer is expected to address the speed and efficiency the machine offers.
Production supervisor	The writer would focus on information about how easy and safe it is to run the equipment.

*II. Change the following sentences into better ones.*

1. Assuring you of our best attention at all times, and awaiting the favour of your early response.  
\_\_\_\_\_
2. It is imperative that we examine this machine.  
\_\_\_\_\_
3. We have received your request to return the faculty monitor, which is not displaying the correct colors.  
\_\_\_\_\_
4. Enclosed herewith please find our remittance with respect to the said contract.  
\_\_\_\_\_
5. We would like to make a recommendation that you find the instruction on the first check side of the packaging.  
\_\_\_\_\_
6. I am in receipt of your order for 300 pairs of Anta sports shoes.  
\_\_\_\_\_
7. You failed to send your order to us before the new prices were introduced.  
\_\_\_\_\_
8. We cannot devote much time to your visit as the year-end sales figures are being compiled and we are very busy.  
\_\_\_\_\_
9. It's not our fault if you do not check whether the goods are satisfactory on delivery.  
\_\_\_\_\_
10. Problems of this type are common with the lower model. Next time you will have to buy the more advanced model.  
\_\_\_\_\_
11. We do not have the time to send our sales rep to see you. He is busy dealing with larger accounts than yours.  
\_\_\_\_\_

12. I am in receipt of the upgraded software you sent to replace the software we bought in January.

## Job Connection

*The following is a description of heparin, a drug used to prevent blood clots. Please rewrite it into a nontechnical one.*

HEPARIN SODIUM INJECTION, USP  
STERILE SOLUTION

Description: Heparin sodium injection, USP is a sterile solution of Heparin sodium derived from porcine intestinal mucosa, standardized for anticoagulant activity, in water for injection. It is to be administered by intravenous or deep subcutaneous routes.

Each mL of the 20,000 units per mL preparation contains: 20,000 USP Heparin units (porcine); 1.5 mg methylparaben; 0.15 mg propylparaben; water for injection q.s. Hydrochloric acid and/or sodium hydroxide may have been added for pH adjustment (5.0 to 7.5).

Heparin inhibits reactions that lead to the clotting of blood and the formation of fibrin clots both in vitro and in vivo. Heparin acts at multiple sites in the normal coagulation system. Small amounts of Heparin in combination with antithrombin III (Heparin cofactor) can inhibit thrombosis by inactivating activated Factor X and inhibiting the conversion of prothrombin to thrombin. Once active thrombosis has developed, larger amounts of Heparin can inhibit further coagulation by inactivating thrombin and preventing the conversion of fibrinogen to fibrin. Heparin also prevents the formation of a stable fibrin clot by inhibiting the activation of the fibrin stabilizing factor.

## Collaboration in Writing and Writing Process

In the world of work, individual writing skills, such as researching, planning, drafting, revising, and editing are vital for your success. But you are also expected to communicate as part of a team including managers and co-workers to get a report, a proposal, or even a letter. Collaborative writing teams benefit both employers and employees.

### Advantages of Group Writing

#### *Collective Talents*

The diverse backgrounds and talents of the group members will make writing more effective since many heads are better than one. These members come from different departments and diverse disciplines in the corporate. You can pool diverse viewpoints, constructive criticism, and immediate feedback from the workforce to get productive feedback. Team members can help to critique each other's suggestions, drafts and revisions.

#### *Saving Time*

Teamwork can cut down on the number of meetings and conferences, saving time and therefore accelerate decision-making time.

#### *Psychological Benefits*

Working as a member of a group makes him/her relieve some job stress which is incurred from planning, drafting, and revising a document solely. Teamwork can help members set up confidence and morale. An individual can develop greater sensitivity to the needs of an international audience by working with team members.