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Textbook Series for Tertiary English Majors

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英语写作教程 · 应用文

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Practical English Writing

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重庆大学出版社



英语写作教程·
应用文

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总 序

进入 21 世纪，高等教育呈现快速扩展的趋势。我国高等教育从外延式发展过渡到内涵式发展后，“质量”已成为教育改革与发展的关键词。由国务院颁布的《国家中长期教育改革和发展规划纲要（2010—2020）》（以下简称《纲要》）明确要求狠抓本科教育人才培养存在的主要问题，厘清高等教育人才培养目标、理念、社会需求，制订本科教学培养模式、教学内容和方法、质量保障与评估机制，切实提高人才培养的质量。我国英语专业在过去的数十年中经过几代人的努力，取得了显著的成绩和长足的发展。特别是近年来随着经济社会的快速发展和对外交流活动的增多，“一带一路”倡议的提出和“讲好中国故事”的需要，英语专业的学科地位也随之大大提升，其规模目前发展得十分庞大。英语专业虽然经历了一个“跨越式”“超常规”的发展历程，但规模化发展带来的培养质量下滑、专业建设和人才需求出现矛盾、毕业生就业面临巨大挑战等严峻的现实表明，英语专业的教育、教学与育人又到了一个不得不改的关键时刻。

《纲要》在强调狠抓培养质量的同时，也提出了培养“具有国际视野、通晓国际规则、能参与国际事务和国际竞争”人才的战略方针。基于这样的战略需求，外语专业教学指导委员会明确提出了人才“多元培养，分类卓越”的理念。基于这样的理念，即将颁布的《英语专业本科教学质量国家标准》（以下简称《国标》）对英语专业本科的现有课程设置提出新的改革思路：英语专业课程体系包括公共课程、专业核心课程、专业方向课程、实践环节和毕业论文（设计）五个部分；逐步压缩英语技能课程，用“内容依托式”课程替代传统的英语技能课程，系统建设语言学、文学、文化、国别研究等方面的专业课程。

自 2001 年开始，在重庆大学出版社的大力支持下，我们成立了由华中、华南、西南和西北以及东北地区的知名专家、学者和教学一线教师组成的《求知高等学校英语专业系列教材》编写组，以《高等学校英语专业英语教学大纲》为依据，将社会的需求与培养外语人才的全面发展紧密结合，注重英语作为一个专业的学科系统性和科学性，注重英语教学和习得的方法与规律，培养学生能力和育人并举，突出特色和系列教材的内在逻辑关系，反映了当时教学改革的新理念并具有前瞻性，建立了与英语专业课程配套的新教材体系。《求知高等学校英语专业系列教材》经历了 10 余年教学实践的锤炼，通过不断的修订来契合教学的发展变化，在教材的整体性和开放性、学生基本技能和实际应用能力的培养、学生的人文素质和跨文化意识的培养这三方面上有所突破。通过这套系列教材的开发建设工作，我们一直在探讨新的教学理念、模式，探索英语专业人才培养的新路子。今天，我们以《国标》为依据，回顾我们过去 10 多年在教学改革上所做的努力，我们欣慰地看到我们的方向是契合英语专业学科定位和发展的。随着《国标》指导思想的明确，为

了适应英语专业学科课程设置的进一步调整，我们对《求知高等学校英语专业系列教材》进行了最新一轮的建设工作。

全新的系列教材力求在以下方面有所创新：

第一，围绕听、说、读、写、译五种能力的培养来构建教材体系。在教材内容的总体设置上，颠覆以往“以课程定教材”的观念，不再让教材受制于刻板的课程设置体系，而是引入 Program 理念，根据《国标》中对学生的能力要求，针对某方面的具体能力编写对应的系列教材。读写和听说系列不再按照难度区分混合编排题材，而是依据文体或专业性质的自然划分，分门别类地专册呈现，便于教师在教学中根据实际需要搭配组合使用。例如，阅读教材分为小说类、散文类、新闻类等；口语教材分为基本表述、演讲、辩论等专题成册。

第二，将五种能力的提升融入人文素养的综合提升之中。坚持英语专业教育的人文本位，强调文化熏陶。在跨学科新专业不断涌现的背景下，盲目追求为每种新专业都专门编写一套教材，费时费力。最佳的做法是坚持英语专业核心教材的人文性，培养学生优秀的语言文化素养，并在此基础上依照专业要求填补相关知识上的空缺，形成新的教材配比模式和体系。

第三，以“3E”作为衡量教材质量的标准。教材的编写上，体现 Engaging, Enabling, Enlightening 的“3E”功能，强调教材的人文性与语言文化综合能力的培养，淡化技能解说。

第四，加入“微课”“翻转课堂”等元素，便于课堂互动的开展。创新板块、活动的设计，相对减少灌输式的 lecture，增加学生参与的 seminar。

我们希望通过这套系列教材的全新修订和建设，落实《国标》精神，继续推动高等学校英语专业教学改革，为提高英语专业人才的培养质量探索新的实践方法，为英语专业的学生拓展求知的新空间。

《求知高等学校英语专业系列教材》编委会

前 言

进入全球化时代，书面交流是跨文化交际必备之利器。

本教材编写团队成员从事高校英语应用文写作、实用英语写作教学与研究多年，积累了丰富的教学经验。针对学生中普遍存在的现象，如应试高分却不能用英语进行流畅的书面交流，有较强的阅读理解能力却不会归纳、总结和提升问题，用英语进行交流时常常出现跨文化语用失误等，我们以教材建设为抓手，优化教学内容，重构教学环节，革新教学手段，达成课程目标。

我们以立德树人为根本任务，架构“知识+素质+能力+价值塑造”四位一体的高阶教学内容，以全新教学理念、方法，达成以下课程目标：

知识目标：全面了解英语书面表达的原理和方法；掌握英语应用文写作各类题材的基本范式、语言特点和写作技巧；熟悉新时代实用英语写作的学习策略。

素质目标：具备国际视野和跨文化国际交流意识；学会发现问题、分析问题和解决问题；懂得遵守职业道德和学术诚信。

能力目标：获得良好的语言综合运用能力、跨文化书面交流能力、思辨能力和实践创新能力。

价值目标：拥有正确的社会主义价值观，形成爱学习、爱生活、爱他人和爱自己的积极向上的人生观。

本教材突出英语应用文主体架构，拓展商务和学术内容，提升知识的高阶性。从跨文化语境书面表达入手，如邮件沟通、表格填写、通知公告、说明指南、申请简历、协议备忘录等，过渡到着力培养学生的思维能力、研究方法和创新意识。从如何记课堂笔记、如何写摘要，到如何设计调查问卷、如何完成调查报告，再到如何撰写研究计划，步步紧跟，层层递进。训练学生的逻辑思维能力，教会他们分析、比较、归纳和演绎等科学研究方法，提升课程的挑战度。同时，通过练习设计，积极推动学生开展应用实践，做到以学促干、知行合一。

本教材已试用五年。来自教学一线的反馈让我们有理由相信：学生通过学习本教材，能够比较全面系统地了解英语应用文写作的思路、方法和技巧，以解决学习、生活和工作中的种种书面交流问题。近些年来，我们的课程建设也取得了阶段性的成果：团队建设了慕课，课程被认定为省级一流本科课程，教材获得“中南大学精品教材建设”资助立项。

本教材编写具体分工如下：陈洁编写第一、二、三单元，田湘映编写第四、五单元，夏玉芳编写第六、七、八单元，廖海宏编写第九单元。

鉴于时间仓促和编者水平有限，本教材难免有疏漏和不足之处，欢迎广大读者批评指正。

编 者
2021年1月

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Unit

1

Email Writing

Introduction

As a highly effective communication tool, email is one of the most common forms of communication. How you compose an email can reveal a lot about you—your professionalism, your communication skills, your image, and your attention to detail. Many email messages are short and routine. They can often be written without any special preparation. However, sometimes people may take more thought and planning in writing business emails in the workplace. According to BusinessInsider.com, the average employee allocates about 25% of their day to slogging through hundreds of emails. With that volume of mails, individual messages can easily get overlooked. So how can you get your emails noticed and acted upon? A good mastery of email writing knowledge will be of much help to you.

Part 1 Basic Knowledge of Email Writing

1. The Definition of an Email

Email (Electronic mail) is a method of exchanging digital messages between computer users; such messaging first entered substantial use in the 1960s, and by the 1970s it had taken the form now recognized as email. Email operates across computer networks, now primarily the Internet.

2. The ABC Principle

The basic principle for email writing is accuracy, brevity, and clarity (ABC).

2.1 Accuracy

Your message should be factually correct in every detail. Make sure you double-check dates, times, names, and numbers. Accuracy also means coming straight to the point and being specific. Make sure that nothing is omitted and the reader is aware of all the facts.

For example:

Instead of	Write
My flight arrives at 6:10.	My flight BK2965 arrives at 18:10 on Friday 1 August.
I want to complain about the bad service when I visited your store recently.	I was very unhappy about the service I received when I was in your Shoe Department at 10:30 on Tuesday 5 November.

2.2 Brevity

Busy business people welcome messages that are direct and to the point. It is suggested to save the recipient's time by keeping sentences short and simple and by avoiding long-winded, old-fashioned jargon.

For example:

Instead of	Write
Please be informed that this order will be dispatched to you on 2 July.	This order will be sent out on 2 July.
I am writing to inform you that regretfully I am unable to accept your invitation to your opening on this particular occasion.	I'm sorry I cannot attend your opening.

2.3 Clarity

Everyday language is strongly recommended in emails. Keep words plain and simple rather than using fancy words and elaborate phrases.

For example:

Instead of	Write
commence	start
dispatch	send
attempt	try
terminate	end
prior to	before
come to a decision	decide
in the event that	if

Practice

Please modify the following email lines according to the ABC principle.

- 1) Should you require any further clarification please do not hesitate to contact me.
- 2) As per our discussion, I will accordingly speak to my colleague Claire Lee and request that she send you our quotation as soon as possible.

3. Email Writing Brainstorming

Before you start writing an effective email, you'd better make clear the following five facets.

- Identifying your recipient

- Being polite
- Being positive
- Creating KISSable messages
- Proofreading

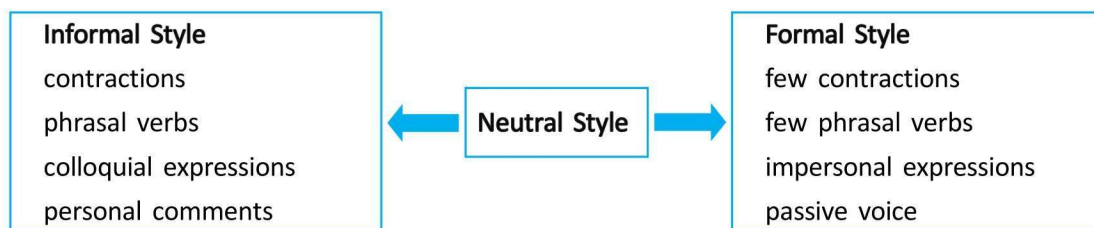
3.1 Identifying your recipient

First of all, think of who your reader is before you write the email.

If you are writing to someone you know well and are friendly with, your writing style will be more informal, which means it sounds like a normal conversation. Contractions, phrasal verbs, colloquial expressions, and personal comments are common.

If you are writing to an institution or someone you don't know, the style will be more formal. In very formal language, we do not usually use contractions or phrasal verbs. The language is more impersonal and the passive voice is common.

Professional emails usually have a neutral tone, neither too formal nor too informal. The aim is to be simple, clear, and direct, so more formal or personal language is used when necessary. This is sometimes known as a neutral style.



3.2 Being polite

You can be direct, but always have to be polite. By adjusting your tone, you are more likely to get a more positive response from your reader.

For example:

Before	After
<p>Emma,</p> <p>I need your report by 5 p.m. today or I'll miss my deadline.</p> <p>Harry</p>	<p>Hi Emma,</p> <p>Thanks for your hard work on that report. Could you please get it to me by 5 p.m., so I won't miss my deadline?</p> <p>Thanks so much!</p> <p>Harry</p>