

Unit1 Introduction to Business Letter



Parts of a business letter

Most business letters have seven standard parts. They are letterhead, reference and date, inside address, salutation, body, complimentary close, and signature.

When appropriate, any of the following optional parts can be included: attention line, subject line, file or account number, enclosure(s), carbon copy notation, mailing notation & postscript.

书信的组成部分

大部分商业书信有 7 个标准组成部分 按顺序包括 信头、参考编号和日期、封内地址、称呼、正文、结尾谦称和签名。

根据实际需要，可补充以下供选择的组成部分，包括：经办人姓名、事由或标题、查号或编号、附件、抄送、邮寄方式和再启。

1. Letterhead

Letterhead designs vary with business organizations and occupy the top of the first page. They may be positioned the center or the left margin at the top of the page. A business letterhead , usually printed, contains all or some of the following elements: the compa-

ny's name, address, postcode, telephone number, telex number, fax number, the name of the officer or the director and even some picture or slogan for a symbol of the company.

信头

信头的设计可因公司的不同而千变万化，它的位置在首页的上方，可居中也可左齐。信头的内容包括：公司名称、地址、邮编、电话号码、传真号码、电传号码、老板姓名，甚至标志公司的图片或名言。

2. Reference and Date

A typewritten date is necessarily included in the heading. The date is usually placed two lines below the last line of the letterhead—at left margin for full block style or ending with the right margin for indented style. It is usual to show the date in the order day/month/year (English practice) or month/day/year (American practice).

e. g. 22th March, 1999

March 22th, 1999

22 March, 1999

March 22, 1999

Avoid giving a date in figures (e. g. 2/3/1999) and abbreviations (e. g. Jan. for January).

参考编号和日期

写信日期是信头的必要组成部分，其位在信头下面，空出两行之后，在完全齐头式格式下靠信纸左边位置，在缩头式格式下靠右边位置。英国人写日期的通常顺序是日/月/年，美国人写日期的通常顺序是月/日/年。写日期时要避免全部用数字（例如：2/3/1999 或英语的缩写）。

3. Inside address

The inside address is typed directly below the date line at the lefthand margin. The inside address of a letter to an individual consists of the person's courtesy title, name, business or executive title (it should be used immediately after the name) and address. While the letter is to a group, the inside address includes the full group name and the address. Care should be taken to address the recipient as exactly as it appears on an envelope. e. g.

Ms. LiuHao

Second Department

China National Tobacco IMP & EXP. CORP.

11, HuFang Rd.

Beijing, China

Mr. John Smith

General Manager

The Indian Trading Company,

3. Avenue,

Bombay, India

封内地址

封内地址直接写在信纸的左边日期的下面。如果信是写给个人的，封内地址包括礼貌尊称、姓名、职务称谓（紧跟在姓名之后）地址；如果信是写给公司的，封内地址包括公司的全称和地址。特别要注意的是封内地址与信封上的地址必须完全一致。例如：

刘浩女士

中国烟草进出口公司二处

中国北京虎坊路 11 号

约翰·史密斯先生

总经理

印度贸易公司
印度孟买大街 3 号

4. Salutation

Salutation is placed the left margin two lines below the inside address and two lines above the body of the letter. Considered a polite greeting with which a friendly business letter begins, the personal salutation must be appropriate for the first line of the inside address. If the letter is addressed to an individual, it is usual to use:

Dear Mr. Smith,

Dear Ms. John,

Dear Prof. Hobart,

Dear Dr. Walter,

The trend is towards “Ms” as the courtesy title for all women regardless of their marital status.

When addressing a letter to a firm, “Dear Sirs”, “Ladies and Gentlemen” or “Gentlemen(American English)” would be used. In fact, “Dear Sir /Madam” is expected more formal and less enthusiastic.

称呼

称呼在封内地址下面和正文上面，上下各空两行，靠左。一封友好的商业书信往往以贴切的问候开始，写给个人的信，称呼应与封内地址的礼貌尊称一致，常用的有：

尊敬的史密斯先生：

尊敬的约翰女士：

尊敬的哈波特教授：

尊敬的瓦尔特博士：

如果信是写给女士的，无论她结婚与否，现在都趋向于用“Ms”作为礼貌尊称。

如果是写给公司的信 称呼用“ 尊敬的先生们 ”、 “女士先生们 ” 美国人常用 “先生们 ”。而事实上 “, 尊敬的先生 / 女士 ” 被认为更正式但不够热情。

5. Attention line

An “attention line” is considered a part of the inside address and it leads the letter to a particular person or department when the letter is addressed to a company. It is usually between the inside address and the salutation or above the inside address, as shown in examples:

Attention: Import Dept.

For the attention of Mr. J. G. Donnan, Sales Manager

Attention of Mr. Standard, General Manager

经办人姓名

经办人姓名表示写信人希望信到公司时能直接交给某具体人或某具体部门。它也被认为是封内地址一部分，位置在称呼与封内地址之间或封内地址之上，例如：

请交进口部经办

请销售经理 J. G. 都南先生经办

请总经理斯坦德先生经办

6. Subject line

The subject heading is regarded as a part of the body of a business letter. Usually it is in the upper case or initial capitals/underline and placed between the salutation and the body of a letter to call attention to what content the letter is about. For example:

Dear Mr. Steven,

Our Order No. 123

Dear Sirs,
Subject: New Price List

Dear Ms Smith,
Our Catalogue No.2

Dear Sir or Madam,
"Seagull" cameras

Dear Sirs,
INSURANCE POLICY NO HJ 560870

事由（或标题）

标题被认为是正文的一部分，它通常用大写或第一个字母大写或下加线的形式，被放在称呼之下，正文之上，使收信人一看就知道信的主要内容是什么。例如：

亲爱的斯迪文先生：
123 号订单

尊敬的先生们：
新的价目表

尊敬的史密斯女士：
我们的 2 号产品目录

尊敬的先生或女士：
关于“海鸥”牌照相机

亲爱的先生们：
有关 560870 号保险单

7. Opening Sentence

The first paragraph of the body is of introductory characteristic. It will always begin with thanking the previous letter received and provide an introduction to what will be discussed. Here are examples as follows:

信的开头

正文的第一段往往具有介绍的特点，通常以感谢对方先前的来信开始，再介绍所要讨论的事情。例如：

- (1) Thank you for your letter of November 11.
感谢贵方 11 月 11 日的来信。
- (2) We thank you for your L/C No. FC864.
收到贵方 FC864 号信用证 表示感谢。
- (3) Your letter of 9th September addressed to our Beijing Branch Office has been passed on to us for attention.
贵方 9 月 9 日写给我北京分公司的信已送我处并阅。
- (4) We are very much interested in your "Nikon" cameras.
我们对贵公司的“尼康”照相机很有兴趣。
- (5) We have received your letter of July 6 under reference AJ689 and
. thank you for your attention to our new product.
我们已收到贵方编号为 AJ689 7 月 6 日的来信并感谢你们注意到了我们的新产品。
- (6) We refer to our quotations of 8th October and our mail offer of
1st December regarding the supply of "Speedo" swimming caps.
兹谈及关于“Speedo”游泳帽的供货事宜 我方 10 月 8 日的报价和 12 月 1 日的去函报盘。
- (7) We acknowledge, with thanks, receipt of your binding application form for the 76th International Exhibition in March, 1998.
我们非常感谢收到贵方参加 1998 年 3 月第 76 届国际展览会

的具有约束力的申请表。

- (8) While we thank you for your letter dated 11th February, we very much regret that we are unable to accept your offer of \$ 2345 per metric ton CIF London for the above mentioned goods. 感谢贵方 2 月 11 日的来信，但是非常遗憾我们不能接受贵方对以前提到的商品每吨 2345 美元 CIF 伦敦港目的港价的报盘。
- (9) Thank you for your interest in our “Motorola” automobile telephones displayed at the Guangzhou trade fair. 非常感谢贵方对我方在广交会上展示的摩托罗拉自动电话感兴趣。
- (10) We are pleased to inform you that arrangements have now been made to ship the cotton underwear under your Order No. 456. 非常高兴通知贵方 456 号订单项下的纯棉内衣的装船事宜已安排妥。
- (11) Your letter of May 16, 1999, has come to hand. 贵方 1999 年 5 月 16 日的来信已收到。
- (12) It gives us much pleasure to send you, at your request, the booklet that offers you the necessary information. 应贵方要求，我们非常高兴寄去我们的介绍手册，提供必要的信息。
- (13) With great interest we have your letter of April 2, 1987. 我们怀着极大的兴趣收到贵方 1987 年 4 月 2 日的来信。
- (14) We feel disappointed to learn from your letter of August 5, 1998, that you can not supply the order on time. 我们收到贵方 1998 年 8 月 5 日的来信 非常遗憾地获悉你们不能按时供货。
- (15) This is to confirm our fax of June 7, 1999, reading: . . . 去信确认我方 1999 年 6 月 7 日的传真 内容是:

(16) We wish to direct your attention to the question mentioned in our letter of January 2, 1997.

去信希望引起贵方对我方 1997 年 1 月 2 日信中提到的问题的注意。

(17) We fail to learn from your reply to our letter of May 4, 1999.

我们没有收到贵方对我方 1999 年 5 月 4 日去信的回函。

(18) We regret up to the time of writing we have not heard anything from you about the shipment under the captioned contract.

我们感到遗憾，直到写此信时仍没有收到任何有关标题提到的合同下的货物的信息。

8. Body of the Letter

A body, where all the information are to be given, usually falls into four parts—opening, middle, future plan and closing. Messages should be stated and arranged logically. If necessary, paragraphed appropriately. e. g.

信的正文

正文部分是所有信息资料的所在，正文一般有四部分：开头、中间、未来计划和结束。内容的陈述要安排得合乎逻辑，根据需要可适当划分段落。例如：

Dear Sirs,

We acknowledge, with thanks, receipt of your binding application form for the 86th Shoes International Exhibition in March, 1998.

Hall planning and stand allocation will begin 6 weeks after the application dealing which is the April 24, 1998.

The registrations will be processed in the order in which they are received. If we are able to find a space in accordance with your re-

quirements, we shall notify you without delay by fax or phone.

We wish to point out that we need written proof of your company's activities in the shoe business (e. g. extract from the Companies' Register etc.) and /or details of your products indicating quality and country of origin, if this has not already been provided by previous applications.

For further information you may also contact our representative in your country.

We hope to be able to welcome you as an exhibitor in Hongkong.

亲爱的先生们：

我们已收到你们 1998 年 3 月的关于第 86 届国际鞋交易会的具有约束力的申请表，并表示感谢。

展厅的安排和柜台的布置将于收到申请 6 周之后开始，申请的最后期限是 1998 年 4 月 24 日。我们将根据收到申请的前后顺序进行登记工作，一俟找到符合你们要求的场地，我们将会以电话或电传及时通知你们。

如果以前的申请信中没有提供，我们希望说明需要贵公司在鞋业方面开展活动的书面（例如：公司活动记录的摘选）及表明质量等级和原产地的产品报告书。

如果贵公司还需要其他资料，可与我方驻贵国的代表接洽。

我们希望能欢迎你以参展者身份参加在香港举行的交易会。

Dear Gentlemen,

We are now having our annual sale, and we should like very much to have an order from you.

This sale is not advertised in the newspapers at the present time. Only our old customers know about it. The public will not be informed of the sale for approximately two weeks.

Most of our merchandise are included at significant prices. In addition, a discount is offered for payment within ten days.

尊敬的先生们：

我方正在做年度销售计划，希望收到你们的订单。

目前这段时间我们没有在报纸上为此次销售做广告，只有老客户知道，在近两周仍然不公之于社会。

此次销售计划中的大部分商品有显著让价，此外，10天内付款还有折扣。

9. Closing Sentence

The closing paragraph, usually with one-line sentence, contains some future actions or expresses the good wishes. Caution should be taken here to avoid the closing beginning with a participle, a preposition or infinitive. The following are examples.

信的结束

结束段落一般只有一句话，内容有关未来行动或者美好祝愿。结束段注意避免以分词、介词，或动词不定式开始。例如：

(1) I look forward to hearing from you soon.

希望很快收到你们的来信。

(2) A prompt reply would be appreciated.

如能迅速回信将非常感谢。

(3) We apologize again for any inconvenience.

再一次对带来的不方便表示歉意。

(4) Your courtesy will be appreciated and we earnestly await your

reply.

感谢你们的谨慎并急切地等待答复。

(5) Please advise us when shipment has been made by you.

货已装运请通知我们。

(6) We shall then be able to give you delivery in August/September as required.

那时我们将能够按要求在 8、9 月间发货。

(7) We thank you again for your valued order.

再次感谢贵方十分重要的订单。

(8) We look forward to a favorable reply.

我们期待着贵方的回信。

(9) We trust these arrangements are to your satisfaction.

我们相信这些安排会令贵方满意。

(10) Your close cooperation in this respect will be appreciated. In the meantime we await your shipping advise by fax.

我们对你们在这方面的密切合作表示感谢，同时等待你们的装运通知的传真。

(11) We assure you that all your inquiries will receive our prompt attention.

我们向贵方保证所有你们的询问都会得到我方即时的关注。

(12) If you decide to take advantage of our offer, kindly cable your acceptance.

如果贵方决定接受我方的报盘，请以电传告之接受。

(13) A proposal form is enclosed and we shall be glad if you will complete it and return it to us immediately.

兹附上保书一份，如蒙填写完毕即寄回我们将非常高兴。

(14) We hope that this first transaction will mark the beginning of a pleasant business connection.

希望第一次交易标志我们愉快的生意往来开始。

亲爱的玛丽小姐： 您真心的
亲爱的斯密思先生： 您真诚的

11. Signature

The signature mainly consists of the addresser's signature, the typed name of his and his business title. The complimentary close may not be followed by the name of the company if it is previously printed on the letter - head. The addresser should sign the letter by hand and in ink above the typed name which the typed post title follows immediately.

Signing on behalf of somebody else, it is usual to write "for", "pp" or "per pro" before the letter. e. g.

Sincerely yours,

ABC TRADE COMPANY

(Pen-written signature)

Jone Smith

Jone Smith

Manager

Yours faithfully,

Per pro Director

签名

签名主要包括写信人的手签名字、打印的名字和公司职务头衔。如果公司名称在信头中已打印好，一般在结尾谦称之后就可不用紧跟着公司名称，写信人用墨水手签的名字在打印的名字之上，打印的职务头衔紧随其后。

如果替别人签名 通常在签名之前写上“代签”。例如：

您真诚的：

ABC 贸易公司

(钢笔手签名)

琼·史密斯

您忠诚的：

代签 处长

12. Enclosure

“Enc.” or “Encs.” is typed two lines spaces after the signature of the addresser when something is sent along with the letter. An enclosure can be anything in the envelope in addition to the message itself. Examples are as follows:

Enc: 1 price list

Encs: 2 price lists

Encl: As stated

If the enclosed are more than one, the number should be marked.
附件

“内附”字样用于有其他东西随此信一同寄出时，打印在签名之后，空两行。信封内除了信本身外，可以附寄任何东西。例如：

内附 价目表一份。

内附 目录两份。

随信附寄 如所述。

如果附件不止一个，应标明号码。

13. Postscript

when you find something forgot to be included in the letter body before the envelope is to be sealed up, you may state it after the signature in a postscript with a simple signature again. The adding of a P. S. should, however, be avoided as far as possible. For examples:
PS: the catalogue was sent to you on July 7th.

再启

加封信封之前发现信中内容有遗漏 可以在签名之后“再启”，补上遗漏的事情，之后再简单签名。“再启”应尽可能地避免。例如：

再启：目录于7月7日寄给贵方。



Formats of a business letter

1. Full block form

Full block form and modified block form with indented paragraphs are the two main patterns of layout in current use. The former is now the most popular practice of displaying business letters. Its remarkable feature is that all typing lines, including those for the date, inside name and address, salutation, subject heading, each message paragraph and complimentary close, begin at the left-hand margin. Business letters with the full block form, along with open punctuation or mixed punctuation, are paragraphed by equal line spaces.

For this letter-style the open punctuation pattern is used, the end of the date line, the inside address lines, the salutation, the complimentary close and the signature block lines are unpunctuated, but comma is necessary between the day and year in the date line and the full stop is retained after the abbreviation such as “Co.,” “Inc.” and “Ltd.”.

While the mixed punctuation pattern, the most welcomed style today, requires an absence of punctuation marks from the date line, the inside address lines and the signature block lines except a colon

or comma after the salutation, the complimentary close.

完全齐头式

完全齐头式和带有缩头式分段的改良齐头式是现在主要的两种常用的书信格式，前者在商业书信中是目前最流行的。其明显的特点是所有的打印行，包括日期、封内姓名和地址、称呼、事由、正文每段落和结尾谦称，均从左边开始并左对齐。完全齐头式的商业书信格式采用开放式或混合式的标点符号，段落之间空行相同。

开放式标点符号指的是日期、封内地址、称呼、结尾谦称和签名没有标点符号，但是日子和年份之间仍有逗号，像“Co.”、“Inc.”和“Ltd.”这样的缩写式之后仍保留句号。

混合标点式是今天最受欢迎的，它要求日期、封内地址、签名都省去标点符号，但称呼、结尾谦称之后的冒号或者逗号仍保留。

CHINA NATIONAL IMP. & EXP. CORP.

Add: 6, JIANGUODAJIE, BEIJING, CHINA.

Tel: (86 - 10)67483650

Fax: (86 - 10)67483651

4 February 1998

Our ref RET/K12

Resunic Trade Links

Regd Office Thriuvamkulam Cochin 678201

Kerata India

Dear Sirs

EXPORTING/IMPORTING ITEMSOF OUR CORP