

21 世纪高职高专规划教材

商务英语函电

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本教材是根据教育部教高〔2002〕2号文件精神编写的，适合高职高专教育培养目标，以实用为主、够用为度，突出能力培养。全书共有14个单元，内容涉及商务书信的写作，建立商务关系，询盘、报盘和还盘，定单，支付方式，催开或修改信用证，包装和运输，保险，投诉、索赔和理赔，签订合同等对外贸易中可能遇到的各种问题。

本教材可作为3年制或2年制高等职业技术学院、高等专科学校、成人教育学院等大专层次的商务英语专业教材，也可作为广大外贸工作者的自学用书。

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前 言

随着中国正式加入 WTO 和国际经济贸易的迅速发展，整个社会对不同层次人才的需求也不断扩大。本教材根据教育部教高〔2002〕2 号文件精神编写，适合高职高专教育培养目标，以实用为主、够用为度充分体现了高等职业教育的特色，同时，遵循与实际业务结合，突出能力培养，强化实际应用原则。教学目标是：使学生熟悉国际商务活动中的各个环节及其特点，掌握商务英语函电的基本词汇、句型和格式，学会撰写规范的商务英语函电，切实培养学生运用英语解决商务活动实际问题的能力，为国家培养从事国际商务工作的高水平“应用型”人才。

本教材的编写特点：①以对外经贸商务活动的成交过程为主线。②信函范例精选商务活动的最新材料和实例。③练习形式多样化，体现了实用性、针对性，力求做到学用结合、学以致用、学后会用。④总结列举典型例句。⑤给出参考译文及练习答案，便于学生自主学习。

本教材共有 14 个单元，每单元可用 4 个学时完成，也可以根据具体教学情况自行安排。

本教材的编写工作是在 21 世纪高职高专规划教材编委会的指导下进行的，具体由齐智英担任主编，党廷显担任主审。本教材第 1、2 单元由齐智英编写；第 3、4、5 单元由李舒瑜编写；第 6、13 单元由郑国富编写；第 7、8 单元由程淑华编写；第 9、10 单元由王冕编写；第 11、12 单元由姚红编写；第 14 单元由曹瑞明编写。

由于编写时间和水平有限，错误或疏漏之处在所难免，不妥之处，敬祈指导。

编 者

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Unit 1

Business Letter-writing 商务函电写作

General Introduction

The intercourse of business letter is an important component of commercial activities , and it is “holding a commercial conversation through words by post or other communication ways”. The business letter is the outcome of careful consideration. It can reduce considerably the negligence or misunderstanding which appears while phoning or talking face to face. Hence , it is necessary for the students whose major is business English to study and master the basic knowledge of business letters and possess the basic capability of reading and writing the business letters.

1.1 Essential Qualities of Business Letters (商务函电的基本要求)

1. Clarity (清晰)

Above all , the business letter must be clear and easily understood. If your letter is ambiguous , it might bring trouble to yourself as well as to your reader. While presenting an idea , you need to follow a clear logic. To avoid ambiguity and confusion , the writer should use simple and accurate words , and short and simple sentences where appropriate.

2. Conciseness (简洁)

To be concise is to express a message completely in as few words as possible. In business correspondence , this means increased effectiveness and decreased costs. Wordy expression and redundancies are the major blunders to overcome to communicate concisely.

3. Courtesy (礼貌)

The principle of courtesy requires one to be thoughtful and polite in writing a business letter. If you put yourself in the reader 's shoes , considering his or her needs , problems and emotions , your letter will most probably be appreciated.

Normally , punctuality is stressed as an important aspect of courtesy in business correspondence. A prompt letter is always more valued than a delayed one.

4. Completeness (完整)

Like any other letter , a good business letter should be complete , providing all the information and data necessary for a specific issue. If any necessary piece of information is lacking , the reader will have to ask you for clarification , which means that you will have to write another letter. It will not only waste time , energy and money , but also damage the image of your company.

5. Correctness (正确)

It goes without saying that the business letter should be linguistically correct. Incorrect grammar , improper punctuation , and wrong spelling are not allowed. Besides , the letter should be written in an appropriate style and format.

Evidently , a company will leave a very favorable impression on its customers and work with high efficiency if all its business letters are clear , concise , courteous , complete and correct.

1.2 Layout of Business Letters (商务函电的结构)

1. Letterhead (信头)

Letter head should appear at the head of the first page of each business letter. It includes the essential particulars about the writer—the name of his company , the full address of the company , postcode , telephone number , fax number and e-mail address.

Sample

ML Silk Corporation

Gong Nong Road , Nanyang , Henan Prov 473000 , China
Tel : 0377-6798566 Fax : 0377-6798566 E-mail : sale@163.com

MINNESOTA MED-EQUIP Subsidiary of Minnesota Wire & Cable Co.	
1835 Energy Park Drive	Telephone : (612) 644-1880
St. Paul , MN 55108	Fax : (612) 644-1890
USA	E-mail : mme@mwccmme.com

2. The date(日期)

Date line is a vital part in business letters. Often , in business transactions at all levels , the date has special relevance : it might be a deciding factor as to whether an order is filled , a bill is paid , or a guarantee claim is met. Therefore , never omit the date line in business letters. There is no fast rule for the placement of the date. The date should always be written in a standard form. All number form (for example : 8/5/2004) should not be used. It can be aligned with the left or right margin below the letterhead. This is often decided by the style of the letter or the habit of the company. There are two styles in which letters are dated.

1) The American style is :

- a. month , spelled out in full ;
- b. day of the month , in digit , without th , nd , etc. , followed by a comma ;
- c. year in digit.

For example : April 20 , 2004 May 26 , 2004

2) The British style is :

- a. day of the month , in digit ;
- b. month , spelled out in full ;
- c. year , in digit. There is no comma between the name of the month and the year.

For example : 18 March 2004 6 July 2004

Sample

Rabo Robeco Bank (Switzerland) Ltd.

16 chemin des Coquelicots , Case Postal , CH-1212
Geneva 15 , Switzerland Fax : (41) 22-342-1392

4 May 2004

3 Nan Yang Road , Jinshui District
Zhengzhou , Henan 450000

January 5 , 2004

3. Inside address (封内地址)

The inside address is a complete designation of the letter's destination. We include the address in the letter although it already appears on the envelope, because the envelope is usually thrown away. The letter itself, which is kept on file, must indicate for whom the message was intended. Generally, the inside address should include any or all of the following: the person's name and title, company name, street address, city, state/province, postcode and the country. It is usually put two lines under the date line, aligned with the left margin.

Sample

Personnel Department
Westminster Productions Inc.
51 High Street
Anytown, AY 12BF

Ms. Sophia Smith
Marketing Manager
Urban Housing Authority
New York, N Y 10099

4. The attention line (注意事项)

The phrase "For the attention..." or simple "Attention" is used where the writer of a letter addressed to an organization wishes to direct it to a particular official. It is usually put between the inside address and the salutation or within the inside address, underlined and, except with the fully-blocked letter style, centered over the body of the letter.

Here are some examples for the typing style of an attention line:

- Attention of Marketing Manager
- For the attention of Mr. Smith
- Attention : Mr. Smith
- Attention Sales Manager
- ATTENTION PERSONNEL MANAGER

Sample

Lohnson Electric Company
8000 Lincoln Drive
New York , NY 12345

Attention : Mr. Paul Myers

Gentalmen ,

5. The salutation (称呼)

The salutation is the complimentary greeting with which the writer open his letter. It is typed flush with the left margin below the inside address. In a very formal letter , you always need to address the reader with his/her surname , such as “Dear Mr. Jones ” , “Dear Ms. Green ” , “Dear Mrs. Davis ”. If you have a close relationship with the receiver , you can use his or her first name such as “Dear Claire ” or “Dear Bill ”. Be sure to salute to the correct addressee appeared in your inside address or in the attention line. Salutations in business letters can be followed by a comma or no punctuation at all.

6. The subject line (事由)

The subject line announces what the letter is about. It may be a word or phrase , sometimes an item or the number of a contract and order. Usually , it is placed one or two lines below the salutation. There are different typing styles for this part :

- Subject : Proposed delay of the delivery
- Re : Proposed delay of the delivery
- Proposed delay of the delivery
- SUBJECT : ACCOUNT NO. 123

Sample

Dear Ms. Lim ,

Subject : Our recent consignment of Mango Juice

7. Letter body (信文)

This is the most important part of a letter. It contains the message you want

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to pass to your reader. While writing the body of the letter, you should follow a few basic principles:

- 1) Write clearly and to the point;
- 2) Be sincere, polite and thoughtful;
- 3) Use an appropriate tone and style;
- 4) Write naturally and avoid jargons;
- 5) Make sure you make no grammatical mistakes.

A typical business letter has three paragraphs in the letter body:

1) Opening Paragraph (第一段)

The opening paragraph of a business letter is like a headline in the newspaper. It should obtain the reader's attention at the first sight, and help to gain a positive response from the reader. In order to accomplish this objective, the following points should be considered in composing a first paragraph in a business letter.

- Indicate what the letter is about (点明信的主旨)
Get to the point immediately in the first paragraph. Modern business people pay great attention to efficiency, so do not let your reader search the whole letter to find the key information.
- Refer to previous correspondence, if appropriate (如果合适,提及以前的通信)
When there has been previous communications concerning the subject, reference to them is necessary. This may help the reader to get the point promptly.
- Set a positive and friendly tone (确定积极而友好的语气)
The opening paragraph plays an important role in setting up a friendly tone for the whole letter. This may, in turn, help to evoke the positive reaction the writer desires.
- Be brief (言简意赅)
As a general rule, keep the paragraph short—two or three sentences.

2) Middle Paragraph(s) (中间的段落)

Middle paragraphs support the first paragraph and provide more information. After finishing the first paragraph, ask yourself what the reader still needs to know so that he may react as you desire. Necessary background and supporting information should be provided in the middle paragraphs. Usually, information concerning the following aspects should be considered:

- Who?
- Why?

- How ?
- What ?
- When ?
- Where ?

3) Last Paragraph (最后一段)

The last paragraph is as important as the opening one. It usually serves as a summation , suggestion or further request. It should :

- Conclude or restate the key points (总结或重申重点)
Summarize what is included in the middle paragraphs.
- Request necessary action , if appropriate (如果合适 ,请对方采取行动)
Use specific closing so that the reader may take the desired reaction. For example :
Please sign the enclosed card and put it in the mail so that you may receive your gift.
- Further confirm a positive image (进一步加深积极的印象)
Whenever possible , last paragraph should leave the reader with a feeling of good-will.

8. The complimentary close (结尾敬语)

The complimentary close , like the salutation , is purely a matter of convention and a polite way of ending a letter. The expression used must be appropriate to the occasion and be in keeping with the salutation.

The following are the usual matches used in modern business letters :

	Salutation	Complimentary Closing
Formal	Dear Sir/madam ,	Very truly yours , Yours very truly , Very sincerely yours , Very cordially yours ,
Semi-formal	Dear Mr. /Mrs. /Miss	Sincerely yours , Cordially yours , Yours sincerely
Informal	Dear Linda ,	Sincerely Cordially , Yours truly , Yours ,

9. The signature (签名)

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. In both cases , there should be a typed ver-

sion of the name underneath the signature.

The signature is put at the margin , leaving three line spaces for the signature before typing the writer 's name , title and department.

Never sign your letter with a rubber stamp.

Sample

Yours sincerely , Alfred Zeng (signature) Alfred Zeng Purchase Division
--

10. The reference notation (经办人代号)

This notation is typed at the left margin , leaving one line space below the writer 's signature , and shows only the initials of both the dictator and the typist. For example , if the letter is dictated by David Green and typed by Betty Meihtable , the reference notation should be DG/BM. If the letter is typed by the writer himself , it is not necessary to have the reference notation.

11. The enclosure (附件)

If a letter is accompanied by any other enclosure , two line-spacing below the reference notation , the writer may indicate one or more enclosures , usually abbreviated.

Sample

Enc.	Price List
Encls.	1. The Result of the Questionnaire Study 2. The Price List of 2003
Enclosure :	Check No. 346 Order No. 135

12. The carbon copy notation (抄送)

If the copy of the letter is sent to a third company , a notation of carbon copies (cc/CC) will be used below the enclosure. Nowadays , many offices are using PC(for photo copy) instead. Any of the following styles may be used.

Sample

CC : ABC Company	cc : ABC Company
PC : Mr. Smith	pc : Mr. Smith

13. The postscript (附言)

In a business letter , a postscript is usually used not in its original function (to add something he forgot to mention) , but rather as a device to emphasize something. It appears below the carbon copy notation and always in the form of “P.S. ” ,sometimes “P. S. ” can not be used. The adding of a P. S. should , however , be avoided as far as possible ,since it is usually a sign of poor planning.

Sample

P.S. Wish to see you at the Trade Fair on October 15.
Wish to see you at the Trade Fair on October 15.

商务函电各项目排列如下：

Electric Co. Ltd.
6000 Lincoln Drive
New York , NY16543

信 头

3 June 2004

日 期

Mr. Teo Pin

Singapore Moulds and Tools Centre Pte Ltd.

Blk 6020 # 01-02

Ang Mo Kio Industrial Park 3

Singapore 569474

封内地址

Attention : Marketing Manager

注意事项

Dear Mr. Teo ,

称 呼

Re : Arrangements regarding Mr. Tang 's visit.

事由

I have received your letter concerning your wish to send Mr. Tang Ngho Tiong to visit us at Actex Co. Ltd. . I completely agree that a visit by one of your senior staff would be beneficial to both our organizations.

I should therefore like to arrange a suitable time for Mr. Tang to visit so that he derives maximum benefit from his time with us.

From our point of view , he can stay as long as he wishes. May we suggest a week-long visit , followed up by periodic visit afterwards ? If this is convenient , perhaps he could join us on 15 September.

Please let me know if this arrangement is satisfactory.

信文

Yours sincerely ,

结尾敬语

Ken Fukuzawa

签名

Ken Fukuzawa

Public Relations Officer

KF/hs

经办人代号

Enclosure : Plan

附件

CC : Mr. Kokubo (General Manager)

抄送

Mrs. Smithson (Marketing Manager)

P. S. Wish to see you soon.

附言

1.3 Format of Business Letters (商务函电的格式)

1. Full-block format (全齐头式)

Letter head

Date

Inside address

Salutation

Letter body

Complimentary
Signature

Notes 在全齐头式商业信函中，所有的信行都从左边界开始，并且整封信中均无行首缩格。这种格式简单、易于打印，是商务信函中使用最频繁的一种格式。

2. Semi-block format (半齐头式)

Letterhead

Date

Inside address

Salutation

Letter body

Complimentary close
Signature

Notes 在这种格式中，日期、信尾敬语和签名是从纸张中线偏右处开始打印的，其他的要素均从左边界开始。这是一种比较保守的格式。