

21 世纪高等教育系列教材

商务英语函电

主 编	江先琼	裴胜新	
副 主 编	夏夕美	王同娟	
参编人员	张士军	杨希娟	栾 峰
主 审	王恒杰		

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江先琼 裴胜新 主编

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前 言

当今世界,科学技术日新月异,知识经济日见端倪,国际竞争日趋激烈。针对这一知识化、信息化、全球化的时代特征,作为素质教育的重要组成部分,基础外语教育必须进行重大改革已成共识,以培养与时代要求相适应的高素质劳动者和富有创造性的专业人才。

随着我国经济建设的蓬勃发展,对外开放进一步扩大,各地区各部门对外经济贸易业务往来日益频繁,而且随着外贸体制改革深入,将会有更多的部门、企业直接参与对外贸易,这将需要大量的懂外贸业务的专业人才。外贸英语函电作为国际商务往来经常使用的联系方式,是开展对外经济贸易业务和有关商务活动的重要工具。正确地掌握外贸英语函电的基本知识,并能熟悉地加以利用,是外贸工作人员必须具备的专业技能。通过英语函电的教学,帮助他们系统地学习和掌握外贸英语函电的格式、专业词语、行为方法及文本特点,提高学生在外贸业务活动中正确地使用英语的能力,可以使外贸专业的学生在走上工作岗位后能够适应对外经贸业务的需要,以及进行各项业务联系和通讯活动的能力。

本书具有涉及范围广、覆盖面宽、通俗易懂、言简意赅等特点。本教材每个单元分为正文、注解、常用语句、练习和答案五部分,自成一体,环环紧扣,便于学生对所学知识进行巩固。

全书共有 12 个单元。在正式课文前,有一“绪言”(Introductory Remarks),用较口语化的英语简要地介绍了国际贸易的概念、历史、理论、程序和主要的跨国公司。从第 2 单元到第 11 单元按国际贸易程序分为建立业务关系、合同、交货与装运、保险、索赔与代理等单元。这 10 个单元包括了整个对外贸易活动,其间插入电报内容,以供参阅。

本教材在编写过程中,得到了有关人士的热情帮助和大力支持,特别是德铁婴、张秀芳主任在本书的编写中提供了很好的建议。这里我们表示真诚的感谢。

由于本书编写比较仓促,加之作者水平有限,书中疏漏之处在所难免,尚祈各界人士,不吝赐教,以期尽善,并致谢忱。

编 者

2005 年 4 月于青岛

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Unit 1

Basic Knowledge Of Business Letter Writing

商务书信写作的基础知识

I. Form and Structure Of Business Letters

商务书信的书写格式及构成

1. Form 格式

(1) Modified block form with indented style 混合式

ABC Textile Group C. V
752 Oxford Avenue
San Francisco, CA 42976
U. S. A.
Tel: 42-4658
Telex: 62509
Fax: 42-651788

Your ref: C9526

Our ref: bwbw

Date: May 9 2004

Qingdao Textile Import & Export Corp.
123 Dalian Road,
Qingdao, Shandong, China

Dear Sirs,

Thank you for your letter of April 29, 2004. We are a company that is _____ for years already
_____ engaged in importing clothing items from your country, although not from Qingdao.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

With kind regards.

Yours faithfully,
ABC Textile Group C. V
(Signed)...
J. Nick, Manager

(2) Full block from 齐头式

ABC Textile Group C. V
752 Oxford Avenue
San Francisco, CA 42976
U. S. A.
Tel: 42—4658
Telex: 62509
Fax: 42—651788
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With kind regards.

Yours faithfully,
ABC Textile Group C. V
(Signed)...

J. Nick, Manager

(3) Modified block ford 改良式

ABC Textile Group C. V
752 Oxford Avenue
San Francisco, CA 42976
U. S. A.
Tel: 42—4658
Telex: 62509
Fax: 42—651788

Your ref: C9526

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With kind regards.

Yours faithfully,
ABC Textile Group C. V
(Signed)...
J. Nick, Manager

(4)Simplified form 简化式

ABC Textile Group C. V
752 Oxford Avenue
San Francisco, CA 42976
U. S. A.
Tel: 42—4658
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We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong
Kong at the moment, will contact you when he returns.

J. Nick, Manager

2. Structure(有 * 记号之项目,乃是每种书信里都要包括的)

构成

- | | |
|--------------------------|---------|
| (1)Date Line * | 日期 |
| (2)Inside Address * | 收信人地址 |
| (3)Attention Line | 指定收信人姓名 |
| (4)Salutation * | 称呼 |
| (5)Subject Line | 事由 |
| (6)Body * | 信文 |
| (7)Complimentary Close * | 客套结束语 |
| (8)Signature Block * | 签名栏 |
| (9)Reference Initials | 打字员姓名缩写 |
| (10)Enclosure Notation | 附件的注明 |

(11)Carbon Copy Notation

副本的注明

各构成与各空格取法

(由信纸上端开始取 13 行的间隔)

(第 14 行) 1)Date Line

(间隔 1—11)

2)Inside Address

双行间隔

3)Attention Line

4)Salutation

5)Subject Line

6)Body

7)Complimentary Close

间隔 3 行

8)Signature Block

Typed Signature

Title

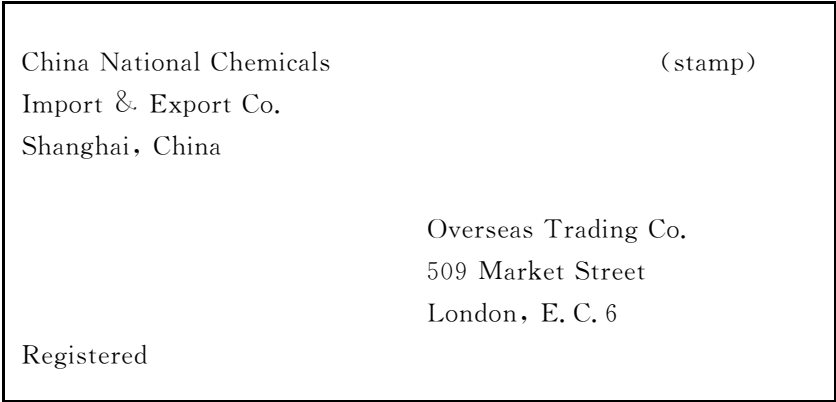
9)Reference Initials

10)Enclosure Notation

11)Carbon Copy Notation

3. Addressing Envelopes

信封的写法



II. Writing Principles of the Business Letter

写信的原则

(1) Courtesy 礼貌

Courtesy is not mere politeness. It stems from a sincere You-attitude.

Compare:

(Polite)

We have received with many thanks your letter of Oct. 6, and we take the pleasure of sending you our latest catalog. We wish to draw your attention to a special offer which we have made in it.

(Courteous)

You will be particularly interested in a special offer on page 5 of the latest catalog enclosed, which you requested in your letter of Oct. 6.

In order to make a business letter courteous, try to avoid irritating, offensive, or belittling statements. To answer letters promptly is also matter of courtesy.

(2) Consideration

Consideration emphasizes You-attitude rather than We-attitude. When writing a letter keep the reader's request, needs, desires, as well as his feelings in mind. Plan the best way to present the message for the reader to receive.

The following points are necessary for writing a letter to embody consideration:

a. You-attitude

Compare:

We-attitude

We allow 2 percent discount
for cash payment.

We won't be able to send you
the brochure this month.

You-attitude

You earn 2 percent discount
when you pay cash

We will send you the brochure
next month.

b. Focus on the positive approach

Compare;

(Positive)

We feel sure that you will be entirely satisfied.

(Negative)

We do not believe you will have cause for dissatisfaction.

(Positive)

Perhaps next time we can send you what you require.

(Negative)

We regret our inability to serve you at this time.

(3)Completeness 完整

A business letter should include all the necessary information. It is essential to check the message carefully before it is sent out.

(4)Clarity 清楚

The writer must try to express his meaning clearly so that the reader will understand it well. To achieve this, He should try to:

Avoid using the words which have different understanding or unclear meaning.

e. g. As to the steamers sailing from Hong Kong to San Francisco, We have bimonthly direct services.

The word“bimonthly” has two meanings: twice a month, or once two months. The reader will feel puzzled about the meaning.

e. g. As to the steamers sailing from Hong Kong to San Francisco, we have bimonthly direct services.

The word “bimonthly” has tow meanings: twice a month, or once two months. The reader will feel puzzled about the meaning.

(Rewriting):

a. We have two direct sailings every month from Hong Kong to San Francisco.

b. We have semimonthly direct sailing from Hong Kong to San Francisco.

c. We have a direct sailing from Hong Kong to San Francisco every two months.

Pay attention to the position of the modifiers.

e. g. a. We shall be able to supply 10 cases of the item only.

b. We shall be able to supply 10 cases only of the item.

The modifier “only” in the above sentences modified two different words, so the two sentences have different meanings.

Pay attention to the sentence structure.

Compare:

- e. g. a. We sent you 5 samples yesterday of the goods which you requested in your letter of May 29 by air.
- b. We sent you , by air, 5 samples of the goods which you requested in your letter of May 29 yesterday.

Paragraph carefully and properly.

Commercial letters should be clear and tidy, easy to understand the content. So a writer should paragraph a letter carefully and properly. One paragraph for each point is a good general rule.

(5) Conciseness 简洁

That is using concise sentences and fewest words, without losing completeness and courtesy, to explain the meaning of a letter clearly.

The following are the methods of making a letter concise:

Avoid using wordy expressions.

Wordy: We wish to acknowledge receipt of your letter...

Concise: We appreciate your letter ...

Wordy: Enclosed herewith please find two copies of...

Concise: We enclose two copies of ...

Avoid unnecessary repetition.

Will you ship us any time during the month of December, or even November if you are rushed, for November would suit us just as well.

(Rewriting)

Please ship us by the end of November.

Using short sentences, simple words and clear explanations:

- a. Use a word to replace a phrase:

enclosed herewith

enclosed

at this time

now

due to the fact that

because

a draft in the amount of \$ 1,000

a draft for \$ 1,000

- b. Use a phrase to replace a sentence.

Please don't hesitate to call upon us.

Please write us.

Please see that an enquiry is conducted to determine the reason.

Please find out the reason.

- c. Use words to replace clauses:

We require full-automatic washing machine which is of the new type.

We require new-type full-automatic washing machine.

Avoid padded expressions:

It should be noted that this is the best we can do.

For your information we enclose a catalogue.

Please be advised that we have received your invoice.

Using subject line flexibly and properly:

Using subject line properly and flexibly can cancel the same content in the opening sentence of a letter.

(6) Concreteness 具体

Make the message specific, definite and vivid.

Compare:

ST685L 3-Band Stereo Radio Cassette Recorder is of full functions.

(Rewriting)

ST685L3-Band Stereo Radio Cassette Recorder can deliver superb FM/MW/LW/SW1/SW2/FM Stereo band reception. Full auto-stop and automatic quick program search (AQPS system).

We have drawn on you as usual under your L/C.

(Rewriting)

We have drawn on you our sight draft No. 465 for the Invoice amount, US \$ 548.00 under your L/C No. 234 of the China Bank.

(7) Correctness 正确

Correctness refers not only to correct usage of grammar, punctuation and spelling, but also to standard language, proper statement, accurate figures as well as the correct understanding of commercial jargons.

Grammar mistakes often occurred in business writing.

a. with pronouns.

Our competitors' prices are 2~3% Lower than us (ours).

b. with verbs.

It is one of the machines that was (were) delivered last week.

c. with conjunctions.

This fridge not only is attractive (is attractive not only) in proper price, but also in good quality.

d. with subjects.

While studying the report, the telephone rang.

(Rewriting)

While I was studying the report, the telephone rang.

Depositing money with us, our bank can pay you high dividends.

(Rewriting)

Depositing money with us, you earn high dividends.

Avoid using overstatements.

It is the lowest price available to you.

(Rewriting)

It is the lowest price that we can offer you now.

We are well-established exporters of all kinds of goods made in Sweden.

(Rewriting)

We are well-established exporters of Swedish sundry goods, such as Toys, Buttons and Stationery.

Accurate numbers.

3% up to 8% both inclusive

up to \$ 40 inclusive

on or after May 10

from the 1st to 15th of March both inclusive

for five days exclusive of Sundays

Stg. 345.00 (say Us Dollars Three hundred and Forty-five pounds Sterling only)

15.01 (Fifteen Pounds and One penny)

US \$ 350.00 (say US Dollars Three hundred and Fifty only) or (Three hundred and Fifth Dollars U. S. Currency) or (Four Hundred Fifth & 00/100 United States Dollars)

3ft. 10in (three feet ten inches)

1'5" X 2' X 3 $\frac{1}{2}$ " (one foot five inches wide, two feet long, and three inches and a half thick

(high)

1/4" pipe (pipe measuring $\frac{1}{4}$ inch)

120sq. ft. (120 square feet)

40c. ft. (40 cubic feet)

20" X 25yds. (20 inches in width, 25yards in length)

Capital letters

Business correspondence has its special capital letter writing regulations besides the ordinary rules.

a. North, South, East, West

When they are used for districts or areas but not for orientations:

South-West Africa

North America

West Europe

b. The name and the brand of a commodity

“Great Wall” Garments

“Three Stars” Mobile

Chinese Cotton Piece Goods

c. The name of documents

Price List

Letter of Credit

Order No. 456

Catalog A—23

d. The name of the transportation tools

the S. S. “Merry Captain”

the S. S. “Lucky Price”

the M. V. “Beauty”

the M. V. “Silver River”

毫无疑问,书信沟通在商场上扮演着极重要的角色。事实上,公司规模越大,其对内、封外,利用书信沟通的重要性就越增加。特别是国际贸易方面,大多信赖书信作为联络方法,因此越发使其重要性提高。

即使在电报 (TELEX)、传真(FAX)、电子邮件(E-mail)等利用电子通讯方式不断跟进的现代,仍有很多理由证明商业书信依然保有其绝对的重要性。

1) 书信可在空闲时处理

(Letters Are Manageable)

2) 书信可防止误解

(Letters Minimize Misunderstanding)

3) 书信可帮助记忆

(Letters Provide a Reminder)

4) 书信是一个记号

(Letters Provide a Record)

5) 书信可节省花费

(Letter Are Usually Cheaper)

6) 书信可传达诚意

(Letters Project Sincerity)

NOTE

Date Line (日期)

任何一种书信都必须打上日期。年,月,日三者不可换行,须置于同一行。月份名称不要省略字母,日期不可使用—st,—nd,—rd,—th.

常用之结束语:

最正式(表示敬意)

Respectfully
Respectfully yours
Very respectfully

正式

Yours truly
Very truly yours

个人的,稍微简略(最普通的方式)

Yours sincerely
Sincerely yours
Very sincerely yours
Sincerely

简略式(表示亲密)

Cordially
Cordially yours
Best regards
Warmest regards

Exercises

Arrange some given parts in proper form as they should be set out in a business letter:

- 1) Sender's name: China National Light Industrial Products Import & Export Corporation, Shandong. Branch
- 2) Sender's address: 165 Taian Road, Qingdao, China
- 3) Sender's E-mail: Qingdao @ Hotmail. com
- 4) Sender's telephone number: 86—532—6728888
- 5) Sender's fax number: 86—532—6726666
- 6) Sender's website: www. slihgc. com
- 7) Date: Jun 26, 2004
- 8) Receiver's name: Messrs Jameson & Sons Ltd.
- 9) Receiver's address: 16 Madison Square, Melbourne, Australia

10)Salutation: Dear Sirs

11)Subject line: Woolen Goods

12)Attention line: Mr. Mike Milton

13)Body:

Enclosed is a feature article from yesterday's China which I thought you might find interesting. It deals with the problems involved in marketing in Taiwan and gives some typical horror stories.

I also felt it might provide you with additional food for thought in considering our proposal. We hope to be hearing from you soon.

14)Complimentary close: Your faithfully

II. Address an envelope for the above letter.