

第 一 章

商业书信的不同风格和特殊格式 (The Different Style and the Special Forms of Business Letters)

和私人书信及社交书信一样 商业书信也必须结构严谨 层次分明 否则无法很好地表达自己的意思。

然而商业书信通常用打字机或电脑缮打，而不是手写。就其行文风格和书写格式而言，它与私人书信和社交书信也不尽相同。

众所周知 商界人士事务繁忙 每天 他们总有许多事情需要处理。事实上 他们所感兴趣的 只是信件内容本身 而不是华丽的辞藻。所以 在书写商业书信的时候 没有必要花费许多时间去寻找漂亮的词句 复杂美妙的修饰语 通常需要的是简单的日常英语 简明准确的词汇 以及一些贸易上的行话和专门术语。

要写好商业书信，还必须记住以下要点：

- 1) 表达清楚、准确 逻辑性强。
- 2) 书写时应多从对方出发，设身处地地去考虑收信人的种种情况。
- 3) 信文听起来应如同对话 语言通俗易懂 亲切有趣 巧妙自然 甚至富有想像力。
- 4) 无论什么时候收到信 都要立即回复。
- 5) 回复之前，必须把要引用的事实弄确切：
 - a. 查出或画出函中需要回复部分；

b. 找好所需的资料；

c. 必要时查阅存档的以往信件。

6)时时刻刻注意礼貌、友好。

7)态度真诚、热情。

至于格式，每封结构严谨的英语书信，都包含着六个主要部分。这是英语书信的最基本部分，商业书信也毫不例外。如果说有不同的话，那就是信内地址的位置，它可以放于称呼之上，也可以放于信末，签名落款之下，信纸的左下方处。

下面请看商业书信六个组成部分的一般位置：

Like personal letters and social letters, business letters should be well-arranged and well-written, otherwise they can not express oneself and one's firm to best advantage.

But business letters are usually typed, not hand-written. And the style of writing, forms and patterns are a bit different from those of personal or social ones.

As we know, people in business circles are always busy. What they are interested in is the content of the letter itself, not its wording. So, in writing a business letter, there is no need to spend much time in finding colourful words and using complicated and beautiful modifiers in sentences. Simple English with brief but clear and accurate words is generally required. More often, some special terms and expressions in business are used.

Of course, to write more effective business letters, there still are some more points to bear in mind:

1) Write them clearly, logically, accurately, and correctly.

2) Write them from the reader's point of view.

3) Be conversational in tone and simple in language so that the letter is interesting to read, cordial in spirit, sometimes witty

and often imaginative. . . and always natural.

- 4) Whenever receiving business letters, answer them promptly.
- 5) Make sure of your facts before you write:
 - a. Check or underline the parts of the letter that require an answer.
 - b. Get all the necessary data and information you need.
 - c. Review any previous correspondence on file if necessary.
- 6) Be always courteous and friendly.
- 7) Be sincere and enthusiastic.

As for forms and patterns, we know that every well-arranged letter is made up of six essential parts. They comprise the structure, or framework, of an English letter. Business letters, too, have these six essential parts.

The only difference in the use of an Inside Address is that its position may be either immediately preceding the salutation, or at the end of the letter, below the signature, in the lower left-hand corner.

The following outline shows the six parts of a business letter:

- | | |
|------------------|---|
| 1. 信头 | January 11, 1999 |
| 2. 信内地址
(收信人) | Mr. Werner J. Sparks
504 West Tenth Street
New York, N. Y. |
| 3. 称呼 | Dear Mr. Sparks, |
| 4. 信文 | We acknowledge receipt of
your letter dated December 30.
We take pleasure in making
you, as per your request, the
following offers: |

Art. No. 171……

We look forward to receiving
your order.

5. 结束语

Yours faithfully,

6. 签名

Wang Ching

Wang Ching

信 头

(The Heading)

商业书信几乎总是把单位名称和地址（这常常表示业务性质）和电话号码、电报挂号、电传号码等事先印好于信纸上端，便于收信人随时联系。如：

Business letters are almost always written on business letter-heads giving the name and address of the firm as a rule the nature of the business together with cable address, telephone and telex numbers which the recipient will find convenient to contact. For example:

CHINA NATIONAL MACHINERY AND EQUIPMENT IMPORT
AND EXPORT CORPORATION

HENAN BRANCH

Add: No. 3 Hongqi Road, Jinshui District, Zhengzhou, China

CABLE: EQUIMPEX Zhengzhou

TEL: 55320 55219

TELEX: 46054 ZHCME CN

因此，所谓信头，其实也就只包含写信日期而已。当然，如果所用信纸没有事先印好上述单位名称、地址等，则信头还是包括写信人地址及写信日期。如：

The heading of the letter therefore consists only of the date, as shown in the outline above. But if paper without a letterhead is used, the heading should include the address—as follows:

20 West Street
Beijing
January 11, 2002

信 内 地 址 (The Inside Address)

以下所有信内地址格式均正确，并为各国所通用：

All the following forms of inside address are correct and in general use :

1. 给某公司的某个具体人

(To a specific individual in a firm)

Mr. × × ×

× × × Company

105 × × × Street(Road)

× × ×(City or Town) × × ×(Area)

U. S. A(country)

2. 给某个具体人 并道出其头衔及职务

(To a specific individual ,giving his title or position)

Mr. × × × ,Cashier

× × × Company

105 × × × Street(Road)

× × ×(City or Town) × × ×(Area)

U. S. A.

3. 给某公司一位不知姓名的负责人

(To an anonymous official in the firm)

Advertising Manager

× × × Company

105 × × × Street (Road)

× × × (City or Town) × × × (Area)

U. S. A.

4. 给某个公司本身 谁拆信都可以

(To the firm itself, to be opened by anyone)

× × × Company

105 × × × Street (Road)

× × × (City or Town) × × × (Area)

U. S. A.

5. 给某公司，但注明一位具体人收阅和经办（这位指定的经办人当然也可以把信转交给别人办理）。英语用“Attention”或“ATTN”或“ATT”表示 放于收信人名称和地址之下，或在称呼的同一行上。如：

(To the firm, attention of a specific individual)

The word “Attention” (abbreviated as “ATTN” or “ATT”) together with the specific person’s name is written right below the inside address or on the same line with salutation. For example :

× × × Company

105 × × × Street (Road)

× × × (City or Town) × × × (Area)

U. S. A.

Attention of the Cashier

或者

Attention of Mr. × × ×

或者

Gentlemen : ATTN : Mr. × × ×

“Attention”这一行必须放在信文上方的中间位置上，下面划线与否均可。

如上面所提到的 信内地址有时也可以放于信的末尾 尤其是公务信函里。在这种情况下，它的正确位置是在签名下面二至四行的紧靠左边边线处。

The “attention” line should be centered above the body of the letter, and it may or may not be underscored.

As previously mentioned, the inside address is sometimes placed at the end of the letter instead of the beginning, especially in official correspondence. In this case, the correct position is about two to four lines below the signature, to the left in line with the margin.

称 呼

(The Salutation)

商业信函称呼最常用的有：

In business correspondence, the forms of salutation most commonly used are :

Dear Sirs (Br.)

Gentlemen (Am.)

Dear Sir,

Dear Madam:

My dear Sir:

My dear Madam :

Dear Mr. Brown :

My dear Mrs. Hartley :

无论婚否，对妇女总是称“Dear Madam”不能用“Dear Miss”。“Gentlemen”是美国用法，“Dear Sirs”是英国用法。这两种用法均用其复数形式，即便对方商号只是一个人。如：

Whether married or unmarried a woman is always addressed as “Dear Madam” never as “Dear Miss”. “Gentlemen” is preferred by Americans while “Dear Sirs” by Englishmen. The plural form is used even when the firm name is a single individual, as:

John Hayden Inc.

20 Maiden Lane

New York N. Y.

Gentlemen:

就是写给一个包括有男士有女士的商号，或者仅有女士的商号用“Gentlemen”的做法也是好的。（“Mesdames”是老式用法，现已废弃不用了。）“My dear Sir”或“My dear Madam”在美国用法中被视为比“Dear Sir”或“Dear Madam”更加正式。虽然，“My”在称呼中，特别是商业书信的称呼中，已逐渐消失。注意在用“My”时，“dear”一词不大写。

在写给一位商界私人朋友时，用非正式称呼，如“Dear Tom”或“Dear Mary”是允许的。

对大量发出的打印信件，称呼可用诸如“Dear Reader”，“Dear Doctor”，“Dear Music Lover”，“Dear Customer”等你所要写给的对象。然而这样的称呼缺乏热情和个性因此人们越来越倾向于把这种称呼完全省去。

It is also good practice to use “Gentlemen” when writing to a firm that consists of both men and women or even a firm consisting of women alone. (The form “Mesdames” is obsolete and should not be used.) “My dear Sir” or “My dear Madam” is more formal than “Dear Sir” or “Dear Madam” in the United States although the use of “My” in

the salutation is gradually dying out, especially in business letters. Note that when "My" is used, the word "dear" is not capitalized.

When writing to a personal business friend, it is permissible to use an informal salutation such as "Dear Tom" or "Dear Mary".

Form letters may be addressed to "Dear Reader", "Dear Doctor", "Dear Music Lover", "Dear Customer" or to whatever group the subject of your letter is addressed. However, such salutations lack warmth and personality, and there is a growing tendency to omit salutations entirely from form and circular letters.

信 文

(The Body of the Letter)

书写商业书信总是为了某个具体的目的，而这样的目的应清楚地记在心上。问问自己：我的目的是什么？这封信希望达到的是什么？用什么方法最有效？我想传达的是什么事实和想法——想给予收信人什么样的印象？我怎样才最有可能得到这种结果或产生我所要的反应？

把这些问题综合起来考虑 用简单的句子 简短的段落 简洁、紧凑、流畅的语言进行最有效的表达。希望强调的每一点都要另起一段 把所有的段落按逻辑顺序安排好 使你的信读起来通俗易懂，以期达到目的。

商业书信的开头句子和结尾句子都非常重要。开头句应开门见山地点题或引起读者的兴趣和注意。结尾句应给收信人留下一个明确的概念或想法，并要鼓励对方采取你所渴望的行动或反应。

A business letter is always written for a specific purpose—and that purpose should be kept clearly in mind. Ask yourself: What is my objective? What do I hope to accomplish by this letter, and what is the

best way to go about it? What facts or ideas do I want to convey—what impression do I want to give my correspondent? How am I most likely to get the result or create the response I want?

So streamline your letters to make them more effective. Keep them brief and fast-moving, with short sentences and short paragraphs. Start a new paragraph for each point you wish to stress, arranging the paragraphs in logical order so that your letter “reads easily” and moves, step by step, toward the aim or purpose you wish to achieve.

Both the opening and closing sentences of a business letter are very important. The opening sentence should indicate the subject or reader’s interest and attention. The closing sentence should leave the reader with a single clear-cut thought or idea, and should inspire whatever action or response is desired.

结 束 语

(The Complimentary Close)

结束语的正确位置是信文下面两行中间偏右处 只占一行 起点处与信头的日期起点处对齐。

“Yours truly,”是一般商业信件用得最多的结束语 也是当你不知用什么好时可用的最好形式。但这里还有其他一些可供选择：

The correct position for the complimentary close is two spaces below the body of the letter, to the right of the page, in line with the date block at the top.

“Yours truly” is the form most frequently used in general business correspondence, and is the best form to use when in doubt. But here are some others from which to choose:

Yours very truly (Br.)
Very truly yours(Am.)
Yours sincerely
Sincerely yours
Very sincerely yours
Always sincerely yours,
Yours faithfully
Faithfully yours
Very faithfully yours
Cordially yours
Yours cordially
Very cordially yours
Most cordially yours

除上述几个基本部分外，商业书信经常还有自己一些特殊部分：

But very often, business letters still have some special forms apart from the above six essential parts:

1. 发文编号 (Message Number)

有些商业书信的信头上，发信人专门注明发文编号（或叫参考号 Reference Number）以作事后参考、引用、存档之用。其具体位置在发信人地址下端，日期上端。例如：

In some business letters, a "Reference Number" is written by the writer in the heading. Some people call it "Message Number". It is written for reference, quoting or filing. Its specific position is right below the writer's address and above the date. For example:

CHINA NATIONAL LIGHT INDUSTRIAL PRODUCTS IMPORT
& EXPORT CORPORATION

82 - Dong An Men Street

Beijing, China

Our Ref. No. FPB/SB - 95

Your Ref. No.

October 5, 1988

2. 事由 (Subject Line)

事由一般写在称呼语下面，靠信纸中间位置上，通常下加一道横线，以引起注意。由于它指明信的主题和中心思想，所以在你阅读正文之前，对信的内容就有了大致的了解。再者，由于事由写得非常简明扼要，说明商品名称、合同号码、信用证号码等，事后登记、归档和查阅均十分方便。事由前面经常加上“Re:”或“Subj:”。“Re”为拉丁语，意为“关于”；“事由”。“Subj.”是subject的缩略形式，意为“主题”但一般都译为“事由”。例如：

Subject Line is right below the salutation, at the centre place. It is usually underlined so as to arrest others' attention. Since it indicates the subject, the central idea of the letter, you know the content of the whole letter before reading its body. It is so briefly written, denoting the name of goods, the number of contract or letter of credit etc., that it is convenient for reference and filing. Sometimes, in front of it is written "Re" or "Subj.". For example:

a) Dear Sirs,

Re: Women's Bicycles

b) Gentlemen:

Subj: Shipping Documents of Jute

c) Dear Sirs,

L/C No. 10530 for 3 500 Dozen Shirts

d) Gentlemen:

Sales Confirmation No. 5031

3. 署名 (The Signature)

每封商业书信签名落款都必须用墨水手写。只要可能，都应由写信人签署，只用打字机打出不是好的格式。用橡皮图章无效，而用铅笔或颜色笔对收信人是不礼貌的。署名应署全名，因为仅用姓名的首字母签名容易弄错或造成混乱。另外，署名不应一封信一个样 比如说 你署 George F. Smith，就应在所有的商业信函里都一样用 George F. Smith。

签名落款应字迹清楚工整，尤其是没有同时用打字机打出的情况下更应注意。不过，多数商业书信都在结束语下面几行后用打字机打上写信人的姓名，留下的这几行空行作手写签名之用，这样，就可避免发生差错或混乱。例如：

Every business letter should be signed by hand, in ink—and whenever possible, by the person who has written it. A typed signatura alone is not good form; the use of a rubber stamp is anything but effective; and a signature in pencil or crayon is a rudeness to the person who receives the letter. The name should always be written out in full, as initials may be misleading or confusing. The signature should not vary from one letter to another. George F. Smith should remain George F. Smith in all his business correspondence.

The signature should always be written clearly and legibly, especially when there is no typed version of it. Most business letters, however, have the writer's name typed several lines below the complimentary close, leaving space between for the hand-written signature. This prevents the possibility of mistake or confusion, however illegible the written signature may be. For example:

Very truly yours,

George F. Smith

George F. Smith

如果寄信人不是以个人名义，而是代表公司或企业时，应该在

结束语的下一行用大写字母打下公司或企业的全称，接下一行才是个人签名。如：

If the writer writes the letter not for himself, but for his firm the name of the firm represented should be typed in capital letters in the place of signature, with the writer's name signed right below it:

Yours very truly
CHINA NATIONAL LIGHT
INDUSTRIAL PRODUCTS
IMP. & EXP. CORP.
HENAN BRANCH

Li Zhong (Signature)

Li Zhong, Manager

如果信是由代理人签署，则应于公司名称之前打上“ For ”字样，或于签名人之前打上“ By ”，“ Per ”或“ Per Pro ”。例如：

If the letter is signed by a deputy, the word “ For ” is typed before the name of the firm, or the word “ By ”, “ Per ”, “ Per Pro ” typed before the name of the person signed. For example:

Yours faithfully,
For THE INTERNATIONAL TRADING
COMPANY

John Hamilton (Signature)

John Hamilton

Yours sincerely,
The Mason-Cortley Company

By *George C. Fraser* (Signature)

George C. Fraser

Very truly yours

R. H. Macy & Co. Inc.

per (Miss) *Marylandom* (Signature)

Estimating Office

4. 发信人和打字员姓名首字母 (Initials)

当信件为口授时，习惯的做法是打出口授人及打字员姓名的首字母以示负责并便于日后查考。其位置放在签名的下面紧靠左边边线处。如果李明向王青口授一信，那么下面四种形式中的任何一种都可随意使用：LM/WC, LM: WC, LM - WC 或 LM/wc。偶尔，也有口授人用全名而打字员用首字母的。比如：Li Ming/wc

请看下面一封典型商业书信的最后一段、结束语、署名以及表明发信人和打字员姓名首字母的用法：

When a letter is dictated, it is customary to give the initials of the person who dictated the letter as well as the stenographer who typed it, for identifying purposes. The initials are placed below and to the left of the signature, in line with the left-hand margin. If Li Ming has dictated a letter to Wang Ching, any one of these four methods of initialing may be used: LM/WC, LM: WC, LM - WC, or LM/wc. Occasionally the full name of the person who dictated the letter is used, with the initials of the stenographer following, as for example: Li Ming/wc.

The following last paragraph, complimentary close and signature of a typical business letter are given to show how the identifying initials are used:

We are sure you 'll be satisfied with our samples. We look forward to receiving your order.

Yours very truly,

Da Yang Company

Zhang ke (Signature)

Zhang ke, Manager

ZK/wc

5. 附件 (Enclosure)

若随信附上诸如单据、支票、证明或另一封信的副本等，必须于口授人和打字员姓名首字母下面紧靠左边处写上“Enclosure”或“Enclosures”或它们的缩写“Encl.”和“Encls.”以引起注意。例如：

If something is enclosed with the letter—such as a bill, check, proof or copy of another letter——attention should be called to it by writing “Enclosure” or “Enclosures” below the initials in the lower left-hand corner. For example :

ZK/wc

Encls. :2

或

Enclosures:2

或

Encl. :One check

或

Encl. :a/s (as stated)

以下章节，将介绍一些日常商业书信（主要是对外贸易书信）实例，包括：建立贸易关系、询盘与报盘、订货与确认、资信调查、形式发票、代理、信用证、装运和交货、保险、投诉和索赔等等。

The following chapters will introduce examples of routine business letters (mainly business letters in foreign trade), covering: establishment of business relations, inquiry and offer, order and

confirmation, asking for credit information, Proforma Invoice, agency, Letter of Credit, shipment and delivery, insurance, complaint and claim, etc.