

21 世纪高职高专规划教材 · 商务英语系列

商务英语写作

Business English Writing

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内 容 简 介

本书致力于解决高职高专商务英语专业学生在商务英语写作中面临的主要问题,即如何学以致用,把课堂学习同就业需要与外贸企业实际需要相结合的问题。本书从各种商务写作实践入手,涉及主题范围广,涵盖了学生在商业企业中面临的大多数写作需要,且所选范例具有极大的实用性。同时,本书把一些基础性的写作知识和语言知识穿插在各个章节之间,给学生的学习和教师的课堂教学留有较大的自主选择空间,以保证学生的写作热情既不会被枯燥乏味的语言和写作知识所抹杀,又可以使他们学到一定的写作知识和写作技巧,使商务英语写作水平得以提高。

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出版说明

高职高专教育是我国高等教育的重要组成部分，它的根本任务是培养生产、建设、管理和服务第一线需要的德、智、体、美全面发展的高等技术应用型专门人才，所培养的学生在掌握必要的基础理论和专业知识的基础上，应重点掌握从事本专业领域实际工作的基本知识和职业技能，因而与其对应的教材也必须有自己的体系和特色。

为了适应我国高职高专教育发展及其对教学改革和教材建设的需要，在教育部的指导下，我们在全国范围内组织并成立了“21世纪高职高专教育教材研究与编审委员会”（以下简称“教材研究与编审委员会”）。“教材研究与编审委员会”的成员单位皆为教学改革成效较大、办学特色鲜明、办学实力强的高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院，其中一些学校是国家重点建设的示范性职业技术学院。

为了保证规划教材的出版质量，“教材研究与编审委员会”在全国范围内选聘“21世纪高职高专规划教材编审委员会”（以下简称“教材编审委员会”）成员和征集教材，并要求“教材编审委员会”成员和规划教材的编著者必须是从事高职高专教学第一线的优秀教师或生产第一线的专家。“教材编审委员会”组织各专业的专家、教授对所征集的教材进行评选，对所列选教材进行审定。

目前，“教材研究与编审委员会”计划用2~3年的时间出版各类高职高专教材200种，范围覆盖计算机应用、电子电气、财会与管理、商务英语等专业的主要课程。此次规划教材全部按教育部制定的“高职高专教育基础课程教学基本要求”编写，其中部分教材是教育部《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》的研究成果。此次规划教材按照突出应用性、实践性和针对性的原则编写并重组系列课程教材结构，力求反映高职高专课程和教学内容体系改革方向；反映当前教学的新内容，突出基础理论知识的应用和实践技能的培养；适应“实践的要求和岗位的需要”，不依照“学科”体系，即贴近岗位，淡化学科；在兼顾理论和实践内容的同时，避免“全”而“深”的面面俱到，基础理论以应用为目的，以必要、够用为度；尽量体现新知识、新技术、新工艺、新方法，以利于学生综合素质的形成和科学思维方式与创新能力的培养。

此外，为了使规划教材更具广泛性、科学性、先进性和代表性，我们希望全国从事高职高专教育的院校能够积极加入到“教材研究与编审委员会”中来，推荐“教材编审委员会”成员和有特色的、有创新的教材。同时，希望将教学实践中的意见与建议，及时反馈给我们，以便对已出版的教材不断修订、完善，不断提高教材质量，完善教材体系，为社会奉献更多更新的与高职高专教育配套的高质量教材。

此次所有规划教材由全国重点大学出版社——清华大学出版社与北京交通大学出版社联合出版。适合于各类高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院使用。



前言

高等职业教育近年来在我国异军突起,担负着为一个越来越强大的产业大国输送技术人才的重任。早出人才、快出人才成为专家们的共识。因此,如何让起点并不高的高职高专学生在两年的有效学习期间内既能基本上掌握语言知识,又能够掌握足够的专业知识,就成为一个亟待解决的问题。一个可能的解决方案就是融语言知识教学于专业知识教学当中,即语言教学和讲解是第二位的,或是隐藏在专业教学背后的。学生通过专业知识的学习自然地获得语言知识,而不是按传统的方式先学语言后学专业。本书就是这一思想的一个尝试。

本书是高职高专商务英语专业系列教材之一,由14章组成。其中,学生所关心的与就业相关的写作知识在第2章“就业相关文体写作”中集中阐述;办公室里常见的文体在第3章“备忘录及文案处理”中集中讲述;第5、6章为狭义的“商务信函”,即商务往来中的业务咨询、报价、还价、订货、支付、装运、申诉、索赔等具体业务;而请柬、祝词等社交写作则归入第8、9章的商务社交信函中。此外,促销、礼仪、商务演讲、报告、技术文体、合同和现代技术等方面的写作知识对于现代商业企业的成功无一不是重要的内容,分别用一个章节来集中阐述。

为促进学生的英语表达能力和理解能力的提高,本书用简单的英文叙述。但考虑到高职高专学生的实际水平,本书又以大量的实际范文为核心,使学生既可以学习各种文体的特点,又可以越过特点讲解直接从商务写作实例中学习相关知识。由于内容相对较多,教师在教学中也可以根据实际情况加以取舍。

全书并没有系统讲解标点、用词、句法、段落和篇章等方面的传统写作知识,而是择出重点,作为学生自学的材料在各个章节中间简要讲解。

全书的编写由4位编者共同完成。具体分工如下:吴柏祥负责第1、3、7、8、9、10、11、12章,黄静茹负责第2、14章,李清辉负责第5、6章,叶琼负责第4、13章。附录及统稿工作由吴柏祥负责。此外,肖爱华、黄艳琼、翟东昌、外籍专家 Henry Tan 等人也为本书做了大量的工作,在此一并感谢。

吴柏祥
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● An Introduction to Business Writing

1.1 *Is Writing So Important for a Business Success ?*

Good writing is good for your business and career . In this fast developing, computer-centered world, clear, effective business writing is still important, even more important than ever . In a survey of Fortune 1,000 executives, 80 percent said they d decided not to interview job candidates solely because of poor grammar, spelling, or punctuation in resumes or cover letters .

Of those same executives, 99 percent also said poor writing and grammar hurt an employee s chances for promotion .

In another study, the US Navy determined it could save \$27 million to \$57 million a year if officers wrote memos in a plain style . Navy personnel spent more time reading poorly written memos than those written in a plain style . Similar savings could be realized in the private sector if corporations stressed good writing in the workplace .

But the best argument for good writing is from a simple logic: *People won t buy what they don t understand .*

Try to learn to write a letter, memo, report, proposal, press release, or other business document . Then distribute your work with confidence, because good writing is good for your business .

1.2 *What Knowledge of Writing Makes a Successful Businessperson ?*

Every business — large or small — needs documentation to operate effectively . The major classifications of needed documents include marketing material, user guides, administrative material and published works . No one can or should avoid writing all these documentation in business world .



1 . Employment material

Before you get into the business world, you need to write a cover letter and resume to recommend yourself and you need to write to your future employer for an interview . No matter you got the job or not, you need to write a thank you letter to your interviewer to show your gratitude . Without good writing you have no chance to get into the business world and there will be no any success without getting into the circle .

2 . Marketing material

Companies need written material to provide customers with information about the company and their products and/ or services . The purpose is to make the public aware of what is available, as well as to help to sell the products . This material includes:

- promotional brochures;
- advertisements, flyers, catalogs, and other pre-sale literature;
- informational brochures .

Marketing material has been done both the traditional way and via CD-ROM . Most companies now use their Web sites as marketing brochures .

3 . User guides and manuals

Companies that make products or software need to have manuals and user guides available that will explain how to properly use the product .

4 . Hardware installation, reference and repair guides

Hardware installation, reference and repair guides provide accessible reference information on the features and functions of a hardware product . They also explain how to install, modify, maintain or repair a piece of hardware .

5 . Administrative material

Most companies need documents to cover various administrative requirements . Such material includes:

- organization manuals and office running routine;
- training materials;
- annual reports .



6 . Miscellaneous material for publication

Occasionally, companies want or need other type of writing intended for publication done for them . These include:

- magazine or trade journal articles;
- newsletters;
- technical reports;
- speeches .

There is a wide range of documentation that companies need for effectively running their businesses . Documentation is also needed to create new business by providing information to potential customers . Besides the traditional paper-based documents, online documentation is becoming important to successful companies .

1.3 *General Writing Strategies*

Business writing shares much similarity with other writings . But generally speaking, business writing emphasizes more on its clearness, effectiveness, simplicity and persuasion . To do that the writer usually follows the following strategies .

1 . Be clear with your main purpose of writing

Before you start to write any business document, identify the single idea you re trying to get across . Jot it down in one sentence on a note pad . Here are some examples .

- (1) You want an appointment to explain your new product . (sales letter)
- (2) Using computers to track inventory will save thousands of dollars . (report)
- (3) The crew will be working new hours . (memo)

This will help you begin . Large projects can be built from it . As you write, reread your one-line reminder . It will keep you grounded, focused on target . Know what you want before you begin to write, and the writing will come more easily .

2 . Give the who, what, when, where, and why

Be a reporter . There is basic information all people want to know — no matter what the subject is . Train yourself to answer in your writing all the questions your reader might ask . Everything you write may not have a who, what, when, where, and why, but at least ask yourself if it does . In good writing, omission of information is by plan, not mistake .



John (who), please study the cost of fish (what) for the next three months (when) at our Seattle facility (where). I believe we can save money by purchasing fish for our performing dolphins from a new Alaskan source (why).

Thinking of your reader's questions before you write helps you organize your writing and makes your memos, reports, and letters as complete as an article in the *New York Times*.

3 . Adopt a plain writing style

It takes longer to read and comprehend a memo written in a bureaucratic style than one written in plain style . Bureaucratic writing buries meaning under run-on sentences, big words, and long paragraphs . On the other hand, plain writing:

- states the purpose clearly;
- lists major points;
- includes headings and lists;
- uses short sentences and paragraphs;
- seeks to express, not impress;
- avoids jargon .

In writing, plain is beautiful . The next time you want someone to understand your writing, put away the fancy words and convoluted sentences . Say it simply . It will save your time, the reader's time, and your company's money .

4 . Keep it short

Effective writing avoids long sentences and long paragraphs for the same reason you avoid the long-winded conversationalist at a party . Like the party bore, long sentences and paragraphs don't hold your interest . In run-on sentences and paragraphs, the reader struggles to keep from getting lost . Clear writing offers shortcuts to understanding .

5 . Give the reader a map

If you want your readers to navigate the road of your writing and reach the proper destination, make the going easy for them . Use the following devices to make your business documents more readable .

Paragraphs . Start a new paragraph as often as it is logically possible .

Bullets and lists . Bullets are typographical symbols (boxes, circles, asterisks, dashes) that draw attention to a particular piece of text .