

♠ 实用新视野英语导航丛书 ♠

电讯英语导航

A Guide to Telecommunication English

郭双冰 编著

中国科学技术大学出版社

2003 · 合肥

● 责任编辑 江建名

● 封面设计 晓 晨

图书在版编目(CIP)数据

电讯英语导航 = *A Guide to Telecommunication English* / 郭双冰编著. — 合肥: 中国科学技术大学出版社, 2003. 1

(实用新视野英语导航丛书)

ISBN 7-312-01405-4

I. 电… II. 郭… III. 电信-英语 IV. H31

中国版本图书馆 CIP 数据核字(2002)第 085604 号

中国科学技术大学出版社出版发行

(安徽省合肥市金寨路 96 号, 230026)

合肥义兴印务有限责任公司印刷

全国新华书店经销

开本: 850 mm × 1092 mm / 32 印张: 6.5 字数: 177 千

2003 年 1 月第 1 版 2003 年 1 月第 1 次印刷

印数: 1—5 000 册

ISBN 7-312-01405-4/H·238 定价: 10.00 元

(凡图书出现印装质量问题, 请向承印厂要求调换)

前 言

读者朋友,您肯定是电讯的用户,还有可能是电讯产品或服务的提供者吧。如果您想充分利用电讯的发展能带给您的诸多好处,不懂英语是不行的。另一方面,如果您正在学英语却不能在电话、传真之类的电讯工具上使用英语,学习英语的目的是远远没有达到的。为了帮助您在IT时代利用英语这种世界性语言进行理想的交流,中国科学技术大学出版社将《电讯英语导航》纳入了《实用新视野英语导航丛书》的建设行列。

《电讯英语导航》一书具有如下特点:

● 实 用

本书在编写过程中,特别注意内容的实用性。要知道,本书初稿写成时,其长度是您目前捧在手里的这本书的两倍多。之所以这样,是因为笔者在多次的修改过程中,为突出本书的实用性,删掉了与实际运用关系不大的部分,如理论探讨、技术细节等。

● 新 颖

内容新颖是本书编写的另一个重要目标。笔者在编写过程中对有些内容进行了数次更新,使之与目前的实际情况相吻合,与英语国家的最新做法相一致。

本书由以下部分构成:

● 电讯服务

这部分的内容涉及电讯市场的现状讨论、电讯产品和服务的销售及其售后服务。该部分将有助于您提高用英语描述电讯市场的能力和用英语进行电讯服务的能力。 www.ert

● 固定电话

目前,固话服务仍然是电讯服务中最为重要的一个方面。这部分主要针对固定电话,探讨了电话的拨打方法、电话的语言特点以及接电话和打电话的礼仪等内容,还编写了大量的范例和常用词句。

● 移动电话

目前,移动电话的主要用途是接打电话和收发信息。由于接打电话的方法和应用与固定电话基本相同,因此这部分主要针对短信息的收发而编写。该部分讲解了短信息的写作方法,还提供了丰富的范例。

● 电子邮件

这部分讲解了电子邮件的构成和礼仪,提供了电子邮件的常用脸谱和常用缩写,还针对电子邮件在邀请、祝贺等场合的运用编写了范例和常用词句。

● 传 真

这部分讲解了传真的构成、样式以及写法。由于目前的传真主要用于商业目的,所以这部分针对传真在商务中的运用编写了范例和常用词句。

本书的编写得到了李祥、张黎明、赵忠天、张成旺、程瑜蓉、郝绍伦等同志的帮助,外籍教师 Jean Whiteside 还审阅了该书的英语部分。在此,笔者向他们致以由衷的谢意。

郭 双 冰

2002年10月1日

目 次

第一章 电讯服务.....	1
1.1 电讯市场	1
1.1.1 范 例	1
1.1.2 常用词句.....	11
1.2 电讯销售.....	12
1.2.1 范 例.....	12
1.2.2 常用词句.....	21
1.3 电讯售后服务.....	22
1.3.1 范 例.....	23
1.3.2 常用词句.....	27
第二章 固定电话	29
2.1 电话英语基础.....	29
2.1.1 国际电话的拨叫方法.....	29
2.1.2 国家或地区代码.....	30
2.1.3 受话人付费电话.....	36
2.1.4 电话英语的语言特点.....	38
2.1.4.1 说明身份.....	38
2.1.4.2 号码读法.....	38
2.1.4.3 时间读法.....	39
2.1.4.4 音的同化.....	39
2.1.4.5 缩略读音.....	39
2.1.4.6 英美差别.....	40
2.1.5 接电话与打电话.....	40
2.1.5.1 接电话.....	41
2.1.5.2 打电话.....	45
2.2 电话英语应用.....	49
2.2.1 邀 请.....	49

2.2.1.1	范 例	49
2.2.1.2	常用词句	54
2.2.2	祝 贺	55
2.2.2.1	范 例	55
2.2.2.2	常用词句	58
2.2.3	感 谢	59
2.2.3.1	范 例	59
2.2.3.2	常用词句	64
2.2.4	道 歉	65
2.2.4.1	范 例	65
2.2.4.2	常用词句	69
2.2.5	求 助	70
2.2.5.1	范 例	70
2.2.5.2	常用词句	75
2.2.6	询 问	76
2.2.6.1	范 例	76
2.2.6.2	常用词句	81
2.2.7	预 订	82
2.2.7.1	范 例	82
2.2.7.2	常用词句	86
2.2.8	推 销	87
2.2.8.1	范 例	87
2.2.8.2	常用词句	92
2.2.9	谈 判	93
2.2.9.1	范 例	93
2.2.9.2	常用词句	101
第三章 移动电话		103
3.1	移动电话的优点	103
3.2	短信息写作	103
3.3	短信息范例	108
3.3.1	一般祝愿	108

3.3.2	节目祝愿	109
3.3.3	生日祝愿	110
3.3.4	毕业祝愿	111
3.3.5	晋升祝愿	111
3.3.6	婚庆祝贺	112
3.3.7	得子祝贺	112
3.3.8	邀 请	113
3.3.9	致谢与道歉	113
3.3.10	慰 问	114
3.3.11	通 知	115
第四章 电子邮件		116
4.1	电子邮件的优点	116
4.2	电子邮件的构成	116
4.2.1	发件人	116
4.2.2	收件人	117
4.2.3	副本接收人	117
4.2.4	暗送副本接收人	117
4.2.5	主 题	118
4.2.6	正 文	118
4.2.7	附 件	119
4.3	电子邮件的礼仪	120
4.4	电子邮件常用脸谱	121
4.5	电子邮件常用缩写	123
4.6	电子邮件的应用	124
4.6.1	邀 请	124
4.6.1.1	范 例	124
4.6.1.2	常用词句	126
4.6.2	祝 贺	128
4.6.2.1	范 例	128
4.6.2.2	常用词句	130
4.6.3	感 谢	131

4.6.3.1	范 例	131
4.6.3.2	常用词句	134
4.6.4	介 绍	135
4.6.4.1	范 例	135
4.6.4.2	常用词句	138
4.6.5	慰 问	139
4.6.5.1	范 例	139
4.6.5.2	常用词句	141
4.6.6	询 问	142
4.6.6.1	范 例	142
4.6.6.2	常用词句	145
4.6.7	预 订	146
4.6.7.1	范 例	146
4.6.7.2	常用词句	149
4.6.8	通 知	150
4.6.8.1	范 例	150
4.6.8.2	常用词句	153
第五章 传 真		155
5.1	传真的优点	155
5.2	传真的构成	155
5.3	传真的首页	157
5.3.1	效率型首页	158
5.3.2	公关型首页	159
5.4	传真的应用	160
5.4.1	询 价	160
5.4.1.1	范 例	160
5.4.1.2	常用词句	163
5.4.2	报 价	164
5.4.2.1	范 例	164
5.4.2.2	常用词句	168
5.4.3	还 价	169

5.4.3.1	范 例	169
5.4.3.2	常用词句	171
5.4.4	订 货	173
5.4.4.1	范 例	173
5.4.4.2	常用词句	176
5.4.5	确 认	177
5.4.5.1	范 例	177
5.4.5.2	常用词句	180
5.4.6	促 销	181
5.4.6.1	范 例	181
5.4.6.2	常用词句	187
5.4.7	催 款	188
5.4.7.1	范 例	188
5.4.7.2	常用词句	190
5.4.8	索 赔	191
5.4.8.1	范 例	191
5.4.8.2	常用词句	195
参考文献		197

第一章 电讯服务

Telecommunication Service

1.1 电讯市场

Telecommunication Market

在我国电讯业如此发达和充满生机的今天,学会用英语描述电讯市场的情况是很有必要的。但本节中所涉及的数据和其他事实,会随着电讯市场的发展而变化。因此,阅读本节时,重要的是掌握一些基本的表达方法,而不是死记一些数据。

1.1.1 范 例

Samples

范例 1.1: 电讯市场(一)

S⇒Ms. Sully T⇒Mr. Tang

T: Ms. Sully, what's impressed you most since you came to

China?

S: China is quite different from what I expected. Its economic development is a miracle, indeed. And above all, its telecommunication development is the most miraculous.

T: Yes. China is one of the countries with the highest growth rates in economy. Its telecommunication growth seems to be unmatched—higher than any other country. Can you figure out how many phone users there are in China?

S: Can it be 100 million?

T: Far more than that. According to the statistics of August 2002, the number has exceeded 380 million.

S: Can it be that great?

T: Yes. To be more exact, the number of China's fixed-line phone users is over 200 million and the number of mobile phone users is over 180 million. So the total number of phone users in China has become the largest in the world. Besides, the number of Internet users in China is only next to the USA.

S: I feel that China's telecommunication market is very lively and has great potentials.

T: You are right. China has got a great space for the telecommunication market to develop, and especially the rural telecommunication market has greater potentials. With the development and improvement of the rural telecommunication infrastructure, China's telecommunication industry will gain an even greater development.

S: I quite agree with you there. You Chinese should be proud of that. You know, the world's telecommunication market at large is experiencing a recession.

T: Really? Can you be more specific?

S: In the past two years, the telecommunication market of the West has been experiencing a recession, and many telecommunication businesses have gone bankrupt. In the USA alone, the number of telecommunication jobs has been reduced by 500,000. Fewer people use the fixed phone while there isn't a high increase in the number of cell phone users. Lucent Technologies announced recently that its sales may decrease further by over 20% in the last quarter of the year 2002. Meanwhile, French Telecom admitted that it suffered a

loss of over \$10 billion in the first half year.

T: Many of us think that the telecommunication market of the world is as prosperous as that of China.

S: The fact is quite contrary to that. Without China, the world's telecommunication market would be even worse. Therefore, the world should be grateful to China.

S⇒萨利女士 T⇒唐先生

T: 萨利女士,您到中国以来,给您印象最深的是什么?

S: 中国与我来之前的想像简直不一样。中国的经济发展完全是个奇迹,尤其是电讯业的发展更是奇迹中的奇迹。

T: 是啊,我国是目前经济发展最快的国家之一,电讯业的发展速度似乎没有哪个国家能够与之相比。您猜一下,我国现在的电话用户有多少?

S: 有 1 亿户吗?

T: 比那多多啦。2002 年 8 月份的统计数字显示,我国的电话用户已超过 3.8 亿。

S: 有那么多?

T: 是啊,具体地讲,我国的固定电话用户是 2 亿多,移动电话用户是 1.8 亿多,电话用户数已跃居世界第一位。同时,我国的互联网用户规模也仅次于美国。

S: 我觉得中国的电讯市场充满了活力,并且潜力很大。

T: 说得对。我国的电讯市场还有相当大的发展空间,尤其是农村电讯市场。随着农村电讯基础设施的发展和完善,我国的电讯产业还会有更大的发展。

S: 我非常赞成您的看法。你们中国人应该为此而自豪。要知道,全世界的电讯市场从整体来讲在下滑。

T: 真的吗? 可以具体些吗?

S: 两年来,西方电讯市场持续低迷,许多电讯公司破产。仅在美国,电讯业的就业岗位就减少了约 50 万个。固定电话用户开始减少,移动电话用户的增长也不大。最近朗讯公

司宣布,在 2002 年的最后 3 个月里,其销售额可能会下降 20% 以上。与此同时,法国电讯也承认 2002 年上半年的亏损超过 100 亿美元。

T: 我们有许多人还误以为全世界电讯市场与中国市场一样形式大好呢。

S: 实际上是恰好相反。如果没有中国,世界电讯市场的情况会更糟。因此,全世界都应该感谢中国。

范例 1.2: 电讯市场(二)

S⇒Ms. Sully T⇒Mr. Tang

T: In 2001 China has become a member of the World Trade

Organization, which is very helpful to the development of the world's telecommunication industry.

S: I am very delighted with China's access to WTO. What commitments has China made for the access?

T: China's commitments can be grouped roughly into two categories. One is the opening of the telecommunication market. Of course, China can't open all the market at a time.

S: The opening is usually gradual.

T: That's right. China's commitments for that are primarily like this. First, China will open its value-added services. Then China will open its mobile phone services and data services. Further, basic telecommunication services will be open. Besides, the opening regions would be firstly Beijing, Shanghai, Guangzhou and gradually expand to the whole country.

S: Has any foreign telecommunication business invested in China?

T: Of course. Shanghai Symphony Telecommunications Co. ,

Ltd. is such a Sino-US joint venture. Its total investment is \$25 million, with AT&T holding 25 percent of its shares. The rest shares are held by the Shanghai Telecom Corporation and Shanghai Information Investment Incorporation.

S: Value-added services, being opened first is beneficial to the access of foreign investors. For most value-added services don't need a great amount of investment while the investment can be returned very quickly, and government policies don't have much influence upon such services.

T: That's right. On the other hand, the basic telecommunication services like the fixed phone service, the mobile phone service, and the data service require more investment.

S: As far as I know, the most attractive service to foreign investors is the mobile phone service. Besides, I think, if the telecommunication market of West China, especially the basic services there, were opened first, China would benefit more. Attracting foreign investors to the West to construct some telecommunication infrastructure would be more beneficial to China than opening good-conditioned coastal regions of East China for them to profit directly.

T: Many of us are sharing this idea. However, if the West were opened first, foreign investment wouldn't be large in size or fast in speed.

S: I don't think so. China has the largest telecommunication market, and all the leading telecommunication dealers want to get a share in the Chinese market. Many people might worry that such arrangement would pose threat to the development of China's local telecommunication

businesses. Such worry may be reasonable, but considering some factors, it's unnecessary to worry about it. First, China's leading telecommunication businesses are powerful and very competitive. Besides, the competition from foreign businesses would be beneficial to the development of China's telecommunication businesses.

T: Yes. In order to make the telecommunication market more competitive, China Telecom, a monopolistic business in the Chinese telecommunication market, was split up recently and a comprehensive reorganization was carried out.

S: Then besides the opening of the telecommunication market, what's the other commitment of China?

T: In the governance of the telecommunication market, the Chinese government should abide by the rules of WTO concerning telecommunication services; that is, Telecommunications Annex and Agreement on Basic Telecommunication Services. The government's governance over the telecommunication market will tend to be like this. Governance over market access and investment amount will be loosened, while governance over resource management and competition rules will be strengthened.

S: I believe such arrangement will be beneficial to the development of China's telecommunication industry and the recovery of the world's telecommunication industry from the present recession.

S⇒萨利女士 T⇒唐先生

T: 我国于 2001 年正式成为了世贸组织的成员国, 这对世界电讯业的发展是有很大帮助的。

S: 中国加入了世贸组织,我很高兴。那么,中国为此做了哪些承诺?

T: 我国为此所做的承诺,大致有两个方面。一是开放电讯市场。当然不是一下全方位开放。

S: 一般是逐步过渡。

T: 不错。我国就此做出的承诺主要有这样一些:首先开放增值服务,逐步开放移动电话和数据业务,然后再开放基础电讯领域。另外,开放地区由北京、上海、广州过渡到全国。

S: 有国外电讯企业来华投资吗?

T: 当然有。上海信天通信有限公司就是一家中美合资企业。该公司的总投资 2 500 万美元,美国 AT&T 持股 25%, 剩余股份由上海电讯和上海信息投资公司持有。

S: 如果首先开放增值服务的话,这对于外资的进入是很有利的。因为多数增值业务资金投入小,回报周期快,受政策影响小。

T: 是的。而固定电话、移动电话、数据通讯等基础电讯业务对基础设施的投入要求就要大得多。

S: 据我所知,对外资最有吸引力的是移动业务。另外,我觉得如果首先开放中国西部电讯市场,尤其是那里的基础电讯业务,对于中国更为有利。因为把外资吸引到那里去搞些电讯基础建设,比让他们在条件较好的东部沿海城市直接得利,对中国的电讯业发展更有好处。

T: 我们许多人也持这种观点。不过,如果首先开放西部的话,可能对引资的规模和速度不利。

S: 我不赞成这种看法。中国是世界上最大的电讯市场,世界上大的运营商谁都想在中国市场抢占一定的份额。可能有人担心这会威胁中国本地电讯业的发展。这种担心可能有一定的合理性,但从某些角度来看,这种担心是不必要的。首先,中国几大电讯企业很强大,非常具有竞争力。再者,国外企业的竞争对于中国电讯企业的发展也是有好处的。