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Chapter 1

The Layout and Structure of Business Letters

Section I. Warming-up Questions

- ◆ Do you think the style of a business letter is the same with the letter you write to your best friend? Why?
- ◆ Have you ever written a resume for yourself? For what job?



Section II. Basic Knowledge

▶ The purpose of writing a business letter

A business letter is a formal letter corresponding with other parties in regard to a particular concern or objective. There are many different types of letters, because every individual business has its own aims and interests. However, all business letters are similar in style and format.

商务信函是基于某种特定的目的且涉及其他相关当事人的正式信函。由于每个单独的业务都有自己的目标和利益，因此商务信函种类繁多。然而，所有商务信函在样式和格式上都大体类似。

① Types 类型

The sort of a business letter depends on the aim of the person writing it. For instance, a bank manager may write a letter informing a client of an opportunity for a loan or a missed payment on their mortgage. A very common type is the cover letter to go with a CV or resume when someone wants to gain employment.

商务信函的种类取决于写作目的。例如，银行经理可能会写信告知客户贷款机会或提醒客户未偿还贷款。当某人需要找工作时，求职信或简历则是最常见的商务信函类型。

② Style 风格

No matter who the audience of the business letter is, be clear and concise. This is because the person receiving it is likely to only have time to scan over the letter. If they misunderstand anything, it may jeopardize further correspondence.

无论商务信函的受众是谁，它必须清晰、简明。这是因为收信人可能只有浏览信件的时间，如果产生误解，有可能会进一步影响后续的联络。

③ Features 特征

The main features of the business letter are the date, sender's address, recipient's address, salutation, body, closing and enclosures.

商务信函的主要特征包含日期、发送人地址、接收人地址、称呼、正文、结尾以及附件等。

④ Form 形式

The form will always be by e-mail or a typed and printed document sent in the mail. An e-mail is more likely to be written in a casual tone, whereas the printed one is more likely to be formal.

商务信函通常通过电邮发送，或将印刷文件寄送给对方。电邮的语气往往更随意，而印刷文件更为正式。

⑤ Power of Persuasion 说服力

The business letter is often used to persuade the recipient in some way, such as an unemployed person trying to convince a manager to hire him or a lawyer trying to negotiate terms of an agreement on behalf of a client. No matter what the aim is, think of all the relevant points the reader will need to know when writing the letter.

在某种程度上，商务信函通常用于说服收信人，如一个失业的人试图说服经理聘请他或律师试图代表客户谈判协议条款。不管基于何种目的，写信人在写信时都应考虑收信人想要了解的所有相关内容。

► Layout of business letters

A business letter can be divided into three styles: the indented style, the blocked style and the semi-blocked style.

商务信函可以分为三种类型：缩行式、齐头式和混合式。

The indented style is a traditional practice which looks attractive and is easy to read, but it is not convenient to type. The heading is usually in the middle and the date is on the right side. The complimentary close and signature appear in the bottom right-hand corner. The first line of each paragraph should be indented.

缩行式是一种传统的信函格式，它看起来吸引人且阅读方便，但是打字却不是很方便。它的信头居中，日期居右，结尾敬语和签名位于右下角，每段的第一行缩进。

The blocked style is popular due to its compactness and tidiness. The feature of it is that the letter head is usually in the middle and all other items such as inside address, salutation, subject, begin at the left-hand margin.

由于其简洁明了，齐头式很受欢迎。它的特点是信头通常居中，整齐有序，封内地址、称呼、主题等所有其他内容都从左边空白处起笔。

The semi-blocked style is widely used in international trade. It combines the features of both the indented style and the blocked style. The letterhead is in the middle. The first

line of a paragraph is lined up the left margin, but date, complimentary close and signature are indented.

混合式在国际贸易业务中被广泛使用。它融合了缩行式和齐头式两种风格，信头居中，段落第一行居左边空白处对齐，但是日期、结尾客套语和签名是缩进的。

▶ Structure of a business letter

The first impression a business letter makes on its reader often determines whether that letter will actually be read, and it also may determine the reader's reaction to the contents of the letter. Therefore, business letter writers must, in addition to composing well-written sentences and paragraphs, be able to communicate their thoughts in efficient, appropriate letter form. A well-dressed executive projects a quality image. A well-dressed letter also projects a quality image.

第一印象往往会决定读者是否会阅读这封商务信函，也会决定读者对信件内容的反应。因此，商务信函的句子和段落必须精心撰写，才能够高效表达写信人的想法。衣着考究的总经理能留下好印象，同样，措辞严谨恰当的信函也能留下好印象。

To make business letters effective and productive as possible, we must have a clear knowledge of the parts of a business letter. The discussion of this chapter concerns the structure and style of a business letter.

为使商务信函尽可能地有效和高效，我们必须对商务信函的构成有一个清晰的认识。本章主要讨论商务信函的结构和样式。



1. Standard parts of a business letter (商务信函的标准部分)

① Letterhead 信头

It consists of some elements about the writers: name, postal address and zip-code, telephone, facsimile numbers and e-mail address. A business letter is usually typed on printed letterhead paper displaying the name, address, fax and telephone number of the organization sending the letter. It is used only for the first page of a letter.

信头包含写信人的一些信息：姓名、邮寄地址、邮编、电话号码、传真号码和电子邮件地址。商务信函通常直接在印有抬头的纸上打印出来，抬头包括发信人机构的名称、地址、传真和电话号码。它一般只用于第一页。

② Date 日期

The date is typed a few lines below the last line of the letterhead. The format of the

date line differs from country to country. The common formats are typical American one (Month/Day/Year) and British one (Day/Month/Year). Even though we Chinese prefer Year/Month/Day format, it is better to use American or British format in English business letters. As the date line is a vital part of a business letter, the month written in full is preferred because figures may create confusion.

日期通常位于信头下方几行的位置，各国日期格式各不相同。常见的格式是美式（月/日/年）和英式（日/月/年）。虽然中国人喜欢年/月/日的格式，但在商务英语书信中，日期最好使用美式或英式。由于数字也许会引起混淆，日期栏作为商业信函的重要部分，应该写全称。

③ Inside name and address 封内名称和地址

It is the receiver's name and address. It is usually typed at the left-hand margin about two to four spaces below date. The address of the organization receiving the letter is typed single-spaced at the left margin. The number of lines left blank between the dateline and the address depends on the size of the body of the letter, the size of type (the pitch) used, and the length of the printed lines. The address is typed as it will appear on the envelope.

封内姓名和地址指的是收信人的名称和地址。通常位于日期栏下方的两至四行处，顶格书写。收信人单位的地址居左对齐，单倍行距。日期栏与地址栏之间所留空行数取决于信函正文篇幅、字体大小，以及各行总长度。由于信封上有地址一栏，所以要将地址写上。

④ Salutation 称呼

Salutation is a kind of polite greeting to start a letter. It usually appears two spaces below inside name and address.

称呼是信函开头的一种礼貌问候，通常出现在封内收信人名称和地址下两行。

If the letter is addressed to an individual, use that person's courtesy title and last name (e.g. Dear Mr. Green). Even if you are on a first-name basis (e.g. Dear John), be sure to add a colon (or a comma, not a semicolon) after the salutation. Use an individual's full name (e.g. Dear John Green) only when gender is unknown.

如果这封信是写给个人，应使用对方的尊称和姓（例如，尊敬的格林先生）。即使你直呼其名（例如，尊敬的约翰），在称呼后一定要加一个冒号（逗号，不用分号）。只有当性别不详的时候，才使用个人的全名（例如，尊敬的约翰·格林）。

For letters with attention lines or those addressed to organizations, the selection of an appropriate salutation has become more difficult. Formerly, "Gentlemen" was used generally for all organizations. With increasing numbers of women in business management today, however, it is problematic. Because no universally acceptable salutation has yet emerged, you'll probably be safest with "Ladies and Gentlemen" or "Gentlemen and

Ladies”. One way to avoid the salutation dilemma is to address a document to a specific person. Another alternative is to use the simplified letter style, which conveniently omits the salutation (and the complimentary close).

对于有指定收信人或写给组织机构的信函，选择适当的问候语更显困难。以前，“先生们”一般用于所有组织。然而，现今随着越来越多的女性参与企业管理，“先生们”一词已经不再适用。由于还没有出现能被普遍接受的称呼，所以使用“女士们，先生们”或“先生们，女士们”这样的称呼应该是最合适的。避免称呼窘境的一种方法是将文件发送给一个特定的人，另一种方法是使用简化的信函风格，巧妙地省略称呼和结尾客套语。

⑤ Body of the letter 正文

This part is of great importance, which is what you want to convey to the receiver. Therefore, the messages should be stated carefully. Most business letters and memorandums are single-spaced with double line spacing between paragraphs. Very short messages may be double-spaced with indented paragraphs.

正文部分很重要，它正是写信人想要传达给收信人的内容，因此应该非常仔细地陈述。大部分商务信函和备忘录一般采用单倍行距且段与段之间空两行。如果内容较少，也许会选择缩进式两倍行距。

⑥ Complimentary close 结尾客套语

It is a way to end a letter politely without any particular meanings. Typed two lines below the last line of the letter, the complimentary close may be formal (e.g. Very truly yours) or informal (e.g. Sincerely yours or Cordially yours).

结尾客套语，是用来结束信函的一种方式，并不带有任何特殊含义。结尾客套语一般位于正文末行下方两行处，可以是正式的（例如，特此致函）或非正式的（例如，谨致问候或谨上）。

⑦ Signature 签名

The signature is usually put below the complimentary close. It generally includes the addresser's signature, the typed name and business title.

签名通常位于结束语之下，它大致包括写信人的签名、打印的姓名和商务头衔。



2. Optional parts of a business letter (商务信函的可选部分)

① Attention line 指定收信人

It is usually typed at the left-hand margin, two lines above the salutation. An attention line allows you to send your messages officially to an organization and to a specific individual, officer, or department directly. However, if you know an individual's complete

name, it is always better to use it as the first line of the inside address and avoid an attention line.

指定收信人通常位于称呼上方两行处，顶格书写。指定收信人一栏是以官方名义发送信函给某个机构，直接送达特定的个人或部门。然而，如果你知道一个人的全名，最好不要使用指定收信人一栏，将它作为信内收信人的第一行。

② Subject line 事由标题

It is a part of the body of a business letter which is placed two lines below the salutation. It draws attention to the topic of the letter and tells the content of the letter. Although experts suggest placing the subject line two lines below the salutation, many businesses actually place it above the salutation. By alerting your reader to the content of your messages, you enable him to decide whether the letter requires immediate attention. It should be underlined or typed in capitals.

事由标题也属于正文的一部分，位于称呼下方两行处，用来提请注意信件主题，并提示信件内容。尽管专家建议将标题放在称呼下两行，但实际上很多企业却把它放在称呼上方。通过提醒读者信函的内容，使他决定是否立即关注这封信。事由标题通常需加下划线或大写。

③ Reference 编号

It is often placed two lines below the letterhead. It generally includes a file number, departmental code, the signer's initials, and the typist initials. However, it may vary in different companies. The signer's initials are usually in capitalized letters while the typist initials are sometimes in small letters. The initials of the typist are typed two spaces below the author's name and title. If the author chooses to include his or her initials in the reference initials line, the author's initials should appear before the typist's.

编号经常位于信头的下方两行处。它一般包括文件编号、部门代码、签名者的首字母和打字员姓名的首字母，但不同公司之间有差异。前者通常大写；而后者有时候小写，位于写信人姓名和头衔下方两行处。如果作者选择在编号中写下他名字的首字母缩写，那么写信人名字的首字母应该出现在打字员的前面。

④ Enclosure 附件

When brochures, catalogue, price lists are attached to the letter, enclosure should be used and it is usually placed two lines below the signature block. The abbreviated formed "Enc" Or "Encl" are short for enclosure. If an enclosure (attachment) accompanies the letter, a notation to that effect is placed two lines below the reference initials. This notation reminds the typist to insert the enclosure in the envelope, and it reminds the letter receiver to look for the enclosure (attachment). The notation may be spelled out (enclosure, attachment), or it may be abbreviated (Enc., Alt.). It may indicate the number of enclosures or

attachments, and it may also identify an enclosure specifically (e.g. Enclosure: Copy of Invoice 6309).

如果在信中附上宣传册、产品目录、价格表, 应使用附件, 它通常位于签名区下方两行处。“Enc”或“Encl”是附件的缩写形式。如果一封信随附附件, 那么在编号下两行处应有提示, 说明此信函有附件。这一提示可以是完整地将“附件”一词拼写出来, 也可以是缩写形式。这样的符号可能表明附件的数量, 也可以用来具体识别一个附件(例如, 附: 发票 6309 的复印件)。

⑤ Carbon Copy Notation 抄送

If the copies of a business letter have been made for other individuals, a copy notation is typed one or two lines below the enclosure notation (if used). A colon following is optional. Most people prefer to use notations like CC, cc, Cc (all mean carbon copy). Since most copies are now photocopied, some people use the notation XC (xerox copy), PC (photo copy), or C (copy). However, if you do not want the addressee to know that someone else have received a copy, do not include this notation on the original copy.

如果商务信函的副本已经发送给其他个人, 那么抄送应位于附件下方两行处(如果有使用的话)。抄送后面的冒号可有可无。大多数人喜欢用符号 CC、cc、Cc(都表示抄送)。因为大多数副本现在都是影印的, 有些人使用符号 XC(静电复印本)、PC(复印件)或 C(副本)。然而, 如果你不想让收件人知道还有其他人收到该信函, 那么在原件中不要出现这样的提示。

⑥ Postscript 附言

When you find something important that has not been written in the letter body before the envelope is sealed up, you may use postscript.

当你在密封信件前发现有些重要内容还没有写入正文时, 可以使用附言。

We mainly include seven standard parts and their placements: Letterhead, Date Line, Inside Name and Address, Salutation, Body, Complimentary Close, Signature. Also, six specialized parts and their placements are mentioned: Attention Line, Subject Line, Reference Initials, Enclosure Notation, Carbon Copy Notation and Postscript.

本章介绍了商务信函的七个标准部分及其位置: 信头、日期、封内名称和地址、称呼、正文、结尾客套语和签名。还介绍了六个可选部分及其位置: 指定收件人、事由标题、编号、附件、抄送和附言。

▶ Writing principles of a business letter

Business letters are the major means of communication between two parties in international trade. Based on the cooperative principle, there are seven C's principles, because the seven words all begin with the letter of "C". They are as follows.

商务信函是国际贸易双方联络的主要手段之一。基于合作原则,商务信函的写作原则有七个。因为表示这七个原则的单词都是以字母“C”开始,所以被称作“7C”原则。具体内容如下。

① Courtesy 礼貌

To use suitable courtesy expressions when necessary. For instance, to say *Thanks* when others do favor for you, to say *Please* when you ask for something from others and to say *Sorry* when you can not satisfy others' requests.

使用恰当的礼貌用语。比如,别人帮助你时,说“谢谢”;当你想要某东西时,说“请”;当你不能满足别人要求时,说“抱歉”等。

- Use tactful way to blame your readers, and try to avoid irritating, offensive, or belittling statements.

使用委婉的方式责备收信人,尽量避免恼人的、无礼的,或者贬低的用语。

例 Tactful expression (委婉表达) — If I understand your letter correctly...

Rough expression (粗鲁表达) — Your letter is not clear at all, I can't understand it.

- In addition, answer letters promptly.

此外,及时回复信件也很重要。

例 You will be particularly interested in a special offer on page 5 of the latest catalog enclosed, which you requested in your letter on Oct.7.

针对贵方 10 月 7 日信函的要求,在本信函第 5 页随函附上一份特别的报价以及最新的产品目录,相信你们对此会特别感兴趣的。

② Consideration 体贴

It means you should be considerate when you write letters. You should always keep the receiver's needs, request, and feelings in mind. Attention should be drawn to You-attitude rather than We-attitude.

它意味着你在写信的时候要体贴。你应该始终考虑收信人的需要、要求和感受。最需要注意的是要站在对方的立场思考问题,而不是以自我为中心。

例 You-attitude — You earn 2 percent commission for this order.

We-attitude — We can only allow 2 percent commission for this order.

③ Completeness 完整

All the necessary information should be included in a business letter. You should check the message carefully before it is sent out. Make sure that nothing important is missing.

一封商务信函应该包括所有必要的信息。在信寄出之前，你应该仔细检查信函的内容以确保没有遗漏重要的内容。

A complete business letter can bring the following results.

一封完整的商务信函会带来如下的效果。

- bring the desired results.
带来理想的结果。
- build goodwill between buyer and seller.
在买卖双方之间建立友好关系。
- help avoid costly lawsuits.
避免法律纠纷。

To keep business letters complete, we can keep the following two guidelines in mind:

为了使商务信函完整，我们应该记住以下两点。

Firstly, write down all the points you wish to cover and then arrange them in logical order.

第一，写下所有你想要囊括的点并将它们有逻辑地写下来。

Secondly, if your letter is a reply, underline those parts which seek for information and answer all the questions asked.

第二，如果你要回复信函，要重点强调对方寻求的信息，并且回答其询问的所有问题。

④ Clearness 清晰

The writer should express clearly, such as using simple and common words, employing correct sentence structure and planning every paragraph logically so as to make himself (or herself) explicitly understood.

写信人应该清楚表达，如使用简单常用的词语、使用正确的句子结构以及合理布局每一段落等，从而使收信人清楚了解自己要表达的意思。

- To use simple and common short words to replace complex and rare words, phrases and sentences, e.g. to not use *in the course of* but use *during*.

用简单常见的短单词代替复杂生僻的长单词或句子结构，比如，用 *during* 代替 *in the course of*。

例 We will endeavor to utilize this kind of machine on approximately March 15, so we place this order of 100 sets.

We will try to use this kind of machine on about March 15, so we place this order of 100 sets.

- Avoid those words which have different meanings and can lead to misunderstanding.

避免使用具有不同含义、容易引起误解的词汇。

例 We shall take a firm line with the firm. (一句话中使用了 firm 的不同含义, 读者理解时互相对照)

We shall take a strong line with the firm. (strong 的意思明了、清晰)

- Put those words which are closely connected together.

将关系密切的单词或短语放在一起。

例 1 They bought a bicycle in Beijing in a small shop which costs \$25.

They bought a bicycle for \$25 in a small shop in Beijing.

他们以 25 美元的价格买了一辆自行车。(价格和车关系密切, 需放在一起说明)

例 2 He was warned not to drink water even in a restaurant which had not been boiled.

He was warned not to drink water which had not been boiled even in a restaurant.

他被告诫不能喝生水。(因 which had not been boiled 与 water 关系密切而放在一起)

- Use active voice when necessary.

使用主动语态。

例 1 A telex was sent by us yesterday.

We sent you a telex yesterday.

我们昨天给您发了电传。(使用主动语态意思表达更直接、顺畅)

例 2 The salary increase was received by all employees.

All employees received the salary increase.

员工收到了工资的上涨部分。

- Avoid wordy expression.

避免语言啰唆。

例 I was informed that you had a typewriter for sale and would like to know if it is still on sale. If so, please advise me as to the price. (画线部分重复、啰唆, 改为下句)

If you still have the typewriter, which you offered for sale, please inform me of the price.

⑤ Conciseness 简洁

Conciseness is the most important writing principle. Writers had better avoid using wordy expressions, and unnecessary repetition. Short sentences, simple and frequently used words & phrases are greatly advocated.

简洁是最重要的写作原则。写信人最好避免使用冗长的表达方式和不必要的重复。强烈建议使用短句、简单词、常用词或词组。

⑥ Correctness 准确

In writing business letters, writers should use correct grammar and spelling, normative punctuations, standard languages and proper statements. Grammar mistakes

and overstatements should be avoided.

在写商务信件时,写信人应该使用正确的语法与拼写、规范的标点符号、标准的语言以及恰当的陈述,避免语法错误和夸大的叙述。

- Check whether there is spelling mistakes or not.

检查单词拼写错误。

- Use correct words and phrases.

使用正确的单词和短语。

例 Anyone can learn to type.

Any one of us can learn to type.

(第一句因主语是泛指,不够具体,因此句子无实际意义)

- Use correct punctuation in proper position.

在合适的地方使用正确的标点符号。

例 “The Navy”, says Captain Mitchel Stern, “will have more missile carriers”.

The Navy says Captain Mitchel Stern will have more missile carriers.

(此二句因标点符号使用不同,主句和从句的主语正好相反。第一句是 Captain Mitchel Stern says the Navy will have more missile carriers. 与第二句的意思相反。相当于汉语中的“对牛弹琴”和“对,牛弹琴”。)

- Use correct sentence structure and form of words.

使用正确的句子结构和单词形式。

例 We come to meeting for a solution not for argument, laugh at other's “wrong idea” and don't say anything about yourself opinion.

We have meetings for solving problems, not for laughing at other's “wrong ideas” or not saying anything about your opinions.

(第一句中参加会议的目的状语中出现了不统一的结构, for a solution 是介词短语,但 not for argument, laugh at other's “wrong ideas” 如用介词短语就不能有 laugh 动词原形,并且后边的 and don't say anything... 由于此意思是状语而非主句的谓语,因此不能用 don't, don't 只是帮助谓语构成否定。注意:主句一般只能有一个谓语,其定语、状语等其他句子成分中只能用非谓语动词不定式、动名词、现在分词、过去分词和介词短语。)

⑦ Concreteness 具体

You should make the message concrete. Be sure to write letters specifically and definitely.

你应该使信息具体化。写信时一定要做到既明确又具体。

- Avoid general or common description when you introduce something or ask for something.

介绍事物或提出要求时使用具体的修饰语，避免笼统、通用式的描述。

例 1 The auditorium will seat approximately 1,000 people.

The auditorium will seat 986 people.

（“986 人”比“大约 1000 人”精确）

例 2 I need the print out as soon as possible.

I need the print out by 3 p.m. today.

（读者对“尽快”的理解可能会有不同的时限，使用“下午三点”这一明确提法就消除了理解中的差异）

例 3 Our printer is faster than the leading competitor's model.

（型号和比较参数都不具体，对方对你所介绍产品的理解程度会打折扣）

Our model X192 printer operates at a speed of 4,300 lines per minute.

- Use specific fact, examples, figures or words.

使用具体的事实、例子、数字或词语。

例 Various aspects of this equipment make it a good choice.

（不具体，老外难以理解中式的套话）

This machine is a good choice because it is more compact and less expensive than any other one on the market.

（原因具体，增强了说服力）

▶ Useful skills of writing a business letter



1. Three steps for the structure of the whole letter （行文结构三步走）

① 第一步，说明写信目的

信函一开头就要目的明确、简明扼要地说明写信的目的。内容要具体，不能仅概括地提及某一个方面。如兹写信与你方探讨佣金问题。需改为：兹写信告知你方，我方同意你方 2 月 15 日信函中所要求的 5% 的佣金。这样沟通中的具体事项就清晰了。

例 1 I'm replying to your letter of April 15 asking us to ship the goods within one month.

（开门见山，语言精练不啰唆。）

例 2 It has been a long time since we met in Canton Fair 3 months ago.

（写作目的表达不清，令收件人迷惑。）

例 3 This note is referring to my National Holiday arrangement.

（表述啰唆。）

例 4 According to the company's arrangement, Oct. 1 to Oct. 7 will be the holiday and

employees are required to work until Sep. 30. Because I have some important private affair, I hope I could take 2 days leave from Sept. 29 to Sept. 30.

改写为: I'm writing to ask for a leave of absence on September 30.

(上例中, 信函的第一句是关于假期安排的。不用写明, 直接写出请假目的, 读者就知道是关于假期安排, 因此本句多余。另外, 公司针对假期的安排, 员工应该都知道; 再者, 对公司安排的描述和请假其实没有关系, 因此也要略去。改为一句话, 目的明了, 语言简洁。)

② 第二步: 详细阐述原因或事实, 即信函主体部分

写信人要把所要列举的事实或者理由合并成最重要的一点或者两点, 在不影响清晰准确表达的基础上力求简洁。

例 1 I apologize for not settling the account sooner, but because of the unfortunate disease of Mrs. Lund, our accountant, we are not able to settle any of our outstanding balance.

(一句话将歉意、原因说得清清楚楚, 接着补充说明现状。语气适合, 语言简洁)

例 2 I found some engineers often go out to discuss details of project with suppliers. When detailed machine and facility figure is required, the engineers can not reply or only give rough answer. I think it better to let technician to join such projects, especially in visit of suppliers, so that detailed data could be provided in time and therefore projects could be finalized earlier. Not only for this case, but also for many other situations, better cooperation will greatly improve the output of our work.

(主体段啰唆)

改写为: Engineers are not involved in our projects and can only give rough answers when required to provide figures about machines and facility we are using. Then they have to go out to discuss with suppliers.

③ 第三步: 结尾提出要求

结尾要提出要求或者提请注意。不要有任何多余的话或新的内容, 因为那样会使写信人的目的、要求不够明确突出, 简洁表达更能突出重点, 以便收信人及时处理信函所提到的内容。

例 Please find enclosed the check for 1,000,000 dollars and inform us the receipt.

If you are satisfied with the price of our products, please reply to us promptly.



2. To avoid polite formula, wordy expressions and semantic repetition (避免客套啰唆、语义重复)

例 We would like to know whether you would allow us to extend the time of shipment for twenty days. And if you would be so kind as to allow us to do so, kindly give us your reply by fax without delay.

(该句内容做作、啰唆)

改写为: Please reply by fax immediately if you will allow us to delay the shipment until April 21.

3. To disassemble or merge phrases or sentences when necessary (适当整合、拆解句型或词组)

① 按照意思拆分复合句

例 Regardless of these seniority, all employees who hope to be promoted will continue their education either by enrolling in the special courses to be offered by the ABC company, scheduled to be given all the next eight Saturdays beginning on January 24 or by taking approved correspondence courses selected from a list available in the Staff Development office.

(本句过长, 内容让人费解)

改写为: Regardless of this seniority, all employees who hope to be prompted will continue their education in one of the two ways:

- a. by enrolling in the special courses to be offered by the ABC company, scheduled to be given all the next eight Saturdays beginning on January 24;
- b. by taking approved correspondence courses selected from a list available in the Staff Development office.

② 将一些支离破碎的简单句整理组合

- 例**
- a. We have received your samples you sent to us on November 20.
 - b. Thank you very much.
 - c. So we are pleased to place an order.
 - d. And we have enclosed our order sheet with this letter.

(这些单句在表达上没问题, 且非常连贯, 可它们的结构不够紧凑)

改写为: Thank you for your samples you sent to us on November 20. We are pleased to place an order as specified on the enclosed order sheet.

③ 使用简洁的词来代替冗长累赘的短语或从句

例 1 In the sense of his speech he talked on the question of securities.

改写为: During his speech he talked about securities.

例 2 During the proceeding year, the company was able to accelerate productive operations.

改写为: Last year, the company was able to accelerate productive operations.

例 3 In the event that you speak to Mr. Mood in regard to production, ask him to give consideration to the delivery schedule.

改写为: If you speak to Mr. Mood about production, ask him to consider the delivery

schedule.

(in the event that 意思即是 if, 修改后不仅减少了词语, 也简化了原句条件状语内部的定语从句。同样, 根据意思, in regard to 需改为 about, give consideration to 需改为 consider)

例 4 We require furniture which is of the new type.

改写为: We require new-type furniture. (定语从句改为单个词作前置定语)



4. To use simple but correct vocabulary (词汇运用, 力求简明)

① To well use verbs 善于运用动词

例 1 We have made shipment of your order No.632.

我方已经交运你方的 632 号订货。

例 2 He put forward the suggestion that she draft the document.

他建议她起草那份文件。

② To avoid unnecessary repetition 避免不必要的重复

例 1 We have begun to export our machines to the foreign countries.

改写为: We have begun to export our machines.

(出口已包含卖到国外的意思。)

例 2 Samples will be sent and offers will be made upon receipt of your specific enquires.

改写为: Samples will be sent and offers made upon receipt of your specific enquires.

例 3 For the amount of 320 you can buy the motor.

改写为: For 320 you can buy the motor.

(for the amount of 320 与 for 320 意思完全相同, 因此 the amount of 就要省去。)

例 4 You have won due to the fact that you arrived early.

改写为: You have won because you arrived early.

(“due to the fact that” 不仅词语较多, 而且原因状语中用先行词 fact 再用定语从句, 逻辑关系过于复杂。直接用 because 引导状语从句, 既简洁, 与主语的关系也简单、顺畅。)

③ To avoid commercial jargon 避免使用陈旧的商业术语

例 We take liberty to approach you with the request that you would be kind enough to introduce to us some exporters of cotton textile in your city.

改写为: Please introduce to us some exporters of cotton textile in your city.

④ To well use correct but well-known abbreviation 善于运用缩略词和缩略语

表示时间的词: 在具体钟点后面加上 a.m. 或者 p.m. 来表示上午或者下午。

8:00 a.m. 表示上午八点;

4:25 p.m. 表示下午四点二十五分;

9:20 p.m. 表示晚上九点二十分。

一些大型国际性组织的名称,也可以用其英文全称首字母的大写来表示。

WTO (World Trade Organization) 代表世界贸易组织

UN (United States) 代表联合国

ISO (International Standard Organization) 代表世界标准化组织

一些电器用品也有自己的缩略词表示法。例如:

TV (Television) 电视机

CD (Compact Disk) 激光唱片机

HDTV (High-Definition Television) 高清电视

VCD (Video Compact Disc) 视频高密光盘

国际贸易术语就是一种缩略语,在商务往来信函中使用,简单明了。

CAF=Cost and Freight (...named port of destination) 成本加运费 (……指定目的港)

DAF=Delivered at Frontier (...named place) 边境交货 (……指定地点)