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“十四五”职业教育国家规划教材



“十四五”职业教育国家规划教材

商务英语函电

SHANGWU YINGYU HANDIAN

王冕 李舒瑜 主编

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总策划 李喜婷 马国宝
策划编辑 马国宝
责任编辑 王丹 马国宝
责任校对 尹凤娟
封面设计 张伟
责任印制 朱飞

ISBN 978-7-5725-0132-6



9 787572 501326 >

定价：37.00 元

河南科学技术出版社

中原出版传媒集团
中原传媒股份公司

河南科学技术出版社



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· 郑州 ·

图书在版编目(CIP)数据

商务英语函电/王冕,李舒瑜主编.—郑州:河南科学技术出版社,
2020.8

“十三五”高等职业教育立体化规划教材经济贸易系列

ISBN 978-7-5725-0132-6

I. ①商… II. ①王… ②李… III. ①国际商务-英语-电报信
函-写作 IV. ①F740

中国版本图书馆CIP数据核字(2020)第165647号

出版发行:河南科学技术出版社

地址:郑州市郑东新区祥盛街27号 邮政编码:450016

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策划编辑:马国宝

责任编辑:王丹 马国宝

责任校对:尹凤娟

封面设计:张伟

责任印制:朱飞

印刷:河南新华印刷集团有限公司

经销:全国新华书店

开本:787 mm × 1 092 mm 1/16 印张:12.75 字数:302千字

版次:2021年3月第1版 2021年3月第1次印刷

定价:37.00元

如发现印、装质量问题,影响阅读,请与出版社联系。

“十三五”高等职业教育立体化规划教材

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Henan Science and Technology Press



面对外贸发展的新机遇和新挑战,提高外贸从业人员的素质,培养大批熟悉国际贸易规则、适应发展新业态的高素质技能型外贸人员,已成为我国从贸易大国走向贸易强国的关键。为顺应我国外经贸行业发展新趋势和人才培养新需求,在高等职业教育强调以能力为本位、以就业为导向、以职业岗位要求为依据的引领下,结合当前外经贸行业、职业岗位要求,依据高等职业教育商务英语、跨境电子商务、国际贸易等专业培养目标和教学标准,我们组织编写了《商务英语函电》教材。

本书按照外贸工作流程,本着职业能力培养这一核心,精心选取商务活动典型案例和来自合作企业的真实、新颖实例。每单元在结构形式上包括“学习目标、介绍、导入、案例、写作技巧、词汇、注释、练习和典型例句补充”等内容,兼顾商务知识和语言知识的学习,以案例为主线,总结技巧,着重能力的培养。形式活泼,内容丰富,体现了职业教育特色。

本书共十三章,包括商务英语函电基础写作原则与写作技巧、现代电子工具的趋势、资信调查、建立业务关系、询盘与报盘、还盘、订单与合同、支付方式、信用证的开立和修改、包装、运输、保险、投诉和索赔等内容,每章附有章节练习及对应的实训内容。本书不仅可作为高职高专商务英语、跨境电子商务及国际贸易等相关专业的教材,也可作为在职外经贸从业人员培训及自学者自学用书。

本书全部由河南工业职业技术学院一线教师编写,王冕、李舒瑜担任主编,许丰田、杨乐担任副主编,负责拟定提纲,对全书进行修改、总纂定稿。具体编写分工为:许丰田负责编写第一章、第二章,杨乐负责编写第三章、第六章,李舒瑜负责编写第四章,王冕负责编写第五章,周舵负责编写第七章,罗海锋负责编写第八章、第九章,刘鑫负责编写第十章、第十一章,邵杰负责编写第十二章、第十三章。

本书在编写过程中,得到了河南工业职业技术学院曹双梅教授和齐智英教授等有关领导和同行的大力支持和帮助,他们对本书稿内容提出了宝贵的意见和建议。同时也得到了河南科学技术出版社的有力支持、合作企业苏州凌巨智慧信息技术有限公司的通力协作,在此一并表示衷心的感谢。

由于编者水平所限,书稿中可能存在疏漏和不足之处,恳请读者和同行批评指正。

编者

2020年4月8日

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Chapter 1 Business Letter Writing

Objectives

After completing this chapter, you will be able to:

- Know the essential qualities of business letter writing.
- Master the general layout of business letters.
- Acquire the skill of writing structural parts of business letters with proper form.
- Cultivate a craftsmanship spirit of seeking excellence and attainments in language and culture.

Introduction

The intercourse of business letter is an important component of commercial activities. It is “holding a commercial conversation through words by post or other communication ways”. The business letter is the outcome of careful consideration. It can reduce considerably the negligence or misunderstanding which appears while phoning or talking face to face. Hence, it is necessary for students whose major is business English to study and master the basic knowledge of business letter and possess the basic capability of reading and writing business letters.

1.1 Essential Qualities of Business Letter



Business letters can be roughly grouped into three categories in terms of their purpose: to get action; to build goodwill; to furnish information. There are some common requirements in the writing of a business letter, especially for the body of the letter, which are known as the “7 Cs”: correctness, conciseness, clarity, concreteness, completeness, courtesy, and consideration. These “7 Cs” principles are virtually reflected at different levels of a business letter, which refers to the language, content, attitude and form of the letter.

Correctness

Correctness not only refers to the correct grammar rules, contents and forms, but also reflects in the style, language and typing. To choose the right words that can most closely convey the meaning of your thoughts is one of the ways to improve the readability of your business writing. At the same time, the right tone is also significant. Usually, mistakes with tone can be avoided by using the following techniques:

- a) Place more emphasis on the reader than yourself;

- b) Avoid extreme cases of humility, flattery and modesty;
- c) Avoid condescension;
- d) Avoid lecturing.

Conciseness

Conciseness is often considered to be the most important writing principle and language feature. It enables you to save both parties' time. Conciseness also means you should clearly express what you would do in a short and pithy style of writing as possible as you can. To achieve this, the following guidelines must be observed:

- a) Make a long story short and try to avoid wordiness;
- b) Avoid the out-of-date commercial jargons and try to use modern English;
- c) Avoid unnecessary repeat;
- d) Build effective sentences and paragraphs.

Try to compare the following sentences:

Wordy	Concise
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 delay by fax without delay.	Please reply by fax immediately if you will allow us to delay the shipment until April 21.
Out-of-date Commercial Jargons	Modern English
due to the fact that terminate attached here to acknowledge receipt of Inst. up to this writing	as, because or since end enclosed is/are thank you for ... I received ... immediately so far

Clarity

A point that is ambiguous in a letter will cause trouble to both sides. In this way, clarity is often considered to be one of the main writing principles and language features. To achieve clarity, you should first have a clear idea of what you wish to convey in the letter, such as the purpose, the attitude, and the matter concerned. The following rules should be followed:

- a) Avoid to use the words which have different or unclear meaning;
- b) Pay attention to the position of modifiers;
- c) Pay attention to the rationality in logic.

Try to compare the following sentences:

Ambiguous	Clear
We sent you 5 samples yesterday of the goods which you requested in your letter of May 26 by air.	We sent you, by air, 5 samples of the goods yesterday which you requested in your letter of May 26.

Concreteness

Business writing should be vivid, specific and definite rather than vague, general and abstract, especially when the writer is requiring a response, solving problems, making an offer or acceptance, etc. We need to use specific facts, figures and time to stress concreteness. Try to heed the following tips:

a) Complete with the 6 Ws: Who? What? Why? How? Where? When?

b) Concreteness in action: Using specific language to make our information more concrete and convincing;

c) Use concrete words.

Try to compare the following sentences:

Vague	Concrete
We have drawn on you as usual under your L/C.	We have drawn on you our sight draft No. 234 for the Invoice amount, \$ 580.00, under your L/C No. 678 of the China Bank.

Completeness

A business letter should include all necessary information. It is essential to check the message carefully before it is sent. As you work hard for completeness, keep the following guidelines in mind:

a) Why do you write the letter?

b) What are the facts supporting the reasons?

c) Have you answered the questions asked?

Courtesy

Courtesy plays a considerable role in business letter writing as in all business activities. It is not the mere politeness. By courtesy we mean treating people with respect and friendly human concern. In order to make a business letter courteous, try to avoid irritating, offensive, or belittling statements. To answer letters promptly is also a matter of courtesy. Following rules should be followed:

a) Change the commanding tone into requesting tone;

b) Use mitigation and avoid overemphasizing your own opinion;

c) Passive voice should be adopted accordingly;

d) Try to avoid using the words with forcing tone or arousing unpleasantness;

e) Use expressions about joy and willingness, thanks and regret, etc.

Try to compare the following sentences:

Poorer	Better
Tell us more detailed information on your requirements.	Will you please tell us more detailed information on your requirements?
You can make shipment a little later, that is, by June 11.	You might make shipment a little later, that is, by June 11.
We can't deliver the goods all at one time.	I'm afraid we cannot deliver the goods all at one time.
You didn't enclose the price list in your letter.	The price list was not enclosed in your letter.

Consideration

Consideration means thoughtfulness. So you should always put yourself in your reader's place. That is, to emphasize You-attitude rather than We-attitude.

- a) Keep the reader's request, needs, desires, as well as his or her feelings in mind;
- b) Plan the best way to present the message for the reader to receive;
- c) Try to discuss problems in a positive way rather than in a negative way.

Make a comparison between the following:

We-attitude	You-attitude
We would like to take the opportunity to demonstrate our full range of products and services which we can offer our customers.	Please join us at the fair and you will have the chance to see how our products and services can benefit you and your company.

Negative	Positive
Your order will be delayed for 2 weeks.	Your order will be shipped in 2 weeks.
We regret our inability to serve you at this time.	Perhaps next time we can send you what you require.

New Words

1. convey [kən'vei] *v.* 表达, 传递
2. readability [ˌriːdə'bɪləti] *n.* 易读
3. significant [sig'nɪfɪkənt] *adj.* 有重大意义的, 显著的
4. condescension [ˌkɒndɪ'senʃn] *n.* 谦虚, 屈尊
5. conciseness [kən'saɪsnəs] *n.* 简洁
6. ambiguous [æm'bigjuəs] *adj.* 模糊不清的
7. modifier [ˈmɒdɪfaɪə(r)] *n.* 修饰语
8. concreteness [ˈkɒŋkri:tɪnis] *n.* 具体
9. courtesy [ˈkɜːtəsi] *n.* 礼貌
10. irritating [ˈɪrɪteɪtɪŋ] *adj.* 恼人的
11. mitigation [ˌmɪtɪgeɪʃn] *n.* 减轻, 缓和
12. consideration [kən,sɪdə'reɪʃən] *n.* 体谅

Notes

1. 根据写信的目的,商务信函可大体分为三种类型。

实施某种行为(to get action),建立美好愿望(to build goodwill),提供某些信息(to furnish information)。要想成功地写好一封商务信函,一定要牢记你是在与读者进行交流。

2. 最有效的信函是信息从一个真实的人向另一个真实的人的传递。这些信息应当易于阅读和理解,友好而礼貌。

3. convey 表达,传递

e. g. Please convey my apologies to your wife.

请向你的妻子转达我的歉意。

4. readability 易读

e. g. As you can see, every other line has a gray background, which improves readability.

可以看到,每隔一行都有一个灰色背景,这就提高了可读性。

5. significant 有重大意义的,显著的

e. g. a highly significant discovery

有重大意义的发现

6. irritating 恼人的

e. g. They also have the irritating habit of interrupting.

他们也有打断别人这个令人恼火的习惯。

Practice

I. Translate the following items into English.

- | | |
|-------|-------|
| 1. 正确 | 5. 完整 |
| 2. 简洁 | 6. 礼貌 |
| 3. 清晰 | 7. 体谅 |
| 4. 具体 | |

II. Translate the following sentences into Chinese.

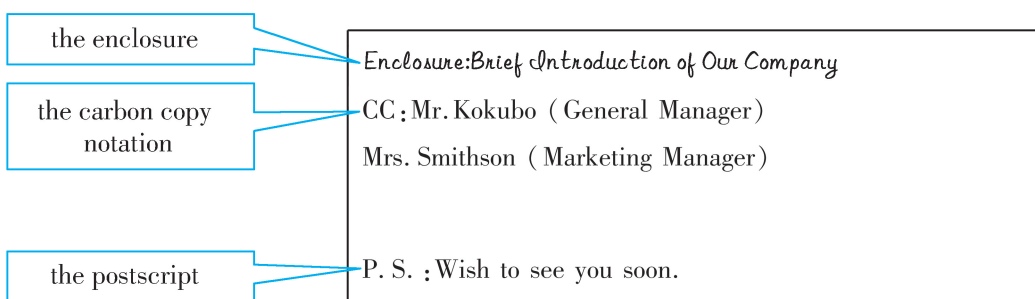
1. They attend the Guangzhou Trade Fair for the purpose of finding a business partner.
2. They attend the Guangzhou Trade Fair to find a partner.
3. We wish to confirm our fax dispatched yesterday.
4. We wish to confirm our fax dispatched on September 12, 2018.
5. We must refuse your offer.
6. We regret that we are unable to accept your offer.
7. We allow 2% discount for cash payment.
8. You earn 2% discount when you pay cash.

1.2 Layout of Business Letter



A typical business letter consists of the following parts: letterhead, date line, inside address, attention line, salutation, subject line, body of the letter, complimentary close, signature, enclosure, carbon copy notation and postscript.

the letterhead	Home and Industrial Trading Inc. 10 Marlborough Road, Salisbury, Wiltshire, SA3 2BT Tel: + 44987654321 Fax: + 44987654322 E-mail: sale@ outlook. com
the date line	15 September 2018
the inside address	Calando HITec Computers Co. , Ltd. 9/F Nandu Building 66 Kongming Road Guangzhou, China
the attention line	Attention: Marketing Manager
the salutation	Dear Mr. Teo,
the subject line	Re: Arrangements regarding Mr. Paul's visit.
the body of the letter	I have received your letter concerning your wish to send Mr. Paul to visit us. I completely agree that a visit by one of your senior staff would be beneficial to both our organizations. I should therefore like to arrange a suitable time for Mr. Paul to visit so that he derives maximum benefit from his time with us. From our point of view, he can stay as long as he wishes. May we suggest a week-long visit, followed up by periodic visit afterwards? If this is convenient, perhaps he could join us on 10 October 2018. Please let me know if this arrangement is satisfactory.
the complimentary close	Yours sincerely,
the signature	<i>Stephen Lam</i> Stephen Lam Public Relations Officer



The Letterhead

The letterhead should appear at the head of the first page of all business letters. It includes the essential particulars about the writer — the name of his company, the full address of the company, postcode, telephone number, fax number and e-mail address.

Suzhou Textiles Import & Export Corporation
9th Floor, the International Economic and Trade Mansion
No. 66, Jianshe Road, Suzhou, 215000, China
Tel: + 86987654321
Fax: + 86987654322
E-mail: sale@ outlook. com

The Date Line

The date line is a vital part in business letters. Often, in business transactions at all levels, the date has special relevance; it might be a deciding factor as to whether an order is filled, a bill is paid, or a guarantee claim is met. Therefore, never omit the date line in business letters. There is no hard and fast rule for the placement of the date. The date should always be written in a standard form. All number form (for example: 08/05/2018) should not be used. It can be aligned with the left or right margin below the letterhead. This is often decided by the style of the letter or the habit of the company.

There are two styles in which letters are dated.

(1) The American style is:

- a) month, spelled out in full;
- b) day of the month, in digit, without -th, -nd, etc. , followed by a comma;
- c) year, in digit.

For example: April 20, 2018 May 26, 2019

(2) The British style is:

- a) day of the month, in digit;
- b) month, spelled out in full;
- c) year, in digit. There is no comma between the name of the month and the year.

For example: 18 March 2019 6 July 2018

The Inside Address

The inside address is the recipient's address, which should be identical to the delivery address

on the envelope. The inside address serves as the delivery address. It is typed at the left-hand margin two lines below the date. All the following information should be given in a letter:

- a) Receiver's name or his official title;
- b) Company's name;
- c) Number of the house and name of the street;
- d) District, name of the town or city;
- e) State or province, ZIP code;
- f) Name of country.

Messrs. Williams & Werner
Overseas Trade Co.
88 Chapel Street
Cornwall, PL18 9NA
United Kingdom

The Attention Line

If you want your letter attended by or directed to a specific person or department, add an attention line. This will speed up the sorting process within the company.

Attention of Marketing Manager
For the attention of Mr. Smith
Attention; Mr. Smith
Attention; Sales Manager

The Salutation

The salutation is the greeting to your recipient. It is usually two lines below the inside name and address without any indentation, including a personal or professional title and the name of the recipient. The salutation varies according to the writer-recipient relations and the formality level of the letter.

The following table shows some common salutations:

Salutation	People to Address
Dear Mr. ...	Men
Dear Mrs. ...	Married women
Dear Miss...	Unmarried women or girls
Dear Ms. ...	Women, marital status unknown
Dear Dr. ...	Physicians, Ph. D. holders
Dear Prof. ...	Professors and any holder of a professional rank
Dear Sir (s) / Madam	No specific reference, formal
Gentlemen	No specific reference, formal
Ladies and Gentlemen	No specific reference, formal
To whom it may concern	You don't know yet who is the recipient
(Dear) First name only	Close friend, informal

The Subject Line

The subject line is placed one line below the salutation. It helps both the sender and the recipient identify the subject matter. It is used to call the reader's attention, therefore, you may underline it or make it in boldface letters.

Subject; Order No. 12345

Subject; S/C No. 345

Re; Invoice 567

Re; Your L/C No. 678

The Body of the Letter

This is the most important part of a letter. It contains the message you want to pass to your reader. While writing the body of the letter, you should follow a few basic principles:

- a) Write clearly and to the point;
- b) Be sincere, polite and thoughtful;
- c) Use an appropriate tone and style;
- d) Write naturally and avoid jargons;
- e) Make sure you make no grammatical mistakes.

A typical business letter has three paragraphs in the letter body:

Opening Paragraph

The opening paragraph of a business letter is like a headline in the newspaper. It should obtain the reader's attention at the first sight, and help to gain a positive response from the reader. In order to accomplish this objective, the following points should be considered in composing a first paragraph in a business letter.

- Indicate what the letter is about

Get to the point immediately in the first paragraph. Modern business people pay great attention to efficiency, so do not let your reader search the whole letter to find the key information.

- Refer to previous correspondence, if appropriate

When there has been previous communications concerning the subject, reference to them is necessary. This may help the reader to get the point promptly.

- Set a positive and friendly tone

The opening paragraph plays an important role in setting up a friendly tone for the whole letter. This may, in turn, help to evoke the positive reaction the writer desires.

- Be brief

As a general rule, keep the paragraph short — two or three sentences.

Middle Paragraph

Middle paragraphs support the first paragraph and provide more information. After finishing the first paragraph, ask yourself what the reader still needs to know so that he may react as you desire. Necessary background and supporting information should be provided in the middle

paragraphs. Usually, information concerning the following aspects should be considered:

- Who?
- Why?
- How?
- What?
- When?
- Where?

Last Paragraph

The last paragraph is as important as the opening one. It usually serves as a summation, suggestion or further request. It should;

- Conclude or restate the key points.

Summarize what is included in the middle paragraphs.

- Request necessary action, if appropriate.

Use specific closing so that the reader may take the desired reaction.

For instance: Please sign the enclosed card and put it in the mail so that you may receive your gift.

- Further confirm a positive image.

Whenever possible, last paragraph should leave the reader with a feeling of goodwill.

The Complimentary Close

This part is like bidding farewell to someone with a handshake, a wave of hand, or a kiss. Like the salutation, the complimentary close has various styles: formal, semi-formal and informal. The style shall match that of the salutation. For example:

- Dear Sirs matches Yours faithfully;
- Gentlemen matches Yours truly;
- Dear Mr. James matches Yours sincerely.

The following are the usual matches used in modern business letters:

	Salutation	Complimentary Close
Formal	Dear Sir/Madam,	Very truly yours, Yours very truly, Very sincerely yours, Very cordially yours,
Semi-formal	Dear Mr./Mrs./Miss	Sincerely yours, Cordially yours, Yours sincerely,
Informal	Dear Linda,	Sincerely, Cordially, Yours truly, Yours,

The Signature

The signature is generally placed one line below the complimentary close. It consists of a handwritten signature (by hand and in ink, usually illegible), the typed-out name and a title.

Yours sincerely,
Alfred Zeng
Alfred Zeng
Purchase Division

The Reference Notation

This Notation is typed at the left margin, leaving one line space below the writer's signature, and shows only the initials of both the dictator and the typist. For example, if the letter is dictated by David Green and typed by Betty Meihable, the reference notation should be DG/BM. If the letter is typed by the writer himself, it is not necessary to have the reference notation.

The Enclosure

When something else is sent together with the letter, you add the enclosure to inform the reader what is enclosed. For example:

- Enclosure; Sales Contract
- Encl. :
 - Packing List
 - Commodity Inspection Certificate
 - Insurance Policy

The Carbon Copy Notation

If the copy of the letter is sent to a third company, a notation of carbon copies (cc/CC) will be used below the enclosure. Nowadays, many offices are using PC (for photo copy) instead. Any of the following styles may be used.

- CC; ABC Company cc; ABC Company
- PC; Mr. Smith pc; Mr. Smith

The Postscript

The postscript is used to add an afterthought, aiming at the drawing of the reader's attention to a point you wish to emphasize or something you forget to mention. The note of a P. S. should be avoided as far as possible, since it may suggest that you have failed to plan your letter well. It is strongly advised to rewrite the letter instead of using the afterthought when you forget to mention something important.

As a special device, the postscript is placed two lines below at the left margin.

New Words

1. transaction [træn'zækʃn] *n.* 交易
2. relevance ['reləvəns] *n.* 关联, 适当
3. guarantee [,gærən'ti:] *n.* 保证, 担保物
4. identical [ai'dentikl] *adj.* 相同的
5. recipient [ri'sipiənt] *n.* 接受者
6. indentation [,inden'teɪʃn] *n.* 行首空格
7. appropriate [ə'prəʊpriət] *adj.* 合适的, 适当的
8. summation [sʌ'meɪʃn] *n.* 总计, 和
9. complimentary [,kɒmpli'mentri] *adj.* 赞赏的, 表示敬意的
10. salutation [,sælju'teɪʃn] *n.* 致敬, 问候
11. margin ['mɑ: dʒɪn] *n.* 边缘, 页边空白

Notes

1. transaction 交易, 业务, 买卖

e. g. financial transactions between companies
公司之间的财务往来

常用表达: ... transaction between A and B

2. guarantee 保证, 担保物

e. g. They are demanding certain guarantees before they sign the treaty.
他们要求得到某些保证后才签署条约。

3. identical 相同的

e. g. The number on the card should be identical with the one on the chequebook.
卡上的数字应该和支票簿上的相同。

常用表达: ... identical to/with sb./sth.

4. appropriate 合适的, 恰当的

e. g. Please debit my Mastercard/Visa/American Express card (delete as appropriate).
请在我的万事达/维萨/美国运通信用卡账户中扣除(酌情扣除)。

Practice

I. Translate the following items into English.

- | | |
|---------|-----------|
| 1. 信头 | 8. 结尾敬语 |
| 2. 日期 | 9. 签名 |
| 3. 封内地址 | 10. 经办人代号 |
| 4. 注意事项 | 11. 附件 |
| 5. 称呼 | 12. 抄送 |
| 6. 事由 | 13. 附言 |
| 7. 信文 | |

II. Arrange the following information in proper form as they should be set out in a letter.

1. Sender's name: Manley Ventilations PLC
2. Sender's address: 22 Warden Hill Street, Padiham, Burnley BRO 1 RQ, England

3. Sender's telephone: 3021 4567
4. Sender's fax: 0321 6789
5. Sender's website: manley@bigbiz.co.uk
6. Date: September 21, 2019
7. Receiver's name: Atomic Shielding International
8. Receiver's address: 291, New Bridge Road, Singapore 088756
9. Salutation: Dear Sirs
10. Subject: Household Porcelain Articles
11. The message:

We have received your letter dated September 2, 2019. We are very much interested in your household porcelain articles.

We shall greatly appreciate it if you will kindly forward us some samples and relative pamphlets for our inspection.

Thank you for your attention to this matter and looking forward to your early reply.

12. Complimentary close: Yours faithfully

1.3 Format of Business Letter



Block Form

In the block form, all typing lines, including those for the date, the reference and inside address, the salutation, the subject heading, the body of the letter and the complimentary close, begin at the left-hand with no indentation in the letter.

MARIWANG PTE. LTD.
402, ORCHARD ROAD # 08 - 09
DELFI ORCHARD, SINGAPORE 0928
TEL: 65 - 7548 - 9824 FAX: 65 - 7548 - 9825
January 4, 2019

Beijing Textile Imp. & Exp. Corp.
102 Renmin Road
Beijing 100002

Dear Sirs,

We have been informed of your company and address through the Chamber of Commerce in Beijing. We are interested in your cotton blankets and bed-sheets for sales in Singapore market.

We would like you to send us details of your various ranges, including size, colors, prices and samples of the different qualities of material used. We trust that you will make an effort to quote us most favorable terms for large quantities.

Looking forward to establishing direct business relations with you.

Yours faithfully,

Adam Smith

Adam Smith

Manager

Semi-block Form With Indented Paragraphs

In this form, the inside name and address is typed in block form, but the paragraphs forming the body of the letter are all indented 3 or more spaces.

Armstrong Cork Company
Lancaster, PA, 17884

December 19, 2018

Mr. Thomas Carlin,
Alexander Hamilton Institute, Inc.
123 East 42nd Street
New York, N. Y. 10017

Dear Mr. Carlin,

Thank you for your recent letter requesting copies of the types of written communication which we employ. We very much appreciate your interest in Armstrong.

I have enclosed samples of the types of communication which we have available. I hope that the material is helpful and that you find it interesting and informative. If there is something more that we may do for you, please don't hesitate to let me know.

Thank you again for your interest in Armstrong Cork Company. On behalf of the Company, may I wish Mr. Elfin every success with his new book?

Sincerely,

Thomas L. Burgum
Thomas L. Burgum
Public Relation Department

Indented Form

The main feature of this style is that each line of the inside name and address should be indented 2 – 3 spaces, and the first line of each paragraph should be indented 4 – 5 spaces. This is a traditionally conservative format of layout.

THE EASTERN SEABOARD CORPORATION
350 Park Avenue, New York, 10017, USA
Tel: 225 – 2788 Fax: 225 – 2780
E-mail: ESCO. @ CA. com
Our Ref: QW9807
Your Ref: UI – 87

January 4, 2019

Kanto Mercantile Corporation
2 – 1 Nihonbashi
Tokyo 89
Japan

Dear Sirs,

Re: Price list

Here is the price list you asked about.

You will be happy to know that all of the items listed on pages 5 ~ 7 will be marked down 30% between February and March. If you would like to take advantage of this special opportunity, please fill out the enclosed order form and return to us by the end of January.

Thank you for writing.

Yours faithfully,
THE EASTERN SEABOARD CORPORATION

James Baton
James Baton
Vice President

Notes

1. 齐头式

齐头式中,所有的信行都从左边界开始。注意整封信中均无首行缩进。这种格式简单,易于打印,是商务信函中使用最频繁的一种格式。

2. 半齐头式

半齐头式中,日期、信尾敬语和签名是从纸张中线偏右处开始的,其他的要素均从左边界开始。这是一种比较保守的格式。

3. 缩行式

缩行式中,每一段第一行通常都要缩进4~5个空格,其他要素的位置与半齐头式的位置相同。

Practice

Look at the following letter, which breaks some of the rules which we have just described. Identify each of the mistakes, and then rewrite the letter.

Business International
386 Rochside St. Beijing
Tel:812 - 5218 Fax:812 - 5219
5. 6. 2019

Enclosures 3
cc: Mr. Stafford
Subject

Dear Stephen,

Thank you for your order for 60 transistor radios, model B6A. Unfortunately, due to a shortage of supplies, we can only dispatch 35 of these immediately. Moreover, there is a delay of up to six weeks in new stocks.

We have another model, B7A, which is the same as the one you ordered, except that it has a metal finish. It is also less expensive. If you agree, we can send you 15 of these. In this way, we can assure you of immediate delivery.

In addition, in the circumstances, we agree that you benefit from the full percentage discount for 50 units.

I look forward to hearing from you.

Respectfully Yours:

Edgar Fowler

Attention: Mr. Stephen Lam
City Electronics
Silver Street 9980
Nanjing, PRC

Supplements

1. If undelivered, please return to ...
若无法投递, 请退回……
2. After 10 days, please return to ...
10 天后请寄回……
3. Return postage guaranteed.
回信邮资已付。
4. We have received your letter of May 18, 2018, for which we thank you.
收到贵方 2018 年 5 月 18 日函, 谢谢。
5. In accordance with the instructions given in your favour of the 10th May.
遵照贵公司 5 月 10 日来函指示。
6. Thank you for your letter dated August 12, informing us of the opening date of the fair.
感谢贵方 8 月 12 日来函, 告知交易会开幕日期。
7. Further to our letter yesterday, we now have the pleasure of informing you that ...
续谈我方昨日函, 现欣告知……
8. We must apologize for the delay in replying to your letter of ...
迟复贵方……月……日函, 甚歉。
9. In reply of your letter of ... we are glad to ...
兹复贵方……的来函, 我方很高兴……
10. For your information we would like to add that ...
我方要补充说明……仅供参考。

11. If you are interested in the article, please let us know as soon as possible.
如对该货感兴趣,请尽早告知。
12. We would remind you that we have not had a reply yet from you to our question.
我们提醒贵方,我方尚未收到贵方对……问题的答复。
13. We are sending you here with / under separate cover ...
兹随函/另封寄上……
14. Please accept our thanks for the trouble you have taken.
有劳贵方,不胜感激。
15. We render you our sincere thanks for your generous treatment of us in this affair.
对贵方在此事中的慷慨之举,深表感谢。
16. Allow us to thank you for the kindness extended to us.
对贵方之盛情,不胜感谢。
17. We thank you for the special care you have given to the matter.
贵方对此悉心关照,不胜感激。
18. We should be grateful for your trial order.
如承试订货,不胜感激。
19. We should be grateful for your furnishing us details of your requirements.
如详述具体要求,不胜感激。
20. It will be greatly appreciated if you will kindly send us your samples.
如承惠寄样品,则不胜感激。
21. We shall appreciate it very much if you will give our bid your favorable consideration.
如承优惠考虑报价,不胜感激。
22. We are greatly obliged for your bulk order just received.
收到贵方大宗订货,不胜感激。
23. We assure you of our best services at all times.
我方保证向贵方随时提供最佳服务。
24. If there is anything we can do to help you, we shall be more than pleased to do so.
贵公司若有所需求,我公司定尽力效劳。
25. It would give us a great pleasure to render you a similar service should an opportunity occur.
我方如有机会同样效劳贵方,将不胜欣慰。
26. We spare no efforts in endeavoring to be of service to you.
我方将不遗余力为贵方效劳。
27. We take this opportunity to re-emphasize that we shall, at all times, do everything possible to give you whatever information you desire.
我们借此机会再次强调,定会尽力随时提供贵方所需的信息。

Chapter 2 The Tendency of Business Correspondence

Objectives



After completing this chapter, you will be able to:

- Know the common instant messages tools.
- Master the format of a business e-mail.
- Acquire the skill of writing an effective business e-mail.
- Cultivate a craftsmanship spirit of seeking excellence and foster an earnest and prudent work style.

Introduction

With the rapid development of communication technology and the rise of e-commerce, the international business correspondence has evolved into e-mail, private messaging of online trading platform, short message service and more. The forms of business correspondence entered an instant message era by using the internet.

The instant messaging era brings a variety of network instant message tools installed on computers and mobile phones. As long as the network is unblocked, the channels for instant messaging will be smoothly. Instant message software is constantly updated, and the most common used in foreign trade are Skype, WhatsApp, TradeManager, WeChat, Tencent QQ, Viber etc.

2.1 E-mail

Introduction

Electronic mails are widely used in modern business circles. It refers to computer-based system whereby one computer sends a message to another. In comparison with tradition methods such as telex, postal service and telephone, it has become a popular medium because of its relatively low cost and the ability to send Hypertext Markup Language (HTML) messages. In addition, it is more effective and safer. Through such a system, messages can be sent or picked up anywhere in the world. Apart from these advantages, e-mails can be stored in the mailbox until they are retrieved. This can be particularly advantageous for users who are communicating across international time zones.

How to Format a Business E-mail

Like letters, proposals and other business documents, professional e-mails reflect a company's

overall image. A poorly written e-mail, containing errors, slangs and other informal elements, reflects poorly on you and your business. When formatting a business e-mail, you don't have to write it like you would send a personal one to a friend or family members. The rules of business letter writing, like properly addressing the person you are writing to, relaying a clear message in the body and ending with a closing, apply not only to letters, but also e-mails.

E-mail Header

(1) Enter the recipient's e-mail address in the "To:" box. If sending a copy of the e-mail to other persons whom the recipient is associated with, enter their e-mail addresses in the "Cc:" (Carbon Copy) box.

(2) Enter other recipients' e-mail addresses, who are not known to the primary recipient, in the "Bcc:" (Blind Carbon Copy) box. This will keep their addresses hidden.

(3) Enter your e-mail address in the "Cc:" or "Bcc:" field, if you want a copy of the e-mail sent to yourself.

(4) Enter a short sentence in the "Subject:" box, stating clearly the purpose of your e-mail. Avoid one or two word subjects — short words may make your e-mail be sent to the recipient's "Junk E-mail" or "SPAM" folder. However, don't be wordy, either. Write a subject that is descriptive and to the point.

(5) Mark the e-mail "Urgent" or "High Priority" only if it applies to the message and needs to be read immediately.

From:	Sender's address
To:	Recipients' address
Cc:	Addresses for carbon copies
Bcc:	Addresses for carbon copies, but the sender's address is anonymous
Date:	Date on which message was sent
Subject:	Topic of the messages
Body:	The content of letter
Attachment:	Attach the relevant information (such as documents, pictures, chart, sounds etc.) with the letter

E-mail Message Body

(1) Enter a greeting on the first line of your e-mail, such as "Good Day" "Dear ..." "Mr." "Mrs." "Ms." or other greetings. Write the recipient's name in this field, if you know it.

(2) Enter the shortest possible message in the body of the e-mail. Make sure it is direct and clear. Try to condense the information so that your reader doesn't have to scroll to finish reading the e-mail.

(3) Avoid using decorative backgrounds, fancy fonts, colors and unnecessary pictures and graphics that take time to load by your recipient's e-mail program.

(4) Do not overuse punctuation. Write in all capitals or overuse bold and underline text.

How to Achieve an Effective E-mail

No matter what type of work you do or what industry you're in, you'll most likely have to write a formal business e-mail at some point. A formal business e-mail is an e-mail message sent to a business associate or superior. You need to make sure your e-mail message is polite, professional and to the point. Most business people don't have time to read through a lengthy e-mail. With business writing, being simple and concise is almost always better than being long and wordy.

(1) Create a subject that clearly explains what your e-mail is about. Business people receive dozens of e-mails a day, and many will delete messages based on the subjects. Be direct with the subject of your e-mail. For example, if you're writing an e-mail to invite your colleagues to a seminar, your subject could be "Public Speaking Seminar Invitation — How to Win Over Your Audience".

(2) State the purpose of your business e-mail right away. Much like the subject, you need to get right to the point. Use short sentences and short paragraphs. Your recipient doesn't have time to read through lengthy paragraphs or repeated phrases.

(3) Don't use slang language or clichés. Go through your business e-mail carefully and eliminate this type of language.

(4) Proofread. Make sure you have no grammar or spelling mistakes and your message is perfectly clear.

(5) Tell the recipient what you need from him/her. Don't assume he/she will know what you need. State clearly what his/her next steps should be, such as sending you certain information or calling you on the phone.

(6) Close your letter with a professional closing, such as "Sincerely" or "Best Regards" and type your full name. Don't assume the recipient will know who you are from your e-mail address and first name.

New Words

1. evolve [i'vɒlv] *v.* 逐渐形成, 逐步发展
2. medium ['mi: diəm] *n.* 工具, 手段
3. retrieve [ri'tri: v] *v.* 检索
4. priority [prai'brəti] *n.* 优先事项, 最重要的事
5. scroll [skrɔ:l] *v.* 滚屏; 滚动
6. individuality [,indi'vidʒu'æləti] *n.* 个性, 个人(或个体)特征
7. designate ['deziɡneit] *v.* 指定
8. eliminate [i'limineit] *v.* 清除, 消除
9. proofread ['pru: fri: d] *v.* 校阅; 校对

Notes

1. 充分领会传统外贸英语书信的撰写原则, 要数据正确、表述清楚、客气礼貌、明确具体、宁短勿长、换位思考、信息完整。

2. 交流前要深思熟虑、胸有成竹, 要仔细研究对方的兴趣与利益, 交流时要有成熟的决策。语言的编辑要仔细谨慎。因为信息的发送只在一次点击之中, 一经发出对方即可收到,

无法修改、无法追回。

3. 虽然外贸交流趋向于轻松自然,但毕竟不同于私人交流,它代表着公司的形象。因此,交流的信件,尤其是电子邮件,要正式规范,不要使用表情符号,不要随意使用缩略词,语气要适当,态度诚恳有礼貌。

4. 在无把握的情况下,英语措辞切勿采用逐字逐句的英汉翻译,要参照相似或相近的常用英文句子,采用替换、删减、增补、拼接等简单的加工方法。

5. 养成良好的撰写习惯,打开拼写检查要防止拼写错误,回复邮件时要注意修改主题,添加附件时要仔细检查防止发错和漏发,点击发送之前要检查。

6. 写好外贸英语信件需要长期不懈的努力。除了读书学习之外,在工作中我们要学习、收集客户的优秀英语信件和优秀语句。对自己已发送的信件,我们要适时回顾、发现问题,并修改提高。

7. evolve 逐渐形成,逐步发展

e. g. The company has evolved into a major chemical manufacturer.

这家公司已逐步发展成一个重要的化工厂。

常用表达: ~ (sth.) (from sth.) (into sth.)

8. retrieve 检索

e. g. The program allows you to retrieve items quickly by searching under a keyword.

这个程序通过关键词进行搜索,能让你迅速获取数据项。

9. priority 优先事项,最重要的事

e. g. a high/low priority

重点/非重点项目

10. designate 指定

e. g. This area has been designated (as) a National Park.

本区已定为国家公园。

固定表达: ~ sth. (as) sth. / ~ sth. (as being sth.)

11. eliminate 清除,消除

e. g. The police have eliminated two suspects from their investigation.

警方通过调查已经排除了两名嫌疑犯。

固定表达: ~ sth. /sb. (from sth.)

Practice

Arrange the following information in the e-mail template.

Sender	
Name:	Fanny Yang
Position:	Sales Manager
Company name:	Ningbo Bright Lighting Equipment Co. Ltd.
Company address:	9 Caifu Road, Yinzhou District, Ningbo, P. R. C.
Zip code:	315100