



BEC HIGHER WRITING

猫饼老师



2017-10-15

猫饼老师 BEC WRITING

Review

2017-10-15

猫饼老师 BEC WRITING

Report

1. 备忘录格式 (Memo)

To: Mr. Brown, Director of Human Resources Department

From: Song Goudan, Translating Coordinator

Date: 8 Oct 2017

Subject: Company Training Course Most Suitable for Foreign
Language Translators

—以下正文—

2. 简短报告格式 (Short Report)

Report on the additional budget

Introduction

Findings

Conclusion

Recommendations

2. 简短报告格式 (Short Report)

Report on the additional budget

Introduction

Findings

每段对应一个点

Conclusion

Recommendations

2. 简短报告格式 (Short Report)

Report on the additional budget

Introduction

要做什么 aim

Findings

描述现状

Conclusion

评估现状 优缺点

Recommendations

根据现状的不好来写

具体 具体到请几个员工/要求增加购入XX设备

Introduction: 目的, 研究范围, 具体部门, 具体时间段, 数据基础, etc.

Findings: 现状, 问题, 后果; 论点, 原因, etc.

Conclusion: 逐层, 渐进, 从现状推导需求。

Recommendation: 具体办法, 其他方面处理, etc.

Checklist

单词拼写有无错误

语法、时态使用是否得当

各段落内容是否包含问题所有内容

字数勿超太多，检查过程中可以做一定删改

尽量保持卷面美观（勿修改过多）

勿着急

Proposal

建议书和商务报告的本质是相同的，结构也相同，实质是报告的一种形式。

REPORT: past and current
contain a number of recommendations

PROPOSAL: future

Proposal

主要内容 就某件事提出观点
 评估事件（优/劣？ 优点/问题？）
 提出建议

Ex

You have recently attended the following one-day courses:

Developing Your Potential

Trends in Electronic Commerce

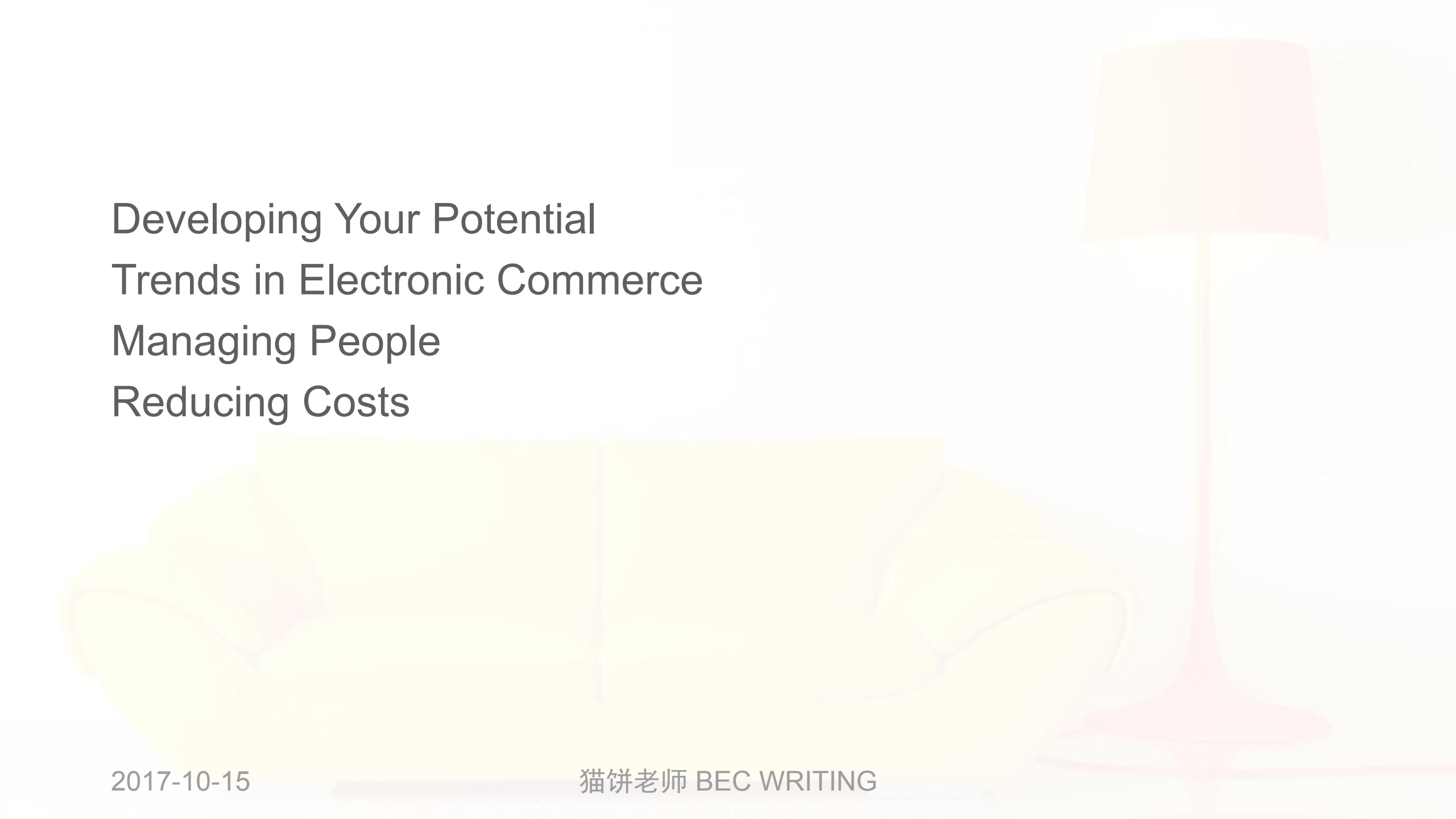
Managing People

Reducing Costs

Your company's Training Manager has asked you to write a short report about the training.

Write the report for the Training Manager:

- describing the two courses which you found most useful,
- explaining how you benefited from them,
- outlining the specific training courses you would like to attend next year,
- giving reasons why these courses would be useful to you.



Developing Your Potential
Trends in Electronic Commerce
Managing People
Reducing Costs

Developing Your Potential

motivational guide to changes, personality building, career development

Trends in Electronic Commerce

latest trends in E-commerce, information security, B2B

Managing People

management techniques, successful cases

Reducing Costs

budget planning, accounting skills, cost accounting

Report: Training courses

Introduction

The aim of this report is to summarise and assess the training courses I have recently attended for the use of the Training Manager.

Courses

In my opinion, the most useful courses were:

- Managing people and
- Trends in Electronic Commerce.

“Managing People” was a one-day course focused on management techniques and their successful implementation. It examined different management styles and their benefits and disadvantages.

“Trends in Electronic Commerce” was a practically oriented one-day course. The main issues discussed involved: the latest trends in e-commerce, security of information, business to business (B2B) trading and potential savings enabled by e-com-

Benefits

Both of these courses were very interesting for me, as I work as a Purchase Manager. I am going to use some of the management techniques in my department. I would like to improve the current approach to motivation or organization of meetings for example. I think that "motivating people" is a key aspect of my job. "Trends in Electronic Commerce" course was also very useful for me as we are set to start ordering process using the Internet technology.

Conclusion

Next year, I would like to attend at least one of the following courses:

- Effective Negotiations,
- Time Management,
- Communication—a key factor for success.

As all of these topics are closely related to my profession, I am sure that it would be to my and also company's benefit if I could attend these courses.

C5T1W4

Question 4

- The Training Director of the company you work for is considering hiring a business training consultancy to provide the following courses: Appraising Staff, Software Applications and Giving Effective Presentations. You have been asked to write a proposal for the Training Director giving your views on these courses.
- Write a proposal for the Training Director:
 - saying which course you would like to attend and why
 - explaining how another of the courses would benefit one of your colleagues
 - advising against running one of the courses.

Introduction: 目的； 调查对象； 考查范围。

国际品牌，优势在何处？（万能思路）

（1）**标识**：图文，易懂，即使外国；
(logo, visual enough)

（2）**品牌概念**：保持自己的市场定位；
(appeal to, upper-class)

（3）**用途**：多功能，适应不同环境。
(multi-purposes, not need adapting)

Introduction

(目的) This proposal sets out to examine options for the successful globalization of **our 'B' brand**. (调查对象) The initial market under consideration is **Continental Europe**. (考查范围) For the purposes of this proposal, we will be considering **three aspects** of the brand, namely our logo, the 'B' concept and finally, the product itself, 'B' boots.

Findings

The following points summarise our key findings.

(要素1) It was found that our **existing logo**, (描述) a pair of boots encircled by the word 'B', is (在外国也易懂) **visual enough** to be used in markets where English is not widely spoken.

(现状的不利) Although **Danish** farmers would be willing to purchase such a high quality product, farmers in **some countries** would be unlikely to choose a British brand over a domestic product. **However,** (自己的优势) **the very Britishness of the product** would appeal to the style-conscious elements of the French and Italian markets, summoning up images of the English upper classes.

(多功能) Our current product is **multi-purpose** and as such would **not need adapting** to suit different sectors of the European market. (万能段落)



得出什么结论？

- （1）**logo**和**product**适应全球化要求；
- （2）**‘B’ concept**还需改进，以适应不同市场。

Conclusions

It was agreed that although the **present logo** and **product** are **suitable for globalization** as they stand, we propose that the **'B' concept** be adapted for different markets.



采取什么措施？

- （1）适应不同市场；
- （2）进一步研究，调查最优市场战略。

Recommendations

We recommend that **further studies** be carried out into the **marketing strategies** best **suited to different European regions**.

Letter

2017-10-15

猫饼老师 BEC WRITING

Letter

写给另一家公司

介绍背景

（介绍自己公司/介绍某件事的起源）

我们公司希望收到信的公司做什么

（进行哪方面改变？/进行什么合作？）

我们公司希望收到信的公司下一步具体做什么事

（我们希望贵司怎么回复信件？做出哪些具体步骤？）

Address

55 Jinfan Road

Canglang District

Suzhou City, Jiangsu Province, 215000

P.R.China

Reference Number

Your Ref. No.:

Our Ref. No.:

考试时可以随机模拟号码，显得符合实际生活。

Date

例：04 05 17

英：2017年5月4日

美：2017年4月5日

4 May 2017

April 5, 2017

Salutation

寄给个人，且知道名字：

Dear Mr. / Miss / Mrs. / Ms.,

寄给个人，且不知道名字：

Dear Sir / Madam / Sir or Madam,

寄给公司：

Dear Sirs,

Dear Ladys and Gentlemen

Subject

下划线、居中、相当于信件的标题

New Product Launching Press Conference
Comments, BMW Report

Main Body

写给另一家公司

介绍背景

（介绍自己公司/介绍某件事的起源）

我们公司希望收到信的公司做什么

（进行哪方面改变？/进行什么合作？）

我们公司希望收到信的公司下一步具体做什么事

（我们希望贵司怎么回复信件？做出哪些具体步骤？）

Complimentary Close

Dear Sir or Madam / Dear Sirs / Dear Madam,

Yours faithfully / faithfully yours

Dear Mr. Smith,

Yours sincerely / sincerely yours

Complimentary Close

Dear Sir or Madam / Dear Sirs / Dear Madam,

Yours faithfully / faithfully yours

Dear Mr. Smith,

Yours sincerely / sincerely yours

signature

Writing signature

Typed signature

title

总: chief / general

副:

deputy

vice

associate

Yours Faithfully,

Alex Hart.

Marketing Director

Enclose (attachment)

P.S. (postscript)

商务信函：情景模拟

开头

提及背景

能或不能

告知好坏消息

说明原因

请求行动

结尾

一般的开头

原则：明确表示**目的**。

I am writing to...

We are interested in...

We would like to know...

Ex

You want to know the prices of some air conditioners.



You want to know the prices of some air conditioners.

We are interested in your air conditioner and we would like to know the prices of some air conditioners.

回信的开头

(1) 表示**收到**

We have received ...

Thank you for ...

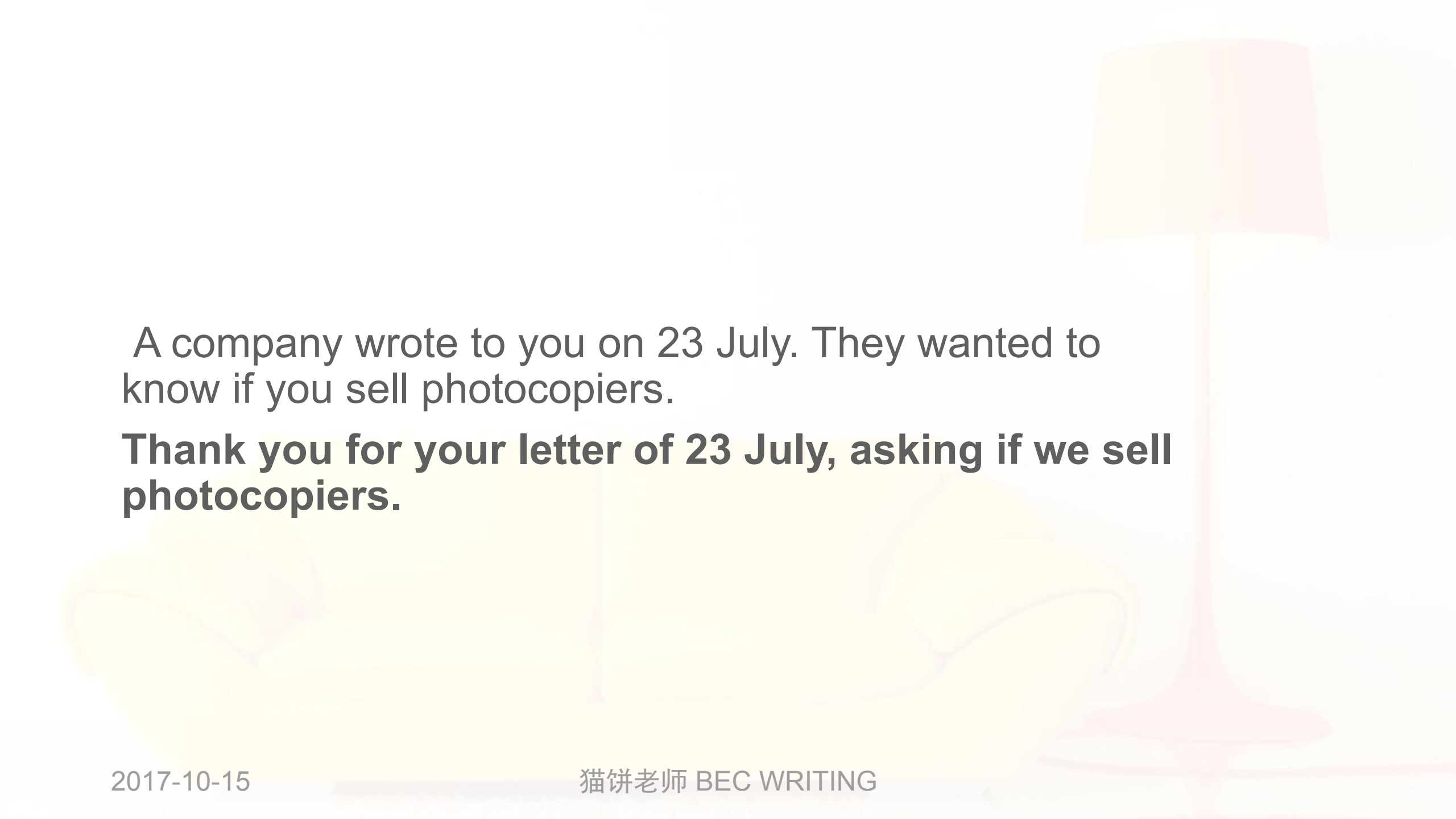
(2) 简要**提及**对方内容

asking me...

saying that...

Ex


A company wrote to you on 23 July. They wanted to know if you sell photocopiers.

A faint, stylized background illustration of a desk. On the right, there is a tall, thin lamp with a large, tapered, light-colored shade. On the left, there is a yellow, spiral-bound notebook or folder. The overall style is soft and minimalist.

A company wrote to you on 23 July. They wanted to know if you sell photocopiers.

Thank you for your letter of 23 July, asking if we sell photocopiers.

A man wrote to you on 18 December. He wanted employment with your company. He also sent his curriculum vitae.



A man wrote to you on 18 December. He wanted employment with your company. He also sent his curriculum vitae.

We have received your letter of 18 December, enclosing your curriculum vitae.

提及背景

with reference to...

with regard to...

in connection with...

further to...

其中，further to表示**递进性**的结果。

regarding to 错
regarding
with regard to

Ex

an invoice (No. 679) for a photocopier



an invoice (No. 679) for a photocopier

With reference to Invoice No. 679, we regret to tell you that the product arrived in bad condition.

a meeting you had with the addressee on Jan. 16th



a meeting you had with the addressee on Jan. 16th

Further to the meeting on 16 January, I am delighted to tell you that we are now able to give you a special offer for our Peach Series computer.

能或不能

We are unable to ...

We are able to ...

We have been **forced** to ...

Ex

You cannot lower your prices.



You cannot lower your prices.

We regret that we are unable to reduce our prices.

You have had to raise your prices because the government has increased the sales tax.

You have had to raise your prices because the government has increased the sales tax.

We have been forced to raise our prices because the government has increased the sales tax.

However, you can give them a discount of 5% if their order is more than \$8,000.

However, you can give them a discount of 5% if their order is more than \$8,000.

We are able to give you a discount of 5% if your order is more than \$8,000.

告知好、坏消息

2017-10-15

猫饼老师 BEC WRITING

告知好、坏消息

I am **pleased / happy / delighted** to **tell / inform / advice** you that...

I **regret / am sorry** to **tell / inform / advice** you that...

说明原因

说明原因

due to...

owing to...

a result of...

because of...

the fact that

Ex

increase prices --- fall of the dollar

increase prices --- fall of the dollar

We have been force to increase our prices. This is owing to the fall of the dollar.

请求采取行动

(1) 要有请求的**语气**

Please could you...

We would appreciate it if you could...

We would be grateful if you ...

(2) 要有**时间限制**

as soon as possible

immediately

without delay / with no delay

Ex

You have seen an advertisement in the newspaper for a post as office manger. You want an application form.



You have seen an advertisement in the newspaper for a post as office manager. You want an application form.

I would appreciate it if you could send me an application form.

小结1：如何扩展叙述

I am sorry but I will be unable to go to the meeting at our company's head office.

I cannot attend it because of previous arrangements which I cannot change.

Mr. Jane, a very good colleague of mine, will go instead of me.

Please accept my apologies.

小结2：通过语序表达强调

下个月，销售部门将雇佣两名新的客户经理，来提高我们的售后服务质量。

The after-sale service will be improved next month due to the two new client managers to be employed by marketing department.

Next month, sales department will hire two new client managers to improve our after-sale service.

Two new client managers will be hired next month to improve our after-sale service.

信件的结尾

一般结尾：表示“期待”。

I look forward to receiving your reply / order / products etc.

Looking forward to hearing from you.

如果在信中为对方提供了信息，则要在结尾表示“**希望对您有帮助**”。

I hope that this information will help you.

Please **contact me** if you need any further information.

Please **feel free / do not hesitate** to contact me if you have any further questions.

Please let me know if you need any further information.

小结： 哪些地方易出错？

Logic: 要做到前后呼应，有**因**有**果**有**例**。写作是严谨的，虽不必“如坐针毡”，但一定要“如履薄冰”。

Requirement: 一定要**具体明确**。

Article: 初次出现用**a**或零冠词；再次出现用**the**。

Example: 论证和举例一定要逻辑**吻合**。

回信的要点

开头要表示**收到**，并提及对方**内容**。

有问必答，如“是否接受邀请”等；

考试时，可**自己模拟**情景。

有建议，就一定要**有原因**。

难以建议，则一定要有**选项**和各项**详情**，以便对方选择。

从头到尾保持**风格一致**，风格由双方**关系**决定。

回信

Topic: a reply of guide

Dear Chen,

I was very pleased to **receive your letter**. As requested, I enclose some advice about visiting Milan.

(果1)There are lots of good hotels near the Fiera and I recommend the Hotel Wagner; (因1)it is about a ten-minute walk from the trade fair but also has metro and tram connections. (因2)The public transport system here is quite reliable and I do not think you need to hire a car(果2); the traffic in Milan can be a bit chaotic.

Finding somewhere to eat in the evening should be easy.
There are plenty of restaurants and pizzerias near the hotel.
My favourite is Nove Cento, **which** serves excellent seafood pasta.

It is **difficult to know** what to recommend for sightseeing **as the city has so much to offer**. (选项1) If you are interested in **art**, then the world famous 'Last Supper' by Leonardo da Vinci is a short tram ride from the hotel or you could visit the Brera art gallery. (选项2) There is also the Duomo, Milan's huge gothic cathedral. (选项3) If you are interested in **football**, there should be a midweek match featuring either AC or Inter Milan. (选项4) Alternatively, you could visit the fashion area around via Montenapoleone.

Thank you for inviting me for a meal one evening during your stay.
I would **be very happy to** accept.

I **look forward to hearing from you** nearer the time. We can then make arrangements for where and when we are going to meet.

Best regards

Maurizio