

## 沪江英语绿宝书之

# BEC 考官教你商务英语写作

## Chapter 1 非正式文体

### Unit 1 便函写作

#### Memo 的定义

memo 的英文解释是 a short official note to another person in the same company or organization, 中文意思就是备忘录, 也就是正式的便函。memo 的全称是 memorandum ([umTmQtq@ngQm]), 其复数形式是 memoranda 或 memorandums。确定地讲, 它是指在同一家公司或机构内从一个人或一个部门传递到另一个人或另一个部门的书面信息。它的内容涉及很多方面, 主要是通知对方要在当天或近期内所要办理的事情是什么。memo 多用于公司内部, 通常是个人写给个人或者个人写给整个公司或部门。它可以由上级发给下级, 也可以是下级发送给上级, 或者在同级之间进行交流。它的写法一般较为正式, 有一些特定的格式。

#### Memo 写作的格式

首先请大家看看下面这个 memo, 思考一下它的格式和写法。

Pearson Co. Ltd
<i>MEMO</i>
To: John Carter, Regional Sales Manager
From: Mary Walden, National Sales Director
Date: 29 March 2004
Subject: Annual Sales Conference
 This year' s Annual Sales Conferences will take place in our London Branch from 3 April to 8 April. Please book your flight in advance and we will meet . all your expenses during your stay there.

(今年的年度销售大会将于 4 月 3 日至 4 月 8 日在我们伦敦分公司举行。请提前预订航班。您在此期间的所有开支将由我们支付。)

通过上面的例子可以看出 memo 通常包含以下几个部分：

公司名称：

收函人姓名（和职务）**To:**

留言人姓名（和职务）**From:**

留言日期**Date:**

便函主题**Subject:**

正文:

**a** 公司名称：因为大部分 memo 都是用专门的公司用纸书写，因此上面会有公司的名称、电话等。如果没有你可以把它们打印出来。

**b** To: 指这个 memo 是写给谁的。

**c** From: 指这个 memo 是谁写的。

**d** Date: 指的是写这个 memo 时的日期。日期按照英式英语的写法要先写日子，然后是月份和年。这里需要注意月份的英文单词应该拼写出来。在较为正式的情况下，月份通常不用阿拉伯数字，也不能缩写形式。

**e** Subject: 指的是主题，即这个 memo 主要是说哪方面的事情。这个单词可缩写为 Sub。主题有时候也可以用 Re:来表示。Re 是 Regarding 的缩写，即这个 memo 是关于什么内容的，也就是主题，它就等于 subject。

f 正文: 即这个 memo 的具体内容。

下面请大家思考以下几个问题

- a 这个 memo 是谁写的? 她的职务是什么?
- B 这个 memo 是写给谁的? 他的职务是什么?
- c 指这个 memo 是什么时候写的? 请写出年月日。
- D 这个 memo 的主题是什么?

答案

- a 这个 memo 是 Mary Walden 写的, 她的职务是全国销售总监。
- b 这个 memo 是写给 John Carter 的, 他的职务是地区销售经理。
- c 这个 memo 是 2004 年 3 月 29 日写的。
- d 这个 memo 的主题是年度销售大会。

## Memo 的种类

memo 根据它的用途可以分为指令性、通知性、建议性和报告性等。

指令性

MEMO

To: All Department Managers  
From: Simon Hofner, Human Resource Manager  
Date: 30 March 2004  
Sub: In-service English Training

An English class will take place in the Training Centre. Please encourage your own staff to attend the course.

Please send me the names of all interested staff by . 10am on 3 April.

(英语培训班将在培训中心举行。请鼓励你们的员工参加。请在 4 月 3 日上午 10 点前把愿意参加培训的员工名单给我。)

通知性

MEMO

To: All Staff  
From: Anna Hope, Sales Director  
Date: 18 May 2004  
Sub: The Visit of Chairman

The chairman of our corporation is going to visit our company next Monday 24 May 2004. He plans to discuss the pricing policy for our newly launched product with our sales staff. He will arrive here at 10am and please attend the welcome reception for him at 10:15am. Thanks!

(我们公司的董事长将于 2004 年 5 月 24 日(下周一)来我们公司。他计划与我们的销售人员讨论新近推出的产品的定价制度。他将在上午 10 点钟到达, 请大家 10 点 15 分出席为他举行的欢迎会。谢谢!)

## 建议性

### MEMO

To: Mary Zhang, Managing Director  
From: Paul Gray, Production Manager  
Date: 16 May 2004  
Sub: Suggestions

Having checked our production capacity for the next year, I can suggest the following:

Increase production by 20 000 bottles over a three-month period, while maintaining present production level of other lines.

Discontinue production of weaker line(s) and use the shortfall capacity for mineral([tm`nQqQp]) water.

I hope one of these suggestions is suitable.

(核对了我们明年的生产能力后，我想提出以下建议：

在 3 个月期间产量再增加 2 万瓶，同时保持其他产品的现有生产水平。

不再生产一些销售不好的产品而改为生产矿泉水。

希望能采纳我的某个建议。)

## 报告性

### MEMO

To: James Palmer, Sales Director  
From: Jane Phillips, Regional Sales Manager  
Date: 23 April 2004  
Sub: Survey

As requested by Managing Director, I have done a consumer research survey concerning our product. The survey showed that the market potential for our own brand shirts would be negligible.

(应总经理的要求，我已经完成了一个关于我们产品的客户调研。这个调查表表明我们生产的自家品牌的衬衫在市场上没有太大的潜力。)

consumer [hQntksbBmQ] *n.* 消费者, 消耗者

concerning [hQntkQBn`V] *prep.* 关于 *We read stories concerning visitors from outer space.*

potential [dQtftnXQp] *n.* 可能性, 潜力, 潜能[(+for)]

negligible [tnTvp`gYQep] *a.* 可以忽略的, 无关紧要的, 微不足道的

有时候 memo 根据情况可能会更加口语化一些。在有些情况下还可以直接手写。

### MEMO

To: Sheila  
Date: Tuesday

From: Paul  
Time: 9:30am

Can you give me the following data, please? a) Latest sales figures for market share of our products. b) Total market survey for soft drink (US North East).

(你能给我以下数据吗? a) 我们产品所占市场份额的最新数字。b) 软饮料的整个市场调查(美国东北部地区)。)

## 注意事项

1 首先 memo 这个单词有些时候可以省略，因为大多数 memo 都印在专门的公司用纸上，并且纸上已经印有公司的标识等，如果没有 memo 这个词则要写出来。memo 这个单词可写在第一行的中间或者左边。

2 注意 memo 的格式，即 To, From, Date 和 Subject 这 4 项内容的位置并不是一成不变的，可以有以下形式：

<i>From:</i>	<i>To:</i>
<i>Date:</i>	<i>Re:</i>
<i>To:</i>	<i>From:</i>
<i>Sub:</i>	<i>Date:</i>
<i>Date:</i>	<i>To:</i>
<i>From:</i>	<i>Subject:</i>

3 明确表明意图，准确传递信息。在实际工作中，memo 的内容可长可短，也可以正式或者非正式化，甚至非常口语化。这主要取决于对象是谁和所写内容的正式程度。不必用过于复杂的单词，行文应该简洁，每句话表达一个意思。

4 如果内容较长，可以适当分段并且标注编号，可以用 1, 2, 3 或者 A, B, C 等符号标识不同的内容。

5 语言应该有礼貌。

6 便函写作会涉及定开会时间和地点等问题。要想将这样的信息传递清楚就涉及到正确使用表示时间和地点的介词，而这仅仅是需要注意的语法知识的一小部分而已。不仅非正式文体写作需要注意语法知识，书信和报告中也要注意这些细节，因此本书专门就重要的语法知识进行了专项讲解。有关语法讲解和练习请参看本书第 5 章第 2 单元的内容。

### BEC 考试中对 memo 的考核情况

在 BEC 初、中、高三个级别中，memo 通常只出现在初级和中级的写作考试中。请大家注意以下几点：

1. 在初级考试中会让你写一个 memo，不过考试中的试题会把 memo 的格式写出来。

2. 对于中级考生而言，memo 的格式必须掌握。

3. 格式中的 To, From, Date, Subject 这 4 项内容中不论有多少单词都不计入考试要求的字数的。例如中级写作中 memo 的写作要求为 40-50 个单词，这个字数指的是 memo 的正文，而格式中的单词不计入其中。

## Unit 2 便条写作

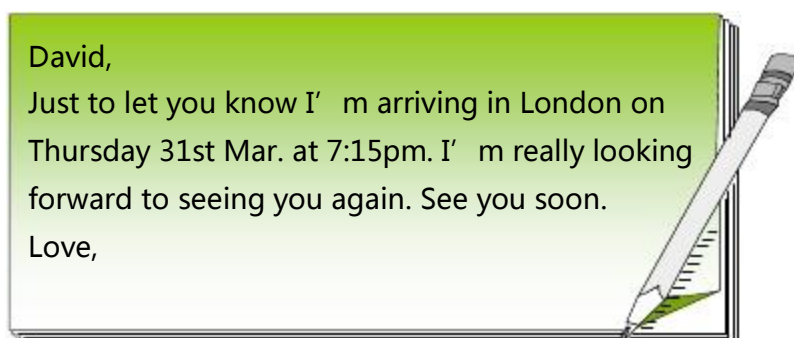
### Note 的定义

note 的英文解释是 a short informal letter。从字面意思上来看就是非正式的、简短的信，也就是便条。便条是相对 memo 来讲更为简单的一种写作形式。它的格式较为不正式，语言更加口语化。它通常是一个人写给另一个人，它的对象是个人而非全体人员。例如你不能给一个部门写。一般情况下 note 都是手写的。

### Note 的写作格式

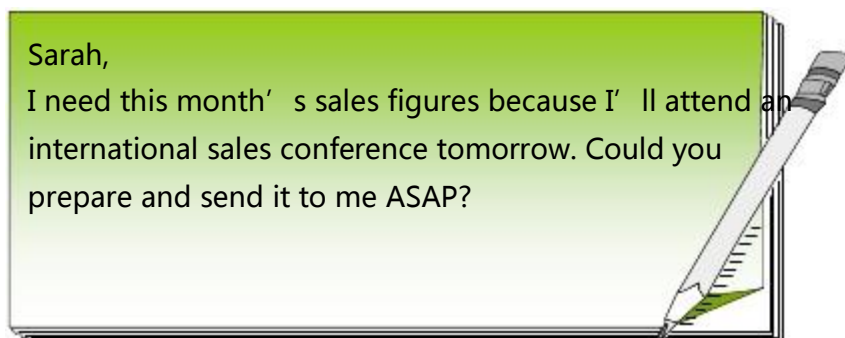
先看几个例子，了解一下 note 的结构和写作方法。

#### 例 1



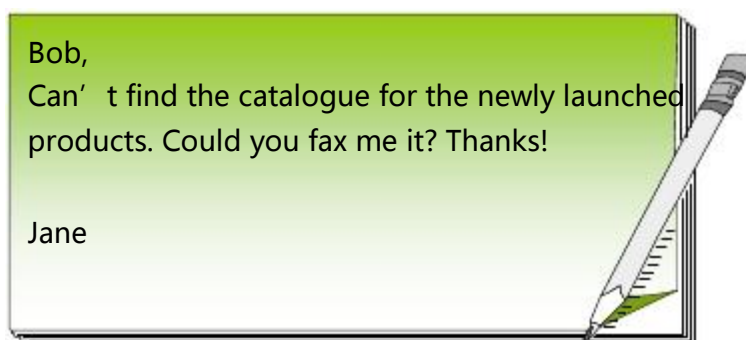
(写此便条就是告诉你我将于 3 月 31 日 (周四) 晚 7 点 15 分抵达伦敦。我真的盼望与你再次见面。)

#### 例 2



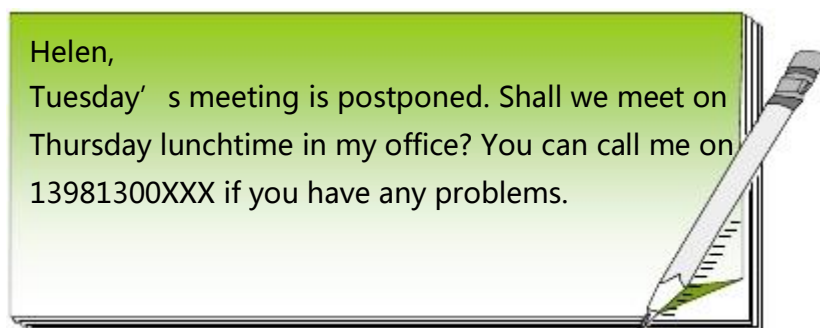
(ASAP: as soon as possible)

#### 例 3



(我找不到新近推出的产品的目录了，你能否给我传真过来？谢谢！)

#### 例 4



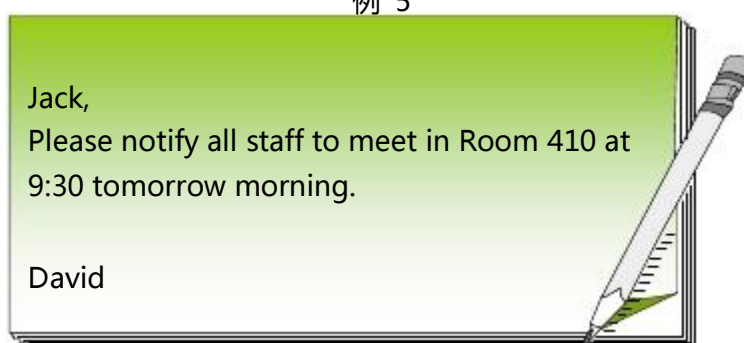
( 周二的会面推迟了。可否在周四午餐时候在我的办公室见面？如有问题，请致电 13981300×××。 )

postpone

vt. 使延期,延迟,延缓[(+to/until)][+v-ing]

[dʒɒkftdʒbn]

#### 例 5



(请通知全体员工明天上午 9 点半在 410 房间开会。)

通过上述例子，我们知道，从格式上讲，note 是比较熟悉的人之间的一种交流方式，因而在称呼上和格式上与 memo 有很大不同。它通常只称呼名字而不称呼姓。它的落款通常也是写 **note** 的人名字。从语言上讲文字通俗且口语化。**note** 经常会有缩写（如 Tel no., I' ve, can' t）和省略（可省略 "I" 和系动词）等，语气上也比较随意。

BEC 考试中对 note 的考核

note 属于简单写作，目前只限于 BEC Preliminary 写作中。中级写作在 1997 年暂未出现过。

#### Practice 练习

You can' t find the price list for a new product and ask a colleague to send it to you. Write a note to tell your colleague.

### Unit 3 电子邮件(E-mail)写作

#### E-mail 的定义

e-mail 的英文解释是 a message that is sent from one person to another using the computer system，意即一个人通过计算机系统发送给另外一个人信息。在当今商务领域，使用 e-mail 已经非常普及。

## e-mail 的格式

先看几个例子，熟悉一下 e-mail 的格式，并注意 e-mail 在语言上的特点。

### 例 1

To:	Jamegreen@abc.com
From:	Maryzhang@abc.com
CC:	
Subject:	Arrangement for a new employee

A new employee will join our company recently. Please prepare a desk and a chair for him. Thanks!

### 例 2

To:	Mikezhang@abc.com
From:	Lilylin@abc.com
CC:	
Subject:	Pricing policy meeting

Hi, Mike! We' ll meet at 2pm tomorrow afternoon to discuss the pricing policy for our new product. Could you come and join us? Please let me know ASAP.

### 例 3

To:	Green@microhard.com
From:	Phillips@microhard.com
CC:	
Subject:	Hotel Reservation

Hi, Green! Please make suitable hotel reservation for Mr. and Mrs. Smith from evening of July 18 through morning of July 23.

reservation [uqTIQtjT`XQn] *n.* 预订,预订的房间(或席座)/[C]

从上面的实例中可以看出 e-mail 的格式主要包括 4 项：

To: 即这个 e-mail 发给谁，通常是接收者的电子邮件信箱。

From: 即这个 e-mail 是谁发的，通常是发送者的电子邮件信箱。



CC: **carbon copy** 的缩写，原意是用复写纸誊写副本，在 E-mail 中为“抄送”之意，即可同时把此邮件发给其他的人，有时也可写成 Copy to:。

Subject: 即主题，也就是这封 e-mail 的主要内容是什么。

另外从语言上看，这三封 e-mail 在语气上有很强的口语化的痕迹，这点与 note 有相同之处。但 E-mail 的语气的正式程序也要视发送者和接收者之间的关系。某些情况下如果用 E-mail 的方式发送信件，那么行文就应该是正式的。

请看下面这个例子：

To:	Davidgreen@abc.com
From:	Johnliu@sohu.com
CC:	
Subject:	Letter of Application

Dear Mr. Green

I have seen your advertisement in the *China Daily* today and I would like to apply for the post of sales manager.

As you can see from my enclosed curriculum vitae, I have been working as a sales assistant for a large international company for more than ten years. I am very interested in this field and hope to develop my career in your company. I would be grateful if you could interview me at your convenience.

I look forward to meeting you.

Your sincerely

John Liu

Enc. CV

curriculum vitae [hQtq`hsbpQm] [tj`BfA`] 【拉】履历(书);简历

另外我们还应掌握 e-mail 中经常用到的一些标点符号，这些符号经常用于电子邮箱和网址，如：

@ at

/ forward slash 斜线号

\ backslash 反斜线符号

. dot 点，句点

\_ underscore 下划线

dash 破折号

: colon 冒号

BEC 考试中对 e-mail 的考核

e-mail 在 BEC 初、中级写作中经常考到，因此必须掌握。

## Practice 练习

You want to meet your sales manager this week, please write an e-mail to him.

Saying when you would like to meet you

Why you would like to meet him

Where you can meet him

## Unit 4 传真(Fax)写作

### Fax 的定义

英文定义是 a letter or message that is sent in electronic form down a telephone line and then printed using a special machine。在公司里，人们经常用传真传送邀请函及回复来函、报价、订货、询问信息和确认电话订单等。大多数公司有专门的传真用纸，上面印有公司的名称、标识、地址和电话号码等细节。请看示例：

OFFICELEADER PLC  
48A Whitestone Road  
Haidian District, Beijing  
Tel: 6219XXX

FAO: Reinhard Sano, Deputy Manager  
To: ABC Ltd.  
From: Officeleader PLC  
Date: 3 April 2003  
Subject: Confirmation On Renting Office Space  
Pages: 1 of 1

Dear Ms Sano

I have received your fax of 13 April and would like to thank you for your invitation.

I would be delighted to give the talk at the meeting on 16 July and I will talk about some business negotiation skills. Would you please let me know where the meeting will be held?

I look forward to your early reply.

Yours sincerely

(大意：我已收到您 4 月 13 日发来的传真，感谢您对我的邀请。我非常高兴在 7 月 16 日做报告，我将做有关商务谈判技巧的报告。您能否告诉我会议在哪里开？盼望收到您的回复。)

PLC: =public limited company 公共有限公司

delighted [g`tpA`f`g] a.高兴的,快乐的[(+at/with/by)][+to-v][+(that)]

negotiation [n`uvQbX`tT`XQn] n.谈判,协商[P1][(+with)]

## 传真的格式：

FAO: **for the attention of** 意为请某人亲启，后面往往跟人名

To: 后面可以跟部门、公司名称，也可以跟人名。有的传真没有 FAO 这项，那么 To 后面跟人名即可。

From: 指这个传真是谁写的。

Date: 指写这个传真时的日期。

Subject: 指这份传真的主题，即这传真的主要内容是什么。

Pages: 指传真的页数。传真通常会标示页码。传真通常在第 1 页标示出总共有多少页，并在后面每一页中都标示出页码。比如 1 of 3 表示总共有 3 页，本页为第 1 页。

传真根据实际情况可分为正式和非正式，比如你可以用传真传送正式的信件，也可以用传真传送一些留言等。

BEC 考试中对 Fax 的考核

Fax 在 BEC 初、中级写作考试中经常考到。对于初级考生来说应该熟悉其格式，而对于中级考生来说就必须掌握其格式，考试的时候一定要把格式写出来。

## Practice 练习

The chairman of your company wants the sales figures for last month and he will present them at a shareholder's meeting. Write a fax to the sales manager, Alex:

Telling him to prepare the sales figures

Explaining why the chairman needs them

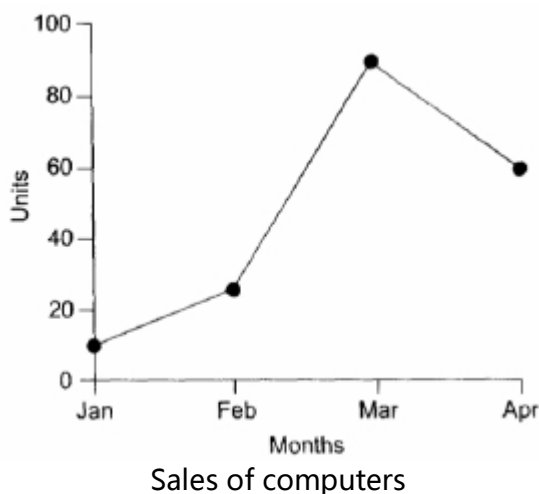
Saying when and where he should send them

## Chapter 2 图表描述

和文字叙述相比，图表可以将信息表达或传递得更简单化、更加清晰，图表凭其直观性能够有效地吸引读者的注意力并生动地传达复杂的信息。因此图表在日常商业运作中是一种常见并常用的方式。

为了能将图表描述清楚，我们需要学会有关的表达方法。本章将对图表描述进行介绍。

### Unit 1 线形图 (line graphs) 和柱状图 (bar charts) 描述



## 图表描述的基本句型

为了将上面的图表描述清楚，我们首先描述 2-3 月和 1-2 月的变化情况，因为这两段都是呈上升趋势。我们可以用以下句型表达：

### 句型一

结构：主语+表示趋势的动词+副词+时间状语

例：Sales of computers increased sharply from February to March.

### 句型二

结构：（形式）主语+动词+形容词+表示趋势的名词+时间状语+in 描述的事物

例：It showed a small increase from January to February in sales of computers.

There was a slight increase from January to February in sales of computers.

## 描述趋势变化的动词与名词

趋势变化无外乎三种运动方向：向上、向下、不变。因此，依托上面两种句型，我们还需要了解表达三种趋势变化的动词形式（适用句型一）和名词形式（适用句型二）。

## Upward trend 上升趋势

### 句型一

## Verbs to show increase 表达上升趋势的动词

一般意义上的上升	to go up 上升 to rise 上升 to increase 增长 to climb 爬升 to grow 增长 to exceed 超过 to overtake 超过
急剧上升	to jump 上涨 to rocket 急剧上升，猛涨 to shoot up 暴涨 to surge 急剧上涨 to soar 剧增，骤升 to take off 成功起飞
在境况不好的情况下改善	to improve 改善 to recover 恢复 to pick up 改善
上升到极值	to peak 到达顶峰 to reach a peak 到达顶峰

在图表写作中，必须注意图表列出的时间点是过去、现在还是将来。对于上表所列出的动词的过去式和过去分词形式见下表

动词	过去式	过去分词
go	went	gone
rise	rose	risen
increase	increased	increased
climb	climbed	climbed
grow	grew	grown
exceed	exceeded	exceeded
overtake	overtook	overtaken
jump	jumped	jumped
rocket	rocketed	rocketed
shoot	shot	shot
surge	surged	surged
soar	soared	soared
take	took	taken
improve	improved	improved
recover	recovered	recovered
pick	picked	picked
peak	peaked	peaked
reach	reached	reached

## 句型二

### Nouns to show increase 表达上升趋势的名词

a rise 上升	an increase 增加	growth 增长	an improvement 提高
a recovery 恢复	reach a peak 达到高峰	a jump 突升	a surge 上涨

### Downward trend 下降趋势

#### 句型一

### Verbs to show decrease 表达下降趋势的动词

一般意义上的下降	to go down 下降 to fall 下降 to decrease 减少 to drop 下跌 to decline 下降 to dip 下降一点 to reduce 减少
急剧下降	to plunge 急剧下降, 暴跌 to plummet 急剧下降, 暴跌 to slide 下滑 to collapse 急剧下滑;(价格)暴跌
降到极值	to reach a trough 降到谷底 to hit/fall to the lowest point 降到谷底

trough [fʁOBi] n.[C] 波谷

表示“下降”的动词的过去式和过去分词：

动词	过去式	过去分词
go	went	gone
fall	fell	fallen
decrease	decreased	decreased
drop	dropped	dropped
decline	declined	declined
dip [g`d]	dipped	dipped
reduce	reduced	reduced
reach	reached	reached
hit [o`f]	hit	hit
bottom	bottomed	bottomed
plunge	plunged	plunged
plummet	plummeted	plummeted
slide [kpA`g]	slid [kp`g]	slid
collapse	collapsed	collapsed

#### 句型二

### Nouns to show decrease 表达下降趋势的名词

a fall 下降	a decrease 减少	a decline 下降	a drop 下跌
a dip 下降	reduction 减少	a collapse 下滑	

### Verbs or verb phrases to show stable 表示不变的动词或动词短语

remain the same 保持不变                      remain constant 保持不变(adj. 不变的)  
 remain stable 保持不变(adj. 不变的)      remain steady 保持平稳(adj. 平稳的)  
 remain unchanged 保持不变                      show little change 几乎没有变化  
 level off /out 稳定下来(过去式: levelled)  
 plateau [tdp@fQb] n. (上升后)的稳定水平(或时期)

## 限定趋势变化的形容词和副词

即使你已掌握了描述趋势的句型和短语，你也可能会发现上升与上升之间也不一样。例如前面的“Sales of computers”线形图中 1-2 月和 2-3 月之间的上升程度不一样。其中后者的幅度要大的多。因此这里就需要用相应的形容词和副词来修饰它们的变化。

在刚刚提及的两个句型中，我们需要用副词来满足第一个句型的要求，而要用形容词才能满足第二个句型的要求。例如：

结构：形式主语+表示趋势的动词+副词+时间状语

It increased sharply from February to March.

结构：(形式)主语+动词+形容词+表示趋势的名词+时间状语

It showed a small increase from January to February.

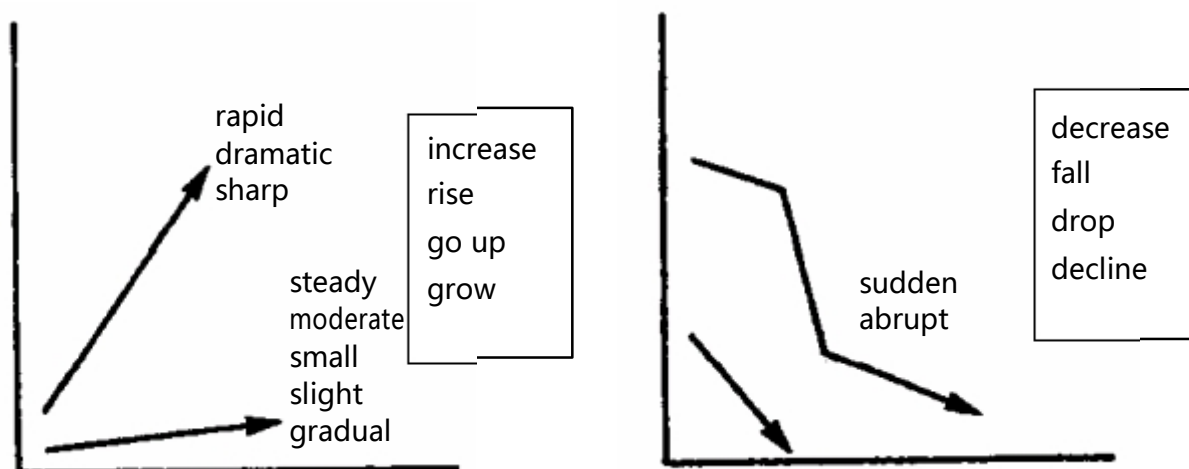
There was a slight increase from January to February.

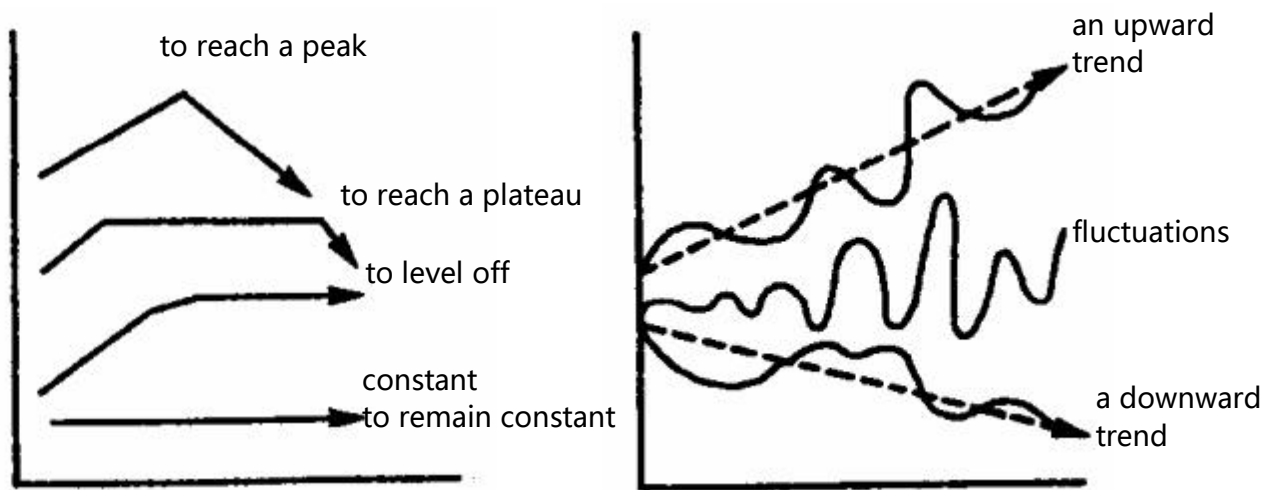
下面列出常用的限定并修饰趋势变化的形容词和副词。

形容词	副词
steady [tkfTg] 稳定的 <i>The sales of computers showed a steady increase in the past quarter.</i>	steadily 稳定地 <i>The sales of computers increased steadily in the past quarter.</i>
gradual 渐渐的	gradually 渐渐地
slight 微微的 <i>The production of timber ([tf`meQ] n. 【英】木材) showed a slight fall in the past quarter.</i>	slightly 微微地 <i>The production of timber fell slightly.</i>
gentle 微微的	gently 微微地
slow 慢慢的(频度词汇) <i>It showed a slow growth.</i>	slowly 慢慢地(频度词汇) <i>It grew slowly.</i>
considerable 相当的	considerably 相当地
noticeable 明显的，显而易见的	noticeably 明显地
marked 明显的	markedly 明显地
sharp 急剧的	sharply 急剧地
significant 重大的	significantly 重大地
dramatic 戏剧性的，巨大的	dramatically 戏剧性地，巨大地
substantial 相当的	substantially 相当地
enormous 巨大的	enormously 巨大地
rapid 快的(频度词汇)	rapidly 快地(频度词汇)

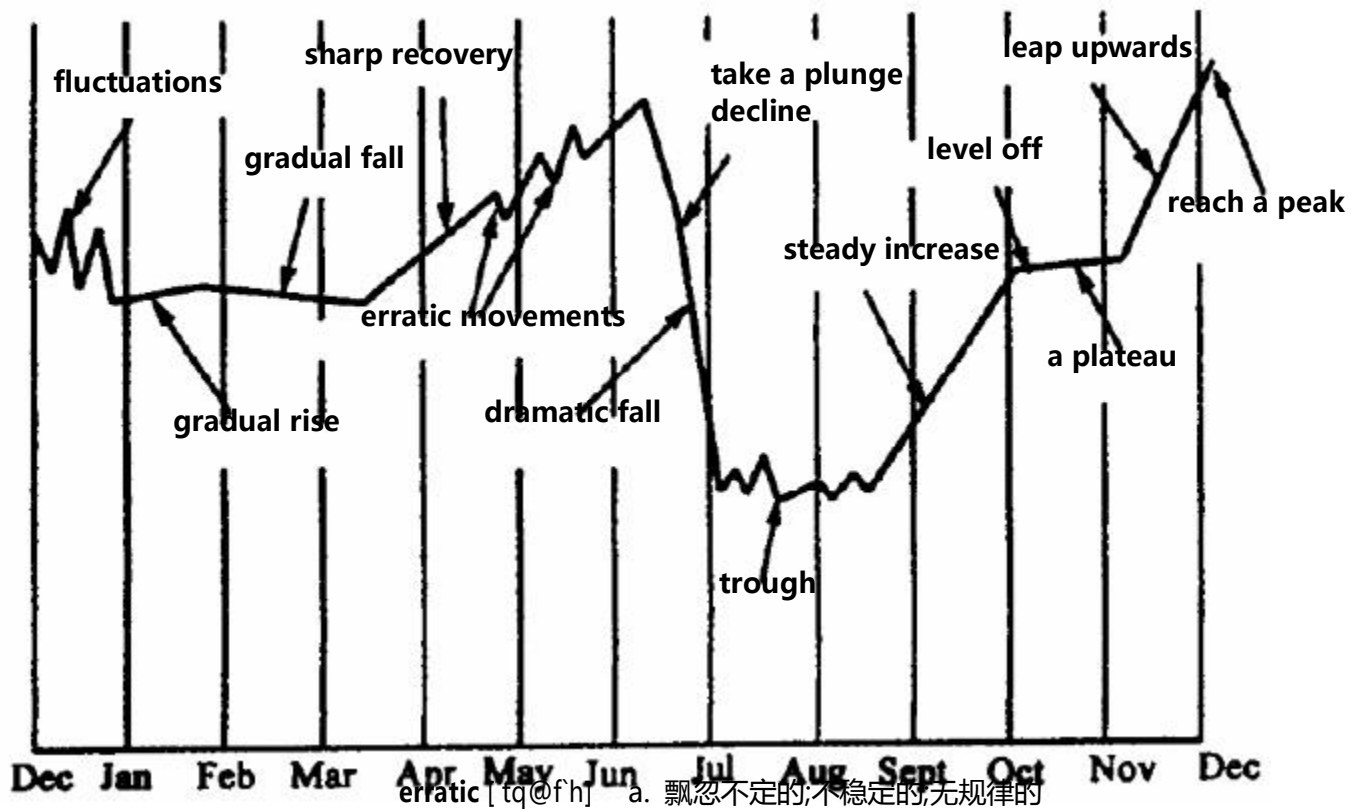
## 总结

### 1) 常用曲线图描述语

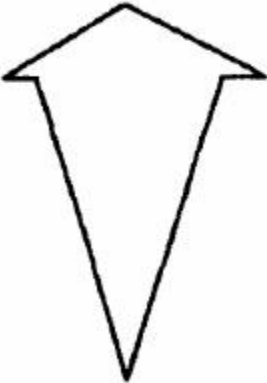




## 2) 常用变化程度词语



## 3) 常用图表阐释语

<p><b>Quantity</b></p>  <p>considerably a great deal very much a lot rather somewhat quite a lot a bit a little slightly</p>	<p><b>Impact</b></p> <p>significant/ly marketed noticeable/ly</p> <hr/> <p><b>Accuracy</b></p> <p>exactly precisely almost nearly roughly approximately</p>
---	---

## 数据的加入

其实即使使用了形容词或副词对趋势的变化加以限定，有时也是很抽象和模糊的。只有引入数据的限定才是最为准确的。要想在两种句型中加入数据就需要使用以下三组介词。

★ 当我们要描述“从...上升(下降)到...”，可以用“from...to...”。例如：

*The sales of computers improved from 25 units to 30 units.* (电脑的销售改善了，从 25 台增长到了 30 台。)

*The enrollment dipped from 39 students in November to 20 students in December.* (学生入学人数从11月份的39人下降到了12月份的20人) enrolment n.登记;入会;入伍;登记人数

★ 当我们要描述变化的幅度时，我们用介词 by 或 of。例如：

*The sales of computers rose from 25 units to 30 units. The sales rose by 5 units.* (电脑的销售从 25 台增长到 30 台，增加了 5 台。)----表示趋势的动词+by

*The sales of computers rose from 25 units to 30 units. They showed an increase of 5 units.* (电脑的销售从 25 台增长到 30 台，增加了 5 台。)----表示趋势的名词+ of

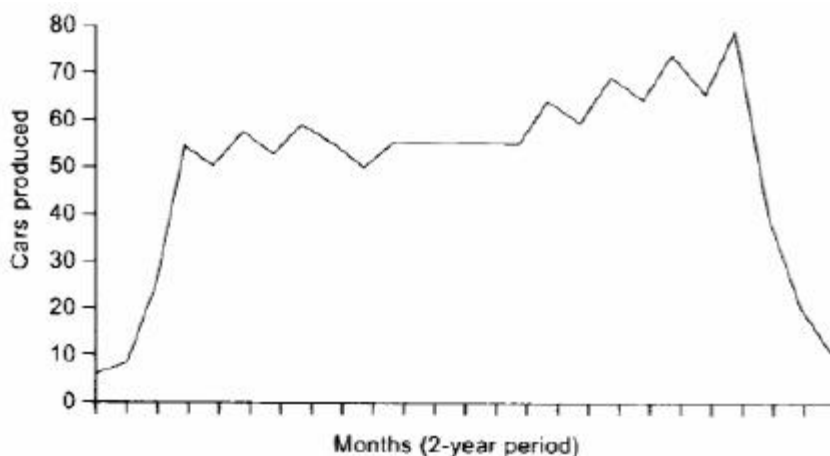
★ 当我们要描述一组数据的起点、最高点以及终点时，应该使用介词 at。例如：

*The sales started at 2 units.* (最初的销量是 2 台)

*It peaked at 10 units.* (销量最好时达到了 10 台)

*It finished at 2 units.* (销售结束时销量是 2 台)

下面是一幅汽车生产的趋势变化图和对这幅图的一段较为准确的描述。描述中加入了数据，并准确地使用了介词。请大家学习该段中使用介词表达数据的方法。



Number of new model cars produced

For the first three months car production increased from about five cars per month to just under 60 per month. This was an increase of about 55 cars produced for the period. Over the next six months the number of cars produced fluctuated at around 50 cars per month. For a period of five months' production remained at approximately just over 50 cars per month. There was a slight upward trend for the next seven months to a peak of nearly 80 cars produced per month before production decreased rapidly by about 70 cars per month to around 10 cars per month.

fluctuate [tipShfsbT'f] vi.波动;变动;动摇

approximately [QtdqOhk'm'fp] ad.大概;近乎

## “大约”和“大概”

在描述线形图和柱状图时，读者在很多情况下无法准确找到纵坐标上的具体数值。这时就需要引入“大约”和“大概”这样的词语让图表描述更准确和客观。下面是常用的一些表示“大约”和“大概”的短语或单词：



just under	roughly [tqSip`] 粗略地;大体上;大约
well under	nearly
	almost
just over	approximately [QtdqOhk`m`fp`]
well over	around
	about

前面的“Sales of computers”线形图可以写出以下这些句子：

The sales started at about 15 units in January.

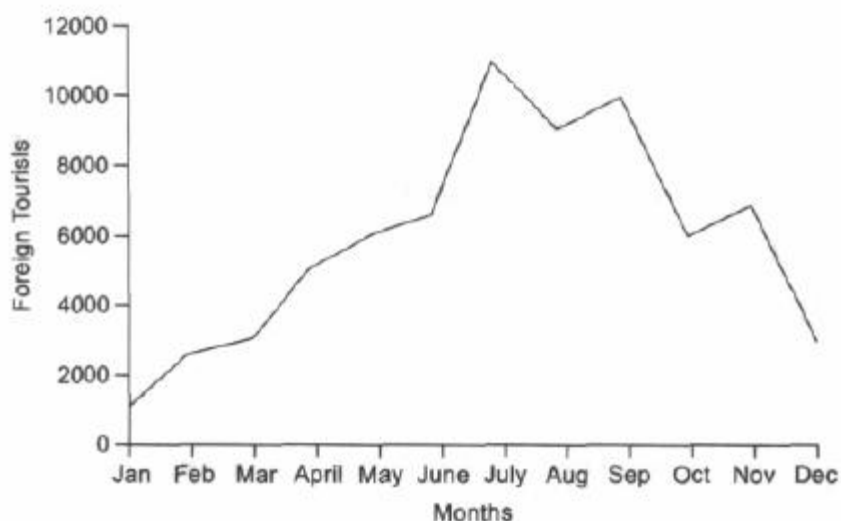
The sales started at just under 20 units in January.

The sales then rose to approximately 90 units in March.

The sales fell to around 60 units in April.

### 描述趋势

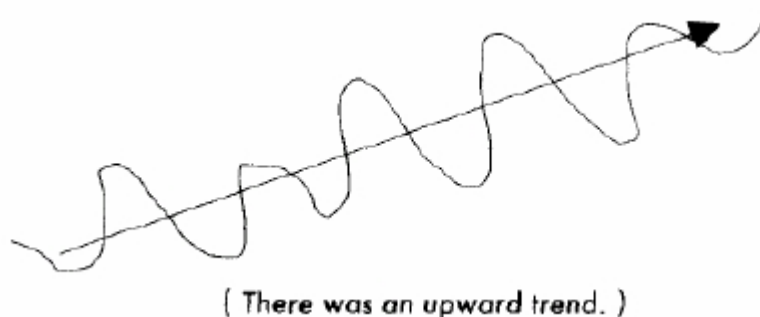
为了能够有效地描述一幅图表，对图表有深刻的理解和阐释，你还应该抓住该幅图表的变化趋势，而不是若干个细节性的变化。参看下面这幅图你有两种方法来描述，一种是逐月描述，像在记流水账一样；另一种则是将这些变化分割成三段，即从一月到七月中旬之间的上升为一段，七月到九月的波动为一段，最后是九月到十二月的下降趋势为一段。两种方法一对比，大家就会感觉到，第二种写法能更清楚有效地向读者展示出游客旅游的变化规律。下面是这段的参考写法。



**Number of tourists visiting a particular country**

From January there was an upward trend in the number of tourists and it reached a peak in July. Then from July to September the number of tourists fluctuated. From September to December there was a downward trend in the number of tourists with a slight rise in October.

下面请大家对照下图学习有关趋势描述的短语或句型。





( There were fluctuations./It fluctuated. )



( There was a downward trend. )

### Describing trends

#### 时间的表达与时态的应用

对于前面的 “Sales of computers” 线形图中一月到二月之间的变化我们可以写成：

*From January to February, there was a slight increase in sales.*

我们还可以写成：

*For one month, there was a slight increase in sales.*

*For a period of one month, there was a slight increase in sales.*

只有变换时间的表达才能让行文不至于枯燥乏味。时间的表达还有：

between 1980 and 1990

since 1980

in the first six months

in January

in 1980

over the last twelve months

by December last year

在运用以上这些时间表达方法时，一定要注意与相应的时态配合好。

#### 时态的使用

当你看到图表表达的主题发生在过去某个具体的时间时，你就应使用过去时。如果某幅图表是对未来某个事物的预测，那么应该选择将来时。如果某幅图表发生在截止到今天为止，那么则需要用现在完成时来描述。

以上只是一些大的框架原则，具体在描述时还需要依据具体情况而定，尤其是要结合你选用的时间状语表达法。

例如：

**Between 1980 and 1990**, the number of tourists rose steadily. (一般过去时)

**In 1980**, most people bought goods from small shops. (一般过去时)

**Since the year 2000**, most people have bought goods from large supermarkets in the immediate community. (现在完成时)

**By December last year**, the share price had fallen sharply. (过去完成时)

#### 主语的变化

写主语也可以考虑多角度变换措辞来增强行文的可读性。如前文的 “Sales of computers” 线形图我们可以选择两种方式做主语：(1) Sales / The sales of computers. (2) Computers sales,

也就是说一种是通过 “The” + measurable quantity + “of” + topic 构成，而另一种则是根据描述的主体直接说明。例如：

话题1：Migrants

migrant n. 移民;移居者

我们可以用两种方法来描述：(1)The number of migrants; (2)Migrant numbers.

话题 2：Land

我们可以用两种方法来描述：(1)The area of land; (2)Land area.

## 比较和对比

为了能将图表中的信息表达得更清楚，往往会需要用到对比和比较。在进行对比和比较时你需要用到以下这些单词或短语。

To contrast 对比,对照	To compare 比较,对照
while/whilst 【主英】=while	likewise [tpA`hrA`l]ad. 【书】 1.同样地,照样地 2.也,亦,又
whereas [orUQqt@l]conj.1. (公文用语,常用在句首)鉴于 2.反之;却;而 <i>Whereas the following incidents have occurred ...</i> 鉴于下列事件业已发生...	similarly [tk`m`pQp`]
however conj.然而,可是,不过	as...as
on the other hand 另一方面...	just as
even so即使如此 <i>The book is rather old; even so, it is very useful.</i> 这本	in the same way
书已很旧,尽管如此,它还是很有用。	like
nevertheless ad.仍然,不过,然而	
less...than	alike
more...than	to reflect
different from	to mirror
differ(ence)	to have in common
although	
in contrast to 与...形成对比;与...相比	
conversely [hQntjQBkp`]ad.逆,相反地	
unlike [tSntpA`h] a.不同的	

为了能更清楚地显示上述短语或单词的用法，下面给出其中一些词语的例句示范。

例一		
In 1980	39% of rural dwellers had drinking waters	compared with 50% in 1990. whereas in 1990 50% had it.

(在 1980 年，只有 39%的农村居民能喝到饮用水，而 1990 年则有 50%的村民能喝到洁净的饮用水)

rural a.农村的，田园的，有乡村风味的；生活于农村的

dwellers n.居民;居住者

※说明：*compared with* 的后面一定要用名词，而 *whereas* 是从句连接词，其后必须跟完整的句子。

例二				
More	urban	dwellers have a water supply than	rural	dwellers.
Fewer	rural		urban	

(城市居民得到饮用水的人数比农村居民得到饮用水的人数多；农村居民得到饮用水的人数比城市居民得到饮用水的人数少。)

以上就是图表写作中线条图和柱状图的写作步骤。下面是大家按步操作时需要牢记的几点注意事项：

Describing trends 描述趋势

Describing increase and decrease 描述上升、下降

Incorporating data 加入数据

incorporate [ˈnthOBdQqTˈf] vt.包含;加上;吸收

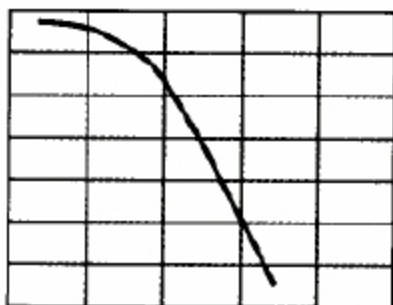
Using approximations 使用“大约”和“大概”的概念

Writing appropriate and varied sentence patterns 使用适当、多变的句型

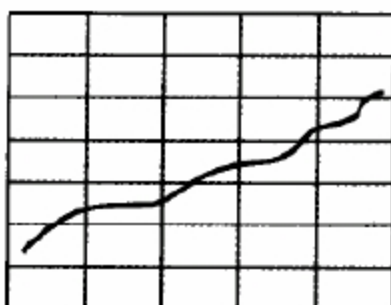
Writing about varied time periods 使用形式多变的时间状语来描述图表

## Practice 练习

1、请用本节学习到的单词或短语将下列图表的变化用文字形式描述出来。



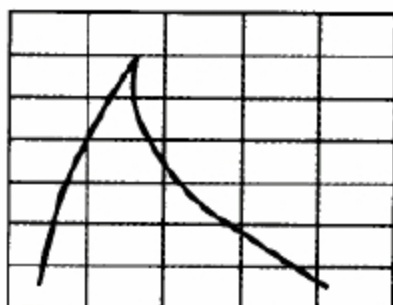
a *a sharp fall*



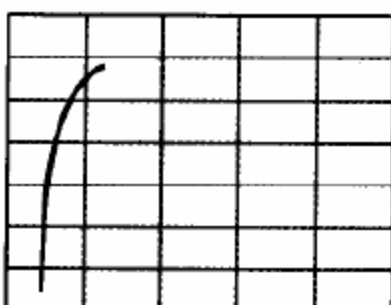
b .....



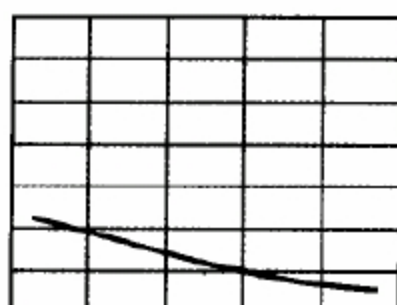
c .....



d .....

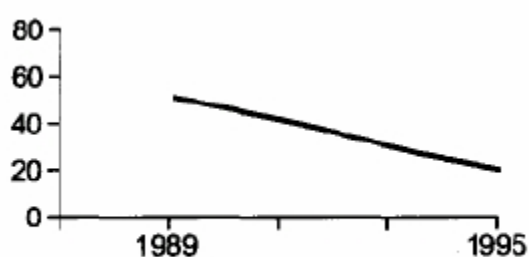


e .....

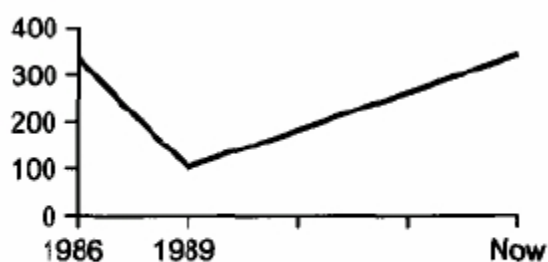


f .....

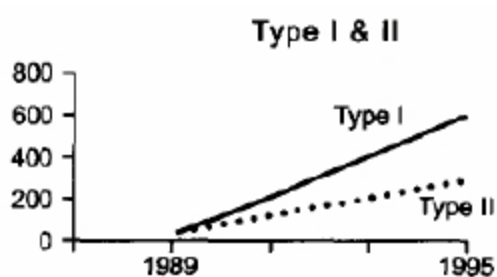
2、根据下列图表用短语来描述它们的变化情况。



a. Production of timber



b. Enrolment numbers



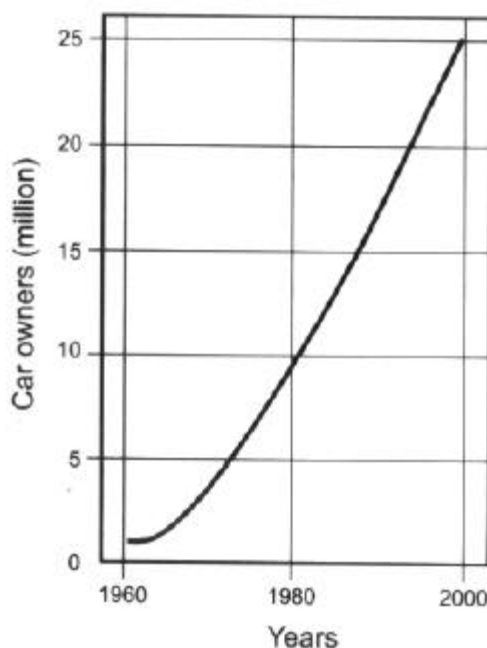
c. Washing machine sales

3、使用适当的介词填空。

- a. The shares peaked \_\_\_\_\_ 23p in July.
- b. Sales fell \_\_\_\_\_ \$3m \_\_\_\_\_ \$6m.
- c. There was an increase \_\_\_\_\_ just over 50 thousand people.
- d. In the first decade the population remained steady \_\_\_\_\_ approximately 5 million.
- e. There was a decrease \_\_\_\_\_ net profit.
- f. Sales rose \_\_\_\_\_ \$3m. This was a rise \_\_\_\_\_ approximately 2%.
- g. Employment fell \_\_\_\_\_ just over 123 000 people.
- h. Violence in the city peaked \_\_\_\_\_ about 1200 deaths per 10 000 people.
- i. After an initial increase, the city pollution levels remained constant \_\_\_\_\_ 5 pm.
- j. The population is expected to grow sharply over the next few years and then peak \_\_\_\_\_ 30 million people.
- k. The production of goods is predicted to finish the year \_\_\_\_\_ 400 units per day.
- l. Production began \_\_\_\_\_ 50 units per day and rose \_\_\_\_\_ about 21 units per day to end the month \_\_\_\_\_ well over 500 units.

参考答案：at / from, to / of / at / in / by, of / to / to / at / at / at / at, by, at

4、根据图表逐一完成下列问题。



- a. Is the graph about people or vehicle [tj`B`hp]?
- b. What do the numbers along the horizontal axis represent?
- c. What do the numbers on the vertical axis represent?
- d. Write a short, general statement about car ownership in Britain.
- e. Now include the time period. Use:  
since 1960  
(over a 40-year period) between 1960 and 2000
- f. Now include the number of car owners in both sentences. (This may mean that you have to reorganise your sentence.)

Vehicle n.[C]运载工具;车辆;飞行器;航天器

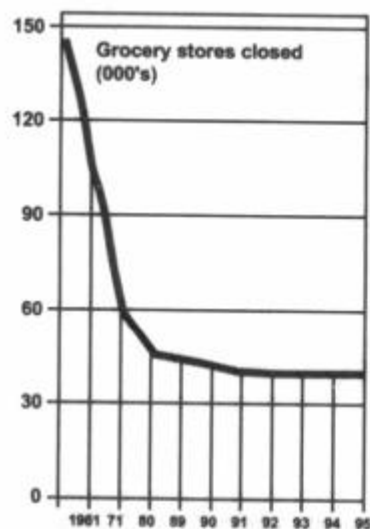
horizontal a.水平的 n.水平线;水平面

axis n.[C]轴;轴线

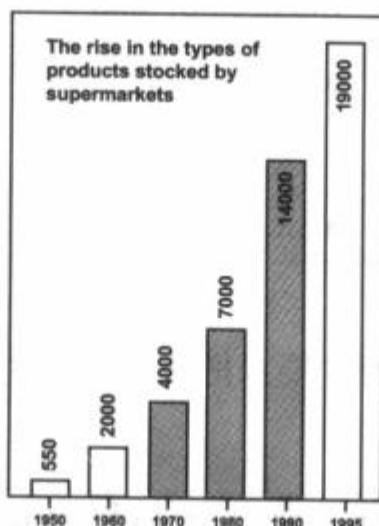
represent vt.1.描绘,(抽象地)表现 2.象征;表示 3.作为...的代表

vertical a.垂直的;竖的,立式的

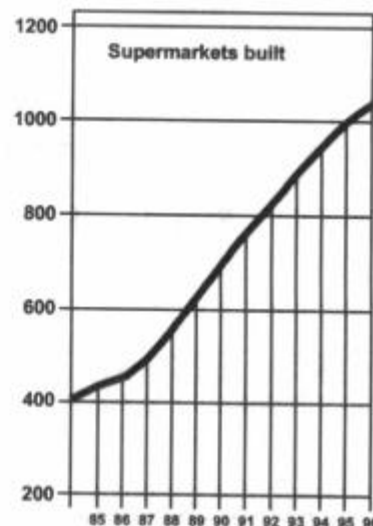
5、请看下面的三幅图表，先用一句描述出该图表的主题，然后对其趋势变化进行描述。



a



b

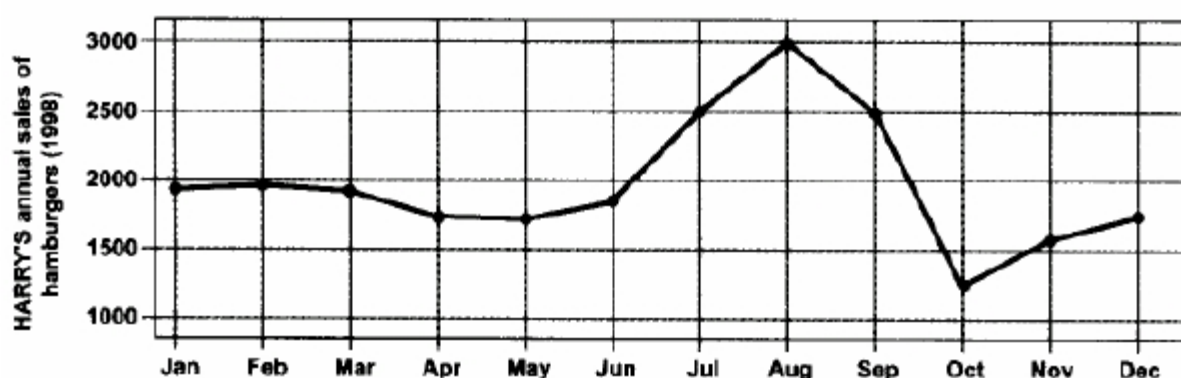


c

6、参看本单元的“Number of new model cars produced”线形图，用一个单词或短语将下面这段描述补充完整。

There was a(n) \_\_\_\_\_ in car production for the first three months. For the next six months the number of cars produced \_\_\_\_\_. Then for five months production \_\_\_\_\_. There was a slight \_\_\_\_\_ over the next seven months before it \_\_\_\_\_ for the final three months.

7、根据下图回答问题。



a. What tense will you use to describe it?

b. Write four sentences about the trends you can see in the above graph. See how many different types of structures you can produce and write them all down. Practise using the words stable, fewer, rise, sales, peak, drop, popular.

8、变化主语的练习。

Topic	The + measurable quantity + of + topic	Alternative
land	The area of land	a...
Insurance	b...	Insurance costs
Unemployment	c...	d...
Female salaries	e...	f...

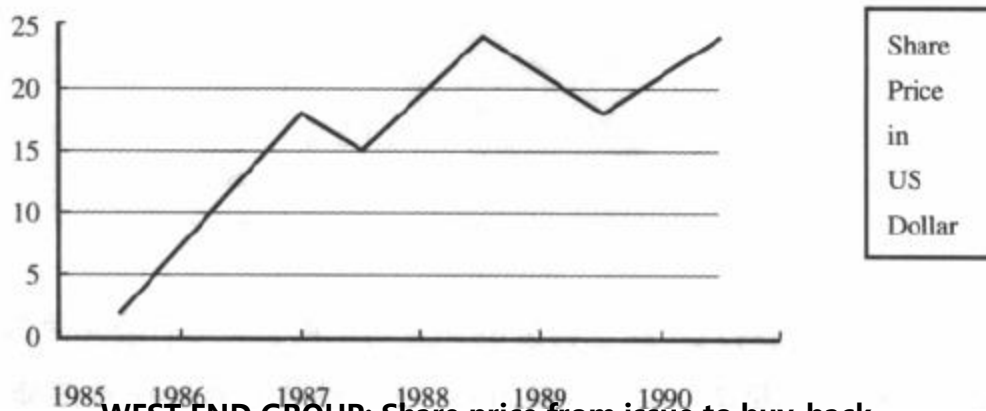
9、图表写作练习。请你根据下面题目的要求把该图表描述出来。

a. The graphs below show the changing share prices of two private companies that went public and issued shares on the stock exchange. Both companies were eventually bought back by their previous owners.

Using the information from the graphs, write a short report describing the general movement of the share prices and comparing the performance of the two companies between the issue date and the buy-back date.



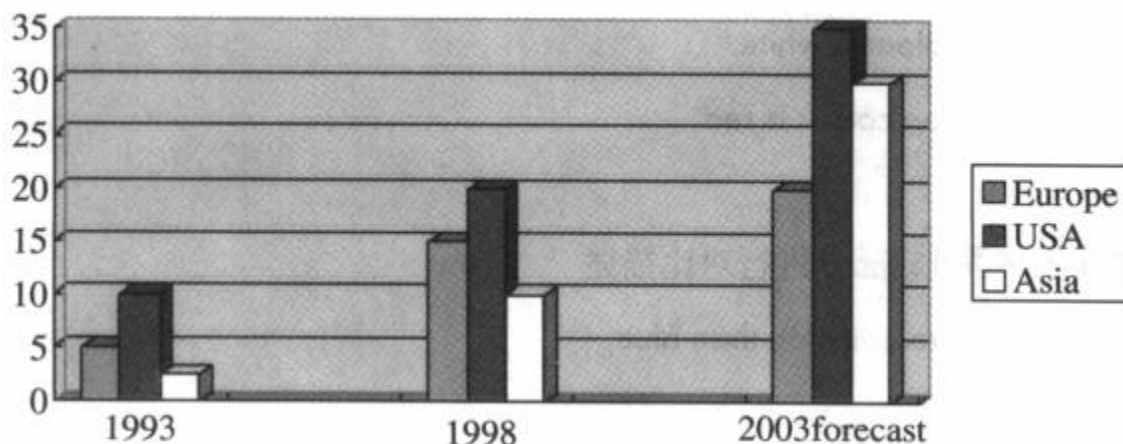
**SCORPIO GROUP: Share price from issue to buy-back**



**WEST END GROUP: Share price from issue to buy-back**

b. The graph below shows development in the ownership of mobile telephones as percentage of all telephones owned.

Using the information from the graph, write a short report on changes in telephone ownership.

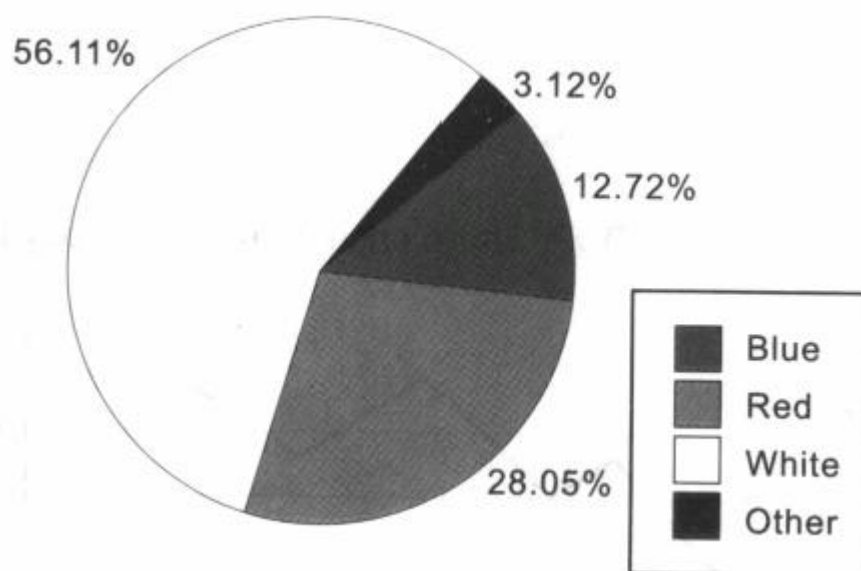


**Mobile Telephone Ownership as a Percentage of All Telephone Ownership**



## Unit 2 饼图 ( pie charts ) 描述

饼图的描述在语言上与柱状图和线形图有所不同，所以在这里单独介绍。请首先看下面这幅饼图。



上面这幅饼图是有关人们对汽车颜色喜爱的调查。结果显示人们最喜爱白色。排在第二位的是红色，其次是蓝色和其他颜色。在描述饼图时，为了能将这样的信息反映给读者，就必须使用比较级的方法。

### 方法一——比较级和最高级

只针对一个饼图中的一个组成部分进行描述

The most popular car colour is white.

The second most common colour is red.

针对一个饼图中两个组成部分进行对比描述

Red is considerably more common than blue.

在这组句型中，我们还可以把副词 considerably 更换成 substantially, a lot, far, much, somewhat, significantly, slightly 和 fractionally(微乎其微地，很细微地)等词，以此来表示一个饼图当中不同份额之间的差异。这样的写法类似于第一单元中对上升或下降幅度进行限定的副词用法。同时，A 比 B 不仅可以多或好，还可以不如对方。

例如

Blue is far less popular than red.

我们还可以用同级比较的句型来对比两个事物。

例如

White is about twice as common as red.

### 方法二——确定性地描述某一事物在该饼图中所占份额

饼图写作与柱状图和线形图写作另一个比较明显的区别是饼图中会非常清楚地标示出每一份所占的比例是多少。因此从语言学习的角度来看，大家就必须掌握描述份额的句型。可以引出份额的动词有：be, make up(组成), constitute([thOnkf'sbBf]vt.构成,组成), account for.

例如

White, which is 56.11%, is considerably more common than blue, which makes up 12.72%.

Red, which constitutes 28.05%, is about twice as popular as blue, which is 12.72%.



The other colours, which constitute 3.12%, are considerably less popular than blue (12.72%).

总之，描述饼图时一共有两种方法将数据引入。

#### 使用括号 **brackets ( )**

例如

White (56.11%) is considerably more common than blue (12.72%).

使用定语从句 **A relative clause (which + appropriate verb: is, makes up, constitutes, accounts for)**

例如

Red, which constitutes 28.05%, is about twice as popular as blue, which is 12.72%.

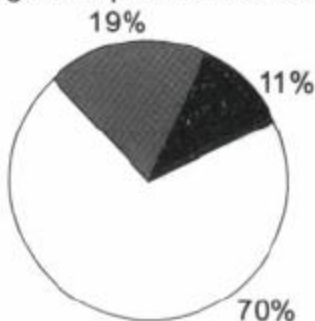
#### **Practice** 练习

1、下面这个练习要求描述 4 幅相关的饼图。在做这个练习之前，大家需要了解一个写作思路：如果单独描述一个饼图会比较简单，只要遵循上面提到的两种方法就可以。这里的 4 个饼图是描述一个事件在 4 个阶段的变化，这时解决问题的方法又回到了该章第一单元“描述趋势变化”的核心问题上。请大家练习一下。

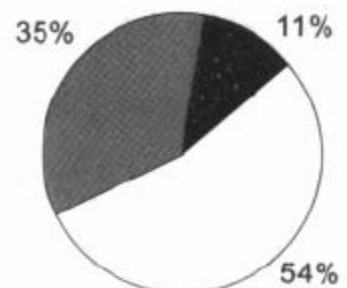
Many women want or need to continue working even after they have children. The charts below show the working patterns of mothers with young children to care for.

Write a report for a university lecturer describing the information in the charts below.

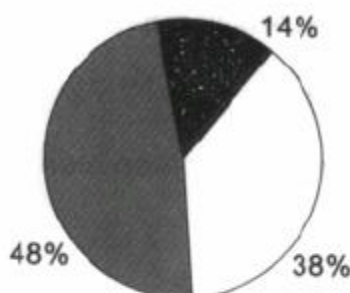
Youngest dependent child 0~2 years



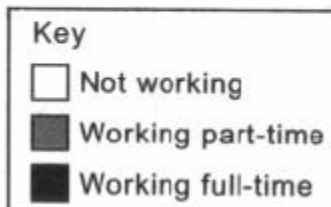
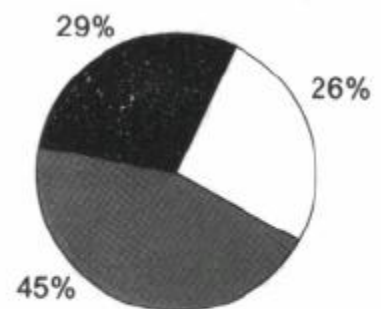
Youngest dependent child 3~4 years



Youngest dependent child 5~9 years



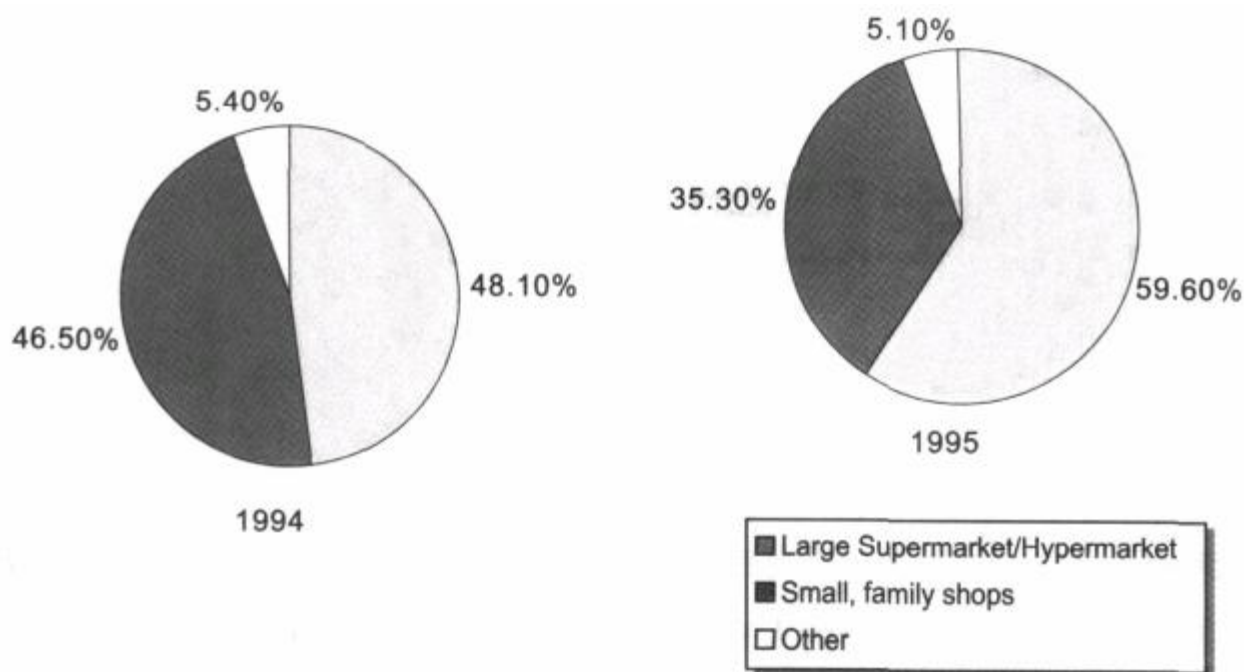
Youngest dependent child 10 years



#### Working patterns of mothers with young children, Great Britain

2、The two pie charts below show a) the three main types of shop which sell your company's products, and b) the proportion of your sales that each type of shop handle in 1994 and 1995.

Using the information from the charts, write a short report which describes the situation in 1994 and compares it with the situation in 1995.



**Channels of Distribution for 1994 and 1995**

### Unit 3 主题句和结尾句

BEC 考试高级写作的第一部分及 IELTS (雅思) 考试 A 类写作第一部分, 还有国内的公共英语等级考试 (PETS) 三级的写作试题中都有针对图表进行描述的写作任务。可见对图表的认知和理解能力对于语言学习达到中等以上的人来说是一项必备的技能。掌握该项技能就可以证明你已经具备通往英语高阶的能力。

在前面两节中我们学习了柱状图、线形图和饼图的描述方法, 并配合了大量辅助性的练习。但是如果只掌握第一节和第二节的内容, 考生还不能全面地表达一幅图表, 因为我们所学习的内容只是针对图表本身, 而没有介绍图表的来龙去脉并在文章的最后做收尾工作。在这节中, 我们将把这种描述再进一步地完善。

#### 主题句的写法

在考试题目要求的第一项内容中往往是针对该图表的内容做总结性介绍。比如, 我们在本章第一单元的练习中碰到了这样一道题, 它的题目要求是这样表达的:

The graph below shows development in the ownership of mobile telephones as percentage of all telephones owned.

Using the information from the graph, write a short report on changes in telephone ownership.

第一项内容中说到“下面的这幅图表显示手机在所有电话中所占比例的情况”, 因此考生在开始描述图表中的趋势变化之前应该单独书写一段起始段, 告诉读者你要描述的是一幅有关哪个方面的图表。书面这样的起始段有以下一些规律可以遵循。

起始句可以遵循以下这些模式性套话。

	Type of chart	Appropriate verb	Description
The	illustration line graph pie chart bar chart table	shows illustrates presents	the number of... the proportion of... information on... data on...

尽量用自己的语言将题目要求和图表主题归纳出来。如果你将题目的要求或图表的主题逐字照搬，会影响到你的分数。为了避免原文照搬，下面有几种方法：

#### 方法一 简单改变措辞

题目要求：

The two pie charts show the proportion of males and females in employment in 6 broad categories.

主题句可以改写为：

The two pie charts show the proportion of men and women employed in 6 broad categories.  
*proportion* *n.比例;比率[U][C][(+of/to)]*

#### 方法二 改变结构

题目要求：

The two pie charts show the proportion of males and females in employment in 6 broad categories.

主题句可以改写为：

The two pie charts show, in 6 broad categories, the proportion of males and females in employment.

#### 方法二 改变时间状语的表达方法

题目要求：

The graph shows the total grain harvest area in millions of hectares between 1950 and 1996.

主题句可以改写为：

The graph shows the total grain harvest area in millions of hectares over a 46-year period.

#### 结束语的写法

在写结束语时，中国考生还容易犯一个错误，就是对图表传达的信息做臆测，也就是说在结尾时发表没有太多依据的主观看法。这样的结尾句写得就有问题，希望引起考生的注意。

下面我们将在前几个单元中出现过的部分练习题补充完整，将主题句和结束语加进来。

为了让读者知道你的写作结束了，你应该使用一些明显提示性的语句。下面就是一些可供大家参考的语句。

Expression	What to write
In summary, ...概括地说	重申上面提到的内容
To sum up, ...总结而言	Express the main points of the illustration again in your own words.
In conclusion, ...最后;总之	对上面还未提及的内容做总结性概括。
To conclude, ...	Say something new that does not extend too far beyond what the illustration shows.

例一

The graphs below show the changing share prices of two private companies that went public and issued shares on the stock exchange. Both companies were eventually bought back by their previous owners.

Using the information from the graphs, write a short report describing the general movement of the share prices and comparing the performance of the two companies between the issue date and

the buy-back(【商】回购贸易) date.

起始段

The graphs show the changing share prices of Scorpio Group and West end Group, from the date when they went public to the date when they were eventually bought back.

中间两段

(略)

结束语

The shares of West End Group performed much better than Scorpio Group.

例二

The two pie charts below show a) the three main types of shop which sell your company' s products, and b) the proportion of your sales that each type of shop handle in 1994 and 1995.

Using the information from the charts, write a short report which describes the situation in 1994 and compares it with the situation in 1995.

起始段

The two pie charts present the proportion of sales made in three types of shop between 1994 and 1995.

中间两段

(略)

结束语

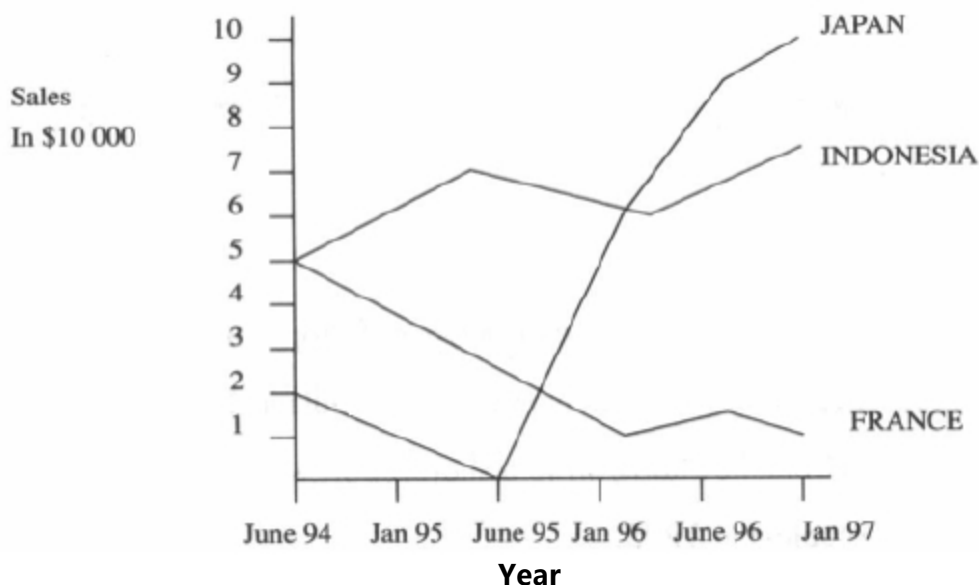
The figures show that the large Supermarkets / Hypermarkets took more of our goods than our other retailers and their sales represented well over 50% of our total sales.

### Practice 练习

1、练习起始段和结束语的写法。

The graph below shows the sales of your product in your three major international markets in the period between June 1994 and January 1997. A new marketing strategy was introduced in June 1995.

Using the information from the graph, write a short report on changes that occurred during the period June 1994 to January 1997.



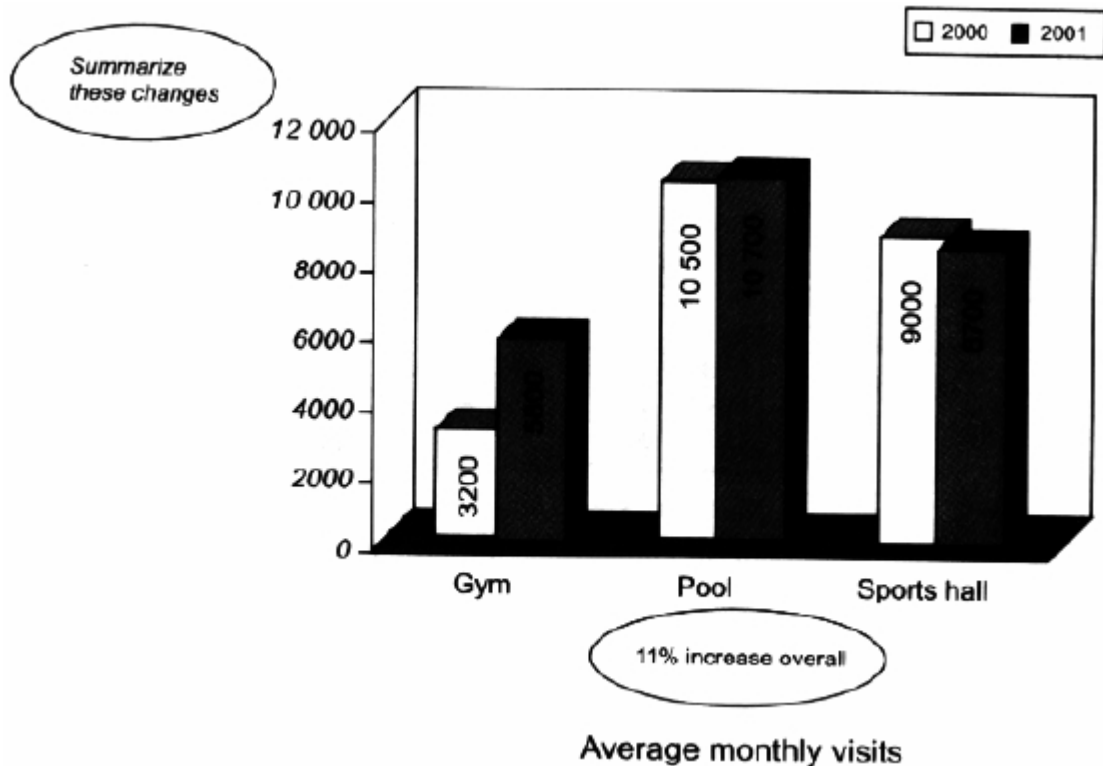
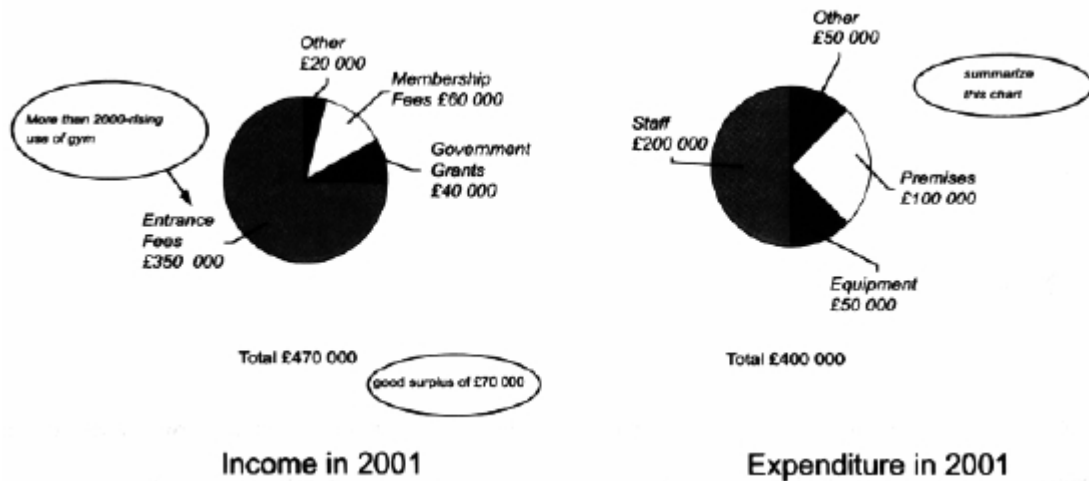
2、You work for a sports center. You have been asked to write a short report that will appear in a

newsletter for the sports centre's members.

Look at the graphs below, on which you have already made some handwritten notes.

Then, using all these handwritten notes, write your report.

Write 120-140 words.

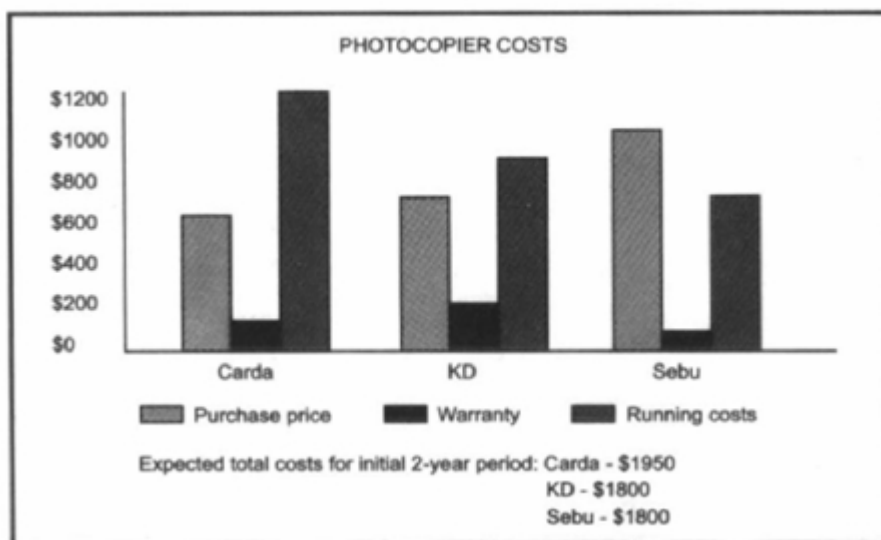


3、根据题目要求完成对下面图表的完整描述。

The bar chart below shows the cost of buying three different photocopiers, the cost of a warranty on each machine, and their expected running costs for the first two years.

Using the information from the chart, write a short report comparing the costs for the three machines.

Write about 120-140 words.

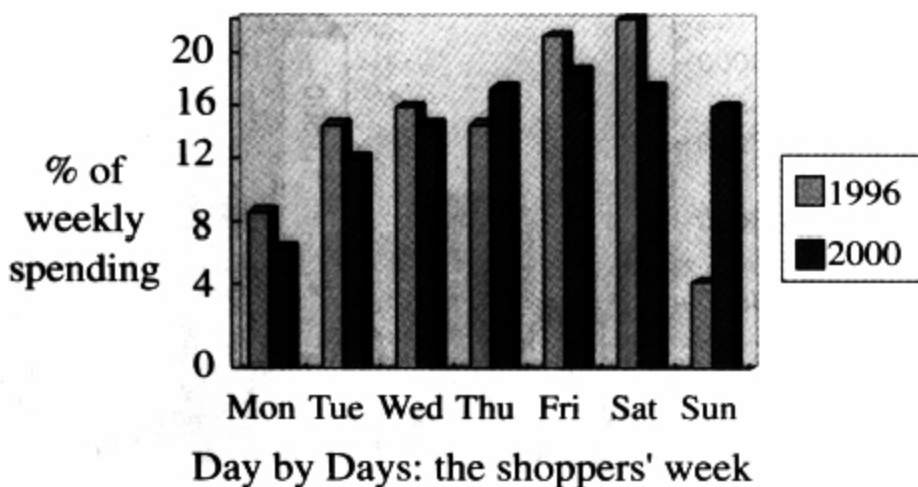


4、根据题目要求完成对图表的完整描述。

The bar chart below shows the quantity of sales made by all retailers in Britain on each day of the week for the years 1996 and 2000.

Using the information from the bar chart, write a short report describing all the changes that took place between 1996 and 2000.

Write 120-140 words.



### Chapter 3 商务书信写作

#### Unit 1 商务书信的格式

商务信件的种类繁多，内容也十分广泛。本章重点讲述在工作中常用的一些信函的模式，如：邀请信、道歉信、抱怨信、求职信和简历。

首先我们将对书信的格式和常用的套话作重点讲解，然后按照信的不同用途进行分类讲解。下面让我们学习一下信封的地址如何书写。与中文写法相反，英文地址是先写小的地方，再写大的地方。比如：中国北京市海淀区白石路紫玉胡同 6 号，英文的写法是：No. 6 Ziyu Hutong, Baishi Road, Haidian District, P.R.China.

下面我们来了解一下信的格式，请看下面的例子。

SMITH&BROWN PLC

Mr. Thomas Davis, Smith and Brown PLC  
41 Fountain Street  
Beijing 100010  
Tel: 6325××××  
Fax: 6326××××

James Brown  
Sales Manager  
David Advertising Ltd.  
33 Corn Road  
Beijing 100010

Your ref.: DK/YU430  
Our ref.: MT/KA

15 April 2004

Dear Mr. Brown,

Re: New Product Advertisement Booking

Thank you for your letter of 12 April 2004 concerning our new product advertisement booking. I am writing to inform you that certain changes have been made because we have increased the budget on the advertising campaign.

We need to change the following details. Firstly, we would like to book colour page adverts instead of black and white. In addition, we would like our adverts to appear in four issues rather than two, that is, June, July, August and September. Finally, I would be grateful if you could quote us a new price and offer us a 10% discount considering the large number of issues in which we place the adverts.

I am sorry for any inconvenience this has caused and look forward to your early reply.

Yours sincerely

ThomasDavis

Thomas Davis  
Manager

Enc.

(感谢您 2004 年 4 月 12 日关于我们新产品广告预订的来信。我写此信是告知您因为人们提高了预算，所以在广告预订上有了一定的变化。我们需要更改以下方面。我们想预订彩色版广告而不是黑白版。而且我们希望广告出现在 4 期中，而不是 2 期，这 4 期分别是在 6 月份、7 月份、8 月份和 9 月份。最后，如果您能给我报一个新的价格，我将不胜感激，并且考虑到我们预计了更多的期数，您能否给我们 10% 的折扣。对于给您带来的不便我很抱歉，我盼望您的回信。)

通过上面这封信，你可以发现正式的英文书信通常会包括以下几个部分。

#### 信头(letterhead)

正式的商务信函按照规定必须写在专门的信纸上面，我们通常把这种信纸叫做带有信头的信纸 ( headed paper )。信头通常包括发信人的公司名称、地址、邮编、电话和传真号码等。信头的位置可以在信纸的左上角、右上角或者在信纸的中央。如果没有信头，你也可以先打出来。上面这封信的信头就是 Mr. Thomas Davis, Smith and Brown PLC, 41 Fountain Street, Beijing 100010, Tel: 6325××××, Fax: 6326××××。

#### 寄信人的地址 ( sender' s address )

我们可以看出写信人的公司是 Smith and Brown PLC，地址是 41 Fountain Street, Beijing 100010，电话和传真是 Tel: 6325××××, Fax: 6326××××。寄信人的地址通常写在信的右上角或者信的左上角 ( 收信人地址的上方 )。

#### 收信人的地址 ( recipient' s address )

收信人的地址是 David Advertising Ltd., 33 Corn Road, Beijing 100010。

#### 编号 ( references，缩写为 ref. )

大多数商务书信都有编号，编号主要用于信件归类存档。编号通常分为 Our ref. ( 我方编号 ) 和 Your ref. ( 你方编号 )。

#### 日期 ( date )

对于日期的书写大家一定要小心。比如 2004 年 4 月 10 日，我们写成 2004/04/10，英国人通常为 10/4/02004 或者 10/04/2004，美式英语为 4/10/2004 或者 04/10/2004。所以在写正式信函时最好写成 10th April 2004 ( 英式英语 ) 或者 April 10, 2004 ( 美式英语 )。另外在很多信件中日期的位置并不是一成不变。它既可以出现在写信人地址的下面 ( 信的右端 )，也可以出现在收信人地址的上面 ( 信的左端 )，还可以出现在收信人地址的下面 ( 信的左端 )。这封信就属于最后一种情况。

#### 称呼语 ( salutation )

在信的正文开头总要有个称呼，通常都是用 Dear 开头。在英式英语中称呼语后面可以不加标点符号或加逗号 ( 美式英语有时加冒号 )，但是如果你使用逗号就要在结束语后面也加上逗号，如果不使用逗号则结束语也不加逗号。在英语中称呼名字与中国人正好相反。中国人是姓前名后，英国人是名前姓后。英语中一般有 4 种对人的称谓，即：Mr., Ms., Mrs., Miss，我们在称呼时通常用对方的姓。比如：James Brown，其中 James 是名 ( given name / Christian name / first name )，Brown 是姓 ( surname / family name / last name )。如果是男士 ( 通常可以从名字看出来 )，我们可以说：Dear Mr. Brown 布朗先生 ( 未婚或已婚都可以 )。如果是女士，我们可以说 Dear Mrs. Brown 布朗夫人 ( 已婚 )，Dear Miss Brown 布朗小姐 ( 未婚 )，Dear Ms. Brown 布朗女士 ( 未婚或已婚都可以 )。如果不知道对方姓名，我们可以这样写：Dear Sir or Madam, Dear Sir 或者 Dear Madam。如果收信人是一家公司，这时你则应该以 Dear Sirs 作为这封信的称呼。

		未婚	已婚	未婚或已婚都可以
知道对方姓名	男士			Dear Mr. Brown
	女士	Dear Miss Brown	Dear Mrs. Brown	Dear Ms. Brown
不知道对方姓名				Dear Sir Dear Madam



信的主题 ( **subject** 或者 **regarding** 加上冒号 , **regarding** 经常被缩写为 **re:** )

信的主题说明这封信主要说的是什么内容。有时也可不写 **subject** 或 **re:**而直接用大写字母写明主题或者用小写字母加横线。上面这封信可以有以下几种写法 :

1、每个单词的首字母大写 : Re: New Product Advertisement Booking

2、每个单词的字母都大写 , 但是不用加横线 : **SUBJECT: NEW PRODUCT ADVERTISEMENT BOOKING.**

3、如果不用 **Re** 或者 **subject** 可以直接写为 : **NEW PRODUCT ADVERTISEMENT BOOKING** 或者 **New Product Advertisement Booking.**

以上 3 种大家可以任选。

信的正文 ( **body** )

1、信的首段 : ( **introductory paragraph** )

通常正式信函的第一段会表明写信的原因、目的或者根据什么来写这封信。

2、信的主段 ( **main paragraph** )

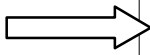
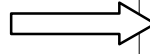
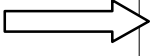
信的主要内容通常放在此段。此段根据内容的多少可另分为数段。

3、结束段 ( **concluding paragraph** )

在信的结束段 , 通常会根据情况表达感谢或盼望对方回信等。

结束语 ( **complimentary ending** )

结束语根据称呼语的不同而不同。如果知道收信人的姓名 , 比如 : **Dear Mr. Brown, Dear Mrs. Brown, Dear Miss Brown** 和 **Dear Ms. Brown** , 其结束语是 **Yours sincerely** ( 美式英语是 **Sincerely yours** 或 **Sincerely** ) 。如果不知道姓名我们通常用 **Dear sir or Madam, Dear Sir** 或者 **Dear Madam** , 其结束语是 **Yours faithfully** ( 美式英语是 **Faithfully yours** 或 **Faithfully** ) 。这里大家一定注意结束语 **Yours sincerely** 的写法。 **Yours** 中的字母 **y** 应该大写 , 并且 **Yours** 中的 **s** 不能省略。综上所述 , 称呼语与结束语的对应关系如下 :

不知道收信人是谁	Dear Sir		Yours faithfully
	Dear Madam		
	Dear Sir or Madam		
	Dear Sirs		
知道收信人是谁	Dear Mr. Brown		Yours sincerely 或 Yours truly
	Dear Mrs. Brown		
	Dear Miss Brown		
	Dear Ms Brown		
如果收信人与写信人的关系亲密	Dear Tom		Best wishes
	Dear Rose		With kind regards / Best regards
			Yours
			Love(非正式书信 , 亲密的朋友或家人)

签名 ( **signature** )

即写这封信的人用钢笔亲自签写的全名。

打印机打出的名字 ( **typed signature** )

通常在用钢笔签名的下方再打出写信者的名字 , 这是为了防止读信的人看不清手签的名字。

职位或称谓 ( **position / title** )

内附 ( **enclosures** , 缩写为 **Enc.** )

它表明此信还寄去了何种文件或物品。

了解了上述内容后 , 请大家再看一下上面这封信的整体布局。一般的正式信函主要有两种常见的写作模式 , 即全齐头式和缩进式。上面这封信就是全齐头式。它的特点是 : 信中的每一行字 , 包括日期、信内地址、称呼、正文、结束语和签名等都从左边顶格写起。缩进式的特点是 : 正文每段第一行向右缩进 5 格 , 结束语位于中间偏右。目前大部分商务信函采用的是全齐头式。

## Practice 练习

1、下面是一封信的几个基本组成部分的英文说法，请把它们按顺序排列出来。

enclose, recipient's address, date, salutation, position / title, typed signature complimentary ending, main paragraph, introductory paragraph, signature, sender's address, concluding paragraph, letter head

2、The following letter has been revised so many times by Mr. Varney that it has become all mixed up, and his word processor has failed to reorganise it. Arrange the letter so that everything is in the right place.

- a. James Smith
- b. ABC LTD
- c. 9 White Stone Road 100081 Telephone 62110355 Fax 62130022  
E-mail: Davidgreen2345@ABC.com
- d. I look forward to your early reply.
- e. Your ref.: DS/19  
Our ref.: AD/21
- f. Yours sincerely
- g. David Bush, Sales Manager, HG Ltd, 23 Corn Street, Beijing 100010
- h. Production Manager
- i. Thank you for your letter of 28 April 2004. I am afraid that we have a problem with your order.
- j. 8 May 2004
- k. Unfortunately, the manufacturers of part you wish to order have advised us that they cannot supply it until September. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?
- l. Dear Mr. Bush

3、下面是几封信件开头的称呼部分，请判断它们是否正确，并说明原因。如果错误，请将它们改正。

- a. Dear Sales Manager
- b. Dear Mr. C. Chun
- c. Dear Yan Song
- d. Dear Jerry
- e. Dear Mr. Pearson

4、请根据收信人情况填写出信的称呼和结束语。

The Chairman  
Astra Publishing House  
100 South Street  
New York NY1001  
U.S.A  
Dear \_\_\_\_\_  
Yours \_\_\_\_\_

.....  
Dear Philip

.....  
The manageress

ABC Inc.  
University Drive  
Bangkok  
Thailand  
Dear \_\_\_\_\_  
Yours \_\_\_\_\_

.....  
Ms. C. Lange  
10 Wellington Road  
High Street  
Liverpool  
Dear \_\_\_\_\_  
Yours \_\_\_\_\_

Crystal Corp.  
Seoul  
South Korea  
Dear \_\_\_\_\_  
Yours \_\_\_\_\_

.....  
Unit 2 商务书信写作常用套话

在我们写信时，我们常会碰到一些情况：

指出写这封信的背景

With reference to...

With reference to your advertisement in the *China Daily* dated of 12 May 2003, ...  
Further to..., ...

Further to our telephone conversation this afternoon, ...

Thank you for...

Thank you for your enquiry dated 19 May 2004.

Thank you for your letter of 18 May 2004 concerning your hotel booking.

解释写信原因

I am writing to...

I am writing to confirm...

I am writing to enquire about...

I am writing to inform you...

I am writing apologise for...

I am writing to apply for...

I am writing to complain about...

提出要求

I would be grateful if you could...

I would appreciate it if you could...

Could you possibly..?

### 表示感谢

Thank you for...

### 随信寄去的材料

Please find enclosed...

I am enclosing...

We enclose...

### 表示道歉

I regret that...

I am afraid that...

I am sorry that...

I apologise for...

I wish to offer my sincere apologies for...

### 同意别人的要求

I would be delighted to...

### 确认某事

I am pleased to confirm that...

I confirm that...

I can assure you that...

### 告知对方坏消息

Unfortunately, ...

I am afraid that...

### 表达对一件事情的紧急处理

... at your earliest convenience.

... without delay.

... as soon as possible.

### 结束信件用语

Thank you for your help.

Please contact us again if	we can help in any way. there are any problems. you have any questions.
----------------------------	---

I look forward to	hearing from meeting seeing	you soon. you next Wednesday.
-------------------	-----------------------------------	----------------------------------

另外，大家应注意缩写形式不应出现在正式书信中，而且写信应该注意分段。

### Practice 练习

1、针对所学基本表达方法中应该注意的各项语法点完成以下练习。

(1) 将括号内的中文译成英文。

- a. Thank you for \_\_\_\_\_. (感谢你告诉我。)
- b. Thank you for \_\_\_\_\_. (感谢你为我寄来了产品目录。)
- (2) 请翻译下面两句话。
- a. 随信寄去一张价目表。
- b. 随信寄去一本宣传手册。
- (3) 请翻译下面几句话。
- a. 对不起，我们的收银员向您多收钱了。
- b. 对不起，我不能参加这次会议。
- c. 对不起，我未能回复你的来信。
- (4) 翻译下面两句话。
- a. 你放心，我们可以按照规定日期交货。
- b. 我确认预订房间这件事。
- (5) 请回答下列问题。
- a. 如果你订的水壶在运送到你手上的时候，水壶把丢失了，你应该如何表达？
- b. 如果你购买的 200 个灯泡在运输过程中全都打碎了，你应该如何表达？
- c. 如果你购买的 10 个麦克风中，只有 2 个能正常工作，你应该如何表达？
- (6) 请大家试着用词组 “look forward to” 来翻译下面两句话。
- a. 我盼望能在下周一收到你的来信。
- b. 我们盼望能尽快收到他的答复。
- 2、请把第一组的短语或句子放进第二组中适当的位置，让它们在信件中执行相应的语言功能。

#### 第一组

Would you like me to...

You will be pleased to hear that...

enquire about...

I am afraid...

Please find enclosed...

seeing you on the 29th

any inconvenience caused

Please do not hesitate to ask

Further to

Could you possibly...

#### 第二组

##### 信件的开场白

We are writing to advise you of confirm...

We are writing to \_\_\_\_\_.

##### 指出写信的背景

Thank you for your letter of January 23.

With reference to our telephone conversation today, ...

\_\_\_\_\_ your fax of June 5th, ...

##### 告诉对方好消息

I am delighted to tell you that...

\_\_\_\_\_.

##### 告诉对方坏消息

We regret to inform you that...

Unfortunately...

\_\_\_\_\_.

向对方提出要求

We would be grateful if you could...

I would appreciate it if you could...

Please...

\_\_\_\_\_?

向对方提供帮助

If you wish, we would be happy to...

\_\_\_\_\_?

道歉

I am sorry about the delay in replying.

I would like to apologise for...

We are sorry for \_\_\_\_\_.

随信附寄

I am enclosing...

\_\_\_\_\_.

结束语

If you have any further questions, \_\_\_\_\_.

If we can help in any way, please contact us again.

Thank you for help.

以后再联系

I look forward to meeting you next week.

I look forward to \_\_\_\_\_.

Looking forward to receiving your comments in due course.

Looking forward to \_\_\_\_\_.

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3、下面有三封不完整的信，请你按照空格内的要求选用本单位出现过的适当短语填空。

第一封信

Champion Plc  
Fountain Road LU1 4CQ  
Tel: 020 14569 Fax: 020 78321

Dear Mr. Yang

(1) \_\_\_\_\_ (reference) your fax today, (2) \_\_\_\_\_ (apologising) for not sending you our new catalogue. (3) \_\_\_\_\_ (giving bad news), it is still at the printers.

However, (4) \_\_\_\_\_ (enclosing documents) a copy of our old one with the new prices on it.

(5) \_\_\_\_\_ (closing remarks).

(6) \_\_\_\_\_ (complimentary close)

Alan de Gaul

## 第二封信

Business Circle Club  
90 Cumberland Avenue, SW12 NT89

Z Jin  
BT Telecom  
2 Pine Street  
Sydney 619

18 September 2004

Dear Mr Jin

(1) \_\_\_\_\_ (reference) to your letter dated 14 August, I am writing to  
(2) \_\_\_\_\_ (Confirming your participation of the annual conference).

I would be grateful if (3) \_\_\_\_\_ (Requesting for more information  
about the schedule of the conference).

(4) \_\_\_\_\_ (giving bad news), I cannot give another presentation. I  
am afraid that I have no time to prepare it.

(5) \_\_\_\_\_ (ending) attending the conference.

Yours (6) \_\_\_\_\_ (complimentary close)

Jenny Green

R&D Manager

## 第三封信

6 Pillar Street  
Brisbane  
PL1 RS 6

26 July 2004

Talking Factory  
12 Red Street  
DE2 TR5

Dear Sir or Madam

(1) \_\_\_\_\_ your advertisement in the Morning Post.

(2) \_\_\_\_\_ send me your new price list of your telephones.

Yours (3) \_\_\_\_\_

Mary Copperfiled

## Unit 3 询问信

### 定义

在公司工作时，询问信和回复询问信是经常遇到的写作。询问信主要是要用来咨询价格、产品情况、付款方式或是向对方索要产品目录等，而回复询问信则是回答上述情况。写询问信询问有关对方产品或服务的信息，往往是同对方建立贸易关系第一步。询问信内容主要是

索要产品目录 ( catalogue ) 、介绍产品的宣传手册 ( brochure ) 、价目表 ( price list ) 以及付款条件 ( terms of payment ) 等。

#### 样例

##### 例一



(我看到了你们出的最近一期《月度办公》杂志上的广告，我对你们的办公文具系列比较感兴趣。如果您能把最新的目录和价目表寄给我，我将不胜感激。盼望您的回信。)

##### 例二



(我看到你们今天在《中国日报》上登的广告，您能否给我发送一些有关你们办公家具的信息？我对你们生产的可调节式电脑椅特别感兴趣。盼望您的回信。)



### 例三



(我在今天《泰晤士报》上看到你们的广告，并且我对你们的产品非常感兴趣。您能否把你们产品的全部细节、价格和样品给我寄过来？盼望您的回信。)

### 询问信常用套语

首先应该提及广告内容，即在什么时候，在哪份报纸上看到这个广告：

With reference to your advertisement in...

I have seen your advertisement in...

I saw your advertisement in...

I am writing to enquire about...

或者直接询问信息：

I am very interested in... and I would like to know...

要求对方采取行动

I would be grateful if you could send me...

Could / Would you please send me...?

Please send me...

结束信函

I look forward to your early reply.

I look forward to hearing form you.

I look forward to receiving your reply.

### 注意事项

- 1、在信的开头说明你所想问的问题。
- 2、提出你的愿望或要求。
- 3、希望对方回复。

### Practice 练习

Write a letter to Cindy Smith asking for catalogue, prices and terms of payments of the furniture range.

## Unit 4 回复询问信

### 定义

回复询问信就是根据客户的来信回信说明自己公司情况并寄去价目表、目录等。

样例一：

Dear Ms Smith

Thank you for your enquiry of 2 October 2004 about our office furniture.

We have pleasure in enclosing our latest catalogue and price list. We hope you will find it of interest.

If you require any further details, please do not hesitate to contact us.

Yours sincerely

(感谢您 2004 年 10 月 2 日关于办公家具的咨询信。我们非常愿意随信附上最新的目录和价格表。我们希望您会对这些东西感兴趣。如果您需要了解更多的信息，请不要犹豫，跟我们联系。)

样例二：

Dear Mr. Black

Thank you for your letter of 14 March 2004, asking about office stationery. The enclosed catalogue contains full details of our range. In most cases we are able to supply you with the goods you require within ten days.

We look forward to receiving an order form you.

Yours sincerely

(感谢您 2004 年 3 月 14 日询问办公文具的来信。随信附上的目录包括了我们的全部细节。在大多数情况下我们能够在 10 天内提供您所需的货物。盼望收到您的订单。)

样例三：

Dear Mrs. Short

Thank you for your letter of 15 May 2004 enquiring about our fax machines.

We have pleasure in enclosing our new brochure and price list of our fax machines.

We look forward to receiving your order.

Yours sincerely

(感谢您 2004 年 5 月 15 日关于询问我们传真机的来信。我们非常感谢随函附上我们传真机的新广告手册和价目表。盼望收到您的订单。)

### 常用套话

表示感谢

Thank you for your letter (enquiry) of (date).

提及来信内容

With reference to your letter (enquiry) of..., asking if...

Thank you for your letter (enquiry) of..., enquiring about/requesting/concerning...

表达随信附上或寄送

We have pleasure to enclose...

We are pleased to enclose...

We enclosed...

Please find enclosed...

We are sending...

结束信件

We look forward to hearing from you.

We look forward to receiving your reply.

I hope that this information will help you.

Please do not hesitate to contact us if you need any further information.

Please feel free to contract us if you have any further questions.

### 注意事项

- 1、在信的开头表示感谢。
- 2、表明随信附上何种物品。
- 3、结尾盼望对方来函或表示愿意回复对方问题。

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### Practice 练习

David Bush wrote a letter to enquire about the GH85 pocket radio. Please reply his letter and give him some information about your product.

## Unit 5 邀请信

### 定义

英文定义：a written request to someone, inviting them to go somewhere or do something.

中文定义：指对某人的一个书面邀请，邀请他们去某处或者做某事。

样例一：

邀请信

Dear Mr. Pearson

I am the Secretary of a small business club in our city. We are organizing a reception for our business clients next Tuesday 23 May. We hope you will be able to attend the reception and give us a talk. I would be grateful if you could tell me which topic you are interested in.

The dinner will begin at 8:30pm and please dress formally.

We will meet all your expenses here and look forward to seeing you.

Yours sincerely

(我是本市一家小型商业俱乐部的秘书长。我们准备在 5 月 23 日 (下周二) 为我们的客户举

行一个招待会。我们希望您能参加招待会并给我们做一个报告。如果您能告诉我您想做关于什么方面的报告，我将不胜感激。宴会将在晚上 8：30 开始，着装应该正式。我们将支付您在这里的所有开支。盼望与您在此会面。)

样例二：

Dear Mr. Johnson

I take great pleasure in inviting you to an international sales conference held at 10am on 14 March 2004 at the Great Wall Hotel.

I hope that you will be able to attend the conference and look forward to meeting you there.

Yours sincerely

John Clinton

(我非常荣幸地邀请您参加 2004 年 3 月 14 日上午 10 点在长城饭店举办的国际销售大会。我希望您能出席大会并且盼望与您在那里见面。)

接受邀请

Dear Mr. Brown

With reference to your letter of 5 October 2004, I am writing to thank you for your kind invitation.

I would be delighted to attend the conference and would like you to reserve a suite for me at the Beijing Hilton Hotel for the night of 11 October 2004.

I look forward to meeting you on 11 October.

Yours sincerely

(根据您 2004 年 10 月 5 日的来信，我写此信表示对您盛情邀请的感谢。我非常高兴参加大会并且我希望您能给我在北京希尔顿饭店预订 2004 年 10 月 11 日晚上的一间套房。盼望与您在 10 月 11 日见面。)

婉言拒绝邀请

Dear Mr. Brown

Thank you very much for your invitation of 5 October 2004.

I would be very pleased to accept your invitation to attend the international sales conference in France. I would also be interested in meeting your clients there.

Unfortunately, due to a business abroad, I will be unable to come to France at the end of October as you suggested. Please accept my apologies. I hope to visit you during a planned visit in November 2004.

I look forward to meeting you then.

Yours sincerely

(非常感谢您 2004 年 10 月 5 日的邀请。我非常愿意接受您邀请我参加法国的国际销售会议，我也非常感兴趣与您的客户相见。不巧的是因为我要到国外出差，因此我可能不能够按照您所要求的 10 月底来法国。请接受我的歉意。我希望能按拟订的计划在 2004 年 11 月拜访您。盼望与您见面。)

#### 常用套话

##### 邀请

##### 正式

...request the company of... on the occasion of... at Palace Hotel... on 12 May 2004... at 7pm...  
The Managing Director the company of Mr. Johnson on the occasion of thirty-second anniversary  
at the Great Wall Hotel on 22 October at 7pm.

You are cordially invited to the Opening Ceremony of David LTD.

I take great pleasure in inviting you to an international sales conference.

##### 非正式

We are organizing a special reception to mark the thirty-two anniversary of our company and would (very much) like you to attend.

I should like to invite you to our new company premises in Shanghai.

You are invited to attend a seminar.

##### 拒绝邀请

##### 正式

Mr. Brown thanks... but regrets that he cannot/is unable to attend due to...

##### 非正式

Unfortunately I have already agreed... to... and will therefore be unable to attend...

##### 接受邀请

##### 正式

Mr. Brown thanks (...) for (their) kind invitation to... and will be delighted / pleased to attend.

##### 非正式

I would be delighted to attend...

#### Practice 练习

Write a letter of invitation to Mr. Black, asking him to pay a visit to your company.

### Unit 6 道歉信

#### 定义

英文定义是 something that you write to show that you are sorry for doing something wrong. 通过定义大家可以看出，道歉信就是表达你对所犯的错误的歉意。它的特点是：首先提及对方的来信，然后主段首句表示歉意并立即解释原因。通常在结束前根据情况可能再次表达歉意。

## 示例

### 因为延误而表示歉意

Dear Sir or Madam

Thank you for letter of 5 May 2004.

I must apologise for the delay in replying to your letter of 15 April. Unfortunately some members of our staff have recently been off sick. This, at a time when several of our employees take their annual leave, has resulted in unavoidable delays in replying to letters.

I enclose the price list of our company as requested and look forward to hearing from you.

Yours sincerely

(感谢您 2004 年 5 月 5 日的来信。我必须为延迟回复您 4 月 15 日的来信而表示歉意。不幸的是我们一部分员工最近生病，而与此同时一部分员工正在休年假，这一切导致了不可避免地延误回复您的来信。我随此信附上您索要的我们公司的价目表。盼望您的来函。)

Dear Mr. Harrison

Thank you for your telephone call of 18 May 2004.

I am extremely sorry for the delay in sending the sample shirt to you. It was late because David Murray, our Production Manager, has been sick for three weeks. The sample, is now on its way and you should get the sample within three days.

I apologise again for the delay and I hope the sample will meet with your satisfaction.

Yours sincerely

(感谢您 2004 年 5 月 18 日的来信。非常抱歉没有及时给您寄送衬衫样品。延误寄送样品是因为我们的生产经理戴维·莫瑞病了三周。衬衫样品现在正在路上，您应该能在三日内收到。我为给您带来的不便再次表示歉意。希望我们的样品能令您满意。)

Dear Mr. Johnson

Thank you very much for your letter of 3 May 2004.

We wish to offer our sincere apologies for the long delay in replying to your letter. We have recently moved our headquarters to a new location in the south of city and this has resulted in some considerable delay in replying to enquiries. The move has now been completed and I can assure you that there will be no more delays in the future.

The catalogues you require are enclosed and I hope that you will continue to use us as your main supplier.

Yours sincerely

(非常感谢您 2004 年 5 月 3 日的来信。我们为延误很长时间回复您的信件表示真诚的歉意。

我们最近把公司总部搬到位于城市南部的一个新地方。这导致了大量回复询问信函的延误。现在搬家已经结束并且我可以向您保证今后再不会有延误。我随信附上您要的目录。我希望您能继续把我们作为您的主要供应商。)

因为过错而表示歉意

Dear Mr. Gilson

Thank you for your letter of 6 May 2004 concerning the faulty tableware.

I am extremely sorry to learn that the delivery you took on 2 April was of poor quality. This was due to our faulty packing machine. We now have it repaired and we will replace the faulty delivery free of charge within three days.

We have been supplying you for five years and you have always been one of our excellent customers. Therefore, I greatly regret the inconvenience it has caused and would like to offer my sincere apologies. I can assure you that such occasion will not occur and our supplies in the future will again be of our usual high standards.

I hope that you can use our company as your supplier in the future.

Yours sincerely

(感谢您 2004 年 5 月 6 日关于破损餐具的来信。获悉 4 月 2 日您收到的餐具质量极差我非常抱歉。这主要是因为我们的包装机出现了故障。我们现在已经修好了机器，并且我们将会在三日内免费把替代品发送过去。我们作为您的供应商已经 5 年了，并且您一直是我们的优秀客户之一。因此，我们为给您带来的不便表示真诚的歉意。我向您保证这种情况不会再次发生，并且我们将来的产品还会是我们一贯的高水准。我希望您在将来还能够把我们公司作为您的供应商。)

Dear Mr. Saito

With reference to your letter dated 3rd May 2004, I am writing to apologise for the mistake we made.

The mistake was made because our computers broke down on 29 April. I can assure you we will send the cheque of \$200 to you in two days. We will offer you 20% discount for you next stay.

Please accept our apologies for the inconvenience this error has caused you and we look forward to meeting you again.

Yours sincerely

(感谢您 2004 年 5 月 3 日的来信。我写此信以表达我们对所犯错误的歉意。犯这个错误的原因是 4 月 29 日电脑出了故障。我可以向您保证我们将在两天内把 200 美元的支票寄给您。我们将在您下次入住饭店时给您提供 20% 的折扣。对于我们所犯错误给您带来的不便，请接受我们的歉意。盼望与您再次见面。)



因为顾客对我公司商品不满意

Dear Mr. Clinton

Thank you for your letter of 9 May 2004 concerning faulty goods purchased in our store in London.

I am very sorry indeed that you were not satisfied with the pencils that you bought from our store.

Our company is always trying to improve the quality of its merchandise and we are very unhappy when one of our products does not give satisfaction. In fact, this was due to the breakdown of our packing machine.

In the meantime I regret the disappointment you were caused. As a gesture of goodwill, I have pleasure in refunding the cost of the pencils. And enclose a gift voucher that you can use in our London branch.

Thank you for bringing this matter to our attention. I hope any further purchases you may make at our stores will be up to our usual high standards.

Yours sincerely  
Paul Harvey  
Customer Relations

(感谢您在 2004 年 5 月 9 日的来信反映在我们伦敦的分店购买到次品的事情。我非常抱歉您对我们店里购买的铅笔不满意。我们商店一直在致力提高商品的质量，并且我们非常抱歉我们的商品不能令您满意。事实上这些次品是由于我们的包装机出了故障。与此同时，我为给您带来的失望而表示歉意。作为一个友好的表示，我会把您买铅笔的钱退给您。我还随信附上一张礼品券，您可以在我们伦敦的店铺使用。谢谢您告知我们此事。我希望将来您在我们的店里还能买到我们一贯高水平的产品。)

#### 常用套话

##### 表达歉意

I am very sorry for...

We are very / extremely sorry to learn that...

I/We must apologise for... (the delay in replying to your letter).

I/We sincerely apologise for... (not replying to your letter).

I wish to offer my sincere apologise for...

We (greatly) regret the...

Please accept our apologies for... (the inconvenience this error has caused you).

##### 表明错误原因

This is due to...

(This/The move to a new office)... has resulted in...

The mistake was made because...

##### 表示保证采取何种措施或弥补手段

I / We can assure you that...

#### Practice 练习

Mr. Lomas has bought some English-language training videos from you. However, he was not satisfied with some videos and wrote a letter of complaint to your company. Please write a letter of apology to him and find a solution.



## Unit 7 投诉信

### 定义

英文定义是 a statement in which someone complains about something。投诉信是顾客或客户为了维护自己的权利或者因为对某事不满而写的一种信。你有时可以把投诉信寄给报社，但通常你会把信寄给你所投诉公司的负责人。（e.g. the owner of the restaurant if you complain about a meal, the manufacturer of something you bought, etc.）

### 示例

投诉信虽然是抱怨某事，但它的开头方式应该有礼貌，这样才能给人们一个好印象。另外一定要记住读投诉信的人未必是犯了个错误的人。

### 投诉信的结构

**Introduction**—Reason for writing the complaint

开始段：写投诉信的原因

**Mainbody**— a. The necessary details: where you bought it, when, and what the problem is  
b. Why you are complaining

主段：a. 一些必要的细节：你在哪里，什么时候购买了此产品，并且此产品有何种问题  
b. 你为什么要投诉

**Conclusion**—Say what you want the reader to do

结束段：说明你希望读到这封信的人怎么做

### 投诉某种产品

Dear Ms Foster

I write regarding the recent purchase of shirt from your store on 8 May 2004.

**(Polite introduction—reason for writing the complaint)**

I recently washed the shirt in cool water. However, when I removed the shirt from the washing machine the shirt was stretched out of shape, and no longer fits. **(The facts)**

I called your store yesterday and spoke to department head, Mr. Fox, who was rather rude on the phone and informed me that I am not able to get a replacement shirt as it was purchased at a reduced price. I have been a loyal customer for many years, and until this incident never had complaints. I therefore feel disappointed to be treated in such a manner. **(The facts)**

I would, however, be perfectly satisfied if you would kindly replace the shirt or refund my money. **(Polite ending—say what you want the reader to do)**

I look forward to your early reply. **(Polite ending)**

Yours sincerely

Alan Bilton

(我写此信是关于 2004 年 5 月 8 日从你的商店购买的衬衫的事。我最近在冷水中清洗了衬衫。然而当我把衬衫从洗衣机里拿出后发现衬衫抻长变形了，而且不再合适了。我昨天给你们商店打了个电话，与你们部门的头福克斯说了此事。福克斯先生在电话中非常粗暴并且告诉我

不能换衬衫，因为我是在打折的时候买的。很多年来我一直是你们忠实的顾客，并且在这件事情发生前从未有过投诉。因此我对你们对我的方式非常失望。如果你能给我换衬衫或者退款我将非常满意。盼望你的回函。)

Dear Mr. Astor

We have used your company as a supplier to our electric goods for ten years and until recently the quality of your products has always been good.

However, on 4 May 2004, we took delivery of some radios which was of extremely poor quality. Many radios were damaged. We cannot sell them to our customers.

I do hope that such a delivery will not be repeated and that your suppliers to us in the future will again be of high quality. If, however, we receive any further faulty products from you, we will be obliged to find another supplier to provide us with goods which meet our own high standards. I am sure you will be able to provide us with a satisfactory explanation.

Yours sincerely

obliged [QtepA`gYg] a. 感激的

(我们把你们公司作为我们电器商店的供应商已经 10 年了。直到最近你们的产品质量一直很好。然而，我们在 2004 年 5 月 4 日收到的一些收音机质量极差，很多收音机坏了。我们不可能再卖给我们的顾客。我真的希望这种情况不再发生，并且希望你们将来所提供产品的质量还会提高。如果我们再收到次品，我们将不得不找另外的供应商提供满足我们高水准的产品。我确信您能给我一个满意的答复。)

#### 投诉某种错误

Dear Sir or Madam

With reference to your invoice No. DH/600622 of 5 June 2004, we must point out that you seem to have made an error. Your invoice states that the consignment contained 300 bowls and your delivery contained only 300 bowls also, but in fact we placed the order for 500 bowls.

We should be obliged if you could investigate these matters as soon as possible and let us have your comments.

Yours sincerely

consignment [hQntkA`nmQnf] n.1. 委托;交付;运送[U]2. 托付物;托卖品;递运的;委托货物[C]  
(根据您 2004 年 6 月日的装货清单(清单号 DH/600622)，我们必须指出您可能犯了一个错误。您的装货清单写的是 300 个碗，并且您发送的货物也是 300 个碗。但实际上我们订了 500 个碗。我们要求您迅速调查此事并且告知我们您的建议。)

## 投诉某种服务

Dear Sir or Madam

I am writing to express my dissatisfaction with the service I received while staying at your hotel during my vacation between the 1st and 5th of May.

Although your hotel is rated as a five star, I found that the rooms were not cleaned on a daily basis, and that my bed was made up only every five days. The food in the restaurant was similarly disappointing. Not only was it extremely overpriced, but the quality was very poor. I was therefore forced to have to eat out in local restaurants.

I trust you will take my complaints seriously, and make every effort to improve your service in the future. I would also greatly appreciate a discount on my bill (receipt enclosed).

I look forward to hearing from you.

Yours faithfully

Bob Parley

(我写此信表达我对 5 月 1 日至 5 日度假期间在您的饭店所得到的服务很不满意。虽然贵饭店是 5 星级，但是我发现你们并不是每天清扫客房，而且每隔 5 天才收拾一次床铺。饭店里的餐厅的饭菜也一样糟糕。饭菜不仅价格贵而且质量很差，因此我不得不在饭店外面当地的餐馆用餐。我相信你们会认真考虑我的投诉，并且尽最大的努力在将来提高你们的服务。如果您能给我上次的账单打个折我将不胜感激（随信附上收据）。盼望您的来函。）

## 投诉信常用套话

有礼貌地说明所犯错误或指出问题

I am writing to complain about...

I write to express my concern/dissatisfaction about...

I would like to express my disappointment about...

We have received your (invoice/consignment)...

With reference to your invoice of... I must point out...

According to..., the correct figure is...

On checking the goods, we discovered that 200 radios were missing.

Your invoice states that the consignment contains radios, but in fact...

要求对方采取何种措施

I will appreciate anything you can do to help me.

I trust you will take my complaints seriously.

I would, however, be perfectly satisfied if you would kindly replace the item or refund my money, whichever is more convenient.

We should be obliged if you could investigate these matters.

We should be thankful if you could give us a refund for the faulty goods.

We shall appreciate very much if you could replace the damaged goods by Tuesday.

盼望对方回复

I look forward to hearing from you soon.

I look forward to hearing from you at your earliest convenience.

I look forward to your early reply.

#### 投诉信常用套话

- 1、投诉信首段用一般现在时。
- 2、中间段用一般正在时和一般过去时。
- 3、结束段用将来时。
- 4、人称用第一人称。

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#### Practice 练习

You have recently stayed in a hotel. However, you were unhappy about the service when you found you were overcharged by the hotel. Write a letter to Carole Buckley, the hotel manager and say what you would like to be done about it.

### Unit 8 求职信

#### 定义

求职信也称作 covering letter。求职信在应聘工作时非常重要。你的求职信是你给你未来的雇主留下的第一印象。如果求职信写得不好，即使简历写得再好也没人会读。因此大家一定要写好求职信。

#### 格式

求职信的格式通常包括三个部分，可以分为三段

##### **Introduction** — Reason for writing

开始段：写信的原因

##### **MainBody**—a. Background information about yourself such as achievements and experiences b. Reasons for applying and required response

主段：a. 你自己的背景情况，例如：取得何种成就和经验

b. 应聘的原因和按要求所做的回应

In the body of your covering letter, mention one or two advantages, from the employer's point of view, of hiring you. Be sure to avoid bragging or being pushy and to maintain a polite, neutral-to-formal tone.

站在你未来的雇主的角度上，在求职信中提一两点他或她雇佣你的优势。确保避免过于狂妄，并且应该保持有礼貌、温和正式的语调。

##### **Conclusion** — Suggest what the reader should do

结束段：建议读信的人应该采取何种措施

The final paragraph should offer to provide any other information or details the prospective employer might want.

最后一段应该给你未来的雇主提供其他一些信息和细节。

求职信根据内容多少也可以分成更多的段，比如分成 **4** 段

There should probably be four paragraphs: 1)Reference to the advertisement (提及广告) 2)

Educational and work background ( 教育和工作背景 ) 3 ) Why I want the job ( 我为什么想要这份工作 ) 4 ) Enclosures ( 随信附上何种物品 )

具体地讲，求职信应该提到：

1. How I heard about the job 我是如何知道这个工作的
2. Qualifications 我的学历和资格
3. Experience 介绍一下我的工作经验
4. Why I want the job 我为什么想要得到这份工作
5. CV and photo 随信附上简历和照片
6. Prepare for an interview 准备参加面试

#### 样例

Dear Ms. Howard

I would like to apply for the vacancy advertised in the "City Daily" newspaper yesterday.  
**(how I heard about the job)**

I have been working as a Sales Assistant for the David & Alice Company for five years,  
**(experience)** but I am now looking for a job with more responsibility. **(Why I want the job)**  
I have a BA in Economics **(qualification)** and I hope to develop myself fully with you. Although I come from China, my English is now very good as I have lived here since 2001.

Please find enclosed my curriculum vitae and a photo. **(CV and photo)**

I look forward to hearing from you in the near future. **(prepare for an interview)**

Yours sincerely  
James Gray

( 我想应聘在昨天的《城市日报》上刊登的职位。作为一个销售助理，我在 DA 公司已经工作 5 年了。我现在想找一个能够承担更多责任的工作。我取得了经济学的学士学位，并且我希望在您的公司得以充分发展。虽然我是从中国来的，但是我的英文非常好，因为我从 2001 年开始就住在这里。随信附上我的个人简历和照片。盼望能在不久的将来收到您的来信。 )

Dear Sir or Madam

I have seen your advertisement in today's "City Weekly News" and I would like to apply for the post of Personal Secretary.

As you can see from my enclosed curriculum vitae, I have had several years' experience in different offices. In both my last jobs the organizational side was very important and there was a lot of work using the computer.

However, I would now prefer a post where I can use my knowledge of Japanese and my interest in art might be useful.

I hope you will consider my application and look forward to hearing from you.

( 我看到您在今天的《城市每周新闻》上登的广告，我想应聘私人秘书一职。从我随信附上您的简历您可以了解到，我在不同的部门有过几年的工作经验。在我过去的工作中需要较强的组织能力，并且在工作中我经常使用电脑。不过，现在我想找一个职位能用上日语，并且我在艺术上的兴趣对此工作可能会有帮助。我希望您能够考虑我的求职申请并盼望您的回信。 )

Dear Sir or Madam

I am writing with reference to your advertisement for an English Secretary in the "City Weekend" of 9 May 2004.

I graduated from Beijing University in 2001 with a degree in English. My first full-time job was as a secretary for the Training Director of a consultancy company. Since 2002 I have been working as a bilingual secretary for a large international publishing company.

I am very interested in the position because I would like to use my English. I am enthusiastic about working for an engineering company and feel that I have the flexibility, motivation and communication skills you require.

Please find enclosed my curriculum vitae and a photo.

I look forward to hearing from you.

Yours faithfully

( 我写此信是应聘您在 2004 年 5 月 9 日《城市周末》杂志上登的英语秘书一职。我于 2001 年从北京大学毕业并取得英语语言的学位。我的第一个全职工作是作为一家顾问公司的培训经理做秘书。从 2002 年以来，我为一家大型出版公司做双语秘书。我对这个职位很感兴趣，因为我想能用上我的英语。我非常愿意在一家工程公司工作。我具有您所要求的灵活性、主动性和交流技巧。随信附上我的简历和照片。盼望您的来信。 )

#### 注意事项

1、写求职信应该重点强调你的强项、能力和经验，而不是说你的弱点。关于离开原先工作的真实原因应避免提及。

例如：

在信上你说：Since my graduation in 1998 I have been working as a computer programmer for Designer Programmes, when I was mainly involved in the design and production of management information systems. I resigned last month to pursue a career in network design.

而实际上：I joined Designer Programmes after graduating from university. However, I did not get on well with the manager and he fired me last week because we had a big argument. Therefore, I'm looking a new job!

2、求职信应该简练。

例一：

Dear Sir or Madam

I am 35-year old woman and graduated from Beijing University in 1991 with a Bachelor's degree in international trade. I have spent the last ten years working for a well-known corporation. For the last three years I have been working as the manager of sales department.

例二：

Dear Sir or Madam

I am working as a sales manager in a well-known corporation, and would like to apply for the position of sales director as advertised in the "Beijing Daily" on the 9th May 2004.

点评：例一过于繁琐，35 岁在年龄上已经不再具有优势，应该谈到你工作上有哪些方面的经验，但是不要说得过于详细，因为简历上都有；例二比较符合要求，开头只给出了重要细节，并且明确写信的原因，以及在什么报纸上，何时看到此广告。

## 回复求职信

如果你在公司人事部门工作，收到求职信后如何回复？回复求职信通常有两种情况：

### 通知面试

Dear Mr. Hope

Thank you for your letter of application for the post personal assistant.

I am pleased to inform you that we have decided to invite you for an interview at 111 White Avenue at 9am next Tuesday, 14 April 2004.

Please let me know if you require a hotel accommodation the night before.

Looking forward to meeting you next week.

Yours Sincerely

Mike Johnson

(感谢您应聘私人助理的求职信。我非常高兴地通知您我们已经决定邀请您参加 2004 年 4 月 14 日(下周二)在怀特大街 111 号的面试。请告知我您是否需要面试前一天住宿。盼望与您下周见面。)

### 求职被拒绝

Dear Mr. Jarvis

Thank you for your recent application for the vacancy of sales manager.

I have read your letter and curriculum vitae with much interest but am sorry to tell you that on this occasion you have not been selected for interview. We have had a very large number of applications and have been able to identify several applicants whose background and experience are more closely matched to our specific requirements than your own.

With many thanks for your interest and for the time you have taken in forwarding your application.

Yours Sincerely

Bill Wilson

(感谢最近应聘销售经理的职位。看了您的求职信和简历后我很感兴趣，但是我很抱歉告知您在当前情况下您没有被选中面试。我们收到很多求职信并且已经确认出几位应聘者，他们的背景和经验要比您更适合我们特殊的要求。对您对我们职位的关注和所花费写求职信的时间表示感谢。)

## 常用套话

### 写求职信开头

回复报刊、杂志上的广告

With reference to your advertisement in "China Daily" of 10 May 2004, I would like apply for the post of sales manager.

I should like to apply for the position mentioned in your advertisement in today's "City Daily".

In reply to your advertisement in today's "Business Weekly" for a secretary, I offer myself for

the post.

I would like to apply for the post of Marketing Manager as advertised in today' s newspaper.

Your advertisement for a Personnel Manager in the newspaper of 11 May 2004 has interested me. I feel I can fill that position.

In response to your advertisement in the "Sunday Journal" of 11 May 2004, I wish to submit my application for the position of Director of Quality Control.

I wish to be considered for the position of Personnel Manager advertised in today' s journal.

I am writing in response to your recent advertisement in the "China Daily" , which invited applications for the position of Sales Coordinator.

指出是某人告知自己(在这种情况下,应征得别人的同意用他们的姓名)

I am writing to you at the suggestion of Anne Price, who indicated that you might be interested in someone with my background and qualifications.

Mr. Jack Pages suggested that I write to you in connection with an opening for a computer programmer in your department.

I would like to apply for the position of Human Resources Manager which Mr. Jerome tells me is being staffed.

如果不想告知对方你是如何得到消息的

I understand that you may have an opening for an accountant.

I have been given to understand that you are currently recruiting for a vacancy in the Marketing Department.

I wish to be considered for the position of Health and Safety Officer that I understand is currently being staffed.

如果你不知道对方是否空缺

I am writing to enquire about job opportunities for senior clerks.

I am writing in the hope that you may have openings for Production Managers.

I would like to be considered for a position as a typist in your department.

介绍自己的情况

For the past five years, I have been working as a sales executive for DA Ltd.

I am thirty years of age. Since graduating I have worked for seven years in a training center of DA Ltd., where I am at present employed.

I have had five year' s experience with a company as a Marketing Manager.

对个人能力的描述

I am able to take dictation in French and translate them rapidly into English.

I have a fair knowledge of shorthand, and can write one hundred and twenty words per minute.

表示随信寄送物品

Enclosed please find a curriculum vitae and a photo.

I enclose a curriculum vitae and a photo.

I am enclosing my curriculum vitae together with my photograph.

You will find enclosed a curriculum vitae and a letter of recommendation

解释离开原先职务的原因

I left the position with the desire of improving my position.

I am desirous of leaving the employment in order to have more responsibility.

My reason for leaving my present employment is that I am desirous of getting broad experience in trading.

结束语

I trust that you will give this application your favorable consideration.



I hope you will consider my application and look forward to hearing from you.

I would be pleased to attend an interview at any time which suits you.

通知面试

I would be pleased if you could come for an interview at 420 Corn Street at 10:30am on Wednesday.

I am pleased to offer you... the position of marketing Manager.

拒绝

I am sorry to inform you that (on this occasion)... you have not been selected for interview.

### Practice 练习

- 1) You have seen a job advertised in your local newspaper. Write a letter to the personnel manager. Outline your experiences and qualifications and say why you'd like the job.
- 2) Find a job advertisement and write a 200 ~ 250 word letter of application. Include your reasons for applying and explain what you can bring to the job.

## Unit 9 简历

定义：

英文定义是 a short written document that lists your education and previous jobs, which you send to employers when you are looking for a job。简历就是描述自己的教育、特殊的技能、先前的工作经验和兴趣的简介以便于求职，简称 CV。美式英语称为 resume。

格式

个人信息

Personal information: In addition to your name, address, and phone number(s), your CV should state your citizenship, Social Insurance Number, and language fluency.

个人信息除了你的姓名、地址和电话号码，还应包括你的国籍、社会保险号码和你的语言流利程度。

工作经验

Work Experience: Begin with your most recent position and list earlier positions in reverse chronological order. For each position, give the title of the job you held, the name and address of the employer, and, in point form, a short description of your responsibilities.

先写最近的职位，然后按照反年代顺序排列列举以前的职位。对于每一个职位，说明你所担任的职务，雇主的姓名和地址，并给出你职责的一段简要说明。

教育情况

Education: Like work experience, education is often described in reverse chronological order. After citing the dates, name the degree or certificate you received or are working toward. Add "incomplete" if you did not complete a program. Also indicate the school or university and the name of the program.

与工作经验一样，接受教育的时间也是按照反年代顺序写。在提及日期之后，说明你所获得的或正在学习以期获得的学位或证书。如果未完成学业，请加上“未完成”。另外，指出你曾在哪所学校或大学学习和你所学的专业。

其他部分

Other Sections: Depending on your experience and interests, you may wish to add other sections. For example, if you have given workshops for different audiences, you might make a Training Sessions category. If you have written articles for various periodical, you will have a Publications

section. If you have done volunteer work, it should be mentioned.

根据你的经历和兴趣，你可能想加上其他部分。例如，如果你曾为不同的学员做过专题讨论会，你可能会制作一个培训分类；如果你曾为各种各样的期刊写过文章，你有一个出版的文集；如果你做过志愿工作者，你也应该提及。

证明人

References: Common practice is to state "References available upon (on) request." Letters of recommendation may be attached to your CV.

通常的写法是“如您需要可以提供证明人”。当然你也可以把证明人写上去。推荐信可以与简历一起寄出。

样例一

CURRICULUMVITAE	
<b><u>Personal Information:</u></b>	
Name:	Jackie Brown
Date of birth:	11 May 1971
Place of birth:	Beijing, P.R. China
Gender:	Female
Marital Status:	Married
Citizenship:	Chinese
Address:	48 White Bridge Road, Haidian District, Beijing, China 100081
Mobile:	1364xxxxxxx
E-mail address:	Davidguan@sohu.com
Language fluency :	Chinese and English – completely fluent Japanese – knowledgeable Some Russian
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## Chapter 4 商务报告写作

本章将会针对各种类型的报告作介绍，但会将重点放在对商务报告的介绍上。此外，由于这种文体的实用性，商务英语中、高级考试中也都会有针对报告的写作。因此在这一章的最后一个单元中会对考试情况及试题进行分析。

### Unit 1 正式报告和商务报告

#### 正式报告

报告可分为正式报告和非正式报告。正式报告一般篇幅很长，可根据其主题的重要性和复杂性安排层次分明的各段落，并带有扉页、目录和结论等部分。非正式报告篇幅较短，一般是根据某些较小规模的研究课题的结论所做的报告。因此，相对正式报告来说它的结构较为松散，并带有一些个人风格。

正式报告通常是由一个委员会或一组专门人员在经过非常具体的调查或研究后写出的结果，具有很强的客观性和逻辑上的严密性。当然，由于项目的规模大小及重要性不同，报告的篇幅长短及格式的正规程度也有一定的差异。

正式报告通常与重大项目连在一起，如新产品的开发、整个公司结构的调整、对具有竞

争力产品或方法的研究等。在以下所列的情形中通常需要写一份正式报告。

- 1) 因议题复杂需要更深层次的分析；
- 2) 因需广泛调研而费时费钱；
- 3) 报告将送交不同的接收人；
- 4) 报告将影响到公司的主要决策。

一般来说，一份标准的正式报告分为前置部分、主体部分和后置部分。

前置部分包括： 封面(Cover) 标题页(Title Page) 转交信(Letter of Transmittal) 目录(Table of Contents) 图示表(List of illustrations) 前言(Foreword)	主体部分包括： 内容提要(Executive Summary) 引言(Introduction) 正文讨论(Text Discussion) 总结(Summary) 结论(Conclusion) 建议(Recommendations) 附注(References)	后置部分包括： 参考文献(Bibliography) 附录(Appendix) 词汇表(Glossary) 索引(Index)
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商务报告

与正式报告不同，商务报告往往只涉及公司内部事务，所以篇幅通常不会太长，格式也不会太繁杂，换句话说，商务报告更简洁明了。那么什么是商务报告呢？商务报告是报告人对做过的工作或从事过的商务活动向本公司或公司内部的主管部门所做的详细报告。它提供具体的信息、数据和意见，是一种高度专业化的交流方式。它也可以是商业机构之间进行的一种交流方式。

商务报告的类型

商务报告的范围很广，其长短、规模和复杂程度也不尽相同。一般来说，商务报告可以分为以下三类：

日常报告

- 商务代表就商务访问所写的报告
- 公司经理就部门工作所写的报告
- 公司设备和维护报告
- 工作进度报告
- 安全报告
- 事故报告

调查报告

- 对一些特别课题进行了研究和调查后写出的报告
- 对某一策略做出改变所做的报告

可行性报告

- 销售报告和市场调研报告

商务报告的基本写作原理

- 无论是哪种报告，在写作方法上都需要遵循以下基本原则：
- ※明确报告的接收对象，分析他们的需要。不同的接收者(如管理人员、技术人员、一般职员)需要的信息不同，在写作时要选择接收者希望得到的内容。
- ※注意客观性和真实性。要如实报告研究调查及其他商业活动的过程和结果。阐述事实本身，少花笔墨去写不相关的细节。
- ※篇章结构合理、逻辑性强。报告分几大主要部分，分几个小节，大标题和小标题各是什么。正式的报告要讲究规范性，一般由标题、内容提要、目录、引言、正文和结束语等主要部分组成。简短的或非正式的报告要确定小节标题，要点使用要清晰、醒目。

※篇章的组织模式一般分为时间先后顺序式，也就是说，按工作进行的先后顺序来组织篇章结构。或者按照各项工作的主次、重要性来组织。也可以将两者有机结合，如在某一段时间内做了几项工作，即在总时间框架内，按工作的主次来组织。

※语言要简洁明了，直截了当。

※如有必要可采用图表方式，如问卷、曲线图等来表述调查结果。无论写什么报告，都要分析读者的要求和需要。作为项目的主要部分或赞助商，最想知道的信息可能是工作人员的所见所闻、收获、建议等，这些内容都要在报告中明确体现。

## Unit 2 商务报告的写作格式及语言要求

商务报告的篇幅有长有短。长篇的报告（即正式报告）长达十几页，有时甚至几百页，用以强调、分析错综复杂的问题；而篇幅短的报告只需要一两页纸，可以以信函的格式或备忘录的格式写出。

### 写作格式

商务报告由报头和正文两个部分组成。其中，报头一般采用备忘录的格式写出，即采用 To, From, Date 和 Report on 的格式完成。正文则需要根据不同性质的报告分成不同的几个部分。比如，如果写日常报告，格式可以是：

Introduction  
Findings  
Conclusion(s)  
Recommendation(s)

如果写研究成果报告，格式可以是：

Aim  
Method  
Results  
Conclusions

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总之，报告根据种类的不同，其格式也是千变万化。下面的报告是某家公司销售部想要举办一个为期一天的培训课程，因此该部门向总经理提出举办培训班的建议报告。这份商务报告采用了便函式报告的写作格式，请仔细阅读，认真领会。

### 示例

To: John Smith, Managing Director  
From: Judy Zhang, Sales Manager  
Date: 19 May 2004

## **Report on Recommendation for a One-day Training Session**

### **Introduction**

The aim of this report is to recommend a one-day training session called "Familiarity with your Post" for the sales representatives of the Sales Department.

### **Reasons**

We have recruited several sales representatives recently. In spite of former sales experience, they are not familiar with their new working environment and may need quite a period to adapt to everything. Such a one-day training session seems to be necessary and urgent.

### **Contents and Benefits**

There are many items relevant to the one-day training session for the sales representatives, which are designed to highlight work efficiency in the company.

Some brief information of the company should be given, such as the company's history, its organizational structure and financial structure. The current situation of the company should be emphasized too. These would probably develop their loyalty and affection to the company.

They must be informed of the company's main products, its annual sales volume, and the sales target of this year. Clear recognition of this can help them adjust their personal goals and it will be served as great motivation.

Then, the course can focus on our customers. High value should be put on the types and characteristics of the target customers. Their needs are also expected to be transmitted to the sales representatives, which will help them to be more responsive and adaptive when selling products.

They should be given a brief introduction to the people whom they are working together with since co-ordination and teamwork can greatly contribute to the company.

### **Recommendations**

We strongly recommend that training be arranged as soon as possible. And it could not be held on weekends, or it may occupy their spare time.

## **商务报告的语气和风格**

商务报告的语气和风格反映了报告人对报告主体和报告读者的态度。有效又有力的语气是客观的、全面的、公正的。

如果写非正式或较短的报告，在撰写人和报告读者个人关系友好的情况下，可以使用第一人称，口气也相应随和。

在写给全体职员的年度或季度报告中，使用第二人称可以有效地使读者置身于报告的每一件事之中。

正式语气是通过使用第三人称、列举事实和数据，而且以不表达个人对报告所传达信息

的情感和观点来实现的。

此外，呈给上级部门的报告，语气显示委婉、试探和尊重，而来自上级的报告多是用一种直截了当和决断的语气写出的。在撰写商务报告时，要特别注意以下几点：

- 1) 目的明确、主题突出、表达确切；
- 2) 不要拖泥带水，要开门见山，击中要害；
- 3) 用词精炼、简洁，用比较正式的文字，少用口语；
- 4) 适当使用被动语态，因为此语态有助于表达信息本身。

## 商务报告各部分常用术语

### 引言Introduction

引言部分主要是向读者介绍报告的写作目的，写作目的应该十分清晰并能够高度概括下面的内容。引言应该简单明了，尽量用一句话把它概括出来。引言中常用的术语有：

The report/proposal aims/sets out to... investigate/evaluate/assess/study...

The aim/purpose of this report/proposal is to... recommend/analyze/give...

The report is based on...

### 调查中发现的情况Findings

事实发现部分是从调查的众多情况中筛选出与本报告最相关的结果呈现在读者面前。事实应写得尽量清晰、简洁，段落之间应用关联词有机地联系在一起。事实发现部分常用的术语有：

It was found that...

The disparity clearly showed...

The following points summarise our key findings.

The key findings are outlined below.

We discovered that...

### 结论Conclusions

结论部分用来表达作者已采集到的信息的看法。不仅如此，作者还可以通过表面的情况分析出深层次的观点。结论部分也应该非常简洁。结论部分常用的术语有：

It was decided/agreed/felt that...

It is clear that...

No conclusions were reached regarding...

### 建议Recommendations

建议部分主要表达作者认为应该采取的行动，尽量用一两句话把它完成。常用的术语有：

It is suggested/proposed/recommended that...

We (strongly) recommend that...

It is essential to...

It would be advisable to...

上面讲述了报告中 4 个主要格式需要使用的术语。除此之外，报告中的其他信息在表达时也要通过连接词把它们连贯下来，其实这样的连接词在各种文件的写作中也都需要。下面介绍的内容包括如何将信息递进、如何对比信息，以及如何联系因果关系。

### 如何附加信息Adding ideas

Furthermore/Moreover/In addition

### 对比不同的事物Contrasting ideas

However, ... 但是

Although... , ... 尽管(后跟从句).....

Despite/In spite of... 尽管(后跟名词).....

... while/whereas... .....而.....

例如：

*This is something Worldwide doesn't offer whereas ERS do.*

*In spite of cost, ERS are offering the better deal...*

#### 对比事物的相同点 **Making comparisons**

Both/Neither... 两者都/两者都不.....

Like/Unlike, ... 像/不像.....

例如：

*They're both pretty similar.*

*Like ERS, they have a ...*

*Neither company meets all our key needs.*

#### 表达因果的短语或句型 **Linking cause and effect**

Because of / As a result of / Due to / Owing to...

This means...

...leads to / results in...

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#### 示例

以上就是报告写作中常用术语以及基本句型。下面是一份报告，读者可以把刚刚学到的句型和报告结构加以巩固。

背景资料：一家公司在今年的经营过程中盈利颇丰，准备将利润进行再投资。公司决定投资股票市场，目前有两公司在挑选范围之内，一家是化工企业，一家是啤酒酿造厂。下面就是该公司针对两家企业所做的可行性分析报告。

### **Report on: Ramsden Breweries and Bute Chemicals: Investment Potential**

#### **Introduction**

This report aims to assess which company, either Ramsden Breweries or Bute Chemicals, should invest in.

#### **Ramsden**

The company had mixed results last year; although turnover increased by approximately 25%, net profit rose by less than 4%. However, restructuring may be able to eliminate these inefficiencies and expected growth in the drinks industry suggests opportunities for increased profits.

#### **Bute**

Results were disappointing, with turnover and profit both falling slightly. Nevertheless, the company managed to increase its dividend to shareholders. The rumoured merger seems likely to push up the share price considerably.

#### **Conclusion**

Despite the merger rumours, any investment in Bute Chemicals would involve a risk. Ramsden, on the other hand, despite its present inefficiency, is still profitable and has definite potential for further growth.

#### **Recommendation**

We would recommend investment in Ramsden Breweries.



## Practice 练习

1、将下列句子改写成报告中需要的被动语态的形式。

(例) "There' s a lack of communication in Sales."

(it/feel) It was felt that there was a lack of communication in Sales.

a. "Let' s organise some training for our team leaders."

(it/suggest)

b. "We' re going to bring in a consultant"

(it/decide)

c. "It seems team leaders' roles aren' t clear enough."

(it/find)

d. "OK, we' ll start implementing Workset next month."

(it/agree)

e. "Ekstrom needs to set up new assessment centres."

(we/recommend)

2、题目要求：有一家公司准备将其中的一个部门从西雅图搬到都柏林。在挑选搬家公司为其服务时，这两家公司对比了两家机构 ERS 和 Worldwide Relocation 的各项服务。他们从以下的几个方面进行了对比，请根据调查结果写一篇长度为 120~140 字的报告。

Fenway' s needs	ERS	Worldwide Relocation
Accommodation search	√	√
Visas and work permits	√	√
Removal and shipping assistance	√	×
School search	√	√
Integration programmes	×	√
Partner employment assistance	×	√

## Unit 3 商务报告考试指导

商务英语中、高级考试都对考生书写报告的能力做出了要求。由于水平等级不同，两种考试在字数和内容扩展等方面对考生的要求也不同，但是总的来说，考生应注意以下事项：

报告写作一定要有清晰的格式，即 Report on, Introduction, Findings, Conclusions 和（或）Recommendations，其中建议部分可视具体情况进行删减或添加。这是因为有的报告并不需向读者提出任何建议，而有的报告则要向读者提出倾向性意见。

上面提到的报告写作的标题只是一个粗略的框架，考试中报告是否使用这些标题则应随着试题对内容的要求而做出相应的调整。报告中的标题肯定不止这 4 个，如 Findings 可以变换成其他的说法，所以应根据现实情况进行创作。

报告中的引言、总结和建议部分可以用规范的语言来表达，即要使用术语。

段落、观点之间要用连接词衔接，以使意思连贯。

越是级别高的考试，题目中给出的具体信息就越少，换句话说考生需要发挥的部分就越多。因此报告写作中要拿高分的话，考生需要多留意身边可以收集到的商务运作的常识和理念。只是一味地死读课本并不能为你扩充思路，而时时刻刻留心身边的中英文杂志、报纸、广播、电视等各种媒体中有关企业的信息、新闻都会给你的创作带来意想不到的收获。

下面针对三个报告写作题目，从格式、语言、思路扩展，以及注意事项等方面进行讲解。  
略 ( P114 )

## Chapter 5 正式和清晰

本书的第 3 章和第 4 章讲述了商业书信和商务报告，从中我们了解到它们的定义、格式和规范用语及大量的范文。实际上，商务书信和商务报告都是正式文书。那么什么是正式的书信和报告呢？怎样才能使一封书信或一篇报告变成正式的呢？怎么写才能清晰地表达作者的意思？这一章将让读者从正式度和清晰度两个方面加深对商务信函和商务报告的了解。

### Unit 1 达到正式的效果

一篇文章可以在正式和非正式之间移动，关键在于作者如何选词造句、如何使用不同的语态，以及选择不同的词汇来表达。在商务报告和商务书信中你经常可以找到下面几个特点，它们的出现使得文章变得非常正式。

没有缩写形式

积极的语气

被动语态

无主句

正式词语

名词短语

#### 没有缩写形式

在正式书信和商务报告的写作中，缩写形式出现在文章中会使文章显得不正式，比如：can' t, aren' t 和 won' t 就比 cannot, are not 和 will not 显得不正式。

#### 积极的语气

我们在动笔之前一定要考虑谁是你的读者，你了解这位读者吗，他对你陌生的还是熟悉的。因为不同的语气会给读者带来不同的感受。这样的例子很多。

同样一个短语 as soon as possible 在不同的语气下会产生不同的效果。比如，如果你在信中要求对方为你完成一项他们正常职责之外的工作，那么你就应该写成：when it is convenient 而不是 as soon as possible。而如果你是在写一封申请面试机会的信，你就应该写成：I would be able to come for an interview whenever it is convenient to you，而不要写成 I can come for an interview as soon as possible。

与此相对应的是，如果有人欠了你的钱或者别人应该为你做他们职责之内的事，这时你可以很自然地写道：I look forward to receiving your payment as soon as possible 或 I look forward to hearing from you as soon as possible。

如果对方需要你的帮助，而你却不能帮助时，你也要注意语气，你可以写成 I am sorry that I am unable to help you，而不要直白地表达为 I cannot help you。

如果你对这位读者完全不了解，那么你应该将文章写得正式些。在写正式文书时，最好用积极性的语言，即使是要向对方汇报坏消息。例如 no, we do not, I refuse, stop, loss failure, problem, I am not prepared to 都会给对方带来一种负面的态度，所以尽量避免使用。当确实要向对方表达不好的消息时，比如你不能向对方赔付一定金额时，你可以通过以下几种做法来舒缓你的负面语气：

表示理解对方的处境并对对方所处的困境表示同情：强调你能给对方做什么，而不是你做不到什么。

多留积极消息，少留负面消息。

比如：事实上是你们公司不能对订货少于 10 箱的单位发货，为了表达同样的信息，你可以用积极和消极的两种态度来写：

a. We cannot supply in packs of less than ten. (NEGATIVE)

b. To keep packaging costs down and to help our customers save on postage, we supply in packs of ten or more. (POSITIVE)

比较而言，第二种写法，也就是积极语气的写法不仅把事实交待清楚，而且还站在对方的立场上说话，使读者不得不接受这个事实。

无论是书信写作还是报告写作，作者都应该记住在把握语气时应该礼貌和友好，而不要去激怒别人或用词太过感情冲动。

在写作中，尤其是投诉信中，使用威胁性的字眼，比如“legal action”，要特别慎重，因为除非你真的打算这么做，而且确实没有别的办法可想时才能这样写。

### 被动语态

文章的正式度可以通过将主动语态转化为被动语态来实现。这样做有两个好处：

为了让读者感觉到这样的说法更客观，作者可以使用被动语态表达出不带感情色彩的观点。

在抛开感情色彩后，被动语态便能突出强调事物本身的过程或逻辑性。比如：I found from the interview that...可以写成 The findings are based on interviews...。后者的写法不仅使行文显得更正式，而且能让读者更加信服发现的事实。

### 无主句

除了使用被动语态可以增强文章的正式度以外，无主句的使用也可以达到同样的效果。我们经常可以在正式报告中找到这样的写法：It is important that...和 It would be advisable to...。像这样的无主句非常有用，尤其是在作者提建议或批评意见时。作者可以将一个观点强有力地提出来而又不带任何感情色彩。

### 正式词语

对于英语学习进入高阶的同学来说，应该在记忆大量词汇的同时对词汇中标出的 formal 和 informal 的字样特别留心。因为在正式信函和报告的写作中是不应该出现口语化的词汇或不正规的单词的。比如：really, OK, nice 这样的词汇是口语化的，不能出现在正式写作文书中。还有一类不能出现的就是动词短语，比如：look up。再比如 immediately 比 straight away 要显得正式。

此外，词根来源于拉丁词汇的单词比非拉丁词汇的单词要正式，比如 terminate 比 end 要正式。意思清晰的单词比表达模糊的单词要正规，比如 method 在表达“方法”的意思时比 way 要清晰，所以此时就应选用 method。

### 名词词语

英语写作还有一个习惯就是使用名词或名词组群，而并不倾向于使用单独的动词或动词短语，因为这样做可以使句子简洁明快，干净利落。比如像这样一句话：The staff feel deeply unhappy that management do not recognize their efforts 就可以非常简练地表达为：A key staff complaint is lack of recognition。

以上就是正式文书写作中出现的 6 个比较鲜明的特点。许多英语学习者在最初接触这些概念时并不一定能马上将这些条条框框转化为自己可以运用的东西，但是只有先建立最初的感性认识，才能有助于你慢慢地去理解并最终将它们转化为自己的知识，达到灵活运用的境界。也只有这样，你才能写出行云流水式的好文章。

## Unit 2 达到清晰的效果

在上一单元中我们了解到正式的商务书信和报告需要非常礼貌、得体。除此之外，对一篇文章最基本的要求还是它的内容能否让读者明白。当然，作者的意思能否充分准确地表达取决于很多因素。本单元将从 5 个方面就如何能清晰表达自己的观点和想法进行讲解。

### 学会在写作前列提纲

无论你要写一封信、一份报告还是针对一幅图表做描述，你都需要在动笔前对你的思路做一个规划。你在做规划之前应明确一个问题，即谁是你的读者。回答这个问题有助于你明确与读者之间的关系，以此来确定你在写作时应该使用的语气和正式度。

其次，如果回复一封来信，那么你要首先把来信中提出的问题标示出来，以便回信时能够一一作答，然后再考虑附加相关信息。

如果写报告，那么你需要将想到的观点都摆出来进行筛选，选取最重要的，剔除不符合要求的。这之后你应该将确定下来的观点进行排序，要让你的观点按照一定的逻辑顺序出现在读者眼前。一般而言，作者可以遵循从最重要到最不重要的顺序排列，也可以从最不重要到最重要来排列。

### 起始段和结束语应简洁

其实在写信或报告的开头段和结尾段，用一句话就可以充分地表达你为什么要写，以及你希望对方为你做什么。书信写作和报告写作单元出现的开头段就非常简洁，比如：

I am writing in connection with...

Further to your telephone call...

Thank you for your letter of...

报告写作开头段：

This is a report about...

The purpose of this report is to...

The following proposal concerns...

下面请大家比较一封信的两种开头段和结尾段的写法，看一看它们孰优孰劣。

.....

### 避免使用重复词语和使用抽象的语言

#### 避免使用重复词语

什么是使用重复词语呢？比如：要将“我个人的意见”翻译成英文，可能会有很多人写成“I personally think”，其实这样的写法就出现了在标题中指出的问题，即重复说了“我”这个概念，personally 表达的也是“自己”，所以可以直接写成 I。这样的例子还有很多，请看列表：

不正确	正确
precede before	precede
reverse backward	reverse
repeat again	repeat
actual fact	fact
around in circles	around
completely eliminate	eliminate
enclosed with	enclosed

### 避免使用抽象语言

商务写作应该使用具体的词语或句子。如果使用过于抽象的语言则会使读者对你要传递的信息感觉不清楚。这是因为抽象词语往往过于宽泛，以至于读者对该句抓不住重点，读不懂，有的时候甚至会使读者觉得没有必要再读下去。而与此相对应的是使用具体词汇，具体词汇能够传达清晰、具体的意思，帮助读者对你要表达的意思树立正确概念。比如：vehicle 的意思是车辆的总称，它是一个抽象名词。在 There is a vehicle parked on the road(在马路边停放着一辆车)中使用了这个词没有能非常清楚地表达作者的意思，即读者并不了解是卡车、公共汽车、自行车、拖拉机还是其他车辆。为了能让读者更清楚地了解情况并避免不必要的混淆，这句话可以改写为：There is a black, 1996 Santana parked on the road. 针对使用抽象语言和具体语言，下面有 5 个例子可以进一步向大家说明为了达到清晰应该怎样书写，请看下表。

抽象	具体
We will deliver your things soon.	The 200 cassettes you ordered on 21st July will be delivered on the 1st August.
Your savings account will earn high interest.	Your savings account will earn the maximum 6.5% interest each year.
The majority of our stockbrokers voted for the new plan.	58% of our stockbrokers voted for the new plan.
Your new, lightweight Electro Shredder can easily be carried from room to room.	Your new Electro Shredder is featherweight. Weighing only 10 pounds it can easily be carried.
You will receive your refund cheque soon.	You will receive your full \$226 by September 1st.

### 检查语法是否使用正确

其实中国的英语教学最注重的就是语法的准确性，但是这仅体现在学生做题或考试中。一到实际运用时，就会错误百出，尤其是在写作和口语表达中。本书虽不是一本语法书，但是因为涉及到了商务英语的写作部份，所以在这里选取了中国英语学习者容易出错而又常被忽视的一个方面，即“表达时间的介词的使用”进行讲解。

### 时间介词的用法

我们在写作的时候常会用到一些介词来引出一个时间点，而能够表达时间的介词主要有 at, in 和 on。

**at** 指“点”时间，另外还用在相对固定的短语中，例如：

at two o' clock; at breakfast; at the beginning; at the end of; at the age of

**in** 指较长的时间，如年、月、周、季，例如：

in the 20th century; in 2003; in (the) spring; in May; in the morning

**on** 指在特定的日子或星期，例如：

on Monday; on his birthday; on October 1st; on New Year' s Day; on Sunday evening...

这里请大家注意

on time (准时 = exactly at a fixed time, punctually)

in time (及时 = early or soon enough; following the correct time)

另外，如果 in the morning, in the afternoon, in the evening 等短语前后有定语修饰时，介词则改用 on。例如：on Tuesday morning, on a summer afternoon, on the evening of his birthday. 当表示年、月、周、季等时间名词前面有 this, that, next, last, every, all 等词修饰时，前面

不用介词。例如：that morning, last year, next month, every week, this winter, next time 等。

例题：请用介词 in, at 和 on 填空

- |                                    |                        |
|------------------------------------|------------------------|
| 1) _____ Friday                    | 2) _____ 2004          |
| 3) _____ 27 May                    | 4) _____ midnight      |
| 5) _____ the afternoon             | 6) _____ March         |
| 7) _____ Christmas                 | 8) _____ Christmas Day |
| 9) _____ the weekend               | 10) _____ the 1970s    |
| 11) _____ the beginning of the war | 12) _____ the spring   |

讲解：

- 1) on Friday: 用介词 on 是因为 Friday 表达具体星期几。
- 2) in 2004: 因为 2004 是年份，所以用介词 in。
- 3) on 27 May: 因为这是一个具体的日期，所以用介词 on。
- 4) at midnight: 这是固定搭配，表示“在子夜”。
- 5) in the afternoon: 这是固定搭配，表示“在下午”。
- 6) in March: 在月份前，用介词 in。
- 7) at Christmas:
- 8) on Christmas Day: 宗教节日前的介词用 at，而一旦特指某一日期，如圣诞日，就是因定日期，这时其介词应该用 on。
- 9) at the weekend: the weekend 前面既可以用介词 at（英式英语），也可以是介词 on（美式英语）。
- 10) in the 1970s: 在哪个年代用介词 in。
- 11) at the beginning of the war: 在固定搭配 at the beginning of 和 at the end of 中用介词 at。
- 12) in the spring: 在一年四个季节中用介词 in。

#### 全文检查

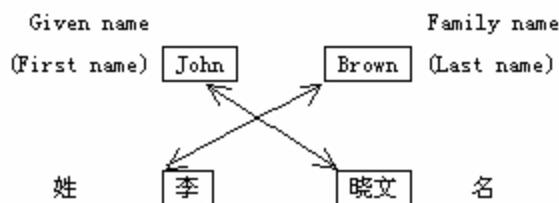
在遵循以上步骤写完全文后，最后你还应该对单词的拼写、标点符号的使用及字母的大小写等细节问题做最后的确认检查，避免在小问题上犯不必要的错误。



听力突破不可能一蹴而就，记得要持之以恒哦。

## 姓与名的表示

英语和汉语人名表示方法的区别在于姓和名的顺序，用下列图示意：



英语姓名译成汉语要保持英语的特点，即名在前，姓在后。名和姓的第一个字母要大写，两词应保持一定的距离，不能连写。例如：“John Brown(约翰·布朗)”。另外，英语的名和姓之间可以插入第二个名字，形成全名，如：“John Henry Brown”。这第二个名字是父母给取的，也许是父母或者祖父母的名字。不过，一般情况人们可以省去第二个名字。第一个名字通常都有昵称。亲朋好友之间彼此都用昵称，如称 John 为 Jack。人们要用 Mr.(先生), Mrs.(夫人), Miss(小姐)称谓某人时，这些称谓只能用在姓的前面，例如：Mr. Brown (布朗先生)，Mrs. Brown (布朗夫人)，Miss Brown (布朗小姐)。切记 Mr., Mrs., Miss 不能用在其他的名字前面。如：Mr. John 或 Mr. Henry。中国人的姓名译成英语时，用汉语拼音书写，但不加声调。它可以保持汉语的特点，即姓在前，名在后。姓和名必须分开写，并且大写姓和名的第一个字母。如：Lin Tao (林涛), Han Mei (韩梅)。如果名字是两个字组成的，要连在一起拼写，并大写第一个字母。如：Li Xiaowen。

## 英语中如何称谓

- (1)在英语交际场合，成年男子被称为 Mr. (Mister, 先生)，女子已婚者被称为 Mrs.(Missis, 太太)，女子未婚者被称为 Miss(小姐, 女士)，女子婚否不详时可用 Ms.(女士)。
- (2)mr.,mrs.,Miss 和 Ms. 都必须和人的姓氏连用(置前)，而不能单独使用。另外，在英语称呼“某老师”时，一般也用“Mr. / Mrs. / Miss / Ms. +姓”来表示。单独称呼“老师”时，通常用 sir 或 Madam. “teacher+姓”用来称呼老师是不符合英语表达习惯的，应该避免使用。

在英国式英文信里，Mr., Mrs.([tm`k`l]), Messrs 均不加缩写句点

※Messrs [tmUIRI] (Mister 的复数)〈法〉(pl.)(=Messieurs)各位(先生)

## 英式英语和美式英语的区别(1)

## 一日期、数字表达方面的差异

如：2004 年 3 月 2 日

读法

英式英语：日→月→年	2nd March, 2004	the second of March, two thousand and four
美式英语：月→日→年	March 2, 2004	March the second, two thousand and four

在美式英语中 1st, 2nd, 3rd 要写成 1,2,3

当全部用数字表达日期时，英美也有差别：

	1999 年 5 月 6 日	1998 年 8 月 1 日
英式英语：	6/5/99	01.08.1998
美式英语：	5/6/99	08.01.1998

## 英式英语和美式英语的区别(2)

正文单词拼写方面的差异

a. 英语单词中不发音的词尾 **-me, -ue** 在美式拼写中被删除。

b. 英语中的以 **-our** 结尾的单词，在美式中删去了不发音的字母 **u**。

字义	英式英语	美式英语
举止、行为	behaviour	behavior
颜色	colour	color
告别喜爱的	favourite	favorite
风味	flavour ②	flavor ②
荣誉	honour	honor
劳动	labour	labor

c. 英语中的以 **-re** 结尾，读音为 [ʁ] 的单词，在美式中改为 **-er** 结尾，读音不变。

d. 英语中某些以 **-ence** 结尾的单词，在美式中改为 **-ense** 结尾，读音不变。

e. 其他常见单词

字义	英式英语	美式英语
羊毛	woolen	woolen
确认	acknowledgement	acknowledgment
支票	cheque	check
飞机	aeroplane	airplane, plane
珠宝	jewellery	jewelry
楼层	storey	story
判断	judgement	judgment
卷烟	cigarette ②	cigaret
旅行者，游客	traveler	traveler
广告	advertisement ②	ad
广告代理人	advertising agent ②	ad-agent
广告费	advertising rate ②	ad-rate
冰箱	refrigerator	fridge



字义	英式英语	美式英语
公斤	kilogramme	Kilogram
方案，程序	programme	Program
目录	catalogue	Catalog
对话	dialogue	Dialog
序言	prologue	prolog

字义	英式英语	美式英语
中心	centre	center
纤维	fibre	fiber
公尺，米	metre	meter
剧场	theatre	theater

字义	英式英语	美式英语
防御	defence	defense
犯法行为	offence	offense
执照	licence	license
托词	pretence	pretense

### 克服商务英语最容易犯的错误

在竞争激烈的商务世界，你需要占领所有的优势。并且无懈可击的英语能让你独占鳌头。你认为太难实现吗？一点也不！看一下你的竞争对手常犯的商务英语错误列表并马上占领领先地位：

#### **Personal** ([ˈdʒɒnəl] )vs. **Personnel** ([ˈpɜːnsnl])

密切注意这些单词的拼写和重音！“Personnel”是个名词意思是公司的职员。例如 “Our company has the best personnel in the industry.” 重音落在单词的末尾。“Personal”是个形容词意思是私人或是个人。“I’m requesting a day of annual leave for personal reasons.”重音落在单词的开头。如果你不仔细，你就可能说成 “personal meeting” 而不是 “personnel meeting”。

#### **Executive** ([ˈɛktɪv])

“executive”是公司的管理人员。如果你正在向访客或是客户介绍你公司的高层 executives，那就要注意单词的发音喽！如果你将重音落在 “u” 上，那么 “executive” 马上就听起来像 “execute”（将某人杀死或判死刑）。

#### **Present? Presentate? Presentation?**

当你作 presentation 时 present。Present 是个动词意思是将某物呈现给别人。presentation 是常在商务中推出新时使用的一种形式。许多人——就算是一些英语的本土人士——都认为 “presentate” 是 “presentation.” 的动词形式。不要犯同样的错误！

#### **“I look forward to hearing from you.”**

这个短语通常用于商务信件中。但是学习英语者常写成，“I look forward to hear from you.” 这不正确并且让英语本土人士听起来有些滑稽。动词 “hear” 在这个短语中总是要有 “ing” 的。

#### **Headquarters and Information**

许多的英语学习者把 “headquarters” 这个单词的 “s” 漏掉而在 “information.” 后加上了 “s”。Headquarters 是个单数名词意思是公司的总部：“I’m going to headquarters this weekend to meet with the CEO.” “Headquarters” 是个微妙的单词因为它是以 “s.” 结尾的。看起来像是个复数名词！但是漏掉 “s” 会把 headquarters 变成个动词，“to headquarter.” 在另一方面，许多学习者在 information 后加上了 “s”。大多数人的理由是如果他们需要很多的，他们就需要把这个单词变成复数，例如 “I need informations on overseas study programs.”，但是这是个不可数名词（它没有复数名词）。你只需要说，“I need some information.”

### 拼写单词有秘诀——ie 还是 ei?

(1)读音为 /i:/ 时，一般应写 ie，仅在字母 c 之后写 ei。

如：achieve 完成 believe 相信 grief 悲伤 ceiling 顶篷 deceive 欺骗 receive 接受

(2)当读音为 /ei/ 时，一般应写 ei。

如：neighbor 邻居 veil 面纱 weigh 称重

Write i before e,	先写 i，后写 e，
Except after c;	除非前接字母 c；
Or when sounded like a,	或者读作字母 a，
As in neighbour and weigh.	犹如单词 neighbour，weigh。

#### WEEK

Monday [tmSngT`] 星期一  
Tuesday [tfsbBlg`] 星期二  
Wednesday [trTnlg`] 星期三  
Thursday [tZQBlg`] 星期四  
Friday [tiqA`g`] 星期五  
Saturday [tk@fQg`] 星期六  
Sunday [tkSng`] 星期日

#### SEASON

春天      spring  
夏天      summer  
秋天      autumn; fall  
冬天      winter

#### MONTH

一月      January [tgY@nsbTq`]  
二月      February [tiTeqbQq`]  
三月      March [mFBfX]  
四月      April [tT`dqQp]  
五月      May [mT`]  
六月      June [gYbBn]  
七月      July [gYbBtpA`]  
八月      August [tOBvQkf]  
九月      September [kTdtfTmeQ]  
十月      October [OhtfQbeQ]  
十一月      November [nQbtjTmeQ]  
十二月      December [g`tkTmeQ]

时间名词前所用介词的速记歌	
<p>口诀</p> <p>年月周前要用 in，日子前面却不行。 遇到几号要用 on，上下午、晚上又是 in。</p> <p>要说某日上下午，用 on 换 in 才能行。</p> <p>午夜黄昏须用 at，黎明用它也不错。 at 也用在时间前，说“差”可要用上 to， 说“过”只可使用 past，多说多练牢牢记， 莫让岁月空蹉跎。</p>	<p>示例</p> <p>in 1998, in May , in this week</p> <p>on Saturday , on my birthday , on Children's Day</p> <p>in the morning , in the afternoon , in the evening</p> <p>on Monday morning</p> <p>at night     at dawn</p> <p>at 6:00, at 12:13     8:50→ten to nine</p> <p>8:10→ten past eight</p>