

BEC VANTAGE WRITING

猫饼老师

General Picture of BEC W

Part 1	email, note, message, memo	15	10	40-50	informal/ neutral/ formal
Part 2	bz report bz proposal bz correspondence	30	20	120-140	neutral/ formal



Content

Communicative Achievement

Organisation

Language

Content

Minor irrelevance and/or omissions may be present

Target reader is, on the whole, informed.

Band 3: (5-6分)

Communication Achievement

Uses the conventions of the communicative task to hold the target reader's attention and communicate straightforward ideas.

Language

Text is generally well-organised and coherent, using a variety of linking words and cohesive devices.

Organization

Uses a range of everyday vocabulary appropriately inappropriate use of less common lexis.

Uses a range of simple and some complex grammatical forms with a good degree of control.

Errors do not impede communication.

Dear Sir or Madam	Yours faithfully
Dear Mr/Ms/Mrs/Miss Smith	Yours sincerely
Dear John	Regards Kind regards Best wishes Best

日期写法

18 Oct, 2017

Oct 18, 2017

6/5/2017

5/6/2017

The payment is made by IBM.
IBM made the payment.

The new system incorporates many visual templates.
The new system includes many visual templates.

The net loss is \$ 666,666,666.
The net loss is more than \$ 1 million.

The payment is made by IBM.

IBM made the payment.

主动与被动 强调部分

The new system incorporates many visual templates.

The new system includes many visual templates.

复杂商务词汇 VS 口语化用词

The net loss is \$ 666,666,666.

The net loss is more than \$ 1 million.

准确数字VS概数

They offer refrigerated shipping service and accept small orders, which would be of use for us.

They offer refrigerated shipping service and accept small orders. Their service would be of use for us.

The reimbursement can be made on the receipt.
We can reimburse your receipt.

They offer refrigerated shipping service and accept small orders, which would be of use for us.

They offer refrigerated shipping service and accept small orders. Their service would be of use for us.

长句VS短句 信息整合

The reimbursement can be made on the receipt.

We can reimburse your receipt.

名次化短语 VS 动词

三句成文

背景告知

拓展

强调/补充

Have a try, please.

PART ONE

- You are organising a meeting to discuss possible cuts to your department's budget.
- Write an **email** to all staff in your department:
 - giving them the date of the meeting
 - explaining why some cuts have to be made
 - saying why it is important for all staff to attend.
- Write **40–50** words.

PART ONE

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- Write an **email** to all staff in your department:
 - giving them the date of the meeting
 - explaining why some cuts have to be made
 - saying why it is important for all staff to attend.
- Write **40–50** words.

Dear colleagues

We are going to have a meeting about the possible cuts in our department's budget on 20th December. This cut is needed because of the loss we made in 2006.

Please attend the meeting because we decide who can take external courses.

Kind regards

告知

拓展

要求

告知

I'm writing to inform you that...

I would like you to know...

I'm pleased to inform you that...

You'll be pleased to learn that...

I received an email from...

We're going to ...

To support..., ... is needed to

➤ I would like to inform / remind you that ...

➤ We are pleased / delighted to confirm that ...

拓展

解释原因

... is needed because...

I cannot...because...

The reason why... is...

...lead to...

...result in...

拓展

重要性

... if of great importance in...

It will improve...if we...

If we..., we will...

If you..., we will/it will...

拓展

咨询问题

Could you please let me know...

Please tell me...

Please let me know...

强调补充

要求

- May I remind all staff that ...
- Please note that ... （请注意）
- All staff are asked to / should ... （颁布新规定）

强调补充

建议

I suggest...

We are recommending...

强调补充

希望

I hope...

提醒

Please remember...

Checklist

开门见山，直奔主题

语言简洁，结构紧凑

踩点

合理补充

语域恰当

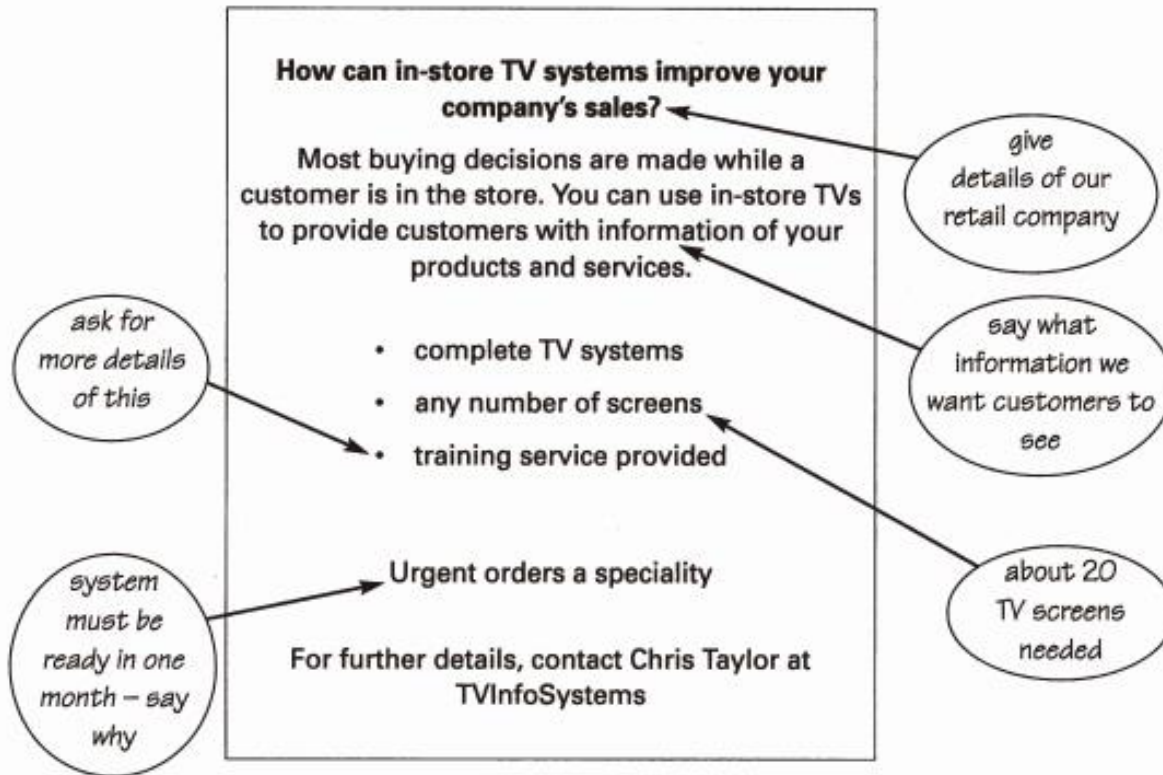
语法、拼写错误

字数

日期、落款、称呼

PART TWO

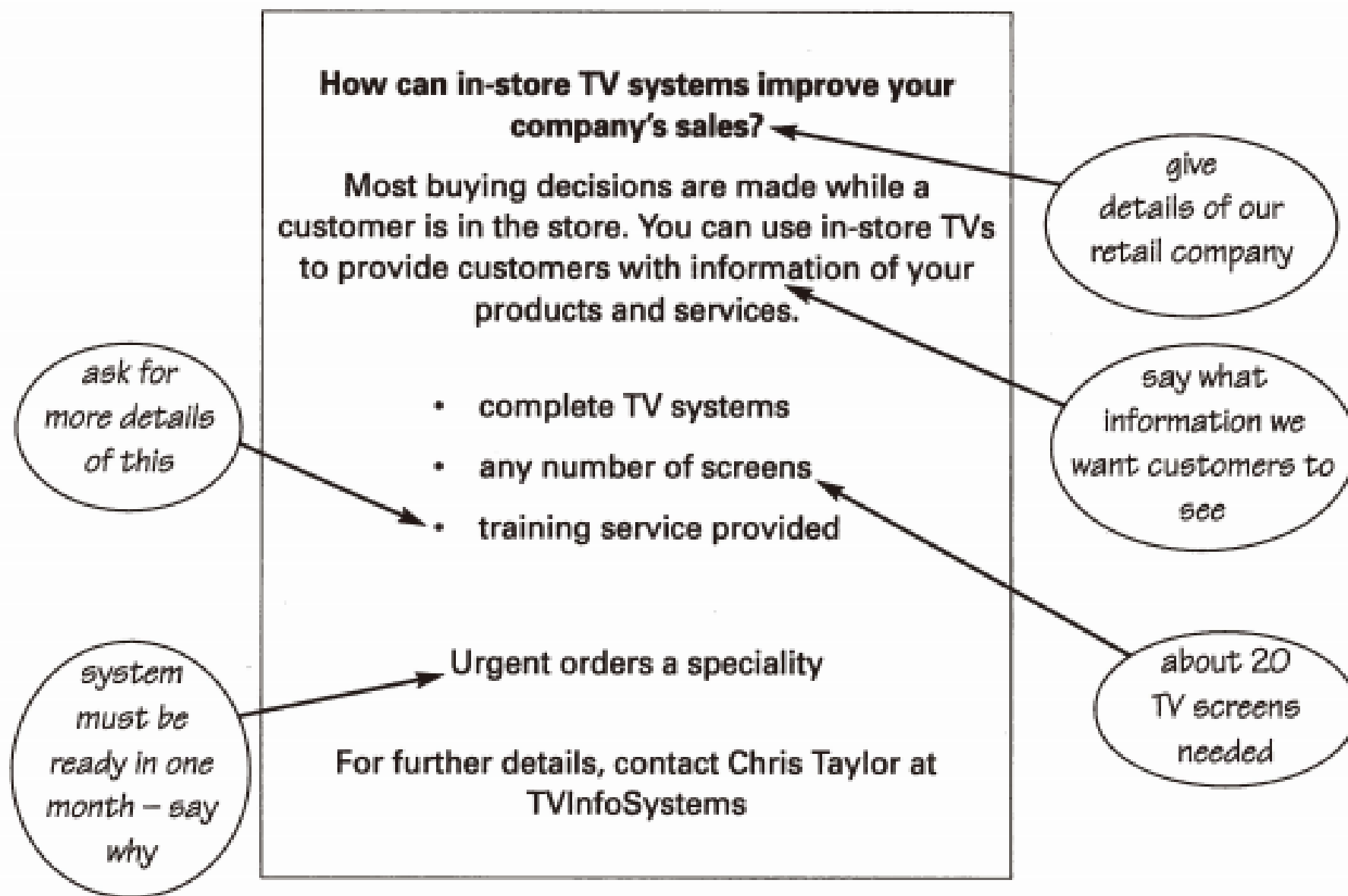
- The retail company you work for is considering installing a TV system in its store to give customers information on products and services while they shop. You have seen an advertisement for a company which provides this type of system.
- Look at the information below, on which you have already made some handwritten notes.
- Then, using **all** your handwritten notes, write a **letter** to Chris Taylor at TVInfoSystems.
- Write **120–140** words.



C4T1W2

PART TWO

- The retail company you work for is considering installing a TV system in its store to give customers information on products and services while they shop. You have seen an advertisement for a company which provides this type of system.
- Look at the information below, on which you have already made some handwritten notes.
- Then, using **all** your handwritten notes, write a **letter** to Chris Taylor at TVInfoSystems.
- Write **120–140** words.



Dear Mr Taylor,

I'm writing to talk about my scheme of installing TV system project. As we know our company is a retail company, so how to attract more customs and how to satisfy the customs is something we should pay attention to. TV system can provide customs not only the products information in our store but also the services. There's no doubt that TV system can provide convenience and fun to all the people when they shop.

At the same time, the TV system is also available for multi-screens. Normally, it can get about 20 TV screens needed. So you can get anything you want from the TV.

I know that the system provider also provide training service. They will train our employees to keep them in good scene of using the TV system in a timely manner.

The important thing we might not forget is that the installing of the TV system should be ready in one month. As we cannot impact our operating, and we cannot close our store for long time. They may work overtime to install our TV system and keep it work properly.

That's all my thinking. I'm looking forward to your replying.

Best wishes!

yours sincerely

Holly White

Dec. 2, 2008

Dear Mr Taylor,

I'm writing to talk about my scheme of installing TV system project. As we know our company is a retail company, so how to attract more customs and how to satisfy the customs is something we should pay attention to. TV system can provide customs not only the products information in our store but also the services. There's no doubt that TV system can provide convenience and fun to all the people when they shop.

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That's all my thinking. I'm looking forward to your replying.

Best wishes!
yours sincerely
Holly White
Dec. 2, 2008

Band 1

Due to misinterpretation of the task, the answer contains irrelevant information and the reader is not adequately informed. Whilst generally being organised satisfactorily, with an adequate range of grammar and vocabulary, there are several errors.

细节踩点

Tips

Dear Mr Taylor

I am writing to enquire about your in-store television system we saw advertised in the latest edition of The Daily Mirror. We are a country-wide operating chain of sport shoe shops and are considering to provide our sales rooms with flat screens to entertain our customers and to inform them about our latest inventions.

Due to the fact that we are going to launch a special football shoe next month, we would be pleased if it might be possible for you to install about 20 screens within one month. In addition, we would like to ask further information about your training lessons and we would be grateful if you could send us your detailed brochure as well as your price list.

I look forward to hearing from you and I would appreciate it to receive your information in due course.

Yours sincerely

Christian Van de Watering

Dear Mr Taylor

I am writing to enquire about your in-store television system we saw advertised in the latest edition of The Daily Mirror. We are a country-wide operating chain of sport shoe shops and are considering to provide our sales rooms with flat screens to entertain our customers and to inform them about our latest inventions.

Due to the fact that we are going to launch a special football shoe next month, we would be pleased if it might be possible for you to install about 20 screens within one month. In addition, we would like to ask further information about your training lessons and we would be grateful if you could send us your detailed brochure as well as your price list.

I look forward to hearing from you and I would appreciate it to receive your information in due course.

Yours sincerely

Christian Van de Watering

Band 5

The candidate's answer is effectively organised, covers all the important information clearly and contains a wide range of vocabulary and structures. There are few errors, and language is well controlled and natural sounding. The overall effect on the reader is very positive.

Letter

三句成文 PLUS

背景告知

拓展

强调/补充

话题

1. 订单类
2. 询问类
3. 投诉道歉类
4. 通知类

综合

Format

salutation ---- part 1

main body

close ---- part 1

Letter

写给别人 （另一家公司）

介绍背景

（介绍自己公司/介绍某件事的起源）

踩点：我们公司希望收到信的公司做什么

（进行哪方面改变？/进行什么合作？）

补充：展望一下，提出丢丢要求 建议的要求不多

（我们希望贵司怎么回复信件？）

Dear Mr Taylor

I am writing to enquire about your in-store television system we saw advertised in the latest edition of The Daily Mirror. We are a country-wide operating chain of sport shoe shops and are considering to provide our sales rooms with flat screens to entertain our customers and to inform them about our latest inventions.

Due to the fact that we are going to launch a special football shoe next month, we would be pleased if it might be possible for you to install about 20 screens within one month. In addition, we would like to ask further information about your training lessons and we would be grateful if you could send us your detailed brochure as well as your price list.

I look forward to hearing from you and I would appreciate it to receive your information in due course.

Yours sincerely

Christian Van de Watering

背景告知

拓展——踩点

强调/补充

一般的开头

原则：明确表示目的。

I am writing to...

We are interested in...

We would like to know...

Ex

You want to know if the company you are writing to organizes holidays to Africa.

回信的开头

(1) 表示**收到**

We have received ...

Thank you for ...

(2) 简要**提及**对方内容

asking me...

saying that...



Ex

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

A woman telephoned you this morning. She wanted to know if her order No. 599 had arrived.

能或不能

We are unable to ...

We are able to ...



Ex

You cannot lower your prices.

告知好、坏消息

2019/4/14

猫饼老师 BEC SPEAKING

告知好、坏消息

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

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



引入主题

with reference to
further to
with regard to

EX

You have attended a meeting on 17th February, and you are going to tell the buyers that you can give them a special offer for your printers.

You have attended a meeting on 17th February, and you are going to tell the buyers that you can give them a special offer for your printers.

Further to the meeting on 17th February, I am delighted to tell you that we are now able to give you a special offer for our printers.

说明原因

due to...

owing to...

a result of...

because of...

the fact that



请求采取行动

(1) 要有请求的**语气**

Please could you...

We would appreciate it if you could...

We would be grateful if you ...

(2) 要有**时间限制**

as soon as possible

immediately

without delay / with no delay

信件的结尾

一般结尾：表示“期待”。

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

Looking forward to hearing from you.



订单类

1. 我们很高兴地了解到贵司的衬衣已经列入了我们的夏季销售目录中；
2. 首笔订单将必须在2013年7月1日前准备好仓库交货；
3. 款项将以信用证支付；
4. 期待你不久后的书面确认；
5. 关于交付时间，我们遗憾地通知我们将无法在X日前交付

订单类

We are delighted that your shirts will be included in our summer catalogue.

The initial order will have to ready ex warehouse by 1st July 2013.

Payment is to be made by L/C.

I look forward to your written confirmation in due course.

Concerning the delivery date, we regret to tell you that we are unable to deliver by...

咨询类

I am writing to inquire about ...

I am interested in ...

I would like further information about...

We would appreciate it if

投诉道歉

投诉事由

详述事件/投诉理由

提出要求

提及投诉

解释投诉

再次道歉

投诉道歉

I am writing to complain about...

I am not satisfied with...

I should like to point out that.../to remind you that...

I am writing to apologize for/about...

We extremely sorry for...

This was due to...

投诉道歉

Compensate

Refund in full /20% of our payment

Apologise /make a formal apology

通知信息类

I am writing to inform you of... /that...

This is to let you know that...

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

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

邀请类

Inviting/ Offering

We should like to invite you...

We should be very pleased if you could...

We should be delighted if you could...

Thanking

Thank you (very much) for your (kind) invitation to...

It was very kind of you to invite me to...

I was delighted to receive your invitation to...

邀请类

Accepting

I would be very pleased to...

I should be delighted to...

Declining

Unfortunately, due to, I am unable to.....

