

## Chapter 3

### Social Correspondence Writing

#### *The 5C principles of English letter writing*

##### 1. Consideration (体贴):

体贴主要指在英文书信写作过程中,写信者应设身处地地想到对方,尊重对方的风俗习惯,即采取 “you-attitude” (对方态度),尽可能地避免使用 “I-attitude” “we-attitude” (我方态度)。另外,还应该考虑到收信者的文化程度、性别等方面的因素。如:

Your letter of July 23, 2020 arrived this morning.  
Thank you very much for your kind answer to my application.

##### 2. Conciseness (简洁):

优秀的英文书信应该行文流畅、言简意赅,避免冗长。这就是说写信者应用尽可能少的文字表达其必须传递的信息。

### 3. Clarity (清晰)

- 清晰是指写信者将所需传递的信息表达清楚,以免对方产生误解。例如:
- I am writing to apply for admission to the graduate school of your university in the spring of 2019.
- I am writing to apply for admission to your university.

### 4. Courtesy (礼貌):

- 书信交往,同样需要以礼待人。在写信过程中,应避免使用伤害对方感情的表达,措辞上多选用礼貌委婉的词语,如would, could, may, please, thank you.

### 5. Correctness (正确)

- 英文书信中,除了避免语法、拼写、标点符号错误外,其所引用的史料、数据等也宜准确无误。

#### The structure of an English letter

- |                        |         |
|------------------------|---------|
| • Heading              | • 信头    |
| • Date                 | • 日期    |
| • Inside Address       | • 信内地址  |
| • Salutation           | • 称呼    |
| • Body                 | • 正文    |
| • Complimentary Close  | • 结尾礼词  |
| • Signature            | • 签名    |
| • Carbon Copy Notation | • 抄送    |
| • Subject line         | • 主题行   |
| • Enclosure            | • 附件    |
| • Postscript           | • 再启或附言 |

#### address

- BLK 18-506, Gantang Village, Gaojiaping Community, Yuelu District, Changsha City, Hunan Province (PRC)

#### 常用的起首语 The Opening Sentences

- Thank you for your letter dated Oct. 23, 2019.
- Many thanks for your letter of Sept. 4, 2019.
- A thousand thanks for your kind letter of June 6, 2019.
- Your kind letter of Nov. 24th arrived this morning.
- Your letter which arrived today gave me great comfort.
- In reply to your letter dated 6th July, I want to say...
- Thank you very much for your letter of August 1 and the gift you sent me on Christmas Eve.
- What a treat to receive your kind letter of May 5th.
- It is always a thrill to see your nice handwriting.
- First of all I must thank you for your kind assistance and high attention to me.

- With great delight I learn from your letter of this Sunday that ...
- I was so glad to receive your letter of March 23rd.
- I am writing to ask about the conference to be held in Beijing next year.
- I am very much pleased to inform you that my visit to your country has been approved.
- I wish to apply for teaching position you are offering.
- I am too excited and delighted at your good news.
- I am very obliged to you for your warm congratulations.

### 常用的结尾礼词 complimentary

- 社交书信常用:
- Yours sincerely,
- Yours truly,
- Yours faithfully,
- Truly yours,
- Faithfully yours,
- 公函常用
- Yours respectfully,
- Respectfully yours,

### Congratulations

Congratulations are sent on different occasions such as marriages, engagements, anniversaries, birth days, graduations and so on. Therefore, the words that you choose must be appropriate for each particular situation.

### 结束语 (The Closing Sentence)

- Awaiting your good news,
- Looking forward to your early reply,
- Hoping to hear from you soon,
- We await your good news.
- I hope to hear from you very soon.
- We look forward to your reply at your earliest convenience.
- I look forward to our next meeting there in Los Angeles.
- Your early reply will be highly appreciated.

### 私人书信常用

- Sincerely,
- Sincerely yours,
- Very Sincerely yours,
- Yours very Sincerely,
- Yours ever,
- Yours as ever,
- Yours affectionately,
- Love,
- With love from,
- Your own,
- All my love,
- Your loving son (daughter..)
- Your ever son,
- Your affectionate (or loving) father (mother, sister)

### Congratulations

- Write the letter **as soon as** you hear the good news.
- Write **sincerely** and **cheerfully**.
- Mention the **occasion** and focus on the **special event**.

- Any other particulars wanted we shall be pleased to send you.
- The help you give me is sincerely valued.
- I hope everything will be well with you.
- Please let us know if you want more information.
- I hope you always enjoy yourself.
- I wish you every success in the coming year.
- Please remember me to your family.
- With best regards to your family.
- All the best.
- With love and good wishes.

Letters of Social  
Obligation

- 1) Letters of Congratulations
- 2) Thank-you letters
- 3) Letters of Apology
- 4) Letters of Invitations
- 5) Letters of Consolation and Condolence

### Congratulations

Almost all congratulation letters contain a phrase or sentence with “congratulations” or “congratulate”.

#### Example:

Congratulations on your birthday!

May an old friend congratulate you...

## Congratulations

In congratulations on marriages you either write to one of the married couple or to both of them. In the former case, send best wishes to one of them and ask her/him to give your congratulations to the other one.

## Letter of Congratulations to the Class of 2019

Thursday, 25 June 2019

- As a parent of a member of the Class of 2019, I have a unique perspective on this occasion. I wish for the entire graduating Class of 2019 all the same things I wish for my daughter: to realize your true potential and strive to achieve all your dreams and life's ambitions.
- Whatever goals you seek to attain, I hope you do it with intelligence and wisdom. There will be many times in your future when you will reflect on your past, and you will realize that all the years spent on studying and learning were not in vain.
- As you continue to pursue more challenging endeavors, may you always recognize the importance of your personal contributions to our community. Our democracy depends on your involvement. Be assured that we will all benefit from your energy and your future efforts.
- You have many opportunities and choices open to you. It is an exciting time and whatever decisions you make, I wish you all the best. This is a great accomplishment and the beginning of many new experiences and adventures.
- Congratulations to you and your family on this important milestone.
- James D. Conte
- Member of Assembly

## Thank-you Letters

They should be sent **promptly** and they should **focus on the thank-you** message.

**Example:**

My thanks for your generous hospitality...

## Congratulations

In congratulation letters on **graduation**, comment on any **special effort** or **achievement** the graduate made during his or her school or college career.

- Dear Mr. / Ms,
- On the occasion of the 40th anniversary of your National Day, please accept our heartiest congratulations. May the trade connections between our countries continue to develop with each passing day!

Yours faithfully

- 尊敬的先生/小姐:
- 值此国庆四十周年之际, 请接受我们最真诚的祝贺。愿我们两国之间的贸易联系持续发展。
- 你诚挚的

## Thank-you Letters Are Heart-warming

You usually need to write a formal letter of thanks when you leave after being the guests to convey your message, gratitude and love to the receiver.

Dear Robert,

Good news travels fast. I am pleased to hear that you and Joan became engaged last week. Congratulations! You two are indeed a perfect match.

Best wishes from me on your engagement. Someday I hope to meet Joan. Please remember me to her and tell her my best wishes for her happiness.

Yours very sincerely,

## 回信范例:

Dear Mr. / Ms,

Thank you for your letter conveying congratulations on my appointment. I wish also to thank you for the assistance you have given me in my work and look forward to better cooperation in the future.

Sincerely

- 尊敬的先生/小姐:
- 感谢你来信对我的任命表达的祝贺。我也感谢您对我的工作给予的支持, 并期望未来能有更好的合作。

## Sample:

Dear Mrs. Dalton,

It is so kind of you and your husband to let us stay with you for the wonderful week. We enjoyed and appreciated all of your kindness more than we can say. We hope that you will come to China some time soon so that we may have the pleasure of seeing you in our home. In the meantime, thank you for your generous hospitality, and my wife joins me in sending kindest regards to your family.

Sincerely yours,  
Ken

### Difficult Sentences

And my wife joins me in sending kindest regards to your family.

This is one of the usual closing sentences used in thank-you letters. Other similar expressions can be:  
 "They ask me to pass their sincere gratitude to you."  
 "I'd like to express our hearty thanks to you on behalf of all my friends."

### Example:

All my classmates join me in sending their best regards to you.

- For a defective, damaged, or incomplete product
- For a late payment
- For a missed deadline
- For betrayed trust
- For hurt feelings
- For missing or being late to a meeting or an appointment
- For missing an event or for forgetting someone
- For offensive behavior
- For poor or inadequate service

### Letters of Apology

- When you go to apologize to someone you want to make sure that you **write the right words** to satisfy that person's emotions.
- Another important step is to **let the reader know your point** in the letter **or the reason** for deciding to write them this letter.
- The next thing that needs to be acknowledged is not only what the problem is but **how to solve it**.

- Dear Mr./Ms. Smith:
  - It was very enjoyable to speak with you about the assistant account executive position at the Smith Agency. The job, as you presented it, seems to be a very good match for my skills and interests. The creative approach to account management that you described confirmed my desire to work with you.
  - In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness and the ability to encourage others to work cooperatively with the department. My artistic background will help me to work with artists on staff and provide me with an understanding of the visual aspects of our work.
  - I understand your need for administrative support. My detail orientation and organizational skills will help to free you to deal with larger issues. I neglected to mention during my interview that I had worked for two summers as a temporary office worker. This experience helped me to develop my secretarial and clerical skills.
  - I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you about this position.
- Sincerely,

### tips:

- **TIMING.** Write the apology letter as soon as possible.
- **ACTIONS.** Rather than focusing on the damage you have caused, write about things you will do to rectify the situation.
- **BRIEF.** Keep your apology letter short and to the point.
- **SINCERITY.** No one wants to read overly dramatic language. Choose your words carefully and express yourself clearly and simply.
- **TONE.** Your apology letter should be considerate and respectful. Remember, you are trying to rebuild a damaged relationship.
- **BLAME.** Take full responsibility for what you have done.
- **FOLLOW UP.** Try to set up a time when you can apologize in person, then back up your apology with considerate behavior in the future.

- An apology letter does not have any particular rules on how to write them; therefore, **the simplest way** to understand is to tell how you feel.

### Apology letter

Each of us has, at one time or another, said or done something that we wish we hadn't said or done. Rather than dwell on the mistake, however, we should take quick action to remedy the problem and then get on with life. An effective letter of apology is an important part of that process and can help *improve* a relationship.

### Summary

In order to make a letter of apology effective, always write it as soon as possible after the offensive action takes place. Write a brief letter that is carefully worded and sincere. Whenever possible, make suitable restitution and assure the offended party that you will not repeat your regrettable behavior in the future. Back up your apology letter with appropriate behavior at the next available opportunity.

### sample

- **Salutation:**  
Dear First Name,
- **First Paragraph:**  
*State what you are apologizing for*, give as much detail about the situation as possible and take full responsibility.
- **Middle Paragraph:**  
*Explain your role in the situation and ask for forgiveness.* Don't blame the other person when you offer your apology. Promise that it won't happen again.
- **Final Paragraph:**  
*Ask that they give you another chance to prove yourself.* Apologize again, and say you will call or meet them in person as to apologize in person.
- **Complimentary Close:**  
Lovingly yours,
- **Signature:**  
Handwritten Signature  
Typed Name

## Exercise

Lucy昨天因母病未能去机场给朋友Mary送行，为此请以Lucy的名义写封道歉信。

Sep. 3, 2019

- Dear Mary,
- I'm awfully sorry that I couldn't see you off at the airport yesterday. My mother fell ill and I had to take care of her at home. I hope you will accept my sincere apology.

Yours,  
Lucy

## Replying to invitations

- Give a **prompt** and **definite** answer.
- If accepting the invitation, imply a "thank you" and convey the thought that you were pleased by the invitation.

Example:

We are delighted to accept...

Read the following three samples of invitation and learn to write your own.

SAMPLE 1

### TECHNOLOGY IN ENGINEERING CONFERENCE

45 BROUGHTON Street, Brighton

J. Higgins

Purchasing Manager

Zacron Engineering

Unit 5

Hempstead Industrial Estate

Hemel Hempstead HP2 7FX

25 May, 2023

## Letters of Invitations

Invitations can be **formal** or **informal**.

**Certain rules** should be followed in writing invitations:

Indicate **the kind of occasion, the place, the date and the time** the guests are expected to arrive.

## Replying to invitations

- If declining, a note of regret should give the reason for declining.

Example:

I am sincerely sorry that John and I cannot join your dinner party...

### Read and Simulate

SAMPLE 1

Dear Mr. Higgins,

We have pleasure in inviting you to our annual conference. This year it will be taking place at the Metropole Hotel, Brighton, from 24 to 28 July.

We enclose details of the conference, accommodation arrangements and an activity program.

Last year you gave a very interesting talk on the subject of "Purchasing High Technology." We would be very grateful if you would consider giving us update on this.

We would appreciate it if you could confirm your participation at your earliest convenience.

Yours sincerely,  
P Matthews  
Conference Organizer

## invitations

- Formal invitations are written **in the third person**.
- If a reply is required, the abbreviations R.S.V.P(Please reply) is written in the lower left hand corner.

Dec. 15, 2019

Dear Peter,

Would you like to come to my place to have dinner with me on Sunday, Dec. 20, at 8:00 p.m.? I haven't seen you for a long time and I'm looking forward to seeing you soon.

Yours,  
Lucy

以上是Lucy写给Peter的一封共进晚餐的邀请信。由于是非正式场合，省略了写信人地址、收信人姓名及地址、正文开头提出了邀请，并讲明了具体的时间、地点(on Sunday, Dec. 20, at 8:00 p.m., my place)。最后表达了热切的期盼之情(...looking forward to seeing you soon)。

Translation

亲爱的希金斯先生:

很荣幸能邀请您参加我们的年会。今年，会议将于7月24日到28日在布莱顿市的Metropole宾馆举行。

随信寄去会议的详尽日程、食宿安排和活动计划。

去年您给我们做了题为“高科技采购”的颇为生动的发言。如果您能考虑就此问题给我们作最新发展的报告，我们将不胜感激。

如能尽快确认您将出席会议，不胜感激。

P.马修斯  
会议组织者  
谨启

Read and Simulate

Sample 2

Zacron Engineering  
Unit 5, Hempstead Industrial Estate  
Hemel Hempstead  
Mr. P Matthews  
Technology in Engineering Conference  
45 Broughton Street  
Brighton BN25 1XL

June 1, 2023

Simulate and Create

24 June, 2023

Dear Mr. Bool,

We have pleasure in inviting you to our annual conference. This year it will be taking place at the University of Nottingham, from 20 to 24 August.

We enclose details of the conference, accommodation arrangements and a business activity program.

Last year you gave a very interesting talk on the subject of "Academic Standards and Expectations" We would be very grateful if you would consider giving us update on this.

We would appreciate it if you could confirm your participation at your earliest convenience.

Yours sincerely,  
Philip Luford  
Conference Organizer

Simulate and Create

Key

Dear Mr. Luford,

Thank you for your letter of 24 June and I am pleased to confirm my participation in this year's conference in August.

I would be grateful if you could send me further details about the program.

Unfortunately, I will not be able to give an update on last time's talk. I am afraid that pressure of work will not allow time to prepare a talk.

However, I look forward to attending the conference again.

Yours sincerely,  
H. Bool

Read and Simulate

Sample 2

Dear Mr. Matthews,

Thank you for your letter of 25 May and I am pleased to confirm my participation in this year's conference in July.

I would be grateful if you could send me further details about the program.

Unfortunately, I will not be able to give an update on last year's talk. I am afraid that pressure of work will not allow time to prepare a talk.

However, I look forward to attending the conference again.

Yours sincerely,  
J. Higgins  
Purchasing Manager

Simulate and Create

Key

亲爱的布尔先生：

很荣幸邀请您参加我们的年会。今年的会议将于8月20日到24日在诺丁汉大学举行。

随信寄去会议的详细内容、住宿安排及临场安排。

去年您做了题为“学术标准及展望”的非常有趣的报告。如果您这次能就此专题的最新发展给我们做一发言，我们将非常感激。

如果您能在您方便的时候尽快通知我们您能否出席此次会议，我们将不胜感激。

您忠诚的  
菲利浦·卢伏特（会议组织者）  
2023年6月24日

Simulate and Create

我很希望能参加你的毕业聚会。我知道这一定会很有意思。遗憾的是，我父母已经邀请了几位亲属来我家里吃饭。我想知道你是否可以在星期六晚上来我家，告诉我有关聚会的情况。

translation

亲爱的马修斯先生：

鉴于你5月25日的来信，我很高兴地告诉你我将出席今年7月的年会。

如果你能给我寄来更为详细的会议日程，我将非常感激。

遗憾的是，我不能对去年的发言做最新补充。工作繁忙使我没有时间做准备。无论如何，我期待再次参加会议。

此致  
敬礼

J. 希金斯  
采购部经理  
2023年6月1日

Simulate and Create

thanks for the above letter  
confirmation of your participation  
request for more information about the program  
apology for not being able to give another talk  
(pressure of work— no time for preparation)  
a complimentary close to end the letter  
Some parts of the letter have already been done for you.

Simulate and Create

Key

I wish I could attend your graduation party. I know it will be lots of fun. Unfortunately my parents have already invited several of our relatives over for a reunion. I wonder if you could come on Saturday evening so you can tell me all about the party.



### Writing Instruction

#### Brief Introduction of Letter of Invitation

邀请信用于日常生活中对别人发出邀请，可分为正式邀请和非正式邀请。正式邀请一般用于大型的活动，如：学术会议、访问考察、讲学、婚礼等。非正式邀请用于朋友之间，如：吃饭、喝茶、看电影以及来家中住等。邀请信一般应于事前一两周发出，详细说明邀请的目的、时间和地点，语言应简短、热情，给人真诚、亲切的感觉。

#### Main Content

##### 邀请信：

1. 表明写作意图，向对方发出邀请；
2. 说明邀请的具体原因，活动的具体时间及地点等；
3. 结尾时表示希望对方接受邀请；
4. 表明希望尽快得到答复。



#### 邀请信的回复

1. 无论是否接受邀请，都应表明谢意；
2. 如接受邀请，应确认应邀时间、地点等详细信息；
3. 如谢绝邀请，文字应婉转、应表示歉意，并说明原因，有时可提出下次再邀请的请求。

### Useful Expressions & Sentence Patterns

#### Making Invitations

1. It gives me the greatest pleasure to invite you to visit this exhibition.  
能邀请您参观展览是我最大的荣幸。
2. May I take this opportunity to invite you to our university to give a lecture?  
我能借此机会邀请您到我校讲学吗？
3. I would like it very much if you would be our guest at dinner.  
非常希望您来吃饭做客。
4. We have pleasure in inviting you to our annual conference.  
很高兴邀请您来参加我们的年会。

5. My family and I would feel honored if you could come.  
如果您能来，我和家人将深感荣幸。
6. I really hope you can make it.  
真的希望您能设法前来。
7. We should be delighted if you could join us.  
如果您能来，我们将非常高兴。
8. I hope you will let me know that you can come.  
希望能通知我您是否能来。
9. We would appreciate it if you could confirm your participation at your earliest convenience.  
如果您能尽早通知我们是否参加，我们将非常感谢。
10. Should you find it possible to accept this invitation, would you be kind enough to let me know the date and time when you would like to come.  
要是您认为能接受邀请，务请通知我您来的日期和时间。

#### Accepting the Invitation

1. I have pleasure in accepting your invitation to dinner on ... and I will be there on time.  
非常愉快地接受您的邀请，参加...月...日的宴会，我将准时抵达。
2. Thank you for your letter of 25<sup>th</sup> May, and I am pleased to confirm my participation in this year's conference in July.  
感谢您5月25日的来信。我十分高兴地通知您，我将参加今年7月份的会议。
3. Very many thanks for your invitation to dinner on 16<sup>th</sup> February.  
非常感谢您邀请我2月16日与您共进晚餐。
4. I am glad to come and look forward to seeing you again.  
很高兴前来，并期待着再次见到您。

### Declining an Invitation

1. I regret that I have another engagement on that day and will not be able to attend.  
十分抱歉，我因另有安排，故不能出席。
2. Please accept my sincere regrets for not being able to join...  
我不能参加...了，请接受我真诚的歉意。
3. I regret that I am not able to accept your invitation at this time.  
很遗憾我现在不能接受您的邀请。
4. Thanks so much for thinking of me.  
非常感谢您能想到我。

5. It was very kind of you to ask me, but I am afraid that I will not be able to come.  
非常感谢您能邀请我，但是恐怕我不能来。
6. We are so sorry that we cannot accept your kind invitation because of another engagement.  
非常抱歉，因为另有约会，我们不能接受您的盛情邀请。
7. Unfortunately, I am not sure whether I will be able to come.  
遗憾的是，我不能确定是否能来。
8. Hoping all the same to see you.  
还是希望能很快见到您。

### Consolations and Condolences

- Write the letter as soon as you hear the news.
- The best condolence letter is sincere and brief. People dealing with grief or shock are often unable to read long letters.

## Consolations and Condolences

A condolence letter should be written simply and clearly. **First**, express your feeling about the loss.

### Example:

We have just heard with profound regret the sad news.

## Condolences

- **Then**, express your feeling about the deceased.

### Example:

Everyone who knew Jim loved him.

- **At the end**, offer your help (if you wish) and close your letter.

Dear Bob:

sample

I'm terribly sorry to learn of your illness. Everybody in our class misses you so much and we're all expecting you'll be back soon.

Although I'm not a doctor, I am taking the liberty of sending you the following prescription: Don't worry about your lessons and just take things easy. Then you'll get speedy recovery.

Ever yours,

## 投诉信

## A Letter of Complaint

## Sample

May 18, 2022

- Dear Sir,
- I have written two letters telling you that my telephone has been out of order for a few days, but I haven't heard from you ever since. Now it is hard to get a connection, what is worse, it is ringing like mad every now and then. This causes us not only much inconvenience but also a lot of trouble.
- Hoping that the matter will be dealt with as soon as possible.
- Yours sincerely
- Li Fang

## Ex.

- 假定你叫李平，写信给店主投诉你买的羊毛夹克衫已坏，希望退钱并请求解决问题的办法。

Dec. 21, 2022

Dear Mr. Manager,

I'm sorry to complain to you about the bad quality of the woolen jacket I bought from your shop three months ago when I was in your area.

I've been wearing it only at weekends. but now the sleeves have worn badly. As you will realize, I'm extremely upset and annoyed at this.

I hope I can have my money back, if you don't mind. I'm sorry to give you the trouble, but I'm sure you'll be kind enough to have the problem solved.

I'm returning the jacket under separate post, and enclose the receipt. I'm looking forward to receiving your early reply.

Yours Faithfully  
Li Ping