

商务信函的书写规则（五）PDF转换可能丢失图片或格式，
建议阅读原文

https://www.100test.com/kao_ti2020/150/2021_2022__E5_95_86_E5_8A_A1_E4_BF_A1_E5_c85_150234.htm (2) 正确使用大写

(Capital Letter) 一般在每一句，每一个直接引语，每一行诗的
第一个字要大写，人的称呼或头衔，书名等要大写，专有
名词要大写，月名，星期几要大写，代词 I 要大写。这是使用
英语必须具备的起码的知识。因此，大写使用的正确与否，
也是英语水平问题。除了上述一般大写规律以外，在商业

书信英语中的大写，还有其本身的特点，现说明于下：(A)
North, South, East, West 这四个字作为一般方向用时小写，
但是当它们作为一个地理概念表示北方地区，南方地区，东
方地区，西方地区，或专有的地名联用时，就必须大写。 [

例] Cotton is the principal crop in the South. it is also grown
extensively in the Southwest and in the Southern California (棉花是
南部各州的重要作物，西南各州和加利福尼亚南部也广泛种

植。) (B) 商品名称 从语法上讲，一般的商品名称 (非专
有名词) 没有必要大写。在商业书信中为了强调 () 或要促
使对方注意，商品名称常常大写。 [例] We have seen your

advertisement in the "Textile World" and should be glad if you
would send us patterns of Ladies ' Woolens with your best terms. (

我们看到你们在"织物界"杂志上的广告，请寄妇女用毛织物
样本并告最优惠的价格条件。) (C) 文件名称 [例] we
have quoted our best terms on the enclosed Price List. (我们已随
函寄送价目表报最优惠价格条件。) (D) 公司，团体，城市

名称省略时大写 [例] The Company will pay you \$100 annuity.

该公司将付给你年金 1 0 0 美圆。 (E) 职务名称 [例] There is enclosed a letter from Mr. H.A.Anderson, President, National City Bank of New York. (同函附上花旗银行行长安得逊先生所写书信一封。) (F) 船名 [例] We have shipped the goods by the m.v."London Maru" of OSK. (货已由大阪轮船公司的"伦敦丸"轮装运。) Conciseness (简洁) "简洁"是有客观标准的。虽然西方国家的作者之间在怎样用词才算"简洁"方面还是有争论的，不过他们的一些看法还是有一定参考价值的。怎样才能使商业书信"简洁"？西方国家作者有很多建议，先介绍如下：(一) 避免使用陈旧的商业术语 陈旧的与传统的商业术语 (Commercial jargon) 对信的内容没有什么作用，应该避免使用。 例一： Wordy: We wish to acknowledge receipt of your letter of November 14 with the check for Stg.10 enclosed and wish to thank you for same. Concise: We appreciate your letter of November 14 and the check for Stg. 10 you sent with it. 例二： Wordy: We take liberty to approach you with the request that you would be kind enough to introduce to us some exporters of cotton textiles in your cities. Would you please introduce to us some exporters of cotton textiles in your city? Concise: (a) Please introduce to us some exporters of cotton textiles in your city. (b)Would you please introduce to us some exporters of cotton textiles in your city. (注：此类简洁的表达方式很多。) (二) 要长话短说，避免罗嗦 通常商业人士每天需要阅读大量的书信，对开门见山，长话短说，直接切题的信特别欢迎。因此，写信要力求长话短说，例如：不要写 应写作 Please see that an enquiry is conducted to determine the reason. Please find out

the reason. We express our regret at being unable to fulfil your order on this occasion. We are sorry we cannot meet your present order.

要使用简洁的语言，有可能的话，尽量使用单词来代替某些娇柔做作的短语。删去不必要的形容词，如下列句子中的形容词或副词删去后并不影响句子的原意：The proposal is under (active) consideration. The answer is (definitely) correct. I would (rather) think the fare is too high. The (true) facts are as stated

(三) 要注意每句句子的长短 例如："We would like to know whether you would allow us to extend the time of shipment for twenty days, and if you would be so kind as to allow us to do so, kindly give us your reply by cable without delay." 这句话过分"客气"，使句子过长而不清楚。内容要求对方同意延期交货20天，一般情况下，应尽可能提出延期到那一天的具体日期。这句话可压缩为："Please reply by telegram immediately if you will allow us to delay the shipment until April 21." (如同意我们把交货延期到四月二十一日，请电复。) 有的作者为了使人们记住避免使用陈旧的商业术语，专门选择了一些他认为陈旧的商业术语搞成一首诗：We beg to advise and wish to state That yours has arrived of recent date. We have it before us, its contents noted. Herewith enclosed are the prices we quoted. Attached please find, as per your request, The data you wanted. and not let us suggest Your order be sent, and not held unduly, We beg to remain, yours most truly.

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