

Unit1IntroductiontoBusinessWriting 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_Unit1Intro_c85_150699.htm

Teaching Objectives By learning this unit, students are supposed to be able to 1. Know the main characteristics and types of business letters 2. Master the elements and the layout of a business letter 3. Understand the essential qualities and writing principles 4. Learn how to write a business letter in a correct format

Teaching Focus 1. Format of business letters 2. Essential qualities and main principles of writing 3. Special expressions and layout of the language

Teaching Hours Presentation: 2 hours Practice: 2 hours Teaching Methods Lecture Media demonstration Group discussion Tutorial Teaching Aids and Environment Sample writing papers Multi-media facilities Teaching Procedures and Contents I. Presentation 1.

Introduction According to the development of international trade, business letters are more frequently used, they form a bridge to contact your business partner usually by notepapers, telegraph and e-mail. Whether the communication succeeds or not depends on the written message sent in your letter. Every letter you write is actually a sales letter. that is, you ' re always selling something-- a product, a service, a company image, yourself, or simply an idea. A good business letter can win new partners, contributes to promotion of the relationship between you and your clients, eliminates mutual misunderstanding and lessen the differences. otherwise, your inappropriate letter may cause new problems, lose clients and as a result, your letter will not reach your writing purpose. What are the

characters of business letters? How can we learn to write a good business letter? Let ' s discuss in the following.

2. The types of business letters

Generally speaking, business letters include two types: ordinary business letters and social business letters. Here we will introduce 13 types of business letters, which are most commonly used in business communication as follows:

- 1) Letters of Establishing Business Relations
- 2) Letters of Credit and Status Enquiries
- 3) Letters of Request / Inquiries
- 4) Letters of Quotation / Offer
- 5) Letters of Counter Offer
- 6) Letters of Acceptance
- 7) Letters of Payment
- 8) Letters of Payment Demands
- 9) Letters of Requests for Reference
- 10) Letters of Packing
- 11) Letters of Shipment
- 12) Letters of Insurance
- 13) Letters of Complaint / Claims / Settlement

3. Layout of a business letter

18 elements are usually contained in a business letter as follows:

Letterhead (printed) 信头 Date 日期 Inside Address 信内地址 Attention Line 注意线 Salutation 尊称 Subject Line 标题 Reference Number 编号 Body 正文 Body 正文 Opening Sentence(s) 开头语 (one or m Main Body 主旨段落 Closing Sentence (s) 结尾语 Complimentary Close 客套结尾语 Signature (handwritten) 签名 (手签) Signature (printed) 签名 (打印) Identification Mark 署名人身份 Enclosure Notation 附件注明 Postscript 附笔 Carbon Copy Notation 副本注明

A sample letter

- 1 Heading
- Dateline
- Reference Number
- Inside Address
- Attention Line
- Salutation
- Subject Line
- Body

RESEARCH ASSOCLA TES, INC.
457 Plains Highways North Platte, Nebraska 6901 U.S.A. September 11, 1993 Ref: 12-5-56A Shanghai Customs College 45 Fen Yang Road Shanghai 200031 P.R.OF CHINA Attention: Mr. Wu Bao-kang

Gentlemen: Subject. The Elements of a Business Letter You are reading a letter containing all the parts of a business letter. The attention line follows the inside address. Because it is really a part of the address, it should also be placed on the envelope. Complimentary Close Company Signature Signer ' s Identification Identification Mark Reference Initials Enclosure CC Notation Postscript The subject line follows the salutation. It is considered part of the body of the letter. Sincerely, RESEARCH ASSOCIATES, INC
(Signature)----- (Ms.) Sherry Zhang President
SZ/aw Encl. CC: Bob Wood. P.S. The postscript should never be used as an after thought. It may be used, however, to emphasize or to personalize. Some of them are necessary to a business letter, but others can sometimes be optional. 4. Analysis of Sentence Structures:
100Test 下载频道开通 , 各类考试题目直接下载。详细请访问
www.100test.com