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https://www.100test.com/kao_ti2020/151/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c85_151158.htm Unit 2 Basic Writing Skills

Simply learning the Five Cs does not make you a skilled business writer. To master the Five Cs or to be able to write business messages containing all these characteristics, you must study business writing techniques or skills and practice them. Needless to say, good English is the important foundation of the writing skills we discuss. 1.

Create an Appropriate Tone Tone may be defined as the overall impression or feeling a message conveys to its reader. In writing business messages you should match tone to purpose. Try to strike a balance between being formal and being familiar. Be confident, but not aggressive. Be courteous but not stuffy. Try to sound natural without becoming too chummy. Try to create a friendly and sincere tone so that your readers will understand that you sincerely wish to be of service. Your purpose in writing is to persuade them to agree with you. Therefore, adopt a tone that will allow you to be convincing. Remember what is said is often not as significant as how it is said. Compare: (1) a. We received our order No. CL 818 yesterday. But when we turned on the machine, it did not work. Because of this bad experience, we doubt your companys ability to make high quality products. (Angry tone) b. I am writing with reference to order No. CL 818 which we received yesterday. When we turned on the machine, it did not work. It seems that the machine was not tested before dispatch. Please let us know what you intend to

do in this matter. (Better tone)(2) (When turning down an offer)a. Unfortunately, we got a better offer. (Poor tone)b. We were pleased to receive your offer, but ... (Better tone)From the above examples, you can see clearly how a poor tone can offend your reader.2.

Cultivate the "You" AttitudeEffective business writing should show "you", the reader, what the writer can do for "you"--- how "you" will profit and why. The business message written from the point of view of the reader is known as the "you" attitude. If you can see things from the point of view of your reader and express your ideas in terms of his experience, you can most readily create an appropriate tone and produce a favorable impression. Therefore, the purpose of the message will be achieved. Employ the "you" attitude and stay away from the " I " attitude by emphasizing such words as " you " , " your " and " yours " , to make your message more effective. For example,a. The "I" attitude: I need a lot of information on the way business people react to the current crises in our colleges, and I selected you and some others to send this questionnaire to because your names were mentioned in the newspapers.b. The "You" attitude: You and several other prominent business people were recently quoted in the newspapers concerning the current crises in our colleges and your comments so interested me that I decided to send this questionnaire to you.3 Consider the Level of DictionDiction may be defined as the manner or style of expression. Generally, there are four levels of diction: learned, popular, colloquial, and slang. While there are special times and places for all these levels, you will generally choose the popular level of diction for

your business writing. Popular diction is the language used by the mass media: TV, radio and newspapers. These are the words most often used in business world. Business people have given up the stiff, formal and obsequious style of past generations in favor of the natural, conversational, unpretentious and inconspicuous modern style. The old-fashioned business language which made use of many ornate, formal phrases has become obsolete. Arranging plain English words in concise sentences that say clearly what you mean will leave a favorable impression.

4. Select the Appropriate Writing

Style Essentially, two writing styles can be created: the personal and impersonal. The personal writing style places emphasis on the person who will receive the message, to create the "you" attitude. Since many business messages are written to assure a certain action on the part of the reader (whether its buying from your company or granting you a credit), the personal style is preferred. You should use this style in memos, letters, and some kinds of reports, those in which you want the reader to feel a part of your activities.

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