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[https://www.100test.com/kao\\_ti2020/151/2021\\_2022\\_\\_E5\\_95\\_86\\_E5\\_8A\\_A1\\_E8\\_8B\\_B1\\_E8\\_c85\\_151159.htm](https://www.100test.com/kao_ti2020/151/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c85_151159.htm) Unit 1 Structural Parts and Styles of Business Letters

1. Structural Parts of Business Letters A business letter has eight structural parts: (a) the heading (letter-head), (b) the date, (c) the inside address, (d) the salutation, (e) the body of the letter, (f) the complimentary close, (g) the signature (handwritten and then typed), and (h) any added notations.

1.1. Heading (信头) The heading tells where the writer wrote the letter.

Since most companies use stationary (文具) with printed letterhead: the company name, address, telephone, telex or fax numbers, and logo (the company symbol, 标识, 商标). Sample: Golden Trading Company Ltd. 34 Northern Avenue, New York, U.S.A. Tel: 1234567

Telex: 2345667GBC Fax: 44556661. 2. Date The date tells when the writer wrote the letter. Under the printed letterhead, you can type the date in full, in the logical order of day, month, year. The position of the date depends on the style you use. When writing on blank paper, type the name of your firm, its address, and the date at the right or left margin, depending on the style you choose. There are different ways of writing the date. The following two are recommended.

September 15, 1994 15 September 1994 (Note the Omission of the comma) In British correspondence, the date is on the right and could be after the inside address. There is a growing tendency to omit the th, -rd, -nd and st that follow the day. Do not abbreviate or use figures for the month. Note: Wrong: Sept. 15,

1994/15 1994 or 15/9, 1994Sample:SKYVIEW ENTERPRISES7111  
Terrazo Place Sarasota, FL 33031 (813)598 - 1026 January 20,  
19951.3. The Inside Address (封内地址)The inside address contains  
the name and the address of the addressee (收信人), the person or  
company you are writing to. It is on the left two spaces below the  
date line. If you know the name and title of the person, you should  
include them. In addressing an individual in a company, the inside  
address contains both the individual's name and that of the company.  
The address should be the same as the one on the envelope. Courtesy  
titles are used in business letters. "Mr." "Ms." "Mrs." or a substitute  
form should never be omitted from the inside address. When writing  
to a woman always address her as she signs herself. It is considered  
correct to address a woman "Ms." unless she has signed herself  
"Mrs." Esquire or Esq. may be used in addressing prominent  
attorneys (律师, 商务或法律代理人) or other high ranking  
professional men who do not have other titles. "Esq." always follows  
the name, separated from it by a comma. "Mr." does not precede the  
name when Esquire or Esq. is used. e. g. Stone, Esq. "Mr." or "Esq." is  
used in England for addressing a single man. Other common titles  
include "Prof", "Dr", "Rev (reverend)", "Hon (honorable)" (used for  
senators, congressmen, ambassadors, governors, judges, mayors, and  
heads of government departments), etc. "Messrs" (Plural form of  
Mr.) may be used in addressing a firm of men, or men and women,  
when the name includes a personal element. e.g. Messrs Marvin,  
Tobin and Smart. Examples of the inside address: (1) To an individual  
in a company Mr. George F. Moore Advertising Manager Price amp.

Co., Ltd2 Nichome, Ginza NishiChuo--ku, Tokyo1.4. The  
SalutationThe salutation is the greeting to the reader. It should be  
typed flush (exactly on the same level) with the left margin, the first  
line two spaces below the last line of the inside address. The most  
common salutation consists of : Dear plus the recipients name. Here  
are some ways to write the salutation. Dear Sirs/Gentlemen ---- to a  
company Dear Sir -----to a man if you do not know his name Dear  
Madam -----to a woman if you do not know her Dear Mr Smith  
----- to a man Dear Mrs Smith ----- to a married woman Dear Miss  
Smith ----- to an unmarried woman 100Test 下载频道开通，各  
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