

商务信函的英文书写规则(3) PDF转换可能丢失图片或格式，
建议阅读原文

https://www.100test.com/kao_ti2020/227/2021_2022__E5_95_86_E5_8A_A1_E4_BF_A1_E5_c85_227539.htm 商业书信必须写得正确，因为它涉及到买卖双方的权利、义务和利害关系，是各种商业单据的依据。广义的说，商业书信的正确性表现在：

（一）运用正确的语言水平（二）叙述得正确（三）数字要正确（四）正确理解和运用商业术语（五）合适的写作技巧或方法，以及正确运用其他的六个"C"。（一）正确的语言水平

(1)、正式的和非正式的语言水平所用词汇比较：formal
informal terminate domicile deem transpire conflagration edifice
endeavor obtain. procure peruse remunerate utilize subsequent
ascertain contingent upon anticipate interrogate end home think(or:
believe) happen fire building try get read or study pay use next or
following find out depending on expect ask (2)、正式的和非正式
的语言比较 formal informal Will attain the age of 18 years. Will be
18 years old Render us more detail We will institute a mail search
Send us more information We will ask the post office to send out a
tracer. We thank you in anticipation of this courtesy and assure you
that it will be a pleasure to serve you in a similar manner We shall
appreciate your helping us. Let us know when we can return the
favor. Inform me of your intentions as to the liquidation of this
balance Let me know when you can settle this account. Give
consideration to a plan. Consider a plan This plan will effect a saving
of \$10,000. This plan will save \$10,000. To effect certain
modifications in a procedure contingent upon the concurrence of

management To make certain changes if management agrees. The conclusions ascertained from a perusal of the pertinent data is that a lucrative market exists for the product in this vicinity. The data studied show that the product is in good demand in this area. (3)、避免使用不标准的语言 不要说 应该说 ain ' ' t hadn ' ' t ought irregardless nohow in regard to can ' ' t hardly between you and I whereat isn ' ' t, aren ' ' t shoudn ' ' t irregardless anyway regarding can hardly between you and me where 下面的内容是用三种不同语言水平的比较参考： Formal: Although Item 12 is enumerated in the report, the writer has ascertained that it is currently not in the organization ' ' s inventory or in the writer ' ' s possession. Informal: Although Item 12 is listed in the report, it ' ' s not in our stock now and I don ' ' t have it either. Standard: Irregardless of the report that item ain ' ' t on our shelves now, and I haven ' ' t got it either. (二) 叙述得正确 商业书信的内容要叙述得正确，既不能说得不够(Understatement)，更不能说得过头(Overstatement)。 例一： This stove is absolutely the best (or: the very best) on the market. (这种炉子是市场上绝对最好的炉子。) 这句话是用来介绍商品的，但没有具体介绍商品的性能，而是抽象地断定这种炉子是“市场上最好的”。这样介绍商品，不但不能达到推销的目的，反而使人对写信人有“卖狗皮膏药”的感觉。 改写： Our model A195 is designed on modern lines and gives, without any increase in fuel consumption, 25% more heat than the older models. So you will agree that it is the outstanding stove for economy of fuel. (我们的A195型炉子是接近近代样式设计的，在不增加燃料消耗的情况下，比其他各种旧

式炉子温度高25%。所以，你会同意，这是个优良的节约燃料的炉子。) (三) 字要正确 做对外贸易离不开数字。对商业书信中的数字的正确性要特别加以注意，有时“失之毫厘，差之千里”。甚至引起不同的理解。(a) “以上”，“以下”，“以前”，“以后”，“从……到……”等的表达法。

\$2 or (and) above(over) 二美元和二美元以上 60dozen or (and) up (upward, upwards) 60打和60打以上 2% or (and) more 2%和2%以上 an order for 50 gross or upward 50罗或50罗以上的定单 an order for not less than 50 gross 不少于50罗的定单 5% up to 10% inclusive 5%到10% over 5% up to 10% inclusive 5%以上到10% (b) from and including today(this date) 从今日起 (包括今日) on and from Nov. 10. 从11月10日起 on and after Nov.10. (包括11月10日) as from Nov.10 从毁约之日起 as from the date of the breach (包括毁约之日) up to \$40 inclusive. 到40美元 up to the maximum of \$40 (包括40美元) 止 up to and including Nov.20 到11月20日止 (包括11月20日) as from the 1st to the 15th of March inclusive. 从3月1日到15日 from the 1st to 15th of March both inclusive (包括1日和15日) during the period beginning on 从3月1日起到3月30日止 March 1 and ending on March 30, 这一期间 (包括头尾两天) both dates inclusive.

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