

商务交流从对象上分内部和外部交流 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/242/2021_2022__E5_95_86_E5_8A_A1_E4_BA_A4_E6_c85_242567.htm Viewed from the perspective of where the communication heads for, business writing falls into two major categories: internal communication and external communication. Internal Communication A host of methods are employed in most organizations to transmit information through the formal communication system. They move downward, upward, or horizontally. The messages that move downward in most cases outnumber those moving upward or horizontally. Downward communications, often in the form of memos, can perform the following functions. 1. To inform the employees of their duties, responsibilities, rights, and opportunities. 2. To build up and maintain employee morale and goodwill toward the organization and management personnel. 3. To keep the routine and special activities of the organization moving smoothly and efficiently. 4. To invite and encourage upward communication, or feedback. One of fundamental purposes for upward communication is to provide information for management decisions. The upward flow of communication, often in the form of reports, furnishes information and recommendations on which intelligent decisions are made. Horizontal communication occurs when employees who are on the same corporate level communicate with one another. Marketing managers exchange of message with his/her counterpart in the production department is an example of horizontal communication.

External Communication Writings whose addressees are people outside the business organization belong to external communications. It is the business ties with its suppliers, customers, service companies, and the general public. The importance of effective external communication to business hardly requires supporting comment. A business organization's survival and success are contingent upon its ability to satisfy the customer's diversifying needs. Equally important, in today's complex business settings, businesses become increasingly interdependent in the manufacturing and distribution of goods and services. And this interdependence understandably gives rise to the need for effective communications.

中文参考：从交流的对象来看，商务写作可以分为两种：内部交流和外部交流。内部交流 大部分组织都会采取很多办法通过正式的交流系统来传达信息。他们从上到下，从下到上，或者水平的传达。多数情况下都是从上到下传达的信息，通常采取备忘录的方式，可以起到以下作用：1. 通知员工他们的职责，责任，权利和机会。2. 建立和保持员工士气，传达组织者和管理人员的善意。3. 使得组织纪律和特殊活动平稳有效地进行。4. 引起和鼓励从下往上的交流，或者反馈。向上交流的一个基本目的就是向管理者提供信息，以便更好地作出决定。从下往上的交流，通常以报告的形式出现，提供作出明智决定的信息和建议。水平的交流发生在那些在共同水平下的职工之间。市场经理和他同地位的产品部经理交流信息就是一个典型的水平交流。外部交流 写给公司外部人的文件都可以叫做外部交流。和他们的供应商，顾客，服务公司以及一般公众这都是一种商业联系。企业组织的生存

和成功与否要看他能够满足消费者多样化需求的能力有多强。同样重要的是，在当今复杂的商业机构中，商业在货物和服务的制造和分配中日渐相互依赖。而这种依赖已经可理解地向有效的交流让步。转贴于：考试大_商务英语考试
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