

汇丰银行商务写作教程(7) PDF转换可能丢失图片或格式，建议阅读原文

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3. Overview In the last two chapters, you ' ve learned and practised the first two stages of the Writing Process: Plan and Organise. In this chapter, you ' ll look at the next two stages: Draft and Revise.

Together, these two stages take the most time. Writing the first draft takes less time than revising. You ' ll focus on writing the first draft and taking the first step in revising your draft. Plan to Organise to Draft to Revise This course is based on the Writing Process, a step-by-step procedure for producing effective correspondence.

Therefore, HSBC recommends that you study each chapter of this course in order, beginning with the introductory chapter "Getting Started". Objectives In this chapter, you ' ll start working on a writing project. As you do so, you ' ll be able to

1 draft a letter and 1 revise your letters to make them complete. Planning and Organising: A Quick Review In the first two stages of the Writing Process, you plan and organise what you ' re going to write. In planning, you decide why you are writing (writer ' s purpose) how your reader will respond (reader ' s response) what your reader needs to know (reader ' s information). You then organise your plan by creating an outline.

Drafting: Before You Begin In this chapter, you ' ll begin to write a letter. As you write this letter, you ' ll work through all five stages of the Writing Process. LETTER TO MR PERRY: THE SITUATION The letter you will write is based on the following

situation: Situation: Our customer, Mr Robert Perry, deposited a cheque through ' Quick Deposit ' into his Premier account. Unfortunately, the name on the cheque (the bearer ' s name) was not exactly the same as the name on the account. The name on the cheque was Mr Robert Pery (instead of Perry). As a result, the money was not credited to Mr Perry ' s account. Solution: Mr Perry needs to ask the drawer to write another cheque, making sure the name is exactly the same as on the account card. Then, the money can be deposited into his account.

LETTER TO MR PERRY: THE TASK You are a Customer Relationship Officer. Although there is a standard form to deal with this situation, your manager has asked you to write a letter to Mr Perry, as he is a valued customer. Mr Perry ' s details are as follows: Address: Flat 3A, Bayshore Tower, Mary ' s Point, Vancouver Account no: 613 556556 888 Cheque no: 60263 Payee name: Mr R Pery Name on account record: Mr R Perry What will you do next? Think about this... You ' re not going to start writing immediately, are you? Remember: there are five stages in the Writing Process. You always need to begin with the first stage.

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