

揭阳职业技术学院



教案

课程：商务英语写作一 任课教师：林丹蔚

专业：商务英语 班级：商英 241、241（订单班）、241
（3+证书班）

学期授课计划时数：36 课时

Unit 1 Business English Writing

商务英语写作基础知识介绍

1. **Teaching purpose:** get the students know the basic concepts of Business English Writing.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** business English, business writing process, business writing principles.
5. **Teaching Process**

I. Learning Objectives:

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of business English and business English writing;
- to know the business writing process;
- to know the business writing principles;
- to get an overall comprehension of contemporary communication tools;
- to master some effective business English expressions;
- the business norms and principles of business English writing.

II. Leading-In

Business English Writing

Business English(商务英语) or Commercial English is a special term given to English by non-English speaking nations for international trade. In Britain, it is called Commercial English or Commercial Letter. In the USA, it is usually called Business English, Business Correspondence or Business Letter. Business English is a kind of standard English adapted to specific business purposes. In the global commercial world, business English documents should be written to customers, salesmen, agents, suppliers and many other people concerned. They cover every conceivable phase of business activities.

Business Writing Process (商务写作的步骤) may be summarized as five steps.

First, **preparing**(准备), involves making it clear about the objective, the reader, and the scope of writing. The objective is the purpose of writing. A careful reader analysis is crucial to achieving the writing objective. It also determines the scope of the writing task. The scope of the writing refers to the kind and amount of information for the reader to understand the objective.

Second, **formatting** (布局) , refers to choosing the format or layout of the document. It involves choosing the right way of presenting the document and making the document more readable. Successful formatting may lead to a favorable attitude of the reader to what is written.

Third, **organizing** (组织) , involves gathering information, sorting details, and making outlines. The information can be gathered from other people, from documents available, or from the Internet. Notes then should be grouped according to the information they have in common. The result of organizing is an outline that will guide the next step of drafting.

Forth, **drafting** (起草) , is the actual writing of the business document. It is considered as the most difficult, however, natural if previous steps have been accomplished.

Fifth, **revising** (修改) , turns the drafts into a finished product. It involves more than just

Introduction

In response to Ms Nagle, the manager's request, the report sets out to analyze the staff's job satisfaction according to the collected questionnaires.

Methodology

A questionnaire survey was conducted to learn about the job satisfaction in our company. 228 employees returned their questionnaires on time. In order to gain more factual figures, the employees were required to fill it anonymously.

Findings

According to the statistics, 72% of the employees are content with their work. Whereas, it was found that the female staff (75%) are more satisfied with their present job than the male staff(63%). In addition, the data showed that payment isn't relevant to happiness. 87% of younger people, aged 20-30, with lower payment expressed their approval. Meanwhile, 52% of the staff, aged 30-40, and 61%, aged 40-50, were more pessimistic. Most of them mentioned the reasons for their dissatisfaction; little chance to get promotion and a poor welfare system. In addition, a number of people suggested having a longer paid holiday to have more opportunity to be with their families and arranging more training courses to update their professional skills.

Conclusion

Based on the findings, it was concluded that most people in our company look at their present job optimistically but there is still space for our company to make some progress.

Recommendation

It would be advisable to readjust the promotion policy and welfare system to stimulate staff to be more enthusiastic about their work.

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Notes 注释

In response to 对……回应

questionnaire n.调查表, 问卷

be content with...对……满意

payment n.支付, 报酬

pessimistic adj.悲观的, 悲观主义的

paid holiday 带薪休假

professional adj.专业的, 专业性的

readjust v.再调整

set out 着手, 出发

anonymously adj.匿名的

whereas conj.鉴于, 然而, 反之

relevant adj.有关的, 相关的

promotion n.晋升

update v.更新, 使现代化

optimistically adv.乐观地

stimulate v.激励, 鼓舞



IV. Useful Expressions

1. Words and Phrases

Words

apply v. 申请	buyer n. 买家
catalogue n. 产品目录	consultation n. 咨询
contract n. 合同	competitive adj. 竞争的
currently adv. 目前地	considerably adv. 很, 相当
continuously adv. 连续地	chance n. 机会
discount n. 折扣	durable adj. 耐用的
deliver v. 送货	employ v. 雇佣
employee n. 雇员	experienced adj. 有经验的
ensure v. 保证	extra adj. 额外的
expire v. 到期	formally adv. 正式地
handle v. 处理	internal adj. 内部的
invoice n. 发票	launch v. 发起, 开办
manufacture v. 生产	precisely adv. 准确地
present adj. 目前的	register v. 注册
regular adj. 定期的	seller n. 卖家
specification n. 规格	senior adj. 高级的
survey n. 调查	transact v. 交易
temporary adj. 暂时的	welfare n. 福利, 幸福

Phrases

business relations	商业合作关系
branch office	分公司
business objective	商业目标
company profile	公司介绍
exchange rate	汇率
market share	市场份额
multi-national	跨国公司
price list	价格单

2. Sentence Structures

- (1) We'd like to express our desire to establish business relations with ...
我们衷心希望与……建立商业合作关系。
establish business relation with ... 与……建立业务往来。
e.g. We are willing to establish business relationship with your company.
我们愿与贵公司建立业务往来。
- (2) Our hope is to establish mutual beneficial trading relations with ...
我们希望与……建立起互利互惠的贸易伙伴关系。
mutual beneficial trading relations 互惠贸易关系
e.g. We look forward to establish mutual beneficial trading relations with you.

我们期待与贵方建立互惠贸易关系。

(3) We look forward to... 我们期待……

(4) We have the pleasure of introducing... to...

我们很高兴为……介绍……

(5) Please send us samples and quote us your lowest prices for....

请惠寄样品并报你方……的最低价。

(6) With reference to your letter of..., enquiring for..., we enclose our Quotation No....

关于您来函询问……，兹附去第……号报价单给您。

With reference to... 关于……

e.g. With reference to your letter of March 3, we are glad to learn that you wish to enter into trade relations with our company.

从贵方3月份来函，很高兴获悉你们希望与我们建立贸易伙伴关系。

(7) The quality of the order must be the same as that of our sample.

所订货物质量须与我方样品相同。

(8) Your early settlement of this case will be appreciated.

我们将非常感激你方对此事的及时处理。

(9) We are glad to have finalized/put through/closed/concluded this transaction/business with you.

我们很高兴与你方达成了这笔交易。

finalize v. 完成，使结束，使落实

e.g. let's finalize the proposal.

让我们最后确定提案。

put through 实行，完成

e.g. These proposals have to be put through several committees.

这些提议必须在几次委员会上通过。

(10) We trust you will make all necessary arrangements to deliver the goods in time .

我们相信，你们将作好一切必需的安排，按时交货。

V Strategy

6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. I was really delighted to hear that you got that job in ABC company. (很高兴得知)
2. Please accept our warmest congratulations on the opening of your branch office. (我们最热烈的祝贺)
3. I am sure that the future will hold much more for you, and this is just the beginning. (大有作为)
4. Customers will be provided with the best service owing to our long experience in the catering business. (凭借)
5. We hope you are satisfied with our goods, and look forward to receiving your further orders. (对……满意)
6. 我们期待与你们的合作愉快而成功。(a happy and successful business relationship)
7. 得知贵公司获得 2012 年市场销售第一, 真让人兴奋。(the first prize in sales)
8. 非常感谢你们对此事的及时处理。(immediate settlement)
9. 我们能为你们提供最优惠价格。(the most favorable price)
10. 我们一定保证及时发货。(prompt delivery)

Task 5

Directions: Read the following sales letter and fill in the blanks with the right expressions according to the Chinese.

Dear Sir or Madam,

I am writing to _____ 1 _____ (咨询) whether your company could offer a course on Business Promotion for our managers.

I saw your _____ 2 _____ (广告) in the South Morning Daily on Saturday, October 7, 2016, and the Business Promotion Training Course (Ref.: QC 101) mentioned in the advertisement might be suitable for us. _____ 3 _____ (我想知道) if it is _____ 4 _____ (可能的) for you to offer a 3-month training course starting before or, at the latest, on Monday, November 5, 2016, for a group of 20. Could you send us some _____ 5 _____ (资料) about the teaching staff and the

possible schedule for this course?

I am _____ 6 _____ (期待) receiving your reply.

Yours faithfully,

Carmen Au

Task 6

Directions: choose the right items for each of the following parts of a report.

- | | |
|-------------------------------|--------------------|
| A. Conclusion | D. Recommendations |
| B. Findings | E. Introduction |
| C. Report on Staff Motivation | |

_____ 1 _____

_____ 2 _____

I write this report to present the results of the recent survey of staff motivation. I base the findings on interviews with employees from all departments within the company.

_____ 3 _____

A number of employees clearly suffer from a lack of motivation as a result of dissatisfaction in one of more areas of their work. I just outline the key findings below.

Staff feels undervalued by the company, both on a financial and a personal level. They feel that the company's competitors offer higher levels of remuneration. The perception that managers are unappreciative of staff efforts is particularly noticeable in the Sales Department.

Certain employees feel under-challenged. The company is clearly not exploiting the potential of its human resources.

There appears to be a breakdown of communication in the Production Department. The confusion and resultant ill-feeling towards managers has the potential to disrupt production cycles.

_____ 4 _____

We conclude that there are significant levels of dissatisfaction regarding certain issues in the company. Unless these issues are addressed as a matter of urgency, the consequent demotivation of staff will undoubtedly have a negative impact on the performance of the company.

_____ 5 _____

We strongly recommend the following measures:

An evaluation of job profiles need to be made throughout the company to assess whether skills could be utilized more efficiently.

A review of the current salary structure ought to involve comparison with similar organizations.

We find it essential to investigate and take action regarding communication in the Production and Sales Departments.



VII. Read for Reference

1. A sample of business letter.

Dear Sirs,

Thank you for your letter of September 16 and we shall be pleased to enter into trading relations with you.

At your request, we are sending you, under separate cover, our latest catalogue and price list covering our exports.

Payment should be made by an irrevocable and confirmed letter of credit. (不可撤销保兑信用证)

If you feel that business is possible, please contact us for specific offers.

Yours sincerely,

Li Hui

2. A sample of business report.

Report on the Introduction of New Practices

Introduction

The report sets out to describe the most attractive features of staff management policies of the HVC Garden chain restaurants and to suggest the introduction of some items into the restaurant department of our hotel. The presented information has been obtained during the Assistant Manager's visit to the HVC Garden.

Findings

It was found that one of the HVC restaurants is exposed to an exceptionally innovative management, and it has recently developed a new policy in order to maintain high standards in all aspects of the service provided to its guests. The two successful practices of the policy as follows:

» All the waiting staff are exposed to a check-up(检查) before starting their lunch and dinner shifts so as to ensure maintenance of hygiene and compliance with the company's dress code.

» The evening briefings (简要指示) conducted on a regular basis in order to inform the staff of the basic changes in the menu and wine supplies have proved effective.

Conclusions

It is clear that a successful introduction of the two procedures is sure to reflect on the waiting staff's better awareness of good service and an improvement in the hotel's image

Recommendations

It is suggested that these two procedures (staff's check-up and regular evening briefings) should be applied in the restaurant department of our hotel.

Unit 2 Basic Types of Business Documents

商务英语写作基本文体介绍

1. **Teaching purpose:** get the students know the basic two types of business documents: business letters and reports.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** the format and elements of business letters and business reports.

5. Teaching Process

I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to know the basic types of business documents :*Business Letters and Business Reports*.
- to know the skills in writing common business letters and reports;
- to master some effective English expressions of business letters and reports;
- To master some effective sentence structures of business letters and reports;
- some more business norms and principles of business English writing;

II. Leading-in

Basic Types of Business Documents

Business Letters (商务信函) are the main means of written communication to establish business relations with the outside world. Business letters are sent out to convey the image of a business organization, therefore they must be presented on quality letterhead paper, with suitable layout, well-structured message, correct use of English and appropriate tone. A typical business letter usually consists of the following elements:

Letterhead (信头) : a business letter is usually typed on printed letterhead paper. A letterhead generally contains the following information:

- 1) The name of the company
- 2) Its address and postal code
- 3) Telephone number
- 4) Fax number
- 5) Company website address
- 6) E-mail address
- 7) A trademark or a slogan, etc.

Date (日期) : the date is typed below the last line of the letterhead. The format of the date differs from country to country. The common format is either American (Month/Day/Year) or British (Day/Month/Year).

Inside address (信内地址) : the address of the person or organization receiving the letter is single-spaced at the left margin. The space between the date line and the address depends on the size of the body of the letter and the space on the paper for you to type the whole letter. The inside address should be the same as the address on the envelope.

Salutation (称呼) : generally, salutation is written two lines below the last line of the inside

address or the attention line (if used). If the letter is addressed to an individual, use that person's courtesy title and last name (Dear Mr. Lanbam.)

Subject line (标题行) : a subject line helps identify the subject of the letter. Although experts suggest placing the subject line two lines below the salutation, many actually place it above the salutation. Use whatever style your organization prefers.

Body (正文) : this is the actual message of a letter. Most business letters are single-spaced with double-line spacing between paragraphs. Some short messages may be double-spaced with indented paragraphs.

Complimentary close (结束语) : typed two lines below the last line of the letter, the complimentary close may be formal (Very truly yours) or informal (Yours).

Signature (签名) : this includes the author, title and department, sometimes, with the organization name.

Reference initials (姓名首字缩写) : the initials of the typist are usually typed two lines below the author's name and title.

Enclosure (on attachment) (附件) : if an enclosure (or attachment) accompanies the letter, a notation to that effect is placed two lines below the reference initials.

Copy notation (副本抄送) : if copies of a business letter have been made for other individuals, a copy notation is typed one or two lines below the enclosure notation (if used). A following colon is optional. Most people prefer to use notations like CC, cc, Cc, (all mean carbon copy).

A **Business Report** (商务报告) is a detailed and factual account or statement that is used to relay information from one person or a professional group to a certain management. In terms of functions, business reports may be defined into **informational reports** (信息性报告), **analytical reports** (分析性报告), and **recommendation reports** (推荐性报告).

A business report plays a crucial role in business practice as most major or decisive actions are based on it.

Components of Business Reports (报告的组成部分) Business reports are different from other routine letters and memos in that they require a more formal writing style. The following table shows the major sections of a short formal report:

Title/Subject (标题) : title of the report, including subtitle.

Methodology (方法) : a statement about what methods you used to obtain your findings, which mostly can be omitted.

Introduction (介绍) : a statement of the problem discussed in the report.

Findings (调查结果) : a statement of what you found out.

Conclusions (调查结论) : a statement of what your findings mean.

Recommendations (建议) : a statement of what you think should be done as a result of your conclusions.

The longer and more formal a report is, the greater the number of special parts that will be included in addition to the body of the report itself. Apart from the above mentioned sections as the main body in the middle parts, a long formal report may include the front parts in which there are title page, letter of authorization, letter of transmittal, table of contents, lists of figures, tables, and abbreviation, etc, and the back parts, containing references, bibliography, appendices, glossary, index, etc. Nevertheless, if a report is an informal one for internal communication, it

usually can be written in the form of a memo.

Task 1

Directions: Reading and Comprehension.

1. The letterhead may include the following information except for _____ .
A. the name of the company B. telephone number C. the name of the recipient
2. Which date is the common American form? _____
A. 21/07/2016 B. 03/25/2016 C. 18/09/2016
3. Among the following complimentary closings, _____ is the most formal one.
A. Yours very truly B. Yours sincerely C. Best regards
4. _____ is a statement of what your findings mean.
A. Introduction B. Conclusion C. Recommendation
5. An informal report can be the form of _____ .
A. letter B. minute C. memorandum



III. Formatting

Case 1:

Mc Farlane Hospital
1500 Main Street'Iowa , City , 1A 52332'(319}555-3113

November 24 , 2010

Melinda Hamilton , Director
Medical Service Division
Health Management Service , Inc
4333 Edgewood, IA52401

REQUEST FOR INFORMATION ABOUT UPGRADING COMPUTER SYSTEMS

Dear Ms. Melinda,

We are interested in upgrading our computer system and would like to know what would best meet our needs. We will use the following criteria to choose a system:

- 1 .Ability to use our current software and data files.
2. Ability to provide auxiliary services , e. g., controlling inventory of drugs and suppliers, monitoring patients' vital signs, and faster processing of insurance forms.
3. Freedom from down time.

McFarlane has 250 beds for long-term care. In the next five years, we expect the number of beds to remain the same while out-patient care and emergency room care increase.

Could you email me your suggestions at hughhp @ comway.com? We are eager to have the new

system installed by Christmas if possible.

Sincerely yours,

Huge Portfield

Huge Portfield

Controller

Encl: Specifications of current system data bases in use.

Task 2

Directions: Read the sample and answer the following questions.

1. What information is given in the heading?
2. What information is given in the inside address ?
3. What's the purpose of the letter?
4. What's the company's criteria in choosing a new computer system?

Case 2:

Slimming-down on the Head Office

Introduction

From March to June, with the instruction of the board, we made a slimming-down on the head office in Seattle. The report is on the slimming-down and our recommendations for future alike action.

Findings

A slow market had led to three overseas plants and one home branch closed since last December, so redundancy occurred in the head office in Seattle, as the management team seemed too big for the shrunken production team.

But layoffs would result in a dispute with the Union. After several attempts of negotiation, a solution was made in September that the redundancies were to be rearranged in different ways so that employees' pensions and developments could be taken into broadest consideration.

Solutions

- 1.Those (seven) aged above 55 were retired with a sum of pension (\$4,600 per year in the company's service) paid as compensation.
- 2.Those aged between 45 and 54 were sent to take a 5-week training course of new system of management. After finishing the course, a test was made and the first 24 (35 all together took the test) were sent to plants to strengthen the management. The remaining nine quitted the job with three months salary.

Conclusion

The slimming-down cost time and money, but was worthwhile. With the help of the Union, it was done without too much conflict. It also made staff realize that regular training courses are vey important and they are now very eager to take some courses part time.

Recommendation

Such action concerning the staff's interest needs consultation with the Union beforehand.

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step5: _____

IV .Useful Expressions

1. Words and Phrases

Words for Letters



Words for reports

anticipate v. 预期, 期望
 appropriate adj. 合适的, 恰当的
 approval n. 同意, 批准
 appreciate v. 感激
 brochure n. 小册子, 手册
 credibility n. 信任
 copy v./n. 复制/份数
 cooperation n. 合作
 consideration n. 考虑, 照顾
 convey v. 传达, 表达
 enclose v. 把……装入信封, 附入
 leaflet n. 传单, 散页
 matters n. 问题, 要事
 optional a. 可供选择的
 perspective n. 视角, 角度
 project n. 项目
 rapport n. 友好关系
 schedule n. 时刻表, 进度表, 明细表
 upgrade v. 提升, 升级

objective n. 目标
 crucial adj. 至关重要的, 关键性的
 deductive adj. 演绎的, 推理的;
 file v./n. 把……归档/文件
 findings n. 调查(或研究)的结果
 feedback n. 反馈
 feasibility n. 可行性
 highlight v. 突出重点, 强调
 investigation n. 调查
 inductive adj. 归纳的
 layoff n. 停工, 临时解雇
 methodology n. 方法
 preliminary adj. 预备性的, 初步的
 preconception n. 先入之见, 成见
 pension n. 养老金, 抚恤金, 退休金
 questionnaire n. 调查问卷
 redundancy n. 裁员, 解雇
 recommendation n. 推荐

Phrases for Letters

In compliance with ... 依据……
 inform ...of... 告知……
 look forward to ... 期待做……
 take part in ... 参与……
 trial order 试购
 purchase order 定单

Phrases for reports

board of directors 董事会
 customer service 顾客服务
 general manager 总经理
 slimming-down 缩减, 裁员
 take measures 采取措施
 welfare system 福利体系

2. Sentence Structures

Letters

- (1) We are interested in importing your "Victory" camera displayed at Guangzhou Trade Fair.
 我们想进口贵方在广州交易会所展出的“胜利”牌照相机。
- (2) We thank you and look forward to your enquiries and orders
 感谢贵方并盼来函询价及订货。
- (3) We hope this is the beginning of a good relationship to our business.
 我们希望这是我们双方生意往来的良好开端。
- (4) Thank you in advance for your help.
 在此先感谢您对我们提供的帮助。
 in advance 提前, 在先
 e.g. Everyone should submit questions in advance of the meeting.
 每个人需在开会前提交问题。

- (5) Your favorable cooperation will be greatly appreciated.
对贵方之真诚合作深表谢意。
- (6) We appreciate your patronage and hope that the pleasant relationship established between us will continue.
感谢贵方惠顾，并希望彼此已建立之良好关系继续发展。
- (7) We apologize for the delay in replying to your letter.
对贵方来函迟复为歉。
Apologize for ... 为……道歉。
e.g. I must apologize for the dreadful mistake I made.
我为我所犯的严重错误深表歉意。
- (8) If we can be of further service to you, please do not hesitate to write us.
若我方能进一步提供服务，请讯即示知。
do not hesitate to ... 不犹豫地，迅即地……
e.g. In case of any difficulties, please do not hesitate to contact our Customer Service Department.
如遇到任何困难，请尽管和我们的客户服务部联系。

Reports

- (1) The purpose/objective of this report is to analyze the issues concerning the employment of temporary staff for our company.
这份报告的写作目的/目标是分析关于公司聘用临时工的若干问题。
the issues concerning...关于……的问题、事件。
e.g. The government should appropriately handle the issue concerning the people's livelihood.
政府应妥善解决好人民生活问题。
- (2) The report aims to present the data collected for improving our new series products.
这个报告将提供对我们新的系列产品的改进而搜集的一些资料。
aim to ...为了……， 目标在于……
e.g. This books aim to cover some important issues of the national economy development.
这本书旨在论述关于国名经济发展中的一些重要问题。
- (3) The following points summarized our key findings.
以下几点总结了我们的主要调查结果。
- (4) The research reveals there is a growing market for these kinds of products.
调查表明这类产品的市场正处于成长期。
- (5) In conclusion, the purchase of new laptops is necessary at present.
总结得出，目前购买新的手提电脑是相当必要的。
- (6) No conclusions were reached regarding the current market situation of the new model.
对该新型号产品的市场现状调查目前仍无定论。
- (7) It is recommended that ABC company negotiate a contract with Smith Trading.
建议 ABC 公司与史密斯贸易公司签订合同。
- (8) We strongly recommended that we take immediate measures to avoid such mistakes happen again.
我们强烈建议采取及时措施以避免此种错误再次发生。

V. Strategy

6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. 如能尽早回复，不胜感激。(be highly appreciated)
2. 我们希望你们能对货物满意，并期待收到你们更多的订单。(further orders)
3. 我们期待与你们的进一步合作。(further cooperation)
4. 目前我正在进行该项目的调查工作，已取得了下列成绩。(the following achievements)
5. 调查表明这类产品的市场正处于成长期。(a growing market)
6. You will be glad to know that your request for refunding the goods is granted. (退款)
7. Customers will enjoy the best service provided by our skillful staff. (最优质的服务)
8. We apologize again for any inconvenience. (任何不便)
9. The major findings of the present investigation can be summarized as follows. (总结如下)
10. The recommendation is based on the research I've done in the past three years. (基于)

Task 5

Directions: Read the following letter and fill in the blanks with the right expressions according to the Chinese.

Dear Mr. North,

(1) _____ (就您要求为你们的员工提供培训之事), unfortunately we have had to cancel our January workshop. However, we can include your staff in the December 12th workshop instead if this is convenient.

(2) _____ (我深表歉意) we were unable to inform you of this change earlier, and I hope you will be able to attend at this new date.

(3) _____ (可否) let me know as soon as possible the names of your staff who will be attending on December 12th?

We hope that your staff will find the workshop both useful and informative.

(4) _____ (致以最美好的祝愿).

Yours Sincerely,

Liu Hua

Task 6

Directions: Write a report on employee benefits satisfaction to Mr. Hua Chen, Director of Personnel.

You will first gather some information from employees at different levels in the company. Obtaining such information may involve looking through the past files regarding this problem. It may involve interviewing employees from different levels. Next you will analyze the situation in light of all you have learned about it. Then you will develop some recommendations to the situation. You may want to investigate the following aspects:

Overall satisfaction: 整体满意度

Problem when dealing with the personnel department : 人力资源部门相关问题

Suggestion for improvement: 改善建议

Problems when dealing with HMO (Health Maintenance Organization: 美国常见的医疗保险形式之一)

Tips: employee benefits 员工福利 current benefits package 现有福利机制



VII. Read for Reference

1. Sample Letters.

Sample 1 (A) :

5 Hill Street
Madison, Wisconsin 53700

March 15, 2015

Ms. Helen Jones
President
Jones, Jones& Jones
123 International Lane
Boston, Massachusetts 01234

Dear Ms. Jones,

Talking about the business letter format, well, there are the block style(齐头式), the indented style (缩进式), and the modified block style (折中式). To simplify matters, we're demonstrating the block style in this letter, one of the two most common styles. There seems to be no consensus about such fine points as whether to skip a line after your return address and before the date: some guidelines suggest that you do; others do not. Let's hope that your business letter succeeds no matter which choice you make!

When you use the block style to write a business letter, all the information is typed flush left, with one-inch margins all around. First, you should provide your own address, then skip a line and provide the date, then skip one more line and provide the inside address of the party to whom the letter is addressed. If you are using letterhead that already provides your address, do not retype that information; just begin with the date. For formal letters, you should avoid abbreviations where possible.

You should skip another line before the salutation, which should be followed by a colon or a comma. Then write the body of your letter as illustrated here, with no indentation at the beginning of paragraphs. You should skip a line between paragraphs.

After writing the body of the letter, you should type the closing, followed by a comma. You then leave 3 blank lines, and type your name and title (if applicable), all flush left (左对齐). Finally, you should sign in blank space above your typed name. Now doesn't that look professional?

Sincerely,

JσJLJ □σε

John Doe
Administrative Assistant

Sample 1 (B) :

5 Hill Street
Madison, Wisconsin 53700

March 15, 2015

Ms. Helen Jones
President
Jones, Jones& Jones

123 International Lane
Boston, Massachusetts 01234

Dear Ms. Jones:

If you are using the indented form, place your address at the top, with the left edge(左边距) of the address aligned with (对齐) the center of the page. Skip a line and type the date so that it lines up underneath your address. Type the inside address and salutation flush left; the salutation should be followed by a colon. For formal letters, avoid abbreviations.

Indent the first line of each paragraph one-half inch. Skip lines between paragraphs. Instead of placing the closing and signature lines flush left, type them in the center, even with the address and date above, as illustrated here. Now doesn't that look professional?

Sincerely,

Jσ儿几 □σe

John Doe

Administrative Assistant

2. Sample Reports.

Sample 1:

To: Mr. Brown, General Manager

From: B. Schneider

Date: February 21, 2016

Subject: Holiday Performance of Country Joy's Trade in 2014

Introduction

The General Manager has asked me on 21 February 2016 to compile a report on the Holiday Performance of the Country Joy's Trade in 2014. 2, 000 questionnaires (调查问卷) were issued, of which 1,607 were returned. A sheet summarizing the positive and negative response as well as company statistics on destinations of holiday have been analyzed.

Findings

1. Responses of Questionnaire

a. Levels of Satisfaction

Overall 87% of respondents were at least satisfied with their holiday (56% being very satisfied). Many letters received expressed this sentiment: efficiency, value for money, superb hotels, etc.

b. Complaints

Overall 12% were disappointed and 1% very disappointed. The largest complaint was from 10% of visitors to Greece, complaining about staying in unfinished hotels. The second major concern was that 5% of those who traveled to Spain, did not like the food.

2. Destination of Holiday (旅游目的地)

The distribution of holiday destinations is listed below:

40% for UK

37% for the rest of Europe (France 12%, Spain 11%, Greece 8%, Italy 6%)

8% for USA

9% for elsewhere

Conclusions

The vast majority of customers were satisfied with their holidays last year; although there were some complaints, these came from only a minority of respondents. However, we still need to treat these seriously.

Recommendation

1. Maintain the current high levels of satisfaction, and use future questionnaire to monitor our performance.
2. Ensure that hotels are finished being built before they are included in our brochure (宣传册).
3. Carry out market research among travelers to Spain to determine their exact food requirements, so that we can advise hotels on improved menus.
4. We must continue to guarantee good customer service and if customers are disappointed, then we must have an effective system of dealing with complaints, and continue to offer compensation (补偿) where we have let customers down.

Sample 2:

Report on Preference of Mobile Phone in Undergraduates

Introduction

The aim of this report is to show the current situation about preference of mobile phone in undergraduates.

Findings

It was found that most undergraduates preferred to choose i phone. As undergraduates, i phone was too expensive for them to afford. However, the property of i phone was very nice actually, even though the price of it was very high, there were still more and more students who wanted to buy it. The other famous mobile phone was Samsung. Compared with i phone, the type of Samsung was more multitudinous, and the price depended on the type of Samsung. The choice of Samsung was numerous and the design of Samsung was very fashion, so Samsung was also popular in undergraduates. About home-made mobile phone, more coednas would choose Oppo. The property of the home-made mobile phone was not very satisfactory, but because of its low price, there were still some students who were from low income family would choose it.

Conclusions

It was felt that oversea mobile phone was more popular because of its nice property and design, while home-made mobile phone was chosen by some students because of its appropriate price.

Recommendations

It is suggested that our companies should aim to improve the technology in making mobile phone.
A high-quality mobile phone with low price will be more popular in the market distinctly.

John

Hu Zhou Teachers College, November 2014

Unit 3 Notices

通知

1. **Teaching purpose:** get the students know the basic concepts, language style and writing skills of Notice.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** language style and writing skills of Notice.
5. **Teaching Process**



I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a notice;
- to know the typical types of notices;
- to know the format and the content of a notice;
- to apply some useful expressions in practice;
- to write a satisfactory notice with clear layout and complete content;
- the workplace requirements and ethics for writing notices.

II. Leading-in

About Notices

Notice (通知) is the legal concept describing a requirement that a party be aware of legal process affecting their rights, obligations or duties. There are several types of notices: public notice (or legal notice), actual notice, and constructive notice.

Types of Notices (通知的种类)

Public notice (公告) is a ! HYPERLINK "https://en.wikipedia.org/wiki/Notice" \o "Notice" ¶notice given to the ! HYPERLINK "https://en.wikipedia.org/wiki/General_public" \o "General public" ¶public regarding certain types of legal proceedings. Public notices are issued by a ! HYPERLINK "https://en.wikipedia.org/wiki/Government_agency" \o "Government agency" ¶government agency or ! HYPERLINK "https://en.wikipedia.org/wiki/Legislative" \o "Legislative" ¶legislative body in certain ! HYPERLINK "https://en.wikipedia.org/wiki/Rulemaking" \o "Rulemaking" ¶rulemaking or ! HYPERLINK "https://en.wikipedia.org/wiki/Lawmaking" \o "Lawmaking" ¶lawmaking proceeding. One method of notice is publication of a public notice ad in a local newspaper of record. Public notice can also be given in other ways, including ! HYPERLINK "https://en.wikipedia.org/wiki/Radio" \o "Radio" ¶radio, ! HYPERLINK "https://en.wikipedia.org/wiki/Television" \o "Television" ¶television, and on the ! HYPERLINK "https://en.wikipedia.org/wiki/Internet" \o "Internet" ¶Internet.

Actual notice (事实通知) is a ! HYPERLINK "https://en.wikipedia.org/wiki/Law" \o "Law" ¶law term, used most frequently in ! HYPERLINK "https://en.wikipedia.org/wiki/Civil_procedure" \o "Civil procedure" ¶civil procedure. It is notice (usually to a defendant in a civil proceeding) delivered in such a way as to give legally sufficient assurance that actual knowledge of the matter has been conveyed to the recipient.

Constructive notice (推定通知) is the ! HYPERLINK

"https://en.wikipedia.org/wiki/Legal_fiction" \o "Legal fiction" ¶legal fiction⊥ that signifies that a person or ¶ HYPERLINK "<https://en.wikipedia.org/wiki/Entity>" \o "Entity" ¶entity⊥ should have known, as a reasonable person would have, of a legal action taken or to be taken, even if they have no actual knowledge of it. It may not immediately bring the matter to the attention of the individual that is intended to receive the notice.

Notices in Business

A notice in business is usually used to inform the staff, clients or some other people outside companies of some particular information, for example, to inform some instructions, the address changes of a company, some activities to be held, or something lost and found. It can be written with only key information or in complete sentences. It is usually pinned on a notice board for the employees in the companies. But sometimes, some notices would be directed to the people outside companies. It is featured with an eye-catching title, complete content and brief expressions.

Task 1

Directions: Reading and Comprehension.

1. Notice is the legal concept describing a _____ that a ¶ HYPERLINK "[https://en.wikipedia.org/wiki/Party_\(law\)](https://en.wikipedia.org/wiki/Party_(law))" \o "Party (law)" ¶party⊥ be aware of ¶ HYPERLINK "https://en.wikipedia.org/wiki/Legal_process" \o "Legal process" ¶legal process⊥ affecting their rights, obligations or duties.
A. letter B. requirement C. requesting
2. _____ is used most frequently in ¶ HYPERLINK "https://en.wikipedia.org/wiki/Civil_procedure" \o "Civil procedure" ¶civil procedure⊥.
A. Public notice B. Actual notice C. Constructive notice
3. Actual notice convey _____ knowledge of the matter.
A. actual B. rumor C. motive
4. Constructive notice signifies that a person or ¶ HYPERLINK "<https://en.wikipedia.org/wiki/Entity>" \o "Entity" ¶entity⊥ have known.
A. should B. would C. might
5. A notice in business is usually used to _____ some people of some particular information.
A. instruct B. order C. inform

III. Formatting

□□□Case 1:

HR Department Meeting
□Tuesday, October 10
□3:00 P.M.
Meeting Room 302

□

Case 2:

□□□

☐ Notice

All staff in HR Department are requested to meet in the Meeting Room on Tuesday, October 10, at 3:00 P.M. to discuss the arrangement of the recruitment task in Nanjing.

Case 3:



NOTICE

☐ Those who want to join the annual department picnic on Sept. 25 please tell Miley, the administrative secretary, whether you will take part in and how many of you and your family will come before Thursday, September 10.

☐ Case 4:

NOTICE

It is hereby announced that upon the decision of the board of director Ms. Margrette Nasmith is appointed Manager of Marketing Department.



The Managing Director's Office

☐ June 6, 2016

Task 2

Directions: Read the samples and answer the following questions.

1. How is the second notice different from the first notice?
2. Where can you find the name of the issuer of the notice?
3. When would the staff who want to join the department picnic tell the administrative secretary?
4. Who will be the manager of Marketing Department?



☐☐ Case 5:

Notice

☐ The lady who bought a Tissot watch Model T17.1.586.52 from Tissot Counter on the evening of February 3 has been overcharged through an accounting error. Will she please contact the Manager's Office to be refunded?



Manager's Office



Case 6:

Found

An silver ipad, Mini 4 was found. Will the owner come to the Lost and Found to claim it?

Lost and Found Office

Lost and Found Office

Case 7:

VOLLEYBALL

Marketing Dept. Vs. Financial Dept.

Time: 4:00 p.m. , June 23

Place: Fengyi ng Gymnas i um

Admission free

Labor Union

June 20, 2016

Case 8:

Removal

Effective from June 1, 2017, the address of Lilian Bookstore will move to 56 Zhongshan Road, Xiamen, the new telephone number will be 0592-23875953.

Lilian Bookstore

May 10, 2016

Task 3

Directions: Read the Case 7 and Case 8 and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

IV. Useful Expressions

1. Words and Phrases

Words

announce v. 宣布

contact v. 联系

effective adj. 有效的, 生效的

establishment n. 建立

gymnasium n. 体育馆

hereby adv. 特此

lecture n. 讲座

relocate v. 迁移, 重新安置

removal n. 搬迁, 移走

require v. 要求

Phrases

admission fee 入场费

as follows 如下

be appointed 被任命为

clearance sale 清仓甩卖

due to 由于

inform ... of ... 告知

make reservation 预定

meeting hall 会议厅

take over 接管

Administration Department 行政部

Advertising Department 广告部

Business Office 营业部

General Accounting Department 财务部

Human Resources Department 人力资源部

International Department 国际部

Planning Department 企划部

Product Development Department 产品开发部

Sales Department 销售部

2. Sentence Structures

(1) It is hereby announced that ... 谨此宣布……, 特此通知……

announce v. 宣布, 宣告, 公布

e.g. The airport staff announced that his flight was delayed.

机场工作人员通知他所搭乘的航班晚点了。

(2) This is to notify that... 现将……通知如下

notify v. 通知, 告知

e.g. She will notify us how to accomplish the task.

她将通知我们如何完成这个任务。

(3) All staff are required to be present on time. 全体员工都要准时出席。

(4) All staff are requested to ... 所有员工必须……

request sb. to do sth 要求某人做某事

e.g. The students are requested not to leave the examination classroom before 11:30 a.m..

学生在 11 点半之后才能离开考场。

(5) All ... are welcome. 欢迎大家的参与。

(6) You are welcome to make your choice. 欢迎惠顾。

V. Strategy

6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. There will be a training course about how to persuade clients. (培训课程)
2. All the staff relating to dealing with orders should be in the meeting hall at 10 a.m.. (处理)
3. FLN is proud to announce the opening of a new chain store on Sunday, November 22 at Zhongshan Road. (连锁店)
4. All the goods are sold at thirty percent discount. (打折扣)
5. We are happy to announce the new opening of our new branch company. (分公司)
6. 请所有员工于本周五早上十点钟到第二会议厅开会。(all staff)
7. 董事会决定任命托尼·布朗姆先生为产品开发部经理。(appoint)
8. 请拾到者把钱包交到失物招领处。(Lost and Found)
9. 所有产品打八折。(discount)
10. 欢迎各位员工带家属参加本次圣诞节活动。(be welcome)

Task 5

Directions: Read the following notice and fill in the blanks with the right expressions according to the Chinese.

Lecture

Sponsored by 1 _____ (心理咨询协会)

Topics: 2 _____ (情绪管理)

Speaker: 3 _____ (北京师范大学聂振伟教授)

Time: 4 _____ (2017年10月21日下午三点到五点)

Place: 5 _____ (金陵图书馆三楼会议厅)

Task 6

Directions: Write a notice for the General Manager's Office, including the following information.

The company is to hold a meeting in the Meeting Hall to discuss the reform proposals on Thursday, July 18, at 2:30 p.m. All staff are required to attend the meeting.



VII. Read for Reference

1. Tour Notice

2. Notice of Engagement

3. Removal Notice

Removal Notice (搬迁通知)

Kindly note that our Fuyi Decoration Company will be relocated to the following address with effect from July 1, 2017.

New Address: No. 86 Jianyang Road, Dongshan District, Jieyang

Telephone numbers and fax numbers remain unchanged.

Thanks for your kind attention and continuous support.

With warmest regards,

Peter Huang

Fuyi Decoration Company

Unit 4 Invitations

邀请函

1. **Teaching purpose:** get the students know the concepts, writing skills and language characteristics of Invitations.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** formats and language styles of invitation.
5. **Teaching Process**



I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of an invitation;
- to know the typical types of invitations;
- to know the format and the content of an invitation;
- to apply some useful expressions in practice;
- to write a satisfactory invitation with clear layout and complete content;
- the workplace requirements and ethics for writing invitations.

II. Leading-in

About Invitation

An **invitation**(邀请函) is a letter asking the recipient to attend some occasions or events, such as celebration of the anniversary of a company, a reception or a wedding. It is typically kind of formal writing in the third-person language. It says that the hosts wish for the recipient to attend occasions or events and gives the date, time and place. It is usually sent out to some days or even several weeks before the dates of the occasions or events.

Types of Invitation

Formal invitations are written to invite recipients to attend formal occasions in an cordial tone. They state the nature of the event, name of the host(s), and specify the necessary practical information about the date, time and place of the occasions. Formal invitations have strict layout. They often require a reply with RSVP(please reply) and phone numbers at the bottom. Some have “Regrets Only” and phone numbers, meaning those who are unable to attend are required to reply. They are typed on good quality paper or cards, and often specially printed and enclosed in envelopes.

Informal invitations are issued by word of mouth or by hand-written letter. An invitation letter provides with the name of the host, the date, time and place of an occasion, and expresses warm welcome. This kind of letter are more personal. The form is flexible. The tone is usually casual and there is no set form for these invitations.

Making Replies to Invitations

When you receive an invitation, you should make a response to it. You may accept it or decline it. Formal invitations should be answered formally. Informal invitations can be answered informally or orally.

Task 1

Directions: Reading and Comprehension.

1. An invitation is typically in the _____ language.
A. first-person B. second-person C. third-person
2. Formal invitations are written in an _____ tone.
A. free B. cordial C. casual
3. Formal invitations are usually _____ on the cards.
A. printed B. handwritten C. enclosed
4. The form of informal invitations is _____.
A. strict B. free C. flexible
5. Formal invitations should be answered _____.
A. formally B. informally C. orally

III. Formatting

Case 1:

On the occasion of 20th Anniversary of
the founding of New Orange Company
The CEO, Mr. and Mrs. Huang Jiehan
would like to invite
Mr. and Mrs. Hans Green
to a reception on Wednesday, November 1, 2016
from 11:00 to 13:00 at the Jieyang Guest House

Case 2:

Dear Mr. Jones,

Will you and Mrs. Jones have dinner with us here on Monday, March 6, at 11:30 a.m.? It would be a great pleasure to see you, and we do hope you can come.

Yours faithfully,
Mr. Bill Davis

Task 2

Directions: Read the samples and answer the following questions.

1. Why do Mr. and Mrs. Huang Jiehan invite Mr. and Mrs. Hans Green?
2. When is the reception?
3. For what does Mr. Bill Davis invite Mr. and Mrs. Jones?
4. How are the two invitations different in form?

Case 3:

A formal invitation

Mr. and Mrs. Xie Bolin
request the pleasure of the company of
Mr. and Mrs. Roger
at dinner at 7:00 p.m. on Friday, 20 October
at the Holiday Inn

R.S.V.P
Tel. 12345678
(regrets only)

Case 4:

A reply to formal invitation

Mr. And Mrs. Roger
accept with pleasure
Mr. and Mrs. Xie Bolin's
invitation to dinner
at 7:00 p.m. on Friday, 20 October
at the Holiday Inn

Task 3

Directions: Read Case 3 and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

IV. Useful Expressions

1. Words and Phrases

Words

anniversary n. 周年

banquet n. 宴会

celebration n. 庆祝会
cordially adv. 热诚地
occasion n. 场合
pleased adj. 高兴的
presentation n. 展示会
summit n. 峰会

company n. 陪伴, 陪同
dinner n. 晚宴
engagement n. 约定, 约会, 订婚
presence n. 出席
previous adj. 先前的, 以前的
workshop n. 研讨会

Phrases

be delighted to 很高兴
buffet party 自助餐会
farewell party 告别会
in honor of 为向 ... 表示敬意
on that particular day 那天
ribbon-cutting ceremony 剪彩仪式

because of 由于
closing ceremony 闭幕式
in the near future 在不久的将来
on behalf of 代表
opening ceremony 开幕式
welcoming party 欢迎会

2. Sentence Structures

(1)...(Host or/and hostess) request(s) the pleasure of the company of ...(guests) at reception/dinner/... at ... a.m./p.m. on ...(date) at ...(place)

……恭请……于某年某月某刻光临……参加招待会/宴会

request the pleasure of the company of... 恭请某人参加……

e.g. Mr. and Mrs. Liu Tangde request the pleasure of the company of Mr. and Mrs. Harry Davis at dinner at 6:30 p.m. on Sunday, January 1, 2017 at Beijing Grand Hotel.

刘唐得夫妇恭请哈里·戴维斯夫妇参加 2017 年 1 月 1 日(星期日)下午 6:30 在北京大酒店的宴会。

(2)... request(s) your presence at ... 敬邀光临……

e.g. Mrs. Guo Fangfang requests your presence at the opening ceremony of the ABC Training Company. 郭芳芳女士敬邀光临 ABC 培训公司的开幕典礼。

(3)... Accept(s) with pleasure sb's invitation to ... 非常乐意接受某人的……邀请。

with pleasure 非常乐意

(4) You are cordially invited to a ... 敬请光临……

(5) I am so sorry that ... 很抱歉……

e.g. I am so sorry that I cannot come to the reception. 很抱歉我不能参加这次招待会。

(6) We do hope you can ... 希望您能……

e.g. We do hope you will be able to present on this occasion. 希望您能出席这次场合。

V. Strategy

6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Mrs. Erica Burns requests the pleasure of the company of Mr. Hengdong to a banquet to be held at Pearl Hotel on Friday, December 2 at 7 p.m.. (宴会)
4. We shall be delighted if you will attend the conference. (高兴)
5. I shall be pleased to accept your invitation to the product exhibition of Xingda Automobile Company. (产品展示会)
4. Much to my regret, I am unable to accept your kind invitation. (抱歉)
5. Unfortunately, I have another engagement on that day. (约会)
6. 我们诚挚地邀请您来担任本次展销会开幕式的主持人。(exhibition)
7. 我们期待您与尊夫人的光临。(participation)
8. 我们很乐意接收您的邀请。(invitation)
9. 谢谢您邀请我们参加鸡尾酒餐会。(cocktail party)
10. 很抱歉，由于既定的行程，我无法参加这次新产品发布会。(previous schedule)

Task 5

Directions: Read the following invitation letter and fill in the blanks with the right expressions according to the Chinese.

Dear Mr. Wilson:

I am writing 1 _____ (代表) Mrs. Sandra Williams, General Manager. It 2 _____ (本想) to join you at the 3 _____ (招待晚会) at Casablanca Hotel on February 16. Unfortunately, 4 _____ (由于之前的约定), she will not be able to join you. Thank you for your invitation. We hope 5 _____ (晚会取得巨大成功).

Sincerely yours,
Liza
Assistant Manager

Task 6

Directions: Write a formal invitation including the following information.

Occasion: reception of 15th anniversary of the founding of KEP Group

Inviters: Mr. Alfred Wang, the President

Invitees: Mr. and Mrs. Barton Smith

Exact date and time: at 9:00 a.m. on August 27

Place: Maple Hall, KEP Group Building

Tips: on the occasion of... 正值……之际

request the pleasure of 恭请



VII. Read for Reference

1. Wedding Invitation

Mr. and Mrs. John A. Smith
request the honour of your presence
at the wedding of their daughter
Jessica Marie
to
Mr. Michael Francis Miller
on the first of November
at twelve noon
Christchurch Hall
Richmond, Virginia

2. A reply to Informal Invitation

The Hong Kong
POLYTECHNIC UNIVERSITY

12 May, 2014

MR. Warner Wo
President
M 1560a Li Ka Shing Tower
The Hong Kong Polytechnic University (香港理工大学)
Hung Hom
Kowloon

Dear Mr. Wo,

I am very pleased to accept your kind invitation to the dinner party in honor of Mr. Liao Yalin, to be held at Capital Plaza on Friday, May 20. It will indeed be an honor to meet the senior directors of your company and I am looking forward to this opportunity.

Thank you very much for the invitation.

Sincerely yours,
Joon Chung- Kwong
President

Unit 5 Memos

备忘录

1. **Teaching purpose:** get the students know the basic concepts of Business English Writing.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** business english, business writing process, business writing principles.
5. **Teaching Process**



I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a memo;
- to know the typical types of memos;
- to know the format and the content of a memo;
- to apply some useful expressions in practice;
- to write a satisfactory memo with correct layout, complete content and key information;
- the workplace requirements and ethics for writing memos.

II. Leading-in

About Memos

A **memo** (备忘录), short for memorandum, is a piece of business document used in a organization for internal communication to inform new information or request the audience to take an action. Memos are passed between colleagues or departments in a company, but not going outside it. Compared with business letters, it is featured with simple format, brief style and friendly tone.

Types of Memos (备忘录的种类) Memos are frequently used in interoffice communication. According to their functions, memos can be classified into three types:

Procedure and information memos (程序和信总备忘录) are also known as directive memos. They usually flow downward from the management to the individual employees, stating company policies and procedures for the colleagues to follow.

Confirmation memos (确认备忘录) are to confirm or remind people of what has been decided or informed before as it may be subject to misinterpretations or disregarded by some people.

Request and reply memos (请求和应答备忘录) are the most common interoffice memos. Request memos may ask for opinions on certain policies, request recipients to attend a meeting, use less paper or change a procedure and so on. Reply memos respond to requests by providing a feedback on an issue, or a reaction to a situation.

Content of a memo (备忘录的内容) Memos usually serve the purposes of conforming information, giving instructions, notifying events which occurred, or offering ideas and suggestions. Generally, an effective memo involves two parts: the heading and the memo message. The heading consists of the recipients' names and job titles, the senders' names and job titles, date of issuing the memo, and the subject of the memo. The memo message, the major part of a memo, starts with the statement of the purpose of the memo in a concise and direct way. Then it elaborates the details briefly in order of importance. For being read easily and passed along rapidly, the message should be kept short and to-the-point, usually at most two pages. The message usually ends with an urge for action. If there is any attachment, it can be put at the end of the memo.

Task 1

Directions: Reading and Comprehension.

- Which of the following statements is correct?
 - Memos play an important role in keeping the different parts of a company in touch.
 - Memos are generally more formal in style and tone than business letters.
 - Memos are used to transmit information between colleagues or departments within and outside the company.
- Request memos are used _____.
 - to remind people of what has been decided or informed.
 - to obtain approval for attending a meeting, using less paper, and so on .
 - to state company policies and procedures for the colleague to follow.
- A good memo body usually carries the following feature(s): _____.
 - be brief and clear
 - use conversational tone
 - both A and B
- The memo message is usually _____ pages at most.
 - one
 - two
 - three
- The final step of an effective memo lies in _____.
 - getting attention
 - proving benefits
 - motivating action

III. Formatting

Case 1:



Task 2

Directions: Read the sample and answer the following questions.

1. What is the memo about?
2. Is it a procedure memo, confirmation memo or request memo?
3. Whom is the memo addressed to?
4. Which department does Lucy probably work in?

Case 2:

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

IV. Useful Expressions



1. Words and Phrases

Words

assistant n. 助理

branch n. 分支; 分部

implement v. 实施; 执行

inter-office a. 各办公室间的

Personnel n. 人事部门

progress n. 发展; 前进

staff n. 职员

annual a. 年度的; 每年的

feedback n. 反馈

instruct v. 告知; 通知

memorandum n. 备忘录

proposal n. 建议

query n. 疑问

urge v. 催促

Phrases

ASAP (short for "as soon as possible") 尽快

carbon copy (cc) 扫描

inform ... of ... 告知

in progress 正在进行; 在发展中

as of 从……起

boil down to 归结为

company director 公司主管

arrange for 安排

take action 采取行动

services department 客服部

2. Sentence Structures

(1) Please inform/notice... 请通知/注意……

e.g. Please inform each factory and ask them to cancel all other appointments.

请通知各工厂取消所有其他预约。

(2) I'd like to remind you of/that ... (or I'm writing to remind you that ...)我想提醒你

e.g. I'd like to remind you of a new corporate policy. 我想提醒你一项公司的新政策。

(3) You are required to/that ... 你需要……

e.g. You are required to pay attention to the operation of the multimedia system.

你需要注意多媒体系统的操作程序。

- (4) In relation to ... (or with reference to ...) 关于; 涉及
e.g. In relation to the above-mentioned case, we have made the following decision.
关于上述提及到的问题, 我作出以下决定。
- (5) I would like you to ... ASAP . 希望您尽快。
e.g. I would like you to give me a satisfactory solution to the low efficiency ASAP.
请尽快就如何提高生产效率的问题给我一个满意的解决方案。
- (6) I'm here to confirm... 我确定……
e.g. Further to our meeting on the new product launch, I here to confirm the actions to take.
我确定就新产品发布会采用相关措施。
- (7) I have investigated ... 我已调查……
e.g. I have investigated the accident yesterday as requested in your memo of May 4.
如你 5 月 4 日备忘录中所要求的, 我已对昨天的事故进行了调查。
- (8) I would appreciate it very much if you ... 如果您……我将不尽感激。

V. Strategy

6. Exercises and homework

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Everyone needs to familiarize themselves with the online chat function and whiteboard option

VII. Read for Reference



Sample 1

Sample 2

Unit 6 Minutes

会议纪要

1. **Teaching purpose:** get the students know the basic concepts, writing skills and language characteristics of Minutes.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4

4. **Key Points and Important points:** format and content of minutes writing.

5. Teaching Process

I. Learning Objectives



Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a meeting minute;
- to know the format and the content of minutes;
- to apply some useful expressions in practice;
- to acquire the ability to take minutes with correct layout and sufficient information.
- the workplace requirements and ethics for writing minutes.

II. Leading-in

About meeting minutes

The meeting serves as an important venue for discussing and solving issues in organizations. A **minute** (会议记录) is a piece of written record that summarizes the basic contents of a meeting for future reference or research. According to different degrees of formality, recording styles and holding time of meetings, minutes vary from one organization to another.

Content of a minute (会议纪要的内容) Minutes are official records of the proceedings at the meetings. Taking minutes is a common practice for secretaries. The secretary may note down the major points of a discussion and every decision at a meeting. The content of effective minutes usually involves the following three parts. First, the opening part. To be clear, the minutes of any meeting should contain the basic facts: the name of the meeting, the time, date and place, the presiding officer, and a record of attendance; second, the main body of the minutes. In this part, minute takers need to summarize a reference to the minutes of the previous meeting, the reports by officers, old and new business, resolutions, the date and agenda of next meeting, the adjournment time, etc. In the final part, minute keepers need to sign their names. Good minutes should be brief, concise, clear and objective.

Preparation for minute writing (会议纪要写作过程) Before the meeting, reviewing the agenda is an necessary step to get a rough idea about the meeting. With the help of the agenda, it is possible to make an outline of major topics to be discussed. During the meeting, secretaries need to take notes in their own ways. It is necessary for a minute-writer to make a draft of minutes immediately after the meeting while everything is still fresh in the mind.

Task 1

Directions: Reading and Comprehension.

1. A minute is a written _____.
A. letter B. mail C. record
2. _____ are the minute keepers.
A. The officers B. The secretaries C. The presidents
3. _____ is not involved in an effective minutes.
A. The recording time of minutes B. The time of the meeting
C. The time of next meeting

4. Good minutes should be short, clear and _____.
- A. in detail B. objective C. impartial
5. Which of the following statements is incorrect?
- A. Minutes are just a repetition of what was said in a meeting.
B. Reviewing the agenda is a necessary step before the meeting.
C. Minutes are records of what has taken place, it should be written in past tense.



III. Formatting

Case 1:

Minutes of the Year-end Sales Meeting of the Fire Charger Exporting Co., Ltd

Date: December 25, 2004

Present: Dr. Owen Smith (Chair), Bruce Li, Carl Black,
Leo Brown, and Angel Wang

Apologies for absence: Susan Tim

The year-end sales meeting of Fire Charger Exporting Co., Ltd was held at the Meeting Room 301, 1:30 p.m., December 25, 2004. The meeting was called to order and presided over by Dr. Owen Smith, president.

Old business

None

Sales manager's report

Bruce Li, Sales Manager, reported the year-end sales of 100, 000 items, 12,400 out of the planned amount. Total revenue was \$ 280,000.

Staff report

Carl Black presented the report of the marketing expenditure. A trial advertising was to released on January 25, 2005.

New business

It was moved by Leo Brown, seconded by Angel Wang, that about \$3,000 will be spent on the promotional efforts on the target market located in Argentina.

Adjournment

The meeting was adjourned at 4:00 p.m.

Respectfully submitted,

Eagles Samuel

Secretary

Task 2

Directions: Read the sample and answer the following questions.

1. Who were absent in the meeting?
2. What step will the company take to promote their commodities in Argentina?
3. When was the meeting be adjourned?
4. Whom was the meeting seconded by?

Case 2:

**Minutes of the Meeting of the IMPROVEMENTS COMMITTEE
The Foster Lash Company , Inc.
October 8 , 2010**

Presiding: Patricia Stuart

Present: Mike Negron

Sheila Glun

Ellen Franklin

Samuel Browne

Lisa Woo

Absent: Fred Hoffman

Gina Marino

The weekly meeting of the Improvements Committee of the Foster Lash Company was called to order at 11 a.m. in the conference room by Ms. Stuart. The minutes of the meeting of October 1 were read by Mr. Negron and approved.

The main discussion of the meeting concerned major equipment that should be purchased by the end of the year. Among the proposals were these:

Ms. Woo presented information regarding three varieties of office copying machines. On the basis of her cost---benefit analysis and relative performance statistics, it was decided, by majority vote, to recommend the purchase of a CBM X-12 copier.

Mr. Browne presented a request from the secretarial staff for new PCs. Several secretaries have complained of major and frequent breakdowns of their old machines. Ms. Franklin and Mr. Browne are to further investigate the need for new PCs and prepare a cost comparison of new equipment versus repairs.

The committee will discuss the advisability of upgrading account executives' personal computers. The report will be presented by Sheila Glun at the next meeting, to be held on October 15, 2010, at 11: 00 a. m. in the conference room.

The meeting adjourned at 11:45 a. m.

Respectfully submitted,
Ellen Franklin, Secretary

Task 3

Directions: Read the sample and summarize the main points of the meeting.

1. _____
2. _____

3. _____

IV. Useful Expressions

1. Words and Phrases

Words

agenda n. 议程	adjourn v. 休会；延期
adjournment n. 休会；延期	approve v. 批准
committee n. 委员会	consensus n. 一致意见
decision n. 决议	executive a. 执行的；实行的
minutes n. 会议记录	preside v. 主持
proposal n. 建议	submit v. 提交
unanimously adv. 全体一致地	vote v. 投票

Phrases

articles of association 公司章程	attendance list 出席名单
casting vote 决定票	extraordinary meeting 特别会议
new business 新议题	take minutes 做会议记录

2. Sentence Structures

- (1) The attendance included... 参会人员有……
attendance 出席人员，参会人员
eg. There was a large/small attendance at the meeting. 出席本次会议人数较多/较少。
- (2) The meeting was presided over by ...(sb. presided over the meeting.) 本会议由……主持。
eg. They asked if I would preside over the committee meeting.
他们问我是否主持委员会会议。
- (3) The chairman called meeting to order. 主席宣布开会。
call...to order 宣布开会
eg. The regular meeting was called to order by Li Chen at 14:00.
常务会于下午 14 点由李晨宣布开会。
- (4) The minutes of last meeting were approved and signed. 上次的会议记录已通过并签署。
- (5) The meeting was moved by ... and seconded ... by ...
决议是由……作出的，得到了……的附议。
eg. The meeting was moved by Mr. Liu and seconded by all the present members.
会议由刘经理作出决议并得到了全体与会成员的附议。
- (6) Several appointments and dismissals were announced at the meeting. 会上作出了几项任免。
- (7) ... was approved unanimously ... 一致批准，通过。
eg. His proposal was approved unanimously by the delegates.
他的提案得到了与会代表的一致通过。
- (8) The next meeting was scheduled for ...(It was agreed that the next meeting would be held on ...)

下次会议将在……召开。

eg. The next meeting scheduled for 20 December will be postponed because of the coming Christmas.

由于圣诞节原因，下次会议推迟将于 12 月 20 日召开。

(9) The meeting was adjourned at 15:00. 休会时间是下午 15:00.

V. Strategy



6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. The project was moved by Brown, seconded by Johnson. (提议)
2. Carl Black presented the report of the marketing expenditure. (市场营销支出)
3. About \$3,000 will be spent on the promotional efforts on the target market located in Argentina. (促销工作)
4. The main discussion of the meeting concerned major equipment that should be purchased by the end of the year. (关于)
5. On the basis of her cost---benefit analysis and relative performance statistics, it was decided, by majority vote, to recommend the purchase of a CBM X-12 copier. (相对性能统计数据)
6. 会议在会议室举行，由史密斯先生主持。(preside over)
7. 会议于下午 14: 50 分休会。(adjourn)

8. 会上作出几项任免。(appointments and dismissals)
9. 上次会议的记录已宣读并通过。(approve)
10. 总经理无权作出此项决议。(decision)

Task 5

Directions: Read the following minutes and fill in the blanks with the right expressions according to the Chinese.

Minutes of the First Session of This Year's Sales and Marketing Meeting The Foster Lash

Date: May 8, 2010

Time: 8:00

1 _____ (出席者): Dr. David Luk; Peter Negron; Mr. Eric Franklin; Samuel Browne; Lisa Woo

Absent with appologies: Mr. David Reeves; Fred Hoffman

Topic: introducing a new marketing strategy

The meeting 2 _____ (召集) to order and 3 _____ (主持) by Dr. David Luk, the dean of the department in the conference room.

Peter Negron urge to improve the content on the websites, hire a web content manager to oversee this content to make sure that whatever information is up to date and to make sure that there is always something new for customers to read. He introduced to create a online community where customers can come to write blogs about their experiences, ask questions in forums and to chat online with new team of online customer service representatives. He decided that it's time to make the move from print to digital.

4 _____ (他的提案得到了与会代表的一致通过。)

The next meeting 5 _____ (将举行) on June 15, 2010, at 11: 00 a. m. in the conference room.

The meeting 6 _____ (休会) at 11:45 a. m.

7 _____ (提交),

Lisa Woo, Secretary

Task 6

Directions: Write a minute with the help of following information taken from the class meeting.

The meeting of Class Two was held in Room 205, Teaching Building at 2:00 p.m. May 11. It was presided over by Miss Wang. Li Yang and Wang Jing were absent from the meeting. Mrs. Fang gave a lecture on job hunting. And then, she answered the questions asked by students.

The meeting agenda:

A. Presentation of Market Research Findings on Fresh Toothpaste	Consultancy, Inc. is ready to present the market research findings(调查报告) on the new product concept for Fresh Toothpaste -Everyone agreed to attend the XXX presentation and have it scheduled by next week	presentation XXX by Research and Consultancy, Inc.	
B. Promotional Activity for Glow Shampoo	Free samples of Glow Shampoo will be given to shoppers in key retail stores as part of the promotion for Glow Shampoo	Coordinate with key retail stores and make the necessary arrangements for the implementation of the promotional activity	Sally Seo
V. Adjournment	Mr. Adam Greene adjourned the meeting at 4:00 P.M.		
VI. Next Scheduled Meeting	Date: June 16,2009 Time:2:00 P.M. Location: Sales & Marketing Conference Room		

Minutes prepared by: _____

Anna Park

Minutes approved by: _____

Asam Greene

Sample 2:

Minutes of the Special Meeting of the Board of Directors (董事会)

Time: November, 23rd, 2006, 10:00 a. M.

Present: Bruce Chudwick, Jack Devers, Ray Fuller, Clack Garibaldi, Jeremy Kennelly

Absent: Ray Price

The special meeting was called to order and presided over by Mr. Bruce Chudwick in Meeting Room 303.

The minutes of the last meeting was read and approved.

Old Business: none

New Proposals

* Discussed the need to grant temporary privileges to the staff and the process involved in doing so.

* Discussed the types of receivers of the proposed temporary privileges list. The Board of Directors is in agreement that all provider types should remain on future list.

New motions

*Motion was made and seconded to recommend that the Board of Directors approve the proposed temporary privileges (临时特权) to the ABC medical staff.

*Decided that future agenda materials and previously faxed materials will now be sent to the members' secure e-mail accounts.

The motion was unanimously approved (一致通过) .

Next Special Meeting

Next meeting will be held on December 25, 2006, 12:00p.m., in Meeting Room 303

Adjournment

The meeting was adjourned at 12:45p.m.

Respectfully submitted

Jeremy Kennelly, secretary

Unit 7 Company Profiles

公司简介

1. **Teaching purpose:** get the students know the basic concepts, formats and language styles of company profiles.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** formats and language styles of company profiles.
5. **Teaching Process**



I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a company profile;
- to learn about the language features and contents of a company profile;
- to know the format of a company profile;
- to apply some useful expressions in practice;
- to write a correct, appropriate and effective company profile.
- the workplace requirements and ethics for writing company profiles.

II. Leading-in

About Company Profile

A **company profile** (公司简介), also called a business introduction, is a way to introduce your company. It is used to introduce a business organization as a whole, and it is a report that provides an overview of the history, major business scope, ranges of products, market, business contacts, strategic objectives, sales volume, etc. It also tells people about the mission and direction of the business. It is critical to highlight the key business and advantages of the company. Company profile should be concisely written and as readable as possible. It is not advised to frequently use complex sentences, while advised to use short and simple sentences. A well-known business profile makes it possible to quickly and easily present key information to the media, potential customers and investors, and the general public.

Types of a company profile (公司简介的种类) A company profile can take different forms according to its intended goal. A company profile can be used for a bid, a professional website, a social network on the internet, a business plan, an article, a press release, a sales brochure, etc. Thus, a company profile can be an important form of advertisement. A well-known company profile is an effective way to introduce the business to the potential customers and other stakeholders, and eventually fulfill the marketing purpose. Most companies update their profiles at least once a year. They are often tailored for a specific use, such as the “About” page of their corporate website or printed-out materials when they attend trade fairs, product launches, exhibitions, business forum or a conference.

The format of a company profile (公司简介的格式) Company profiles do not have a rigid format. It can vary with the nature of the business or where you are issuing the profile. Some common elements are as follows.

- Introduction: It usually comes straight to the point. And it mainly introduces the business

nature, history, location and reputation of the company.

- Body: In this part, a company is introduced in these respects of: business scope, equipment, ranges of products, market, business contacts, strategic objectives, sales volume, etc.
- Close: There is the last paragraph, even one sentence of the company profile. It is to express the goodwill and hope. Sometimes, this part can be omitted.

Task 1

Directions: Reading and Comprehension.

1. When writing an effective company profile, use _____ statements that can be easily understood.
A. short and simple B. complex C. long
2. Which is not included in the introduction of a company profile?
A. company history B. major business scope C. goodwill and hope
3. It is critical to highlight the _____ of the company
A. key business and advantages B. sales volume C. equipment
4. A well-known company profile is an effective way to introduce the business to the _____.
A. potential customers B. stakeholders C. both A and B
5. Most companies update their profiles _____.
A. every month B. every week C. at least once a year



III. Formatting

Case 1:

Jiqing Rustless Steel Co., Ltd

Jieyang Jiqing Rustless Steel Co., Ltd. was founded in 1989, formed to specialize in offering stainless steel cutlery, kitchenware and cookware. It is recognized as a company with passion for innovation, technology and customer satisfaction.

The company now employs more than 1500 people and owns sixty thousand square meters of land. Our vision is “To build a bright tomorrow with top quality”. We are strong at designing and developing. We have a valuable expert team engaging in designing the most fashionable styles. Also we have very strict quality control system supervising all over the production lines. The goal is to constantly improve the quality of our products.

Jiqing products have won a good reputation both at home and abroad. It is an ISO 9001:2008 certified company. The brand “Jiqing (JQ)” of Jieyang Jiqing Rustless Steel Co., Ltd has been successfully recognized as the Famous Trademark of China. We take great pride in our company’s reputation, so to ensure the quality of our products is maintained at superior levels. We sincerely invite you to contact us for further information and to fulfill any of your stainless product needs.

Task 2

Directions: Read the sample and answer the following questions.

1. What does the company mainly produce?

2. How many employees does the company have?
3. What is the company's vision?
4. What are the achievements of the company?

Case 2:

New Orange Toy Co.,Ltd

Founded in 1987, Guang Dong New Orange Toy Co.,Ltd is one of the leading enterprises for toys in the city of Jieyang, and a member of the Chaoshan Toys Industrial Group. We initiated an advanced production line and specialize in R&D, production, marketing, and services of various plastic and cotton dolls.

Our company is located in Jiedong County, Jieyang City, which is 10 kilometers from the Jieyang Chaoshan Airport and only 18 kilometers from the high speed rail Chaoshan Station. We have four main series of our dolls, which are the cultural series, the functional series, the gift series and the creativity series. You can also design your own dolls with different accessories you like. In 2012, our company New Orange Toy started to engage in the e-commerce business. We have engaged in several trading websites such as the Alibaba.com, Ali express, Taobao, T-Mall and Jingdong Mall, to enlarge markets within China and also abroad.

Our company will be committed to introducing our own brands to England, Germany, Italy, France, Spain, USA, Canada, Russia, Brazil and others. We hope that all the children will be growing up happily accompanied by our New Orange Dolls all over the world. We warmly welcome you to consult and co-operate with us for business and to create a more brilliant future together.

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____



IV. Useful Expressions

1. Words and Phrases

Words

accreditation n. 定合格, 认证
 agency n. 理商
 distributor n. 经销商
 headquarter n. 总部
 renown n. 声誉
 supplier n. 供应商
 subsidiary n. 子公司

alliance n. 联盟, 联合
 competitiveness . 竞争力
 incorporate v. 组成公司
 manufacturer n. 制造商
 specification n. 规格, 详述
 shareholder n. 股东

Phrases

after-sales service 售后服务
 annual trading value 年贸易额
 backbone enterprise 骨干企业
 joint-venture enterprise 合资企业
 market strategy 市场策略
 retail store 零售店
 star enterprise 明星企业

active assets 流动资产
 assembly line 流水线
 domestic market 国内市场
 major products 主要产品
 production line 生产线
 registered capital 注册资金
 supply channel 供货渠道

2. Sentence Structures

- (1) Xinyang Plastics Products Co., Ltd was established in 1999.
 新阳塑料制品有限公司创建于 1999 年。
 established in... 创建于
 e.g. Golden Sea Investment Group was established in 2001. 金海投资集团创建于 2001 年。
- (2) The main products of the mill are all kinds of bicycles. 本厂的主要产品有各种自行车。
 the main products of ... 主要产品有
 e.g. The main products of the company are toys and gifts. 本公司的主要产品有玩具和礼品。
- (3) The company expects the first five-year plan to reach an annual sales value of 1.5 billion.
 公司预计在第一个五年计划内实现 15 个亿年销售额。
 an annual sales value of ... 年销售额
 e.g. The company has reached an annual sales value of 1.2 million.
 公司已经实现 120 万的年销售额。
- (4) The only way to differentiate yourself from the competition is through service.
 服务是使你自己在竞争中突显出来的唯一途径。
 differentiate from ... 显示出……, 与……有区别
 e.g. Differentiate from other products and emphasize the difference.
 区分其他的产品, 强调之间的差异。
- (5) The company is located in Zhongshan District, Xinyang City. 公司位于信阳市中山区。
 be located in ... 位于
 e.g. Xinhua Group is located in Nanshan District, Guangzhou City.
 新华集团位于广州市南山区。

- (6) Interchina Holdings aims to be a world-class investment group.
国中公司致力于成为世界级的投资集团。
aim to ... 目标在于
e.g. The company aims to become the most powerful and influential enterprise in the financial investment. 公司致力于成为在金融投资领域最具有影响力的企业。
- (7) We give priority to science and technology development. 我们优先发展科技。
give priority to ... 优先
e.g. The school will give priority to science, math and modern languages.
学校将重点发展理科、数学和现代语言。
- (8) The R&D team consists of nearly 100 engineering technical backbones.
研发团队由近百名工程技术骨干人员组成。
consist of ... 由……组成
e.g. This sales team consists of 20 members. 这个销售团队由二十人组成。
- (9) Grandview Plaza covers a total land area of 57,000 square meters.
正佳广场占地 5.7 万平方米。
cover a total land area of ... 覆盖总土地
e.g. The company covers a total land area of 12,000 square meters.
公司占地 1.2 万平方米。
- (10) Wanghua Lighting Electric Co., Ltd , a professional manufacturer engaged in the production of environment -friendly lighting electric appliances.
旺华灯饰电器厂是一家环保节能灯饰电器专业生产厂家。
engage in ... 从事
e.g. They also engage in various kinds of sideline production. 他们也从事各种副业生产。

V. Strategy



VII. Read for Reference

Sample 1:

Ford Motor Company

Ford Motor Company is a multinational enterprise (跨国企业) with active manufacturing, assembly and sales affiliates (销售分支机构) in 29 countries, employing an average of 427,000 people worldwide. Ford products are now sold in nearly 200 countries and territories by a global network of some 14,000 dealers.

For 16 consecutive years, Ford has sold more cars and trucks outside North America than any other US-based vehicle manufacturers (汽车制造商) in sales outside its own country. Ford is the second largest vehicles manufacture in the world. It has taken US truck market leadership (市场领导地位) in 10 of the past 13 years. In addition to producing passenger cars and light, medium, heavy and extra heavy trucks, farm and industrial tractors, industrial engines, construction machinery (建筑机械) and plastics, Ford Companies are established in finance, insurance, automotive replacement parts, electronics, communications, space technology, military weaponry (军事武器) and land development.

Ford's worldwide automotive manufacturing and marketing business is grouped into five principal regions (主要地区) ; that is North America, Europe, Latin America, Asia-Pacific, and Mid-East and Africa. It's another organization-trade development operations-is largely engaged in development new business.

Sample 2:

MAiS Information System Inc.

MAiS is an international PMS (property management system) (物业管理系统) solution provider specialized in the hospitality industry. MAiS team consists of hotel specialists and consultants with more than 10 years of world-wide experience in hospitality sphere (酒店领域) , as well as with technical and technological know-how (专业技术知识) . We are dedicated to provide our customers with the latest techonology solutions and adapt it to their changing needs in today's demanding market.

In 1998, we developed the hotel management system "Fidelity" (酒店管理系统) , which supports business processes of a hotel and other hospitality companies for a number of business organizations throughout Europe.

Fidelity team has an extensive experience in the hotel industry with more than 10 years of developing and implementing a number of systems and training people world-wide. Our solution is flexible to meet the needs of varied hotel management structures.

Unit 8 Name Cards

名片

1. **Teaching purpose:** get the students know the basic concepts, types and language styles of Name Cards.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** types and language styles of Name Cards.
5. **Teaching Process**

I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a name card;
- to know the main contents and layout of a name card;
- to apply some useful expressions in practice;
- to design a proper personal name card with necessary information and elegant style.
- the workplace requirements and ethics for name cards designing.

II. Leading-in

About Name Card

A **name card** (名片), also called a business card, is a way of advertising yourself and the company you represent to colleagues and business clients. It is a card bearing business information about a company or individual and provides potential customers with a means to contact the business or representative of the business. It is shared during formal introductions as a convenience and a memory aid. A name card is frequently used during sales calls (visits) to provide potential customers with a means to contact the business or representative of the business. When writing a name card, your card should be simple and focused, so the purpose of your card is clear.

The main contents of a name card (名片的内容) A name card typically includes the giver's name, company affiliation (usually with a logo) and contact information such as street addresses, telephone number, fax number, e-mail address and website. It can also include telex, bank account, tax code.

Artistic design of a name card (名片的艺术设计) Traditionally many cards were simple black text on white stock; today a professional business card will sometimes include one or more aspects of striking visual design. Apart from common name cards made of paper, there are also special name cards made from plastic (PVC), especially frosted translucent plastic, crystal clear plastic, white or metallic plastic. Other extraordinary materials are metal, rubberized cards, rubber, magnets and even real wood. For the most part those special material name cards are of standard format, preferably with rounded corners.

Format of a name card (名片的格式)

- **Personal Employment organization:** Usually be located above or in the upper left corner of a name card.
- **Personal Name:** Be located in the middle of a name card.
- **Title/position:** Be located in the middle of a name card, under the name.

- Contact information: At the bottom of a name card. Because of the popularity of mobile phones, the personal mobile phone number often has to be written into the name card.

Task 1

Directions: Reading and Comprehension.

1. From the name card you would know about following information except _____.
A. title B. name and position C. nationality
2. Traditionally many cards were _____.
A. black text on white stock B. colorful text on white stock C. white text on black stock
3. When writing a name card, the information should be _____.
A. simple and focused B. complex C. redundant
4. Which is not included in a name card ?
A. employment organization B. e-mail address C. date of birth
5. The name of company is usually designed and printed at the _____ of a name card.
A. bottom B. middle C. top

III. Formatting

Case 1:

Jieyang Jiqing Group

Anly Lin
Vice Sales Manager

Add: No.25 Zhongshan Road, Jieyang City

Tel:86-663-8881033

Guangdong Province, China

Fax:86-663-8881022

Postal code: 522000

Website: <http://jiqing.com>

E-mail: anly@jiqing.com

Task 2

Directions: Read the sample and answer the following questions.

1. What are the basic contents presented on a name card?
2. How are all these elements mentioned above arranged on the card?
3. What is the holder's position?
4. What is the address of the company?

Case 2:



Guangdong New Orange Toy Co., Ltd



Email: ken@neworagetoy.com

Mobile: +86 15886666333

Whatsapp: +86 15886666333

Skype: neworange-ken

Task 3

Directions: Read the sample and summarize the layout of a name card

Step 1: _____

Step 2: _____

Step 3: _____



IV. Useful Expressions

1. Words and Phrases

Words

accountant n. 会计

president n. 总裁/董事长

Phrases

administrative personnel department
行政人事部

advertising department 广告部

development team 开发部

general manager 总经理

human resources department 人力资源部

marketing department 市场营销部

product department 产品部

purchasing manager 采购经理

project manager n. 项目经理

Q & C department 质量控制部

sales account manager n. 客户经理

sales representative n. 销售代表

accounts department 财务部

after-sales department 广告部

finance director 财务总监

human resources manager 人力资源经理

logistics manager 物流经理

project director 项目总监

purchasing department 采购部

P & R department 公关部

quality assurance department 质量保障部

R.&D. Department 研究开发部

sales manager n. 销售经理

technical support department 技术支持部



V. Strategy

6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Jiqing Technologies Co., Ltd. (科技)
2. Organization for Economic Cooperation and Development (经济合作与开发)
3. Machinery & Equipment Import and Export Company (机械设备)
4. Room 28, Futian Building, Shennan Middle Rd., Futian District, Shenzhen, Guangdong (区)
5. No.12 Taibai Donglu Rd., Rencheng District, Ji'ning, Shandong Province (路)
6. 北京新华实业有限公司人力资源部经理 (human resources manager)
7. 广州吉特物流系统工程有限公司 (Logistics System Engineering)
8. 东方纺织品贸易公司欧洲处西欧科销售助理 (Assistant Marketing Manager)
9. 广东省揭阳市榕城区临江北路 200 号 (Province, District)
10. 美国加州圣荷西第一大街北 220 号, 邮编: 95131-2022 (North First Street)

Task 5

Directions: Read the following name cards and fill in the blanks with the right expressions according to the Chinese.

Future Software Co., Ltd.

Lin Fei

_____ (销售经理)

_____ (地址): No.8 Guangyuan Road, Xuhui District, Shanghai

_____ (邮政编码): 200010

Tel: 021-63852288

E-mail: chen**@sina.com.cn

_____ (传真): 020-638533**

_____ (网址): <http://futuresoftware.com>

Task 6

Directions: Design a name card for Ms. Liu from Dongfeng Technologies Co., Ltd. Guangzhou according to her personal information given below.

姓名: 刘丽华

职务: 人力资源部经理

单位: 广州市东风科技有限公司

地址: 广州市花都区中山路28号

电话: 86-20-88810333

传真: 86-20-88812336

电邮: lihua@dongfeng-group.com

公司网址: www.dongfeng.com.cn

VII. Read for Reference



Sample 1:

ABC Software Co. , Ltd.

Chen Fei

Sales Manager

Address: No.10 Guangyuan Road , Xuhui Districit , Shanghai

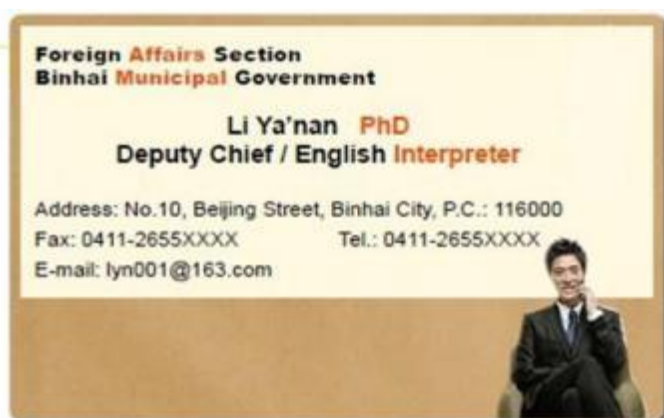
Tel: 021-63852288

Postal code: 200010

Fax: 020-63853388

E-mail: chenfei@sina.com.cn

Sample 2:



Sample 3:

Taizhou Solarwind Translation Service

Dalton Xi Chief Translator

Tianchang Rd. N., Huangyan, Taizhou, ZJ 318020, China

T 0576-4284016 F 0576-4284480 M 013906593607

Email: daltonxi@163.com

<http://www.tyf.com.cn>

Sample 4:

广东三水罗球纺织制衣厂
官慷仁 厂长

厂址：广东省三水市西南镇教育东路 1 号

电话：0757-7732000

手机：13742849922

邮编：518200

电子信箱：guan@sohu.co

Luoqiu Textile and Garments Factory
Sanshui, Guangdong

Guan Kangren Director

Add.: 1 Jiaoyu Road, Xinan Town, Sanshui City, Guangdong 518200

Tel.: 0757-7732000

M.: 13742849922

E-mail: guan@sohu.com

Unit 9 Product Advertising Copies

产品广告文案

- 1. Teaching purpose:** get the students know the basic concepts, types and language styles of Product Advertising Copies.
- 2. Teaching Methods:** teaching and practicing
- 3. Teaching Credit:** 4
- 4. Key Points and Important points:** types and language styles of Product Advertising Copies.
- 5. Teaching Process**

I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of an advertising copy
- to know the form and structure of an advertising copy ;
- to apply some useful expressions in practice;
- to write an advertising copy with complete content and effective language.



- the workplace requirements and ethics for writing product advertising copies.

II. Leading-in

About Product Advertising Copy

Product advertising copy (产品广告文案) : Part of an overall promotional strategy, it mainly refers to the paid promotion of goods, services, companies and ideas by an identified sponsor in newspaper, or on radio, television, or the internet. When advertising is effective, it can help draw new business to an existing company. Information in advertisement runs out with a variety of typefaces and sizes, and may be illustrated with artwork or color. In this chapter, we pay more emphasis on composing the advert copy (the message) than on artwork or color.

Types of product advertising copy (广告的种类) : There are generally four types of written-form advertisements.

Coupon advertisement (优惠券广告) : It is great for sales promotions, for it brings new customers to store. By offering a certain amount of money or percent off your merchandise, it may be attractive to them.

Sales advertisement (折扣广告) : This advertisement invites the general public into your store to receive a discount on products.

Spotlight advertisement (关注型广告) : it focuses the attention onto a particular product, product line, staff member or customer of your business. This looks good a few times each year as a large display ad run.

Information advertisement (信息型广告) : it could be written in a journalistic style making it look like an article instead of an advertisement. It could also be written as a Question and Answer ad offering your professional advice on a topic your company covers.

Content of a Product Advertising Copy (广告内容) : the content of a print advertising copy usually involves four parts: headline, subheads, body and supplementary item. Firstly, the headline is crucial for an advertisement copy, which is supposed to be of clarity and force. Direct headline, indirect headline and combined headline are common types of headline. Secondly, the subheads can be the name of the target product or some interesting words and phrases about the product. Thirdly, the text is the main part of an advertisement and its purpose is to give a general description of the target product, often including the advantages of the product. Generally speaking, the text may involve (1) lead-in paragraph – to arise customers' interest, (2) interior paragraph – details about the product, highlighting the profits, (3) trial close – about order information and (4) close – to ask for the sale. The last part of an advertisement is the supplementary items, including trademark, logotype, seals, contact information, etc.

Task 1

Directions: Reading and Comprehension.

1. When product advertising copy is _____, it can help draw new business to an existing company.
A. effective B. done C. spread
2. There are generally _____ types of written-form advertisements.
A. two B. three C. four

3. Coupon advertisement is great for sales promotions, for it brings _____ to store.
 A. new customers B. all the customers C. mainly old customers
4. _____ is not included in advertising copy.
 A. headline B. text C. instruction
5. Which is crucial for an advertisement copy and supposed to be of clarity and force?
 A. headline B. subheads C. contact information



III. Formatting

Case 1:

iPhone Apple Reinvents the Phone

iPhone is more than just a fancy cell phone. With their range of features – from phone to web browser, from iPod to mobile game tool – iPhone is more like a computer that fits in your pocket and your hand than any other cell phone.

Distinguish Yourself

iPhone Features

Phone – iPhone’s phone features are reliable, with innovative features like WeChat and standard features like text messaging.

Web Browsing – iPhone offers the best, most complete mobile browsing experience.

Email – Like all good smart phones, iPhone has strong email functions.

WeChat – It supports voice, photo, video and text messages.

iSight Camera – The iSight camera on iPhone is the world’s most popular camera. It’s easy for anyone to take impressive photos in various lighting conditions as iPhone’s hardware and software work together to make behind-the-scenes image and color adjustments

FaceTime – This is a video calling function. With just a touch, you can wave hello to your family, share a smile from across the globe, or watch your best friend laugh at your stories.

Please visit us at:

<http://www.apple.com/cn>

Task 2

Directions: Read the sample and answer the following questions.

- 1 What’s iPhone more like?
- 2 How is iPhone’s phone features?
- 3 What’s iPhone’s camera called?
- 4 How many features of iPhone are listed in the ad?

Case 2:

Toys on Sale

This autumn, do you want to experience a surprising moment at New Orange Supermarket?

40% - 50% off

For all kinds of toys.

Rare opportunities like this can never be found again!

Apply to customers who hold a golden card.

Contact

New Orange Supermarket

Rongjiang Road

Rongjiang District

Jieyang

Tel:16688888888 Fax:66668888 Website:<http://www.neworangetoy.com>

Task 3

Directions: Read the sample and summarize the content of an advertising copy.

Step 1: _____

Step 2: _____

Step 3: _____

IV. Useful Expressions



1. Words and Phrases

Words

brand n. 品牌

discount n. 折扣

illustration n. 插图

concept n. 理念, 概念

distinctive adj. 鲜明的

profit n. 利润

reasonable adj. 价格实惠
superlative adj. 极好的
viable adj. 可行的

sparkling adj. 闪耀的
trademark n. 商标

Phrases

a complete range of specifications

规格齐全

a wide selection of colors and styles

花色繁多

attractive and durable 美观耐用

be on sale 甩卖

comfortable feel 手感舒适

convenient in use 使用方便

easy to maintain and repair 维修简易

go overboard 超越

quality guaranteed 保证质量

to have a long history and reliable reputation 久负盛名

a great variety of styles

款式多样

adopt advanced technology

采用先进工艺

be dedicated to 致力于

be specialized in 专业于

complete in specifications

规格齐全

easy to use 操作简单

mouth-watering 令人垂涎的

target product 目标产品

2.Sentence Structures

(1) Wouldn't it be magic to have it? 拥有它岂不很美好?

be magic to... ..神奇

e.g. Wouldn't it be magic to have a car which runs on neither conventional gas nor electric power? 拥有一辆不需要用常规天然气或电能的车岂不很神奇?

(2) Just imagine convenience this transit offers. 想象一下这种改变带来的便利。

just imagine... 想象一下.....

e.g. Just imagine the romance & personal creativity potential this transit offers.

想象一下这种改变带来的浪漫和个人的创造潜力吧。

(3) Compared with other products, our products has the following advantages.

跟其他产品相比, 我们的产品具有以下优势。

compared with other products 跟其他产品相比,

e.g. Compared with other products, our products has the advantage of quality and price.

跟其他产品相比, 我们的产品在价格和质量上有优势。

(4) A discount of 2 percent on the total value will be granted.

贵方将享受货物总值百分二的折扣。

A discount of折扣

e.g. A discount of 3 percent on the total value will be granted if you could make payment within 5 days of delivery.

如果贵方能够在交货后 5 天内付款, 将可以享受货物总价值百分之三的折扣。

(5) It will offer you most convenience and efficiency in your work. 本产品将为你带来便利, 提高你工作效率。

offer convenience and efficiency 提供便利, 提高效率

e.g. We are confident that the product will offer you most convenience and efficiency in your work. 我们相信, 该产品将为你带来便利, 提高你工作效率。

- (6) Remember this offer is only open for one day. 此次报价有效期仅为一天。
only open for ... 仅为期……
e.g. Remember this offer is only open for one week. 此次报价有效期仅为一周。
- (7) You can try our product free of charge. 你可以免费试用本产品。
free of charge 免费试用
e.g. You can try our product for one week free of charge. 你可以免费试用本产品一周。
- (8) It is awarded super-quality certificate. 本品荣获优质产品证书。
be awarded... 荣获……
e.g. The product has been awarded super-quality certificate. 该产品荣获优质产品证书。
- (9) They are highly praised by customers. 它们深受消费者好评。
be highly praised 深受好评
e.g. The product is highly praised and appreciated by consuming public.
该产品深受广大消费者好评。
- (10) Its dimensions are 6 x 5 x 3cm, with a weight of around 1 kg.
其尺寸为 6 x 5 x 3 厘米，重 1 公斤。
dimensions 尺寸
e.g. Its dimensions are 102 x 50 x 17.9 mm with a weight of around 140g.
其尺寸为 102 x 50 x 17.9 毫米，重 140 克。

V. Strategy



6. Exercises and homework:

V. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. A discount of 2 percent on the total value will be granted if you could make payment within 15 days of delivery. (折扣)
2. Its dimensions are 100 x 50 x 20 mm with a weight of around 140g. (尺寸)
3. We are one of the leading companies specializing in footwear making in Guangzhou. (专门)
4. Remember this offer is only open for one week. (为期)
5. Our products are very popular with customers in both domestic market and overseas market. (受欢迎, 国内外)
6. 你可以免费试用本产品五天。(free of charge)
7. 荣耀 8 将为你带来便利, 提高你工作效率。(offer, convenience)
8. 我们公司明星产品深受广大消费者好评。(be highly praised)
9. 百雀羚产品久负盛名。(have a long history and reliable reputation)
10. 我们店产品款式多样, 规格齐全。(complete in specifications)

Task 5

Directions: Read the following advertisement and fill in the blanks with the right expressions according to the Chinese.

__1__ (高质量) Leather Boots

__2__ (随着经济发展和生活水平的提高), you might be interested in high-quality boots. As __3__ (我们重点抓质量), we use fine leather and make every pair of boots using experienced workers. Our products, therefore, are fine looking, wrinkle-free and lined with cow-hide.

22 models, __4__ (价格从 99 美元到 999 美元每双)

__5__ (我们期待您的订购)

Hotline for order and enquiry: 88665533

Come to our shop at: No. 23, Boot Street

Task 6 Directions: Write a product advertisement according to the given situation.

Best Baker offers cakes, bread, fresh milk and arrangement for children birthday party. Orders within one month of opening will enjoy an extra 25% off.

Tips: Use an attractive headline 有吸引力的标题

Simple and clean language to distinguish yourself 简洁的语言突出自己

Ask for the Sale at the end 呼吁购买 (直接或暗示)

VI. Read for Reference

Sample 1:**Special Offer!**

The Tissot Men's T-Touch Titanium Watch is the latest fashion of the Tissot Company. It has an elegance that exists in its exceptional, functional features. The polished, solid, Titanium (钛合金的) case and bracelet complement the bold, black dial which features a dotted pattern. The watch's digital Touch-screen technology gives easy access to five distinctive functions: chronometer(计时器), compass(罗盘), alarm, thermometer(温度计), and barometer (气压计). This watch features a scratch-resistant sapphire (蓝宝石的) crystal and is water resistant to 99 feet. The list price is \$ 895, but you'll get 10% off if you purchase online. A one-year guarantee and a two-year parts guarantee are included. Ready for delivery within three to five days.

Tel: (852) 2261 0008 Hong Kong

Sample 2:**Gucci Women's Sunglasses**

Gucci 3035/S Women's Sunglasses are the most fashionable and glamorous (独特的, 有魅力的) sunglasses ever! Made of fine Italian materials and craftsmanship (工艺), our glasses are extremely stunning (极好的) and fashionable. Our sunglasses will take good care of your vision, protecting your eyes from harmful sun rays. These sunglasses feature UV400 Lens Technology, absorbing over 99% of harmful UVA and UVB spectrums. The smart design is to fit your face curve. Absolute comfort for everyday wear. The market price is \$ 75. 99.

Services offered:

- A one-year warranty;
- Free clean during warranty period.

Delivery: Place your order, and enjoy the free shipping.

https://www.gucci.com/uk/en_gb/

Unit 10 Product Descriptions**产品说明书**

1. **Teaching purpose:** get the students know the basic concepts, language style and writing skills of product descriptions.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** language style and writing skills of product descriptions. .
5. **Teaching Process**



I . Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a product description ;
- to know the typical types of a product description
- to know the typical contents of a product description;
- to apply some useful expressions in practice;
- to write a satisfactory product description with complete content and effective language
- the workplace requirements and ethics for writing product descriptions.

II . Leading-in

About Product Descriptions

Product descriptions (产品说明书) sometimes called instructions or directions, are information descriptions about the use, standard, and operation of commodities , whose basic function is to promote product, to publicize the company as well as to spread knowledge. It is an effective way to help the public know more about the product and the company, more importantly, to appeal buyers to the product. When writing a product description, it is of great significance to keep in mind what our readers want to know, answering questions like “What is the product? How to use it? What are the features of the product?” Generally, it is essential to highlight features and functions of a product.

Types of product descriptions (产品说明书的种类) the product description can be classified into 3 types according to their spread modes. The first kind is those that can be seen on the containers or the packages of such product as medicine, food, or cosmetics, using brief and concise language. The second kind is a small piece of paper or a brochure attached along with the product in the package, which is used for complex and expensive industrial machinery or consumer electronics such as air-conditioners, micro-wave ovens and so on. The third is in the form of pictures, PDF format or flash, which can be downloaded from the internet.

Content of a product description (产品说明书的内容) A product description usually involves the following three parts: firstly, it’s the subject line. This part contains the name of the product, and sometimes its ingredient or structure. Secondly, it’s the body, which varies a lot according to different types of products. For example, Specific instruction of Medical supplies may include main ingredients, major indications, usage and dosage, caution, warnings, and side effect. Specific instruction of electronics mainly contains features, specifications, technical parameters, operating procedures, precautions. Sometimes the body also describes the packing, net weight and volume. Last, it’s the closing. With the purpose to provide consumers the convenient contact, it may include the producer, the distribution unit, address, telephone, zip code, Email, etc.

Task 1

Directions: Reading and Comprehension.

1. A product description is a kind of _____ .
A. narration B. argument C. exposition
2. What should we keep in mind when writing a product description?
A. The price B. what the readers want to know C. sales
3. We should use _____ language when write a product description that can be seen on the containers or the packages of such product as medicine, food, or cosmetics.
A. brief and concise B. long and detailed C. detailed and concise
4. A product description usually involves _____ parts.
A. three B. four C. two
6. Which is not included in the closing of a product description?
A. the producer B. address C. ingredient



III. Formatting

Case 1:

Metal Garden Model Decor

Item No.: 6101413-H

Size: 60*2.5*12 INCH

Packaging:103*13*36 CM /10 PCS

Loading Capacity:

20'GP=1749 PCS 40'GP=3624 PCS 40'HQ=4251 PCS

Great quality item for your home decor.

- Professional design for wall art.
- Knockdown structure instruction and hardware accompany. Easy for movement and assembly.
- High quality powder coat, and hand painted finish
- In order to extend the age of rack, Please don't set it under the water directly.

Advantage

1. We have our own manufactory.
2. 100% high-class material.
3. Experience and professional in producing field of arts & crafts.
4. Supply the high quality goods with best price.
5. Design team creates various new fashion creative designs.

About our factory

1. Factory History

Brightrade Handicrafts Manufacturing Co., Ltd. has been one of the most reliable manufacturers and exporters specialized in handicrafts, which are made of metal, rattan, wood,

glass, cast-iron and others. We now have an area covering 10,000 square meters as well as 15 subsidiary metal workshops and 10 sub-contracted factories under our management. Every year, we introduce over 5,000 new items of indoor and outdoor furniture, giftware, and home decorations.

2. Contact us:

Brightrade Handicrafts Manufacturing Co., Ltd.

Add: Ayuan Industrial Area Xixi, Anhui Province

Mike Chen

Tel: 88-888888

Fax:88- 888886

E-mail: Mike@ Brightrade.com

Web: www. Brightrade.com.cn

Task 2

Directions: Read the sample and answer the following questions.

1. What's the title of this product description?
2. Is it advisable to set it under the water directly?
3. What is the name of the producer?
4. How many ways offered to contact the company?

Case 2:

Steam Juicer 0514 v2b-outlines

Extract pure natural juice from all your favorite fruits and vegetables with this stainless steel steam juicer by Euro Cuisine. Just fill the base with water, add fruit or vegetables to the top basket and bring to a boil on your stove top. The hot steam extracts the juice and it is collected at the middle of the steam juicer for you to enjoy. Perfect for use with a variety of soft fruits and vegetables such as tomatoes, cherries, strawberries, raspberries, apples and more. The large capacity stainless steel juicer works on any stove top and features side loop handles for easy transportation and cleaning. The steam juicer is a great way to enjoy delicious homemade juice free from added store bought sugars and sweeteners. A convenient built-in spigot allows for easy dispensing into a cup, pitcher or glass jar for canning.

Instructions

Step 1

Fill the bottom water reservoir with water then place onto stove top to prepare for use.

step 2

Add desired food to steamer tray then place the collection pot and tray onto the base.

Step 3

Allow food to cook until juice has been extracted then dispense from built-in spout.

Task 3

Directions: Read the sample and summarize the main writing content.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

IV. Useful Expressions



1. Words and Phrases

Words

brand n. 品牌

coordinate v. 协调

delivery n. 送货

guarantee v. 担保, 保证

packing n. 包装

specification n. 规格

warehouse n. 仓库

charge n./v. 费用; 收费

corporate adj. 公司的

electronics n. 电子产品

maintenance n. 维修

precaution n./v. 预防措施; 警惕

volume n. 体积

Phrases

a string of 一系列

code number 货号, 商品号

complete in specifications 规格齐全

competitively-priced quality products

物美价廉的产品

guarantee period 保修期

main image and other image URL

be engaged in 从事于

commodity barcode 商品条形码

Co., Ltd. 责任有限公司

excellent quality/high quality

品质优良

key Product Features 商品特性

net weight 净重

商品图片
search Terms 搜索关键词

operating procedures 操作程序
technical parameters 技术参数

2. Sentence Structures

- (1) This machine is widely applied to electron toys. 此机器广泛应用于电动玩具。
... be widely applied to广泛应用于……
e.g. Our products are widely applied to various equipments, electron toys, electrical tools, electrical appliance, electrical massager etc.
我们产品广泛应用于仪器、电动玩具、电动工具、家用电器、按摩器等领域产品。
- (2) The toy is suitable for children aged 6. 此玩具适合 6 岁的儿童
be suitable for children aged适合……岁的儿童。
e.g. This toy is suitable for children aged three and above.
这个玩具适合 3 岁以上的儿童。
- (3) The washing machine is ideal for us. 此洗衣机是我们理想的用品
be ideal for是理想的……用品
e.g. This car would be ideal for you, sir; why don't you try it out?
先生，这辆汽车会使您称心如意的，您为什么不试用一下呢？
- (4) It is very useful for reading. 在阅读方面很实用。
very useful for在……很实用
e.g. Sports and games are very useful for character training.
体育运动和游戏对于品格训练非常有用。
- (5) It can fully satisfy the needs of customers. 它完全满足客户需求。
fully satisfy ... 完全满足……
e.g. It can fully satisfy the specific requirements of the customer.
完全满足每一个用户的具体要求。
- (6) Please keep out of the reach of pets. 请置于宠物够不着的地方。
Keep out of the reach of ... 置于……够不着的地方
e.g. Keep out of the reach of children. 置于儿童够不着的地方。
- (7) Avoid alcohol during the use of this product. 服用本品过程中禁饮啤酒。
Avoid ... during the use of ... 使用……期间禁止……
e.g. Avoid alcohol and having pepper, chives, fried food and unripe or cool fruits during the use of this product.
服用本品过程中请禁饮啤酒，禁食辣椒、韭菜以及油炸、煎、炒类食物，忌食生、冷瓜果。
- (8) Disconnect the AC cord. 拔掉电源。
Disconnect ... 拔掉……
e.g. Disconnect the AC cord when you are not going to use the product for a long period of time. 长时间不用本产品时，要拔掉电源
- (9) Place it on a flat, even surface. 将其安放在平坦的地方。
Place the ... on ... surface 将……安放……的地方
e.g. Place the machine on a flat, even surface. 将本机安放在平坦的地方。
- (10) It is advisable to replace the batteries. 我们建议你更换电池。
replace... 更换……
e.g. If you use the appliance twice a week or more, it is advisable to replace the batteries

every two or three years.

如果一星期使用本产品两次或以上，我们建议你每两年或三年更换电池一次。

V. Strategy



6. Exercises and homework:

V. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Competitively-priced quality products are the most desirable. (物美价廉的产品)
2. This mountain bike is suitable for children aged 10-16. (适合年龄 10-16 岁小孩)
3. Avoid alcohol and having pepper, chives, fried food and unripe or cool fruits during the use of this product. (禁止)
4. Please keep this instruction for further reference. (将来查询)
5. Come and see our wide range of computers and printers. (多系列)
6. 我们的产品完全满足每一个用户的具体要求. (fully satisfy)
7. 我们的产品广泛应用于药品食品. (be widely applied to)
8. 将冰箱安放在平坦的地方 (place)
9. 表面未干燥前, 防止雨淋和水浸.(avoid, soak with water)
10. 如果你需要信息或服务, 请浏览飞利浦公司的互联网网站 www.Philipson.com. (visit, the Philipson Website)

Task 5

Directions: Read the following product description and fill in the blanks with the right expressions according to the Chinese.

HIGH SPEED CHAOS FOR THE GAMECHANGER

1 _____ (规则是用来打破的。) Play fast and shatter expectations as you become an ultimate game changer in these women's soccer cleats. The ultra-light cleats 2 _____ (提供所需的爆炸性的速度) to seize the spotlight and be first on the attack. A one-piece lightweight compression upper delivers a sock-like fit with zero wear-in time. Premium K-leather 3 _____ (提供最高的舒适). Designed to cause chaos on firm ground and artificial grass.

Experience zero wear-in time with a Techfit compression upper that molds perfectly to your foot the instant you slip it on

- . One-piece upper provides a snug fit for ultra-fast moves
- . Provides rock-solid stability at high speeds with its extremely lightweight SPRINTFRAME outsole
- . Premium K-leather 4 _____ (提供最高舒适度和感觉)
- . Move with explosive speed and traction on firm ground (dry natural grass) with the FG Chaos stud alignment
- . 5 _____ (进口的)

Task 6

Directions: Some parts of the following description are not proper. Please rewrite them.

Please follow these procedures in order to make a machine withdrawal from your City Bank checking or savings accounts:

1. You should take out your card and insert your card face up into the card slot on the machine teller.
2. Enter your six-digit identification number on the numbered buttons.
3. Then you need to press the withdrawal button for checking on the button for savings.
4. Enter the amount of withdrawal, either fifty or one hundred on the numbered buttons, and wait for your receipt to be printed.
5. Don't forget to remove your card from the slot, in case you may lose it. You will see the drawer open with receipt and your cash withdrawal in fifty-dollar packets.

All customers are limited to withdrawals of five thousand RMB in one twenty-four-hour period.

Tips: Determine your audience, and create a unique voice for your product description.

确定客户和说明书用语

Use clear and decisive language.

语言清晰明确

VI. Read for Reference can be downloaded from the internet.



1. Product description that

Sample 1:

Apple MacBook Pro

Apple Mac Laptop Computers

Display: highest resolution notebook with over 5 megapixel

All-Flash Storage: everything is fast

Fastest Processors: dual-core (双核) or quad-core (四核)

Long Lasting Battery: 7-hour charge, 30-day standby time (待机时间)

Hard Drive: 320GB or 128GB

Thin, light, powerful: only 1 kg, easy to carry

Price: 13-inch: US\$1,199; 15-inch: US\$1,799

<http://www.apple.com>

2. Product description attached along with the product in the package.

Sample 2:

Instructions for an HP 640 Fax Machine

A fax machine is a piece of office equipment that scans documents, digitalizes the information and transfers the data through telephone lines. Hewlett Packard (HP) offers a wide selection of fax machines, including the HP 640 series, a fax machine that is professional-quality and yet simple enough for everyday faxing and copying. This machine is compact and features one-touch control, a 50-page memory and easy-to-follow menus. It can copy up to four pages in one minute and fax a document in as little as six seconds.

Sending Faxes

1. Load up to 10 documents you wish to fax into the document feeder (文档传送器). Make sure the document is face down, with the printed side toward the machine. Adjust the paper guides to properly fit the width of the documents.
2. Dial the number you are sending the fax to. Enter the number you wish to fax to and press the "Start/Enter" button, with or without lifting the handset. You can also press the "Loudspeaker" button, then enter the number and press the "Start/Enter" button.
3. Press and hold the "One Touch" button you wish to fax the document to. This will automatically dial the number for you and can be used once you have set up your speed dial.
4. Press the "Speed Dial" button. "Search and Dial" will appear on the display screen. Press "OK" to search for a stored number. Once you find the number you wish to fax to, simply press the "Start/Enter" button.

Receiving Faxes

1. Pull the paper tray cover away from the paper support to load paper. Slide the paper guide to the correct width for the paper you will use, either letter or A4.
2. Gather up to 50 sheets of paper and neatly stack them. Insert the stack into the machine. Push the paper tray cover back into place.
3. Set up the fax machine to manually receive faxes, or the "TEL" answer mode. Answer the telephone when it rings. Press the "Start/Enter" button once you hear the fax tones. Hang up the phone when you have heard fax tones from both machines.
4. Set up the fax machine for the "Auto" answer mode. The machine will ring a predetermined number of times, detect fax tones and receive faxes automatically.

Copying Documents

1. Insert up to 10 documents that you wish to copy; turn the documents face-down and insert them into the document feeder. Press the "Copy" button twice to make a single copy of these documents.
2. Press the "Copy" button once to make multiple copies. Using the phone pad, enter the number of copies you wish to make, from one to 50. Press the "Copy" button again to start copying or press "OK" to go to the next option.
3. Press the arrow buttons next to the "OK" key to change the default zoom rate, choose from 50 to 150. Press the "Start/Enter" button if you are satisfied or press "OK" to go the next setting.
4. Press the arrow buttons if you wish to print the last page first. Printing in reverse will cause the first page to be on top when the printing is finished. Press either "Copy" or "OK" to start printing.

Unit 11 Sales Letters

销售函

1. **Teaching purpose:** get the students know the basic concepts, types, format, language style and writing skills of sales letters.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** format, language style and writing skills of sales letters.
5. **Teaching Process**



I . Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a sales letter;
- to know the typical types of sales letters;
- to know the format and the content of a sales letter;
- to apply some useful expressions in practice;
- to write a satisfactory sales letter with correct layout, complete content and key selling points.
- the workplace requirements and ethics for writing sales letters.

II .Leading-in

About Sales Letter

A **sales letter** (销售函) is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as “a form of direct mail in which an advertiser sends a letter to a potential customer.” It is distinct from other direct mail techniques, such as the distribution of leaflets and catalogues, as the sales letter typically sells a single product or product line, and further tends to be mainly textual as opposed to graphics-based. It is typically used for products or services which, due to their price, are a considered purchase at medium or high value (typically tens to thousands of dollars).

Types of Sales Letters (销售函的种类) Sales letters are the most common persuasive writing for commercial purposes. They fall into three general, and sometimes overlapping categories: unsolicited, solicited, and soft-sell.

Unsolicited sales letters (自发销售函) are also known as direct-mail advertising. They are sent by mail directly to the prospective buyer. They are usually not welcome on the part of the recipients who did not ask for them, which explains why their paper version is often called “junk mail” while the electronic form is called “spam”.

Solicited sales letters (请求性销售函) are replies to requests about products or services. They are often luckier than unsolicited sales letters in the sense that they won't end up in a dustbin without being read. However, to succeed, they still have to provide satisfying answers to questions already asked by the reader.

Soft-sell letters (软式推销函), also known as cordial contact letters, are special goodwill letters designed to maintain good relations with important customers. Unlike the hard-sell junk mail, they don't bombard the reader with something undesirable. They are soft-sell because they keep a company's name familiar to customers without directly promoting a particular product or service. They are usually enjoyable to the reader with a lot of useful information or entertaining

2. 1/4 MOQ than normal MOQ

Normally our MOQ is 2000doz for cutlery and 2000sets for cookware. Now is 500doz for cutlery and 500sets for cookware.

3. Full payment refunded if case of bad quality problem.

It is a very good chance to get the most competitive price, small MOQ trial order and with very nice quality guarantee.

Please be kindly to check the price list and back your comments. Anything referring price, quantity, service, please feel free to tell me for prompt solution. The promotion is special and only for this March.

It is our pleasure to serve you and welcome to become one of our VIP customers from this March.

Look forward to your reply.

Yours,
Andy Wong

Task 2

Directions: Read the sample and answer the following questions.

1. Who is the recipient ?
2. What is the competitive background of the company ?
3. What favorable terms are offered by the company ?
4. How does the company try to motivate action ?

Case 2:

Dear Julie,

You already trust Eagle Brokerage to provide your insurance solutions. Now I want to introduce Eagle's sister company Net-Thing and its family of products designed to keep you connected to your network of customers and employees.

Here's an introduction to what Net-Thing can do for your business.

Web design	Put the best face on your business, and create practical tools for your staff: with Flash animation, interactive databases, e-commerce, or elegant brochure-style sites. Then choose Net-Thing's marketing tools to attract customers to your site.
Web hosting	Store your web site on Net-Thing's servers, and ensure that your site is working even when your staff goes home. Net-Thing provides high speed Internet connections—T1s and ISDN. Need email? Net-Thing can provide as many unique email accounts as you can use.
Cell phones	Cell phones are used today for email and other digital, wireless tasks. Your staff can even access data online from one wireless device. Net-Thing incorporates the new technologies our clients want.

With a long history of solid growth and great service, you can rely on Net-Thing to be here as your business grows. Best of all you can feel secure knowing that you are using one trusted team for your integrated business solution.

Please call today to find out how we can help. Don't forget to ask how Net-Thing can enhance your web-design package, with our marketing and search engine registration services.

Sincerely

Harry Wagner
President, Net-Thing

P.S. Use the enclosed valuable Net-Thing coupons to cut your costs and start saving today!

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

IV. Useful Expressions

1. Words and Phrases

Words

import v./n. 进口

export v./n. 出口

manufacture v. 生产; 制造

importer n. 进口商

exporter n. 出口商

manufacturer n. 生产商; 制造商

supply v./n. 供应; 提供

invoice n. 发票

catalogue n. 目录

supplier n. 供应商

contract n. 合同

Phrases

attractive design 吸引人的设计

be highly praised and appreciated
受高度肯定与赞赏

for one's reference 供某人参考

give/grant/offer someone a ... discount
给打折

high degree of reliability 高信赖度

latest model 最新的型号

new design 新颖设计

profit-making opportunity 盈利机会

reasonable price 合理价格

take an opportunity 利用机会

various kinds of 各种各样的

be well-known for ... 以..... 闻名

excellent service 优质服务

great demand for... 对..... 需求很大

good after-sale service 良好的售后服务

high quality 高质量

in the market for 想要购买

modest investment 适度投资

newly-developed 新开发的

reasonably priced 合理定价

superior/high performance 高性能

trial order 试购/订单

2. Sentence Structures

(1) We are taking the liberty of sending you ... 我们冒昧地给您发送.....

take the liberty of doing ... 擅自做某事, 冒昧做某事;

e.g. We take the liberty of introducing ourselves.

现冒昧地作自我介绍。

(2) May we stop by and offer you ...? 我们能否登门拜访并向您提供.....?

(3) We are writing to introduce ourselves to you as a company specializing in ...

我们写此信向您介绍我们公司, 我们公司专营.....。

be specializing in... 专业从事.....

e.g. We are specializing in the exports of Chinese foodstuff and wish to express our desire to trade with you in this line.

我们专业从事中国食品出口, 希望能与贵公司在这个行业建立贸易关系。

(4) What we are offering is an opportunity to ... 我们向您提供.....的机会。

an opportunity to的机会

e.g. It would give us an opportunity to redeploy our resources.

这将给我们一个重新配置资源的机会。

- (5) The enclosed brochure will give a detailed description of it.
随寄小册子有详细的产品介绍。
a detailed description of... 关于……的详细描述。
e.g. Their review should be consulted for a more detailed description of the work.
他们的评论可作为这项工作详细记述的参考。
- (6) We are able to offer you very favorable prices on ...
我们可以给你提供……的优惠价。
favorable price 优惠价
e.g. Favorable prices are offered before 26th, Oct. Only!
优惠价仅限 10 月 8 号前。
- (7) The demand for ...is skyrocketing in our country. 对……的需求猛涨。
the demand for... 对的需求。
e.g. Surging imports will add to the demand for hard currency.
进口激增将增加对硬通货的需求。
- (8) If you want to know more information, you can visit our website ...
想要了解更多的信息, 请登录我们的网站……。
- (9) We'd like to establish direct business with ... on the basis of equality and mutual benefit.
我方愿意与……在平等互利的基础上建立贸易关系。
equality and mutual benefit 平等互利
e.g. We trade on the principle of equality and mutual benefit.
我们按平等互利的原则进行贸易。
- (10) We are looking forward to your reply soon. 我们期待您早日答复。

V. Strategy



6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. We are taking the liberty of sending you our company introduction and product catalogue. (产品目录)
2. We have pleasure in sending you a copy of our catalogue, which includes details and prices of our complete range of telephones. (系列)
3. We are one of the leading companies specializing in footwear making in Guangzhou. (专门从事)
4. This product is highly praised and appreciated by the customers at home and abroad. (赞誉与青睐)
5. Our products are very popular with customers in both domestic market and overseas market. (国内外市场)
6. 这项产品是我们的最新技术成果。(latest technology)
7. 特别希望您能关注一下我们新推出系列产品。(new set of products)
8. 让我们优质的服务为您带走旅途中的烦恼吧。(excellent service)
9. 我们的快递服务可以使您获得宝贵的额外时间。(express service)
10. 还有其他信息来帮助你更多地了解这家公司。(know more about)

Task 5

Directions: Read the following sales letter and fill in the blanks with the right expressions according to the Chinese.

Dear Sirs,

1 _____ (你想知道) what has happened recently in the world business? Or what makes large corporations a big success? And how to maintain and enlarge your market share?

Get all these information and expertise with a special introductory subscription to *World Business Review*. For just \$5, you can get 6 full pages of information and experience-packed issues.

2 _____ (价格比以前降低了).

3 _____ (如若不满意), we are glad to terminate your subscription.

4 _____ (别错过了机会)! Get the facts and information. Get *World Business Review*.

To take the advantage of our special offer, simply call us at 010-60804008 or 5 _____ (填个回执).

Sincerely yours.

Task 6

Directions: Write a sales letter according to the given situation.

Keqiang Company has established a program for prompting their new serials of modern office appliances such as printers, photocopiers and fax machines to the office buildings in their district. Ms Zhang is required to write a sales letter to introduce their products to the customers.

Tips: modern office appliances 现代办公用品 favorable prices 优惠价格
printers 打印机 high degree of reliability 高度可靠性
photocopiers 复印机 a long period of use 使用寿命长
fax machines 传真机 take care of fixing, repairing 负责安装、维修
high efficiency 高效率 one year warranty 保修一年
profit the greatest 高盈利



VII. Read for Reference

1. Sales letter for product promotion

Sample 1:

Dear John,

Nice Monday. I'm May from NEW ORANGE TOY, the biggest doll manufacturer in Jieyang since 1987, and now the honest supplier of JUMBO S.A, Perfect Toy, Max Stores (Greece). Our brand ABBIE & BONNIE doll now are very popular in EU.

Quality is our culture. All our items (1000+ designs) pass EN71, 7P, AZO test. Good quality, good price.

Innovation is our soul. We have a professional team to support OEM and design service.

Service is our aim. Strict QC (质量控制) make sure every shipping is safe and 7*24h ASS make customers are satisfied with us.

We know Toys-Shop is also doing big toy business. We wish to serve you if any chances. If you need any toys, just freely to let me know.

Tks & B.R

Guangdong New Orange Toy Co., Ltd

2. Sales letter for service promotion

Sample 2:

5Second Avenue

New York USA

Telephone 84765

Fax 35467
Telex 46738 MATOY

Matrix Toys Inc.
12 September 2008

Mr. Martin Crown
Managing Director
Crown Toys plc
33 Regent Street
London, UK

Dear Mr. Crown

At the beginning of this month, I attended the Harrogate Toy Fair. While there, I had an interesting conversation with Mr. Douglas Gage of Edu Toys plc about selecting an agency for our teaching aids.

Douglas described your dynamic sales force (富有活力的销售队伍) and innovative approach to marketing. He attributed his own company's success to your excellent distribution network which has served him for several years.

We need an organization like yours to launch our products in the UK.

Our teaching aids cover the whole field of primary education in all subjects. Our patented 'Matrix' math apparatus is particularly successful.

You may have reservations about American teaching aids suiting your market. This is not a problem since we have a complete range of British English versions.

I enclose an illustrated catalogue of our British English editions for your information. Please let me have your reactions to the material.

I shall be in London during the first two weeks of October. Perhaps we could arrange a meeting to discuss our proposal.

Yours sincerely,
Howard Bink
Marketing Manager

Enc.

- A. Sales contract B. Contract for leasing affairs C. Contract of employment
3. A contract usually deals with _____ parties.
 A. one B. two C. two or more.
4. The contract must be of _____ , conciseness and impersonal tone.
 A. practice B. price C. precision
5. A written contract is _____ .
 A. informal B. formal C. informal or formal



III. Formatting

Case 1:

SALES CONTRACT (ORIGINAL)

Contract No.: DE45 Date: Sep. 25, 2015 Signed at: Shenzhen

Seller: FW Import & Export Group Corporation, 17th Road, Futian District, Shenzhen, China

Buyer: Earth Trading Co., Ltd, Green Road, 23High Road, London, U.K.

This Sales Contract is made by and between the Seller and the Buyer whereby the Seller agrees to sell and the Buyer agrees to buy the under-mentioned goods according to the terms and conditions stipulated below:

Name of Commodity	Specifications	Quantity	Unit Price	Total Amount
SN-5390 bed sheet	110cm,red	18,000	\$5.0	US \$ 90,000

(The Sellers are allowed to load 5% more or less and the price shall be calculated according to the unit price.)

1. Shipping Marks: BM London No. 1-32000
2. Insurance: To be covered by the Seller for 110% of the invoice value against All Risks and War Risk as per the relevant Ocean Marine Cargo Clauses of the People's Insurance Company of China. If other coverage or an additional insurance amount is required, the Buyer must have the consent of the Seller before shipment, and the additional premium is to be borne by the buyer.
3. Port of Shipment: Shenzhen, China.
4. Port of Destination: London, U.K.
5. Time of Shipment: During December, 2015, allowing partial shipments and transshipment.
6. Terms of Payment: The Buyer shall open with a bank acceptable to the Seller an Irrevocable Letter of Credit at sight to reach the Seller 30 days before the time of shipment specified, valid for negotiation in China until the 15th day after the aforesaid time of shipment.
7. Commodity Inspection: It is mutually agreed that the Certificate of Quality and Weight issued by the State General Administration for Quality Supervision and Inspection and Quarantine of P. R. China at the port of shipment shall be taken as the basis of delivery.
8. Discrepancy and Claim: Any claim by the Buyer on the goods shipped shall be filed within 30 days after the arrival of the goods at the port of destination and supported by a survey report

issued by a surveyor approved by the Seller. Claims in respect to matters within the responsibility of the insurance company or of the shipping company will not be considered or entertained by the Seller.

9. Force Majeure: If shipment of the contracted goods is prevented or delayed in whole or in part due to Force Majeure, the Seller shall not be liable for non-shipment or late shipment of the goods under this Contract. However, the Seller shall notify the Buyer by fax or E-mail and furnish the latter within 15 days by registered airmail with a certificate issued by the China Council for the Promotion of International Trade attesting such event or events.
10. Arbitration: All disputes arising out of the performance of or relating to this Contract shall be settled amicably through negotiation. In case no settlement can be reached through negotiation, the case shall then be submitted to the Foreign Economic and Trade Arbitration Commission of the China Council for the Promotion of International Trade, Beijing, China, for arbitration in accordance with its Rules of Procedure. The award of the arbitration is final and binding upon both parties.
11. Governing Law: This Contract shall be governed by the United Nations Convention on Contracts for the International Sale of Goods.

Other Terms:

This contract shall be made out in two originals in both English and Chinese. Both versions are equally valid. Each party keeps one original of the two after the signing of the contract.

THE SELLER (Signature)

THE BUYER (Signature)

FW Import & Export Group Corporation

Tool Trading Co., Ltd

Task 2

Directions: Read the sample and answer the following questions.

1. What elements are included in the preamble?
2. What elements are included in the body?
3. What elements are included in the closing?
4. How many parts are included in a sales contract ?

Case 2:

Sales Contract

Name of company: Liangliang Lighting Electrical Appliances Limited Company

S/C NO: SH0112

DATE: Oct.1, 2012

THE SELLER: SHANGHAI LIANGLIANG LIGHTING ELECTRICAL APPLIANCES
LIMITED COMPANY
18 LANE, 315 LONGHUA WEST ROAD, SHNAGHAI
P.R.CHINA

THE BUYER: NEXT CORPORATION
33 HIGH STREET, LONDON
U.K.

This contract is made by and between the Buyer and Seller, whereby the Buyer agrees to buy and the Seller agrees to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Commodity& specification	Quantity	Unit price	Amount
MT-2038 AC 220V 50HZ 11W	5000PCS	CIF SHANGHAI USD 9.0/PC	USD45,000