

高纲 4094

江苏省高等教育自学考试大纲

# 13134 外贸英语写作

南京财经大学编（2024 年）

## I 课程的性质及其设置的目的和要求

### 一、课程的性质、地位与任务

外贸英语函电是进行国际商务往来和国际经济合作等业务活动的重要工具。正确地掌握外贸英语函电写作的基本知识，并熟练地加以运用，是从事对外经贸业务人员必须具备的一个重要条件。特别是近年来，随着我国对外经贸事业的迅速发展，随着对外开放被定为基本国策而日益扩大和深化，以及“大经贸”格局的逐步确立，使外贸与外经、外资等结合更加紧密，许多对外贸易与经济合作等国际商务联系还涉及国际金融、信贷等业务；同时，随着计算机的广泛应用和现代通讯技术的发展，国际商务通讯联系的方式和方法也在逐步改革和更新，如过去曾经常用的电报、电传逐步为电子邮件(E-mail)所代替。

本课程以国际贸易理论为依托，围绕国际贸易的各个环节展开，重点突出个别较重要的常用贸易方式，并结合我国对外贸易业务的实际情况和需要，介绍常见的技术俗语及习惯表达方式；同时结合每课的特定情景，系统地介绍有关国际商务通讯的语言形式、体裁和写作技巧、规则，以及语言使用习惯等基本知识。

### 二、本课程的基本要求

通过本课程的学习，要求考生了解国际商务通讯的语言形式、体裁和写作技巧、规则，以及语言使用习惯等基本知识，掌握外贸英语函电的各种行文方法和格式、专业词语及其语言文体特点等，并在日常涉外工作中正确使用英语进行各项国际商务通讯联系和交易活动，以适应我国新时代不断扩大对外开放和广泛开展对外贸易与经济合作等国际商务往来的需求。

## II 课程内容与考核目标

### Unit 1 Basic Knowledge of Business Correspondence Writing

#### 一、考核知识点

(一) Form and Structure of Business Letters

(二) Writing Principles of Business Letters

(三) The Layout of Fax and Email Message

#### 二、考核要求

识记：①商务书信格式及构成；②商务书信各部分的写作要领；③商务传真、邮件的格式及构成。

领会：①商务书信写作的 7c' s 原则。

应用：①掌握商务英语书信的格式及撰写原则，并进行系统地运用。

## Unit 2 Establishing Business Relations & Inquiring Credit Reference

### 一、考核知识点

(一) Letters for Establishing Business Relations

(二) Inquiring Credit Reference

(三) Supplement: Some Useful Sentences on Establishing Business Relations & Inquiring Credit Reference

### 二、考核要求

识记：①有关建立贸易关系和信用调查的词语；②建立贸易关系的途径和常用书信类型；③信用调查和回复查询信用相关知识点。

领会：①建立贸易关系和信用调查对于建立和发展业务的重要性。

应用：①掌握建立贸易关系和信用调查常用书信的撰写方法，并进行系统地运用。

## Unit 3 Enquiries and Replies

### 一、考核知识点

(一) The Letters of Enquires and Replies

(二) Supplement: Some Useful Sentences on Enquires and Replies

### 二、考核要求

识记：①有关询价及回复的常用词语；②一般询价和回复函；③具体询价和回复函。

领会：①一般询价和具体询价的区别。

应用：①掌握询价函和回复函的撰写方法，并进行系统地运用。

## Unit 4 Quotations, Sales Letters, Firm Offers & Counter Offers

### 一、考核知识点

(一) Quotations

(二) Sales Letters

(三) Offers

(四) Counter Offers

(五) Supplement: Some Useful Sentences on Quotations, Sales letters, Offers & Counter Offers

### 二、考核要求

识记：①有关报价、推销信、报盘及还盘的常用词语；②报价、推销信、报盘及还盘的定义；③报价、推销信、报盘及还盘等信函的结构。

领会：①报价和报盘的相似点和区别。

应用：①掌握报价、推销信、报盘及还盘等信函的撰写方法，并进行系统地运用。

## Unit 5 Orders, Acceptances and Rejections

### 一、考核知识点

(一) Order

(二) Acknowledgement

(三) Acceptance of Orders

(四) Offering Substitute

(五) Letters of Regret

(六) Supplement: Some Useful Sentences on Orders

### 二、考核要求

识记：①有关订单的常用词语；②订单的定义及要素；③对于订单的回复方式：接受、提供代用品或回绝。

领会：①回绝订单的艺术。

应用：①掌握订单及回复函的撰写方法，并进行系统地运用。

## Unit 6 Sales Confirmation and Purchase Contract

### 一、考核知识点

(一) Specimen of Sales Confirmation

(二) Specimen of Purchase Contract

### 二、考核要求

识记：①售货确认书及购货合同的结构；②售货确认书及购货合同的各项条款。

领会：①售货确认书及购货合同的语言特色。

应用：①掌握售货确认书及购货合同的撰写方法，并进行系统地运用。

## Unit 7 Payment

### 一、考核知识点

(一) Letter of Credit

(二) Amendment to Letter of Credit

(三) Supplement: Some Useful Sentences on Payment

### 二、考核要求

识记：①有关支付的常用词语；②支付的方式；③信用证的类型和结构。

领会：①信用证各项条款的含义。

应用：①掌握信用证开立及修改函的撰写方法，并进行系统地运用。

## Unit 8 Transport and Insurance

### 一、考核知识点

(一) Transport

(二) Insurance

(三) Supplement: Some Useful Sentences on Transport & Insurance

## 二、考核要求

识记：①有关装运和保险的常用词语；②各种运输方式和保险条款；③提货单、检验证书、包装单、发票等单据。

领会：①各种运输方式和保险的内涵。

应用：①掌握催装运、预定船运集装箱、要求代办保险或取消险种等信函的撰写方法，并学会发出装船指示、包装要求和装船通知。

## Unit 9 Complaint, Claim and Settlement

### 一、考核知识点

(一) Complaint

(二) Claim and Settlement

(三) Supplement: Some Useful Sentences on Complaints, Claims and Settlements

## 二、考核要求

识记：①有关申诉、索赔和理赔的常用语句；②申诉的原因及申诉函的种类；③索赔的原因、索赔函及对索赔函的回复。

领会：①申诉函和索赔函的回复技巧。

应用：①学会撰写申诉函和索赔函，掌握对申诉函和索赔函的回复技巧并学会写回复函。

## Unit 10 Case Study

### 一、考核知识点

本章为案例研究。该案例是有关中国深圳某纺织工艺品进出口公司和加拿大某贸易公司经过多轮磋商，成功达成一笔工艺品交易的一个实际案例。

通过一段时间的贸易交往，中加双方均感到满意，甲方提出为中方做独家代理。双方则进一步商榷代理事宜。

通过对案例的学习，学习者可对一笔交易从最初的磋商到达成的所有环节有

个初步的了解。

## 二、考核要求

识记：①一笔跨国交易从最初的磋商到达成的所有环节；②国际贸易各个环节沟通的信函的格式和结构。

领会：①国际商务函电的写作技巧。

应用：①掌握国际贸易各个环节沟通的信函的撰写方法，并进行系统地运用。

## Unit 11 Letter of Intent, Agreements and Contracts

### 一、考核知识点

(一) The Basic Knowledge of Writing a Contract and an Agreement

(二) Letter of Intent

(三) Agreement

(四) Contract

(五) Supplement: Some Useful Sentences on Agreements and Contracts

### 二、考核要求

识记：①有关协议、合同的常用语句；②协议的种类及格式；③合同的种类及结构。

领会：①意向书、协议、合同的语言特色。

应用：①学会撰写意向书、协议及合同。

## Unit 12 Invitation for Bids, Bid, Notice of Award

### 一、考核知识点

(一) Invitation for Bids

(二) Bid

### 二、考核要求

识记：①招标公告的结构：标题、正文、结尾；②投标书及回复；③中标通知。

领会：①招投过程及招投标书的语言特色。

应用：①学会撰写招投标文件及中标通知。

## Unit 13 Social Contact Correspondences

### 一、考核知识点

(一) Invitation

(二) Letters on Congratulations

(三) Memorandum

(四) Recommendation

(五) Supplement : Some Useful Sentences on Social Contact Correspondences

### 二、考核要求

识记：①邀请函的格式及结构；②贺信的格式及结构；③备忘录的结构；④推荐信的结构。

领会：①各类社交信函的语言特色及写作原则。

应用：①学会撰写邀请函、贺信、备忘录、推荐信等应运文。

## III 有关说明与实施要求

### 一、关于考核目标的说明

为使本大纲的规定在个人自学、社会助学和考试命题中得到贯彻和落实，兹对有关问题作如下说明，并进而提出具体要求。为使考试内容具体化和考试要求标准化，本大纲在列出考试内容的基础上，对各章规定了考核目标，包括考核知识点和考核要求。明确考核目标，使考生能够进一步明确考试内容和要求，更有目的地系统学习教材；使社会助学者能够更全面地有针对性地分层次进行辅导；使考试命题能够更加明确命题范围，更准确地安排试题的知识能力层次和难易度。

本大纲在考核要求中，按照识记、领会、应用三个层次规定其应达到的能力层次要求。三个能力层次是递进等级关系。各能力层次的含义是：

识记：能知道有关的名词、概念、知识的意义，并能正确认识和表达，是较



低层次的要求。

领会：在识记的基础上，能全面把握基本概念、基本原理、基本方法、能掌握有关概念、原理、方法的区别与联系，是较高层次的要求。

应用：在领会的基础上，能运用基本概念、基本原理、基本方法分析和解决有关的理论问题和实际问题。

## 二、关于自学教材

本课程使用教材为：《外贸英语函电——商务英语应用文写作》（第6版），尹小莹、范晶晶编著，西安交通大学出版社，2019年。

## 三、自学方法指导

1. 在全面系统学习的基础上掌握基本概念、基本知识、基本方法和技术、本课程内容主要涉及国际贸易各个环节的基本业务操作。各章有一定联系并有相对独立性。考生应首先全面系统地学习各章，深刻领会国际贸易及函电写作的理论，理解基本概念、基本知识，基本方法和技巧，在实务的基础上注意各章之间的联系。

2. 要把学习理论同实践结合起来自学，考生应该懂得外贸英语函电是一门实践性极强的课程，而应当把课程内容与实际操作联系起来。增强感性认识，更深刻地领会教材内容，将知识内化为自身的素质，以提高自己的知识运用能力。

## 四、对社会助学的要求

1. 社会助学者应根据大纲规定的各章主要内容和考核重点及难点，认真钻研指定教材，明确本课程与其他课程不同的特点和学习要求，对考生进行切实有效的指导，引导他们防止自学中的各种倾向，把握社会助学的正确方向。由于本课程的特殊性，应尽量结合外贸业务中的实际问题的解决方式，以保证学习内容的实用性和有效性。

2. 要正确处理基本知识的应用能力的关系，努力引导考生将识记、领会同应用联系起来。把基本知识转化为实际工作能力，在辅导的基础上，着重培养和提高考生的素质和思想水平。

3. 正确处理重点和一般的关系。课程内容有重点与一般之分，但考试内容是全面的，而且重点与一般是相互影响的，不是截然分开的。社会助学者应指导考生全面系统地学习教材，掌握全部考试内容和考核知识点，在此基础上再突出重点。总之，要把重点学习同兼顾一般结合起来，切勿孤立地抓重点，把考生引向猜题、押题。

## 五、关于命题考试的要求

1. 本课程的命题考试，应根据本大纲所规定的考试内容和考试目标来确定考试内容和考核要求，不要任意扩大或缩小考试范围，提高或降低考核要求，考试命题是覆盖到各章，并适当突出重点章节，体现本课程的内容重点。

2. 本课程在考试试题中对不同能力层次要求的分数比例，一般为：识记占 20%，领会占 30%，应用占 50%。

3. 试题要合理安排难度结构。试题难易度可分为易、较易、较难、难四个等级。每份试卷中，不同难易度试题的分数比例，一般为易占 20%，较易占 30%，较难占 30%，难占 20%。必须注意，试题的难易度与能力层次不是一个概念，在各能力层次中都会存在不同难度的问题，切勿混淆。

4. 本课程考试试卷中可能采用的题型有：单项选择题、词语英译汉、句子汉译英、阅读理解题、备忘录或便条写作题、信函写作题等。

5. 考试方式为闭卷、笔试，考试时间为 150 分钟。评分采用百分制，60 分为及格。考生只准携带 0.5 毫米黑色墨水的签字笔、铅笔、圆规、直尺、三角板、橡皮等必需的文具用品，不可携带计算器。

## 附录 题型举例

### 一、单项选择题

**Multiple-choice: For each sentence, there are four choices marked A, B, C, and D. Choose the one that best completes the sentence and Mark the corresponding letter on the Answer sheet.**

1. We are sending you the samples \_\_\_\_\_ requested.

A. be

B. are

C. as

D. for

参考答案： C

## 二、词语英译汉

**Translate the Following Words and Expressions into Chinese.**

1. leading importer

参考答案： 主要进口商

## 三、句子汉译英

**Translate the Following Sentences into English.**

1. 我方是本市日用化学品的主要进口商，若能与贵公司建立贸易关系将感到非常高兴。

参考答案： We are one of the leading importers of Daily Chemicals in this city and shall be pleased to establish business relations with your corporation.

## 四、阅读理解题

### **The Developing and the Developed**

Some countries in the world are very rich, such as the US, Canada, Japan and those of Western Europe. Other countries are less well off. They are called developing countries. These developing countries lie in Africa, Asia and South America, and are also often called Third World countries. There are great differences among developing countries. Some have barely started to change, while others are well on their way to becoming modern industrialized nations.

Developing countries differ from developed countries in a number of ways. The most important difference is that developing countries are poor while developed countries are rich. On average, people in developing countries do not eat as well, live in poor quality housing, work in bad conditions, suffer from ill health and have low life expectancy. Their economies are mainly agricultural. Some of the richer developing countries have a large number of people employed in urban jobs but on the whole, there is relatively little machinery in industry.

There have been a great many links between developed and developing countries. The developing countries buy manufactured goods, particularly machinery, from developed countries. In return, they sell raw materials to developed countries. A great deal of the developed countries' food comes from the Third World. Recently, as some developing countries have prospered, they have started to export finished goods as well. One particular example is textiles. Labor is less expensive in Third World countries, so they can make shirts and dresses far less costly than developed countries. Textile manufacturers in developed countries do not like it because they lose

business, and often say it is “unfair competition”. This sort of import “invasion” will become more and more common as the developing countries acquire the machinery and know-how to make goods themselves.

Aid to developing countries used to be considered very important. Now many economists say that it hardly benefits the developing countries. They say aid is usually given for political reasons. Ordinary loans are not “aid” at all, since the money has to be paid back with interest. Such loans can be a heavy burden to a developing country. Often aid is “tied” – the developing countries must spend the money on goods from the donor country, even if they can get what they want more cheaply elsewhere. Not all aid is bad – the developing countries do want aid to continue but they are far more reluctant now to take tied aid or loans with a high rate of interest.

As the developing countries develop, they will become more and more powerful. Already they have the power to cripple the developed countries if they want to, by refusing to export raw materials. They realize that getting a fair price for their exports is more important than all the foreign aid offered.

In 1980, an important report about First World / Third World relations was published. It is called the Brandt Report. It points out the close links between developed and developing countries. Without the Third World, the economies of the First World would collapse for lack of enough raw materials. Serious unemployment would also result from a collapse of trade, because much of the exports of the First World goes to Third World countries. Therefore, rich countries should do more to help poor countries to help themselves.

1. Developing countries are less well off, that is, they are \_\_\_\_\_.

- A. relatively not good
- B. relatively poorer
- C. extremely poor
- D. obviously poorer

2. Some Third World countries have barely started to change. That means they \_\_\_\_\_.

- A. have already begun to change
- B. have changed a lot
- C. have not changed much
- D. have had some changes

3. Other developing countries are well on their way to becoming modern industrialize nations.

By this the author means that \_\_\_\_\_.

- A. they have developed so much that they are now closer to being an industrialized nation
- B. they did well to start their journey toward being an industrialized nation
- C. they have gone too far in wanting to become an industrialized nation
- D. they have already become an industrialized nation

4. Which of the following is NOT considered to be a feature of most of the developing countries?

- A. Not having sufficient quality food
- B. Living in poor conditions
- C. Being poor in natural resources
- D. Having low life expectancy

5. Which of the following is NOT a true description of the First-Third Worlds relations according to the author?

- A. The Third World sells raw materials to the First World and buy machines from them.
- B. The First World sells natural resources to the Third World at a higher price.
- C. The Third World provides cheap labor to and buy manufactured goods from the First World.
- D. The First World provides economic aids to and get much of their food from the Third World.

参考答案: 1-5 BCBCB

### 五、备忘录或便条写作题

**You are a manager of ABC Company. Please write a memo to all the department managers, informing them of a training event which will take place on the 3<sup>rd</sup> September from 9-5 in the conference rooms and attach the documents which are to be read before the event.**

参考答案:

To: Department Managers

From: Manager

Date: 1 September

Subject: Training Event

Would all Department Managers note that the next health and safety training event takes place on the 3<sup>rd</sup> September from 9-5 in the conference rooms. As you know this is a legal requirement. Please also find attached documents which you should be familiar with before the event.

Thanks for your cooperation.

## 六、信函写作题

**Write a letter to the buyer, urging him to amend L/C No. 345. Your letter should cover the following contents:**

- (1) 长吨改为公吨
- (2) 目的港不莱梅港改为汉堡港
- (3) 展装运期到 8 月底并允许分转船
- (4) 数量与合同不符，总金额相差 375.6 英镑
- (5) 金额不足，请按合同增加 520 磅（即按合同增至 8,125.00 磅）

参考答案：略。