複習商業寫作格式及實用字詞

英語商業書信構成要素（The Essential Factors of English Business Letter）

|  |  |
| --- | --- |
| Company name |  |
| Address |  |
| Website |  |
| Email address |  |
| Telephone |  |
| Trademark |  |
| Line of Business |  |

1. ＿＿＿＿＿＿＿＿＿: 又稱為Heading, 包含以下內容
2. ＿＿＿＿＿＿＿＿＿: 日期通常寫於Letterhead下方，並分為以下兩種：

|  |  |
| --- | --- |
| 英式 | 6th March, 2020 |
| 美式 | March 6th, 2020 |

1. ＿＿＿＿＿＿＿＿＿: 為收信人姓名及地址。人的姓名及公司名稱一定寫於第一行，例如：  
   Mr. Robert Chang  
   No. 418, Zhongshan Rd.   
   Hualien City, Taiwan
2. ＿＿＿＿＿＿＿＿＿: 進入本文前的敬語，常用的有：

|  |  |
| --- | --- |
| 單數型 | 複數型 |
| Dear Sir,  Dear Mr. \_\_\_\_\_\_,  Dear Miss \_\_\_\_\_, Dear 姓氏 | Dear Sirs,  Dear Gentlemen,  Dear Ladies, |

1. ＿＿＿＿＿＿＿＿＿: 信件的標題或主旨，把一封信的主旨簡要寫在信件本文上方，讓收信人能一看便知道來信的案由，便於處理。標題或主旨可在文字下方劃一線以求醒目，例如。  
   Inquiry Request
2. ＿＿＿＿＿＿＿＿＿: 信件本文，每段應有完整的idea，並且不超過10行以上及連續一行。
3. ＿＿＿＿＿＿＿＿＿: 本文寫完後的客套話，與信件內容無關，常用如下：

|  |  |
| --- | --- |
| 英式 | 美式 |
| Yours faithfully, | Yours very truly, |
| Faithfully yours, | Very truly yours |
| Sincerely yours  Yours sincerely  Cordially | |

1. ＿＿＿＿＿＿＿＿＿: 由寫信人自簽以示負責。

\*常見職銜

|  |  |
| --- | --- |
| Clerk |  |
| Assistant Manager |  |
| Deputy General Manager |  |
| Deputy Manager |  |
| Director |  |
| Manager |  |
| President |  |
| Vice President |  |
| Representative |  |
| Secretary |  |

\*公司部門名稱

|  |  |
| --- | --- |
| Accounting Department |  |
| Business Department |  |
| Financial Department |  |
| General Affair Department |  |
| Information Management Department |  |
| International Department |  |
| Liaison Department |  |
| Marketing Department |  |
| Personnel Department |  |
| Planning Department |  |
| Product Development Department |  |
| Public Relation Department |  |
| Sales Department |  |
| Trading Department |  |
| Technical Service Department |  |
| Section |  |

\*常見縮寫字

|  |  |  |
| --- | --- | --- |
| Apt. | Apartment |  |
| Assn. | Association |  |
| Ave. | Avenue |  |
| Blvd. | Boulevard |  |
| Bldg. | Building |  |
| Co. | Company |  |
| c/o | Care of |  |
| Dept. | Department |  |
| Div. | Division |  |
| Dr. | Drive |  |
| Inc. | Incorporated |  |
| Ltd. | Limited |  |
| Mfg. | Manufacturing |  |
| P. O. Box | Post Office Box |  |
| Rd. | Road |  |
| Sec. | Section |  |
| Sq. | Square |  |
| St. | Street |  |

\*信封上常見標示

|  |  |
| --- | --- |
| Air Mail |  |
| Par Avion |  |
| Commercial Papers |  |
| Complimentary Copy |  |
| Confidential |  |
| Courtesy of |  |
| Printed Matter |  |
| Registered |  |
| First Class mail |  |