

分析商务英语的礼貌用语原则

摘要: 本文分析归纳了在商务英语中如何使语气委婉,措辞得当的方法和手段,充分说明了商务英语中的礼貌原则。熟练地运用此项原则,有助于双方在平等互利的基础上建立贸易关系。

关键词 礼貌原则 委婉 弱化

Abstract In order to explain what is courtesy principle of business English, this paper presents the methods which make diction tactful and tone mild during business negotiation and writing. If we use the principle skillfully it can help both sides to establish business relations on the basis of equality and mutual benefit.

Key words courtesy principle mild tone decrease negative

随着全球经济一体化的飞速发展,以及中国加入WTO,我国的对外经济贸易往来日益频繁,商场犹如战场。如何在激战中转危为安,扩大市场,赢得胜利?商家最主要、最锐利的武器之一就是商务英语中的礼貌原则。一封彬彬有礼的书信,得体脱俗的谈吐,能使我方在对方的心目中树立起一种正直、热情、有良好文化修养和职业道德的形象,从而乐意与我方合作,带来无限的商机。下面介绍几种体现商务英语礼貌原则的方法和手段,供读者参考。

1 将命令式改为请求式

请求式能够避免居高自傲,体现双方的平等地位。我们常常用“I wish...”,“I hope...”,“I think...”,“I’d like to...”,“Please...”等句型来提出要求或表达意愿,语气委婉,观点鲜明。11Would you please send us your catalogue together with detailed offer?请寄样品目录并详细报价。2. We wish to be your agent in our district if the commission rate is favorable.如佣金率优惠,我们愿作你方在我地区的代理。3. We hope to enlarge our trade with your country and intend to grant you 3% discount.我们希望扩大与贵国的贸易,并准备给你方3%折扣。4. We think it advisable to postpone discussing the matter.我们认为暂缓讨论此事为宜。5. I would like to point out that because of the limit stock, you’d better accept it as soon as possible.我得说明一下,由于现货数量有限,你方最好尽快办理。

2 使用过去时

在商务英语中常用情态动词的一般过去式表示现在或将来的时间,以使谈话的语气更为婉转,带来更多的商量口吻。例如在表示询问,请求或表达与对方不同的观点时,如果用“Can you...?”“Will you...?”“I want...”“I wonder...”未免显得生硬、唐突,如果换成过去时,就显得温和有礼,没有火药味,易于对方接受。11Could you please quote price inclusive of transportation and insurance, and inform me when deliver?请在报价中加进运输费和保险费,并告知我方何时交货?21I wondered whether you could make delivery in the middle of June.不知你方能否在六月中旬交货?3 使用虚拟语气在国际贸易中,商务人员常用动词的虚拟式提出建议或请求,使语气委婉含蓄,具有更多的磋商余地,这样更有利于在平等信任的基础上,达成贸易协议。

11We should be grateful if you would change the invoice and let us have a correct copy.如蒙贵方重换发票,并回寄更改后的文本,我方将不胜感激。

2. If the quantity were not so large, we could not give you such a high discount.如果不是因为这么大的订量,我们是不能给这么高的回扣的。

3. May we suggest that you make some allowance on your quoted prices so as to enable us to introduce your goods to our customers.建议贵公司在报价上让一步,以便我们能将你方货物介绍给我方买主。

4. We wish we could accept your counter-offer but unfortunately the price quoted by us is quite realistic, we cannot do so.我们也希望能接受你方的还盘,但令人遗憾的是报给你方的价格已很实际,我们确实无法同意。

4 使用被动语态

在商务信函中,经常使用主动句,从而明确地表达交易双方的立场和观点,而且也能使句式简洁明了。但有时被动句更合适,更实用,尤其是在表示否定意思时,常采用被动语态。这样可以避免语气咄咄逼人,引起对方反感,不利于双方在融洽的气氛中建立贸易关系。

11 What if the inspection cannot be completed within the time limit? 如果商品检验不能在规定期限内完成, 怎么办?

2. Shipment should be made before October, otherwise we are not able to catch the season. 十月底前必须交货, 否则就赶不上季节了。

3. The price list was not enclosed in your letter. 价目表没有随信附上。

4. We shall be forced to consider passing the matter over to our legal department for the collection. 我方将被迫考虑将此事移交给法律部门, 由他们来追回超期未付的款项。英语的主动句强调的是动作的执行者, 而被动句强调的是动作承受者, 例 1、例 2、例 3 没有指明动作执行者, 因而没有盛气凌人的味道, 弱化了责备的语气。例 4 如果用主动句, 则是指责对方迫使我们这么做, 容易使对方不悦; 用被动句则说明我们这么做是不得已而为之, 提醒对方遵守双方达成的协议。

5 使用缓和法, 避免过分刺激在商务信函和谈判中, 为了找出解决问题的办法, 双方都会提出一些意见。对对方的要求和建议, 如果直截了当地加以否定, 对方也许会失去继续谈判的兴趣, 甚至认为不给他面子, 引起双方贸易关系的破裂。因此, 我们常常采用缓和法, 通过转换角度或用副词 unfortunately, scarcely, hardly, really 等来弱化否定语气。

1. It seems to me that we are giving up too much in this case. 在这项生意中, 我觉得我方似乎让步太大了。此句既表达出自己的不满, 又暗示对方应作出一些让步, 否则生意也许难以做成。

2. I'm afraid I could not agree with you for such a big discount. In this way, it won't leave us anything. 恐怕我不能给你这么高的折扣。这样的话, 我方就无利可图了。此句很客气地提出我方不能满足这些条件。如果否定句前不加上 I'm afraid 语气则显得太强硬, 不利于双方进一步磋商。

3. Let's look at this from another way. 让我们以另一种方式来看……此句型避免了 You are wrong. I don't agree with you. 的反驳字眼, 说明还有商量的余地, 有利于业务的进展。

4. Unfortunately this is our rock-bottom price, we can't make any further reduction. 很遗憾这是我方的最低价格, 我们不能再让了。unfortunately 既表达了我方与对方达成贸易的诚意, 又表明了鲜明的立场, 语气坚定而又不失礼貌。

5. I'm really sorry that our product's can hardly satisfy your requirement. 对我方产品不能满足你方要求, 甚感抱歉。really 使语气更加委婉, hardly 则极好地避免了绝对化。

6 使用第二人称

商务书信或谈判, 尽量用第二人称, 这样显得更加真诚、有礼貌。试比较下列句子, 同样的内容用第一人称(We)会令你感到比较冷淡。1. You can have your goods delivered on any weekday. 您要求在周内哪天装运货物均可。We cannot deliver at the weekend. 我们不能在周末装运。2. You will be able to receive a full refund of deposit if you return the goods within a week. 您如果能在一个星期内退货, 就能得到全部定金退款。We cannot refund your deposit unless you return the goods within a week. 除非你们在一星期内退货, 否则我们不退还定金。

7 使用积极的词汇或词组商务书信或谈判的语调应是积极合作的, 不可用高人一等或讥讽的语气, 所以不要用消极的或中性的词汇和词组, 避免责怪对方的错误, 搞僵关系。比较下列各句:

1. Your complaint about the quality of paper used in the forms we supplied you is regrettable. 你方抱怨我方按常规提供的纸张质量不佳, 我方对此表示遗憾。I'm sorry that the quality paper in the forms we supplied you is regrettable. 我很遗憾按我方通常规格提供你方的纸张有质量问题。

2. You obviously ignored the assembly instructions accompanying the equipment. 你方显然忽视了随设备寄去的组装说明书。The assembly instructions accompanying the equipment are very specific about proper installation. Did you not receive them? 设备的组装说明书对如何正确安装写得非常具体, 不知你方是否已收到。

3. You failed to send your order to us before the new prices were introduced. 你方未能在新价格实施之前将定单寄给我们。Unfortunately, we did not receive your order before the new prices were introduced. 很不

幸,我们在实施新价格之前未能收到你方定单。

比较上面几句,就会发现如何把消极或中性的句子用积极的方式表达出来,积极肯定合作的语气会使句子变得更加真诚有礼貌。以上各例句,充分说明了商务英语的礼貌原则。它是商贸英语的一个鲜明特色,对吸引客户,开拓市场有着重要意义。

8 参考文献

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