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关于台词的备注:

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Q & A of the Week: Business Emails 商务电子邮件

Finn: Hello, I'm Finn and you're listening to Question and Answer of the Week.

Feifei: 大家好，我是冯菲菲。欢迎收听本期《你问我答》节目，在这个节目中我们会帮你解答在英语学习中碰到的各种难题。

Finn: And today's question is from Sola in China.

Insert

Can you tell me how to write better business emails?

Feifei: Sola 想知道怎样能写出一封更好的商务电子邮件。A good question, isn't it Finn?

Finn: It's very good. Not long ago we answered a similar question about email sign-offs, 就是电子邮件结尾. But of course the topic of writing work or business emails is an important one. So can we help Sola, Feifei?

Feifei: Oh yes I think so. 首先在写一封商务邮件时，电子邮件礼仪非常重要。

Finn: So how about we do this in the programme – let's give our listeners ten top tips for writing better business emails in English.

Feifei: 十个好的建议 – sounds like a good idea. Shall we listen to them?

Finn: Here we go. Let's listen to these, then we'll go through them one by one.

Insert

- 1) **Use a clear title**
给邮件一个清楚的题目
- 2) **Keep language simple**
避免使用你不懂的语言
- 3) **Watch your tone**
语气很重要
- 4) **Don't use text language or emoticons**
避免使用手机短信中的非正式语言和表情符号
- 5) **Use capital letters where necessary**

不要整封信全用大写字母或全用小写字母

- 6) **Keep attachments small**
避免发送过大的附件，一般不要超过5兆
- 7) **Use an appropriate email address**
使用一个听起来正式的邮箱名称和地址
- 8) **Use an appropriate signature**
邮件末尾的签名地方，留下自己的联系方式就行了
- 9) **Check spelling and grammar**
写完信后检查拼写和语法
- 10) **Read it again before sending**
在点击发送邮件之前，再仔细检查一遍

Finn: That was a lot to take in, so let's look at them one by one. Firstly starting at the beginning:

Insert

1) *Use a clear title*

Feifei: 给你的邮件一个合适的题目。我们经常会看到一些邮件没有题目或一个很简单的写一个单词 'Hi'.

Finn: Yes – that's no good, it looks really bad when there's no title at all. Give your email a brief title which says what it's about, for example: 'Meeting on Thursday'.

Insert

2) *Keep language simple*

Feifei: 使用简单易懂的语言，避免使用绚丽复杂的词汇。

Finn: Yes – with business communication it's important to say what you want to say as clearly as possible. Keep the language simple so the meaning is clear.

Insert

3) *Watch your tone*

Feifei: Tone 语气是另一个要特别注意的地方。

Finn: Yes – and getting the tone right is something that even native speakers 就是英文母语的人 find difficult. My advice would be to be polite at first.

Feifei: For example, when writing to them for the first time, use 'Dear' instead of 'Hello' or 'Hi'.

Finn: Very good. And then really read the emails of the person you are communicating with, and try to mirror their level of politeness.

Feifei: 语气说起来是一个很大的题目，我们可以就它做一期节目。这里我们能给大家最好的建议就是仔细阅读你收到的邮件，注意对方的语气，然后效仿给予答复。

Insert

4) *Don't use text language or emoticons*

Finn: This one's simple – don't use the kind of abbreviations you use in text messages 就是短信, like shortening the word 'you' Y.O.U. to just the letter U.

Feifei: And please – don't use emoticons 表情符号，这些表情符看起来不够正式。

Insert

5) *Use capital letters where necessary*

Finn: Now I've seen a lot of emails where everything is in lower case 小写. While this might be ok with friends or colleagues you know really well, it's not appropriate for business emails.

Feifei: 同样的错误就是全用大写 – 用大写会让对方觉得你在冲他们喊，会使读信的人感到不舒服，采取守势。

Insert

6) *Keep attachments small*

Feifei: 这点不只是礼节那么简单，除非给你写信的人知道你要给他们寄一个非常大的附件，一般情况下不要发送过大的附件，有些人说最好不要超过5兆的附件是相对比较合适的。

Insert

7) *Use an appropriate email address*

Finn: I've seen lots of Chinese email addresses with things like littleangel@..., or snowprincess@... While these are all very cute, they don't look very professional in a Western business context.

Feifei: 很多朋友会选择很可爱的邮箱名字，不过在和国外公司用邮件交流的时候，这些私人邮箱名字看起来会有些不太合适。最好还是使用自己的名字或名字的变体，在可能的情况下使用公司的邮箱。

Insert

8) *Use an appropriate signature*

Feifei: 邮件签名 **signatures** 在商场交流中广为使用，要注意的是不要写得太花哨，或是过多繁琐的细节，比如说在末尾加上名人引言。

Finn: **Yes – your name, job title and contact details are best! Now for two very simple points to finish.**

Insert

9) *Check spelling and grammar*

Feifei: 在用英语书写的时候注意别忘了检查整封信的拼写和语法。

Finn: **And don't forget to spell the name of the person you are writing to correctly – otherwise it looks really bad!**

Feifei: **And finally:**

Insert

10) *Read it again before sending*

Finn: **Now this is your chance to check everything before you send – so make sure you've said everything you want to say, and then check things like names and figures. So, Feifei, that's our ten top tips!**

Feifei: **Yes, let's hope they're helpful.** 记住，最好的提高商务信件书写的方法就是多写，还有就是别忘了今天我们给大家提的这10点建议，接下来要做的就是练习，练习，再练习。

Finn: **And just remember to be polite and clear, and check everything thoroughly. And you know what Feifei?**

Feifei: **What's that?**

Finn: **I think we should give our listeners a chance to practise right now – by writing to us.**

Feifei: **Good idea!**

Finn: **Our email address is questions.chinaelt@bbc.co.uk**

Feifei: 把你在英语学习中遇到的问题发给我们，下期节目可能就来回答你的问题！

Finn: **That's right. And before we leave, let's say thank you again to Sola for her question. Here she is. So Sola, do you write many business emails?**

Sola: **I'm a student now. In the future I need to write business emails.**

Finn: **Very good. Thank you Sola.**

Feifei: 记得常到我们的网站上获取免费的英语学习资料，网址是...

Finn: www.bbcchina.com.cn

Feiei: 然后点击英语教学，很多可以帮助你提高英语听说读写的节目。Happy email writing everyone!

Finn: Bye for now.

Feifei: Bye.