

教 案

周 次	第 周, 第 次课	授课时间	年 月 日
授课章节	Part Nine Practical Writing: Letters (1)		
本(章)节 授课方式	课堂讲授 (√) 实践课 ()	教学时数	2
授 课 要 点	本 (章) 节 教 学 目 标	To help students grasp the structure of a letter	
	教 学 重 点 和 难 点	<p>Key Points: The basic structure of a letter</p> <p>Difficult Points: Conventional writing for each part of the structure</p>	
思 考 题 或 作 业	<p>1. Review what has been discussed.</p> <p>2. Finish the exercises in the textbook.</p>		

教学内容与组织安排

Part Nine Practical Writing: Letters (1)

Teaching Focus: Structures and conventions on writing

Time Allotment:	Lead-in	5 minutes
	About the Structure of a Letter	10 minutes
	How to Write the Structure Effectively	50 minutes
	Practice	23 minutes
	Assignment	2 minutes

Teaching Procedures:

I. Lead-in (5 min)

Activity: Comparing the structures of a note with the structure of a letter

To ask the students to read a note and a letter, so they can figure out the difference and similarity between their structures

Q: *What is the structure of a note? What about the structure of a letter?*

A letter contains more parts than that of a note. Or a letter is more complicated than a note.

II. About the Structure of a Letter (10 min)

Q: *What do you usually write in your letter besides the body of the text?*

Activity: Discussion

Twelve parts may be included in a letter:

1. Letterhead
2. Reference Number
3. Dateline
4. Inside Name and Address
5. Salutation
6. Subject Line
7. Body of the Text
8. Complimentary Close
9. Signature
10. Identification Marks
11. Enclosure
12. Carbon Copy

Among which seven parts are basic ones:

1. Letterhead
2. Dateline
3. Inside Name and Address
4. Salutation

- 5. Body of the Text
- 6. Complimentary Close
- 7. Signature

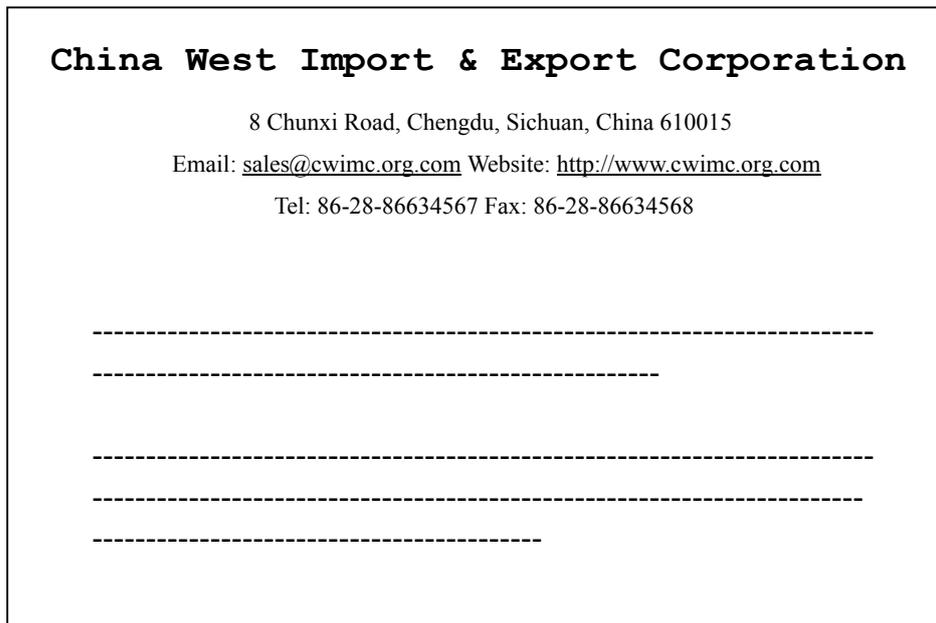
III. How to Write the Structure Effectively (50 min)

1. Letterhead

When writing business letters, you usually use the company's stationery with artistically designed and printed letterhead which tells the reader where the letter comes from and gives reader's impression of your company. A letterhead usually contains the following information:

- The icon of the company
- The name of the company
- The full address including postcode
- Telephone number
- Fax number
- E-mail address and internet website

According to different company's culture and image, the printed letterhead may be placed at the top of the page either in the center, on the left or right side of the margin, e.g.



When second and continuation pages are needed, a second-page heading should be typed to show:

- the number of page
- the name of the receiver or the receiver's company
- the date of the letter

There are two forms of second-page heading: block form and horizontal form. e.g.:

Block form (used when the letter is in block style)

China West Import & Export Corporation

8 Chunxi Road, Chengdu, Sichuan, China 610015
Email: sales@cwimc.org.com Website: <http://www.cwimc.org.com>
Tel: 86-28-86634567 Fax: 86-28-86634568

Page 2
Mr. John Smith
July 8, 2010

Horizontal form (used for semi-block style or modified block style)

China West Import & Export Corporation

8 Chunxi Road, Chengdu, Sichuan, China 610015
Email: sales@cwimc.org.com Website: <http://www.cwimc.org.com>
Tel: 86-28-86634567 Fax: 86-28-86634568

Mr. John Smith Page 2 July 8, 2010

All the salutations should be started with the word "Dear" in business English letters. "Dear" in the salutation has no any sentimental or emotional impact.

Whatever letter form is used, the salutation always appears on a line by itself at left margin, conventionally three line-spacing below the inside name and address, and two line-spacing ahead of the next element of a letter, either subject or body of the text. The first letter of every word in salutation should be capitalized.

6. Subject Line

A subject line identifies the subject of the letter and tells the reader what the letter is about. It is also useful as a guide for filing. It comes two lines below the salutation, either beginning at the left margin or in the centre, depending on which style you are using. The subject line may be typed either in all capital letters or in up- and lowercase letters or underlined. The subject line can begin with or without the introduction word, such as "Re", "Subject", which is usually followed by a colon. e.g.:

Re: L/C MODIFICATION

Re: Our Contract No.123

Subject: Order No.678 of Shirts

Orientation Training Arrangement

7. Body of the Text

This part is the core of a letter. It conveys the actual message of a letter. It should begin two lines below the subject line or at two lines below the salutation if there is no subject line. For full block and modified block formats, each paragraph begins at the left margin and one blank line is left between paragraphs. For semi-block, the first line of each paragraph is indented five spaces and one blank line between paragraphs is optional.

8. Complimentary Close

Like the salutation which is a polite greeting of starting a letter, the complimentary close is a polite way of ending a letter. So the two parts should always match each other. The complimentary close is placed two or four lines below the last line of the body of the text. No matter it is placed at the left or at the right depending on the different letter styles, it should be lined up vertically with the dateline. Only the first letter of the first word in complimentary close is capitalized. The most commonly used sets of salutation and complimentary close are:

Salutation	Complimentary Close	Comment
Dear Sir(s): Dear Madam: Dear Mesdames:	Yours faithfully, Faithfully yours,	Formal (British way)
Dear Sir(s): Dear Madam: Dear Mesdames:	Yours truly, Truly yours,	Formal (American way)
Dear Mr. Smith: Dear John: Dear John Smith:	Yours sincerely, Sincerely yours,	Informal (Generally used when person's name is used)

9. Signature

The signature block contains handwritten name and typed name. All letters must be signed. Unsigned letters have no authority. The handwritten signature is always followed by the typed one so that the name is legible to the reader. No matter the signature block is placed at the left or at the right depending on the different letter styles, it should be lined up vertically with the dateline and complimentary close. It is customary to leave enough space --- at least three blank lines --- between the complimentary close and the typed name for signing by hand and in ink after the letter printed out. The use of a job title, the name of the writer's department is desirable after the typed signature. The first letter of every word in job title and department name should be capitalized. e.g.:

Yours Sincerely,
Susan Peters
Susan Peters
Senior Coordinator
Marketing Department

10. Identification Marks

Identification marks are used for administrative purpose in the office where the letter originated. They are made up of the initials of the signer and those of the secretary or typist. They are typed two spaces below the typed signature and flush with the left margin. The signer's initials in all capitals should appear before the typist's in lowercase letters. e.g.:

JS/mf
JS: mf

Do not use the identification marks if the signer or the writer typed the letter by himself or herself.

11. Enclosure

If any other documents are sent together with the letter, the enclosure is used at two lines below the identification marks at the left margin. It reminds the reader to look for those attached documents. The commonly used methods for indicating enclosure are as follows:

Enc.: Resume
Encs (3)
Encls: 1 Price List
 2 Catalogues
Enclosure: as stated

12. Carbon Copy

A carbon copy notation is used only when the writer wants the reader to be aware of who else is also receiving a copy of the letter. It is introduced by the initials “cc” which is followed by the name of the people who is to receive the copy of the same letter. It is typed two lines below the enclosure at left margin. The specific methods of indicating carbon copy are as follows:

cc: Ms. Nancy Hill
 Mr. Tom James
cc Cooper Warren
c/c: Mr. Bruce Anderson
Copy to David Peters

IV. Practice (23 min)

Translate the following sentences into English:

1. 称呼由“尊敬的”一词开始，其具体写法取决于写信人和收信人之间的关系。
2. 为了避免英美表达方式差异可能造成的混淆，日期不要全部用数字表示，而是将月份用英文表示。
3. 签名一栏包括手签名和打印名。
4. 如果采用齐头式或半齐头式，正文的段落划分通过空行来表示。
5. 信内的收信人名字和地址应该和信封上的一模一样。
6. 书写结尾敬语时，只大写第一个词的第一个字母。
7. 书信是重要的交际工具，通常分为商务书信和私人书信两大类。
8. 信函正文中各段首行可一律左对齐，也可采用首行等距缩进格式。
9. 在商务信函中，发信人的亲笔签名应写在结尾敬语和打印名之间。而在打印名之后还应注明发信人的职务。
10. 如果发信人想让收信人知道同一封信还寄发给了谁，就用抄送来表示。

V. Assignment (2 min)

1. Review what we have discussed today.
2. Write the letter based on the fourth situation given on page 426.