

Chapter 01

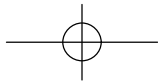
社交公关 Social Letters

社交信函是人们日常生活、工作中不可缺少的交流思想的工具和载体。随着社会的进一步发展、融合，国内外人际交往频繁，文秘工作者在日常工作中处理礼节性往来信件也日益增多。社交类信函一般包括：邀请信、祝贺信、感谢信、告别信、慰问信、吊唁信、道歉信等等。由于这类书信使用频繁、是连接人际的纽带，因此写好这类信件就显得尤为重要。

社交类信函的写作，主要有以下几点要求：

1. 准确（Accuracy）：选择的文体要准确，表达的意思要准确，所说的内容要准确。
2. 简洁（Brevity）：要说明写信的理由、支持理由的事实以及对收信人的要求。句句切中主题，切勿繁琐冗长。
3. 清晰（Clarity）：尽量使用短的段落、句子和简单的词汇。因为社交信件不是炫耀文学功底的地方，一切以达到目的为准，以免让人反感。

公关礼仪类的应用文主要是用来调整人与人之间关系的。“人在江湖漂”，难免会遇到各种各样的公共场合，有的还需要你出来说上几句，发表点看法或者明确一下态度。所以写好公关礼仪类的应用文是非常重要的。恰当的措辞、华美的言语，不是对世俗的溜须拍马和逢场做戏，而是对对方的一种尊重，是写作者或发言者个人素质的集中体现。这类应用文一般包括：祝词、演讲、请柬、贺卡、题词、讣告、悼词、对联等等。虽然文体不一，难以做出总体性概括，但写作时都需要注意：选材恰当、长度恰当、用词恰当、言辞诚恳。



Unit 1 邀请信

Letters of Invitation

邀请信 (Letters of Invitation) 包括宴会、舞会、晚餐、聚会、婚礼等各种主题，形式上大体分为两种：一种为正式格式 (formal correspondence)，亦称请柬；一种是非正式格式 (informal correspondence)，即一般的邀请信。它在形式上不如请柬那样正规，但也是很讲究的。

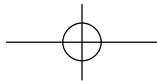
书写时应注意：邀请信一定要将邀请的时间（年、月、日、钟点）、地点、场合写清楚，不能使接信人存在任何疑虑。例如：“I'd like you and Bob to come to Luncheon next Friday.”这句话中所指的是哪个星期五并不明确，所以应加上具体日期“I'd like you and Bob to come to luncheon next Friday, May the fifth.”。

写作“三步走”：说明邀请目的——说明活动安排——期待尽早回复。

提示：信中要说明关于活动的详细信息，包括活动时间、地点、内容，有时还需要说明参加活动的人员。语气要热情真挚，但不要强人所难。

* 常用句型

1. I am writing to invite you to...
我写信是想邀请您……
2. The reception will be held in ..., on ...
招待会定于……在……举行。
3. We sincerely hope you can come.
我们期待您的光临。
4. We have decided to have a party in honor of the occasion.
为此我们决定举办一次晚会。
5. Please confirm your participation at your earliest convenience.
是否参加，请早日告之。



1. 邀请朋友吃饭



Dear Mr. Lee,

Can you and Mrs. Lee join a few other friends and us on Thursday evening, June the seventh, for dinner? Later we plan to go to the piano concert in downtown. Dinner will be at five thirty so as to allow plenty of time for driving there. We do hope you can come.

Yours sincerely,
Jack Joyce

亲爱的李先生：

您和李太太能于6月7日（周四）晚上与我们及几位朋友共进晚餐吗？晚餐后我们计划去市中心听一场钢琴音乐会。为了有足够的时间驾车前往会场，晚餐将会在五点半开始。我们殷切希望你们能来。

诚挚的 杰克·乔伊斯



2. 接受朋友邀请



Dear Mr. Joyce,

We shall be delighted to come to the dinner on Thursday evening, June the seventh. I appreciate your idea about the concert, and we are looking forward to meeting you.

Sincerely yours,
Tom Lee

亲爱的乔伊斯先生：

我们很高兴能参加6月7日（周四）的晚餐。我很赞赏您观看钢琴音乐会的提议。我们期待与您相见。

诚挚的 汤姆·李

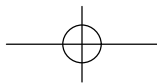


3. 谢绝朋友邀请



Dear Mr. Joyce,

I'm certainly sorry that we may not be able to dinner on Thursday



evening, June the seventh. You may not know, my wife has been not feeling good these days and her doctor asks her to have a good rest at home for at least two weeks. Both my wife and me highly appreciate your kind invitation to the dinner and the concert. We hope next time we can invite you to my place.

Sincerely yours,
Tom Lee

亲爱的乔伊斯先生：

实在抱歉我们可能无法参加 6 月 7 日（周四）的晚餐了。也许您不知道，我的夫人近些日子身体不甚舒服，医生建议她至少在家休息两周。我们都非常感谢您盛情邀请我们参加晚餐和音乐会。希望下次请您到我们这儿来坐坐。

诚挚的 汤姆·李



4. 邀请朋友参加生日聚会



Dear Mikha,

With great honor, we would like to request for your presence on this coming Sunday, 15th January at 3:00p.m. for the 14th birthday of Jessica.

The venue for the said event will be at the Victoria's garden restaurant and dress code will be casual attire.

We wish that you will find time to be present on the party. Please let us know whether you can or cannot join us for whatever reason. Contact me as soon as possible.

Hoping to meet you in the venue.

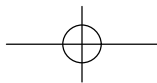
Best regards,
J. D. Jefferson

亲爱的米卡：

我们很荣幸邀请您于 1 月 15 日（本周日）下午 3 点前来参加杰西卡的 14 岁生日聚会。

聚会地点定于维克多利亞花园餐厅，着便装即可。

我们希望您能抽空出席聚会。无论出于何种原因，请务必告知我们您是否



可以出席。请尽快与我联系。
期待在餐厅与您相见。

美好的问候
J. D. 杰弗森



5. 接受朋友邀请



Dear Isabel,

I am delighted to accept your invitation to come to your home for your birthday party next Tuesday afternoon, June the eighth.

It's very nice of you to invite me to the party and I'm looking forward to seeing you and wishing you happy birthday.

Cordially yours,
Janet

亲爱的伊莎贝尔：

我很高兴接受你的邀请，在下周二，即6月8日下午到你家参加生日聚会。
我要感谢你的邀请，也期待着与你见面并祝你生日快乐。

杰尼特 谨上



6. 谢绝朋友邀请



Dear Isabel,

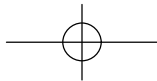
I am so sorry that I cannot come to your home for your birthday party next Tuesday afternoon, June the eighth. I'm leaving for Paris tomorrow and will not come back until November.

Thank you so much for asking me! I hope we will get together some other time.

Cordially yours,
Janet

亲爱的伊莎贝尔，

非常抱歉我无法于下周二，即6月8日下午到你家参加你的生日聚会了。



我明天就要前往巴黎，直到 11 月才会回来。

非常感谢您对我的邀请！希望我们日后能够相聚。

诚挚的 杰尼特



7. 宴会或晚会邀请函



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Mr. & Mrs. Robinson,

We greatly appreciate your cooperation and help. We are cordially inviting you to an evening party on Sunday, July 8, in the Recreation Center of the company.

Looking forward to the pleasure of seeing you.

Yours faithfully

Jack Hanson

罗宾森夫妇：

我们非常感谢你们的合作和帮助。在此诚挚地邀请你们参加 7 月 8 日（周日）的晚宴，地点位于公司的文娱中心。

期待与你们相见。

杰克·汉森 敬上



8. 接受宴会或晚会邀请



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Dear Mr. Hanson,

Mr. & Mrs. Robinson thank you for your kind invitation to the evening party on Sunday, July 8, and have much pleasure in accepting.

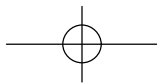
Yours truly,

Mr. and Mrs. Robinson

亲爱的汉森先生，

罗宾森夫妇感谢您邀请参加于 7 月 8 日（周日）举办的晚宴。我们非常高兴接受您的邀请。

罗宾森夫妇 敬上



9. 谢绝宴会或晚会邀请



Dear Sir,

I do appreciate your kind invitation, but I am sorry that I cannot dine with you at Holiday Inn on Saturday, December the fifteenth, at seven o'clock p.m. Unfortunately, I have already made an engagement for that evening.

I hope we shall have the opportunity to say YES at some future time.

Very sincerely yours,
Mike Lock

亲爱的先生：

非常感谢您善意的邀请，但是非常抱歉，我无法于12月15日（周六）晚7点与您在假日酒店共进晚餐。非常不凑巧，我那晚已有安排。

希望我们下次能有机会共进晚餐。

麦克·洛克 谨上



10. 招待会邀请函



Dear Professor Chapman,

To celebrate the sixtieth anniversary of the founding of the People's Republic of China, we request the honor of your presence at a reception which is to be held in Bell Tower Hotel, on Sunday, (the 29th Sept., 2009) from 7 p.m. to 9 p.m. .

We would be glad if you could come.

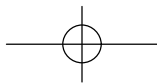
Sincerely yours,
Secretariat

亲爱的查普曼教授：

为庆祝中华人民共和国成立60周年，兹定于2009年9月29日（周日）晚7时至9时在钟楼饭店举行招待会。

敬请光临。

秘书处 谨上



11. 接受招待会邀请



Dear Sir,

Thank you very much for your invitation to join the sixtieth anniversary of the founding of the People's Republic of China at Bell Tower Hotel on the 29th Sept.

I will be happy to be there at 7:00 p.m. to take part in the reception, and look forward to it with pleasure.

Sincerely yours,
Chapman

敬启者：

非常感谢您邀请本人参加为庆祝中华人民共和国成立 60 周年，于 9 月 29 日在钟楼饭店举行的活动。

我很高兴于晚 7 时参加招待会，并欣然期待它的举行。

诚挚的 查普曼



12. 谢绝招待会邀请



Dear Sir,

Thank you for your invitation to attend the reception for the 60th anniversary of the founding of the People's Republic of China to be held at Bell Tower Hotel on the 29th, Sept. I had hoped that it would be possible for me to be there, but I now find the rush of work makes it impractical.

Please accept my regrets, and I'll try to make it next year.

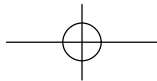
Cordially yours,
Chapman

敬启者：

感谢邀请本人参加为庆祝中华人民共和国成立 60 周年，于 9 月 29 日在钟楼饭店举办的招待会活动。本人原定参加活动，但今由于事务繁多，无法赴会。

请接受本人的歉意，来年将会尽可能参加。

诚挚的 查普曼



13. 展览会邀请函



Dear Mr. Homann,

It is an honor to be given the privilege to invite you to the Home Decor Exhibit. This event will be held at the Expo House on October 2 to 5, 2009. Exhibit will start at 8:00 in the morning until 7:00 in the evening.

This upcoming event is organized for the benefit of individuals of families who wish to find a new home decor and gives a chance for everyone to meet each other.

Hoping for your presence in the said event.

Cordially Yours

Donald Swan

亲爱的霍曼先生：

很荣幸能够邀请您参加家庭装潢展览会。本次展览会将于 2009 年 10 月 2 日至 5 日在博览园举办。展览时间为上午 8 时至晚 7 时。

本次即将召开的展会旨在服务期待改变家居装潢的个人和家庭，为大家提供一个相互认识的契机。

敬请光临。

诚挚的 多纳德·斯万



14. 接受展览会邀请



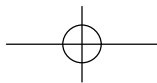
Dear Sirs,

We have received your letter of invitation dated August 1st with thanks. Your exhibition is of great interest to us. We think it will benefit both of us a great deal, so we have decided to visit your exhibition held on Sept. 10th, 11th, and 12th. Since the exhibition is about a month ahead, we cannot decide specifically when we will arrive at Xi'an. However, once we make a specific decision, we will notify you by fax.

For your information, there is a heavy demand for printers in the market here. We hope we can place large orders during this visit.

Faithfully yours,

Jack Carter



敬启者：

我们很荣幸收到您 8 月 1 日发来的邀请函。我们对本次展览有着浓厚的兴趣。由于本次展览能使双方互利互惠，因此我们决定参加此次定于 9 月 10 日至 12 日举办的展览。但由于距离展览还有将近一个月的时间，所以我们无法确定何时将抵达西安。如果做出具体的决定，我们将通过传真告知您。

根据您的信息，目前市场上需要大量的打印机。我们希望此次行程中我们能签下大订单。

诚挚的 杰克·卡特



15. 谢绝展览会邀请



Dear Sirs,

Thank you for your kind invitation. However, we cannot accept it since we are no longer dealing in light products. Last May we shifted to handling the import and export of native products.

We think you may be pleased to invite the largest dealer of printers in this area and their address is as follows:

Messers, Parson & Co.

37 Sunshine Ave.

Los Angeles, CA 90300

Faithfully yours,

Jack Carter

敬启者：

感谢您的善意邀请，但由于我们不再处理轻便产品，所以很遗憾，我们不能接受此次邀请。我们已经在去年五月份将工作转移到处理本地产品的进出口上。

我想你们会乐意邀请本地区最大的打印机交易商，他们的地址如下：

加利福尼亚州 洛杉矶 阳光大道 37 号梅瑟斯·帕森公司，邮编：90300

诚挚的 杰克·卡特