

<<英语应用文写作>>

图书基本信息

书名：<<英语应用文写作>>

13位ISBN编号：9787811117493

10位ISBN编号：7811117495

出版时间：2010-9

出版时间：东华大学出版社

作者：周邦友 编

页数：460

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

前言

There is a Chinese proverb that says: a Workman must first sharpen his tools if he wants to do his work well. As English maors or just lovers of the English language, we should know how to put thekiis we learn into practice. The purpose of this book, Practical Eng-liShWriting, is to teach us how to use the English we have learned intlie proper context so that we can communicate effectively.

<<英语应用文写作>>

内容概要

本书分门别类地阐述了英语应用文的语言特点、写作技巧、文体式样、表现手法及行文规范。全书共分为：英语应用文语言特征、书信基本知识、各类书信写法及范例、文秘工作、对外宣传、法律文书、论文写作、个人档案、英语笔记、标点符号等10部分，均配有范文。集系统性、知识性、实用性与操作性为一体，可作为英语专业本科生、专科生和自学考试学生的教材。

书籍目录

Preface
Part 1 General Remarks on Practical English Writing 1.1 Definition of Practical Writing 1.2 Appropriateness and Accuracy 1.3 Features of Practical English Writing 1.3.1 Practicality 1.3.2 Reality 1.3.3 Certainty 1.3.4 Formality and Informality 1.3.5 Timeliness 1.4 Principles of Practical Writing 1.4.1 Clarity 1.4.2 Conciseness 1.4.3 Coherence 1.4.4 Readability 1.5 Personal vs. Impersonal Constructions 1.6 Usage of the Past and Present Tense 1.7 Paragraph Coherence 1.7.1 Common Transitional Words and Phrases 1.7.2 Repetition of Key Words 1.7.3 Linking Pronouns
Part 2 Letter Writing 2.1 An Introduction to Letter Writing 2.2 The Look of the Letter 2.2.1 Letter Placement and Design 2.2.2 Letter Format 2.2.2.1 Block Style 2.2.2.2 Modified Block Style 2.2.2.3 Modified Semiblock Style 2.2.2.4 Official Style 2.2.2.5 Simplified Style 2.2.2.6 Memorandum 2.3 The Elements of A Letter 2.3.1 Letterhead 2.3.2 Date 2.3.3 Inside Address 2.3.4 Salutation 2.3.5 Text 2.3.6 Complimentary Close 2.3.7 Signature 2.3.8 Enclosure 2.3.9 Copy Notation 2.3.10 Postscript 2.4 Envelopes 2.4.1 For Business Letters
Part 3 Sample Letters and Illustrations
Part 4 Secretarial Work
Part 5 Information and Publicity
Part 6 Legal Documents
Part 7 Personal Information
Part 8 Research Paper
Part 9 Note Taking
Part 10 Punctuation Marks
Bibliography

章节摘录

By certainty, we mean that the language used in practical writings should be definite and certain. For instance, when we refer to smooth finish, we seldom say as smooth as glass; when we refer to hardness, we rarely say as hard as steel; when we indicate the place of delivery, we cannot say along the Yangtze River, either. That is to say, in practical writing, rhetorical device—— such as, simile, metaphor, and hyperbole —— is considerably less used.

.....

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>