

무역 영어



유 하상

제1장 영문무역서한의 체제

제1절 영문 무역 서한의 구성요소

1. 구성요소의 종류와 배열
2. 구성요소의 작성요령

제2절 영문 무역 서한의 형식

1. 영문 무역 서한의 Style
2. 구두점 표시방식

제1절 영문 무역 서한의 구성요소

① **KWANGYANG INTEGRATED STEELMANUFACTURING CO., LTD.**
 MANUFACTURERS & EXPORTERS C.P.O. BOX 4958 SEOUL KOREACABLE ADD.
 : "KOREASA SEOUL"TELEPHON : 24 842-9557TELEX NO. : KISMCL 387508
 ② April 1, 200-
 ⑨ Your Ref. 4X73-1

③ Mr. Edgar O'Malley1516
 Sunnyside WaySpring Harbor, WA 80776
 ⑧ Attention : Trade Promotion Department
 ④ Dear Mr. O'Malley
 ⑩ Iron Steel Products

⑤ Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you. We are long-established, leading manufacturers and exporters of the above products with

⑥ Sincerely yours
 ⑦ KWANGYANG INTEGRATED STEEL MANUFACTURING CO., LTD.
Chang-Nam Choi
 Chang-Nam Choi
 Export Manager

(11) JEK/YK
 (12) Registered Mail
 (13) Encl. Price List
 (14) C.C. The Empire Trading Company in New York
 (15) P.S. 10% discount can be made for a large order

① Letter Head

② Date

③ Inside Address

⑨ Reference Number

⑧ Attention Line

④ Salutation

⑩ Subject

⑤ Body of the Letter Body of the Letter

⑥ Complimentary Close

⑦ Company Name
Signature Title

⑪ Identification Marks

⑫ Mailing Direction

⑬ Enclosure Notation

⑭ Carbon Copy Notation

⑮ Postscript

Indent Style with
Closed Punctuation
(사선식 폐쇄형 구두점방식)

- 영국에서 주로 사용
- 각 구성요소를 사선식으로 안으로 들여 씀
- 각 행 끝에 구두점(Close Punctuation 방식)
 - Inside Address, complimentary Close, Signature의 각 줄에 comma(,)
 - 각 구성요소가 2줄 이상인 경우 마지막 줄에 period(.)
- 본문은 각 절의 첫 행을 들여 쓰고 2행부터는 왼쪽 여백에 맞춤

① **KWANGYANG INTEGRATED STEEL CO., LTD.**
인 C.P.O. BOX 4958 SEOUL KOREA CABLE ADD.
쇄 "KOREASA SEOUL" TELEPHON : 24 842-

② April 1, 200-

③ Mr. Edgar O'Malley.
1516 Sunnyside Way,
Spring Harbor, WA 80776.

④ Dear Mr. O'Malley :

⑤ Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you.

⑥ We are longestablished, leading manufacturers and exporters of the above products with

⑦ Sincerely yours.

⑧ KWANGYANG INTEGRATED STEEL
MANUFACTURING CO., LTD.

Chang-Nam Choi

Chang-Nam Choi

Block Style with Mixed Punctuation (수직식 절충형 구두점 방식)

- 미국에서 많이 사용
- 각 구성요소를 왼쪽 여백에 수직으로 배열
- Inside Address/Salutation /Salutation/Body of Letter의 각 Paragraph 사이는 double space로 함
- Block Style은 일반적으로 **Mixed Punctuation**을 사용
 - Salutation 뒤에 colon(:)이나 comma(,)를 찍고
 - 본문 이외의 모든 구성요소의 행 끝에 구두점 생략
- 단, Complimentary Close 뒤에 comma를 찍음

KWANGYANG INTEGRATED STEEL CO., LTD.

안 → C.P.O. BOX 4958 SEOUL KOREA CABLE ADD. ←
쇄 "KOREASA SEOUL" TELEPHON : 24 842-

② April 1, 200-

Mr. Edgar O'Malley
1516 Sunnyside Way
Spring Harbor, WA 80776

Dear Mr. O'Malley :

Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you. We are longestablished, leading manufacturers and exporters of the above products with

Sincerely yours,

KWANGYANG INTEGRATED STEEL
MANUFACTURING CO., LTD.

Chang-Nam Choi
Chang-Nam Choi

Waa/df

Full Block Style with Open Punctuation

(완전수지식 개방형 구두점 방식)

- Complete Block Style이라 불림
 - 시간 절약 목적으로 자주 이용
 - 모든 구성 요소를 왼쪽 여백에 수직으로 일치하게 배열
 - 주로 **Open Punctuation**(개방형 구두점)이 사용됨
- 본문 이외의 모든 구성요소의 행 끝에 구두점 생략

KWANGYANG INTEGRATED STEEL CO., LTD.

인 C.P.O. BOX 4958 SEOUL KOREA CABLE ADD.
쇄 "KOREASA SEOUL" TELEPHON : 24 842-

April 1, 200-

Mr. Edgar O'Malley
1516 Sunnyside Way
Spring Harbor, WA 80776

Dear Mr. O'Malley

Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you. We are long established, leading manufacturers and exporters of the above products with

Sincerely yours

KWANGYANG INTEGRATED STEEL
MANUFACTURING CO., LTD.

Chang-Nam Choi
Chang-Nam Choi

Waa/df

Semi-block Form with Open Punctuation
(반수지식 개방형 구두점 방식)

- Block Style에서 본문의 각 Paragraph의 첫 줄만 안으로 들여 쓰기
- 나머지 구성요소는 모두 Block Style과 같음(왼쪽에 맞춤)
- 이 형식에서 가끔은 Date 줄이 중앙에 오기도 함
- 대체로 Open Punctuation이 사용됨

KWANGYANG INTEGRATED STEEL CO., LTD.
C.P.O. BOX 4958 SEOUL KOREA CABLE ADD.
"KOREASA SEOUL" TELEPHON : 24 842-

April 1, 200-

Mr. Edgar O'Malley
1516 Sunnyside Way
Spring Harbor, WA 80776

Dear Mr. O'Malley :

→ Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you.

→ We are long established, leading manufacturers and exporters of the above products with

Sincerely yours

→ KWANGYANG INTEGRATED STEEL
MANUFACTURING CO., LTD.

Chang-Nam Choi
Chang-Nam Choi

Waa/df

Overhanging Style (돌출식)

- Hanging Indent Style로 불림
- 본문에게 각 Paragraph의 첫 줄은 왼쪽 여백에 일치시키고, 2행부터는 5행 이상 들여 씀
- 나머지는 Semi block style과 동일
- 일상서한으로는 적합하지 않으며, 권유장, 수금장 등에 사용

KWANGYANG INTEGRATED STEEL CO., LTD.
C.P.O. BOX 4958 SEOUL KOREA CABLE ADD.
"KOREASA SEOUL" TELEPHON : 24 842-

April 1, 200-

Mr. Edgar O'Malley
1516 Sunnyside Way
Spring Harbor, WA 80776

Dear Mr. O'Malley :

Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you.

We are long established, leading manufacturers and exporters of the above products with

Sincerely yours

KWANGYANG INTEGRATED STEEL
MANUFACTURING CO., LTD.

Chang-Nam Choi
Chang-Nam Choi

Waa/df

Simplified Style(간략식)

- 미국의 National Office Management Association에서 서한 작성의 능률에 중점을 두고 작성한 형식
- Full Block Style에서와 같이 모든 구성요소를 왼쪽 여백에 수직으로 일치
- 다만, Salutation과 Complimentary Close 생략
- 보통 Open Punctuation 사용

KWANGYANG INTEGRATED STEEL CO., LTD.
C.P.O. BOX 4958 SEOUL KOREA CABLE ADD.
"KOREASA SEOUL" TELEPHON : 24 842-

April 1, 200-

Mr. Edgar O'Malley
1516 Sunnyside Way
Spring Harbor, WA 80776

----->

Your name and address have been given us by the Chamber of Commerce of your city as large importers of Iron & Steel Products, and we are writing you with a keen desire of opening an account with you. We are long established, leading manufacturers and exporters of the above products with

----->

KWANGYANG INTEGRATED STEEL
MANUFACTURING CO., LTD.

Chang-Nam Choi
Chang-Nam Choi
Waa/df

Addressing of Envelope(봉투표기법)

- 봉투표기법

1. Return address(발신인주소) :
왼쪽 상단, 배달되지 않은 서신의 반송주소
 2. Mailing direction(우송지시)
 3. Receiver address or Mailing address(수신인주소: 대략 중앙 하단에서 시작)
 4. Remarks(주의사항)을 기재하는 곳 : 발신인이 수신인에 대해 안내사항을 기재함
- * 반드시 Inside address 형식과 일치 시킬 것

1. Ha Sang, you
C/O American Electric Co., Inc.
37 3Ga, Jongro Gu
Seoul 110-123, Korea



2. Printed Matter

3. Pacific Coast Railway Inc.
2561 California Avenue
Seattle, WA 96514
U. S. A.

4. confidential

1. Ha Sang, you
C/O American Electric Co., Inc.
37 3Ga, Jongro Gu
Seoul 110-123, Korea



2. Via Air
Mail

3. Pacific Coast Railway Inc.
2561 California Avenue
Seattle, WA 96514
U. S. A.

4. Atten : Mr. E.C. Black

2. 우편지시 사항 표기법

- 항공편 : Via Air Mail, By Air Mail, Par Avion, Air Mail
- 인쇄물 : Printed Matter
- 사진재중 : Photo Only
- 속달 : Special (express), Delivery
- 등기 : Registered, Registered Mail
- 아리랑호 편으로 : Arirang
- 파나마 경유 : Via Panama

3. 주의사항의 기재사항

- 인비, 친전 : Personal, Private
- 비밀 : Confidential
- 지급 : Urgent, Immediate
- ~게 전달 : Please Forward to ~
- 도착시까지 보관한 후 전달요망 : Hold for Arrival
- 한씨 참조 : Attention of Mr. Han
- 리처드씨에게 부탁함 : Kindness of Mr. Richard
- 무료견본 : Sample of No (Commercial) Value
- 계좌번호 : Account Numbers

제2장 영문무역서한 작성 원칙

(1) Clearness(명료성)

- 무역통신문 내용이 명료하지 못하면 상대방은 필자의 의도를 바로 이해하지 못하거나 잘못 이해하여 분쟁이 발생할 수도 있고 뜻밖의 손실을 입게 되는 경우도 있음
- 애매한 표현을 피하고 의미가 분명한 언어(간단한 어구)를 사용, 약어와 기호를 남용하지 말 것.
- 한 문장에 하나의 정보만, 문장 내에서 일관성 유지

Obscure	Clear
Thank you for your recent order.	Thank you for your order No. 100 of May 5.
He had a picture in his house which he was proud of. (Was he proud of his house?)	He was proud of the picture in his house. (Or In his house he had a picture which he was proud of.)
As a matter of fact the price we offered is the very best.	If fact the price we offered is the very best. 간단한 단어로, 사실의 중요성에 따라 오역?
Subsequent (after), remuneration (pay), promulgate (issue), sequent (following), circa (about), disclose (show)	

- Believing that the price would drop, our purchasing agent were instructed not to buy.
- 언뜻 보아 문법적으로 이상 없어 보임, 그러나 두 가지 문제
- 먼저 수에서 틀림, agent vs were
- 논리적으로 틀림, 사지 말라고 지시했는데 가격이 떨어질 것이라고 믿는다?
- Billion(미 :10억, 영 :1조), trillion(미:1조, 영: 백만조)

제2장 영문무역서한 작성 원칙

(3) Courtesy(예의)

- 너무 자신의 이익만 추구, 상대방의 이익을 생각치 않으면 도리어 손해를 보게 됨. 따라서 상대방의 이익을 동시에 배려하여야 함
- 상대방을 의심하는 표현 피하고 상대방의 요구를 거절할 때에도 완곡히 거절하는 표현방법
- 대화체 어휘 사용, 수신자 본위 작성(You- attitude), 긍정적 표현 많이 사용-성공적 서한에 도움

Impolite	Polite
If you are dissatisfied ~	If you are not completely satisfied ~
Your car will reach you within two weeks.	You will receive your car within two weeks.,
We are planning to ship your order by ship leaving Inchon in the end of August.	Your order will be shipped by ship leaving Inchon in the end of August.
You made a serious mistakes in your bill.	We found a little error in your bill.
It is our strong belief that..	As you can see from the enclosed certificate...
You are requested to open an L/C in our favor immediately.	Your prompt L/C in our favor would be much appreciated.

제2장 영문무역서한 작성 원칙

(4) Correctness(정확성)

- 무역통신문의 작성에 있어서 통신문의 내용, 형식 그리고 문법과 문장의 구조가 정확.
- 특히 철자, 구두점, 숫자, 이름, 날짜, 대문자의 사용에 정확
- 불필요한 과장, 자기 비하적 표현

Wrong	Right
April 18th 200-	April 18, 200-
My Dear Sir,	My dear Sir,
He enjoys skiing and to swim.	He enjoys skiing and swimming.
We have your recent letter.	We have your letter of May 200-.

•동명사만 목적어로 하는 동사 : mind, enjoy, give up, avoid, finish, escape, admit, deny, consider, practice, risk, miss, postpone, resist, excuse, put off 등

•부정사만 목적어로 하는 동사 : wish, hope, decide, care, choose, determine, pretend, refuse 등

제1장 거래관계의 창설

- 참고 자료 활용 [수출입절차해설.hwp](#)