

# Lecture 18

The lecture is a continuation of Lecture 17.

## 17.9.4. Email Structure: Opening Sentence

Opening sentence of email has basic focus on:

- Provides reasons for writing
- Responds to ongoing communication
- Develops a link between interlocutors
- Some examples are given below:
- Following our phone conversation, I am sending you...
- Attached, please find the documents you requested regarding...
- In regard to the upcoming pilot program, I have listed below the tasks and deadlines that need to be completed.
- Further to our last discussion, I would like to bring to your attention the following issues:
- As we agreed, there will not be ...
- Please reconsider our proposal for ...
- In response to your job post for Marketing Director, please find below a brief overview of my skills. I have also attached my CV for your review.

### 17.9.4.1. Supporting Details

Opening sentence is the body of email and the body of email will include several paragraphs. It also provides the necessary background or supporting detail. You should limit yourself to several bullet points or a few, short paragraphs. Only provide the minimum information needed to explain the issue or ask the question. Ensure you provide brief explanation of the five key questions; What? When? Where? How? Why? If you need more than a page of detail, consider attaching the detail in a Word document or set a meeting to discuss. When the Email has a file attachment, ensure you refer to it in the message, what it contains, and any actions needed. Be polite, professional, and respectful when presenting issues or asking questions. Avoid sarcasm, jokes, humor, or tone that can be misinterpreted.

The Detail/Body provides the background information about the issue or needed to help answer the question.

## 17.9.5. Closing Sentence

Assuming the recipient sticks with your email to the end, the way you sign off is as important as the way you start. End your email by making clear what you would like the reader to do, but don't do it in a commanding way. Phrases such as "I look forward to hearing from you" or "Please let me know your thoughts" invite a response and make it clear you would like to hear from them. But they are also casual enough to not sound threatening. Sign off with "many thanks" or "kind regards" or something similar and your name, including your first name. Rapport building isn't achieved with Mr. and Ms.

Some examples of closing sentence are:

- I look forward to your reply.
- Thank you for the time you have taken to review my candidacy for the position.

- Please don't hesitate to contact me with any questions or concerns you may have.
- Thank you, in advance, for your time.
- I await receipt of the information we discussed.
- Please forward me the exact information.

#### 17.9.5.1 Sign Off

After closing sentence, you sign off the email by saying following:

- Sincerely,
- Thank you,
- Best Regards,
- Best,
- Thanks,

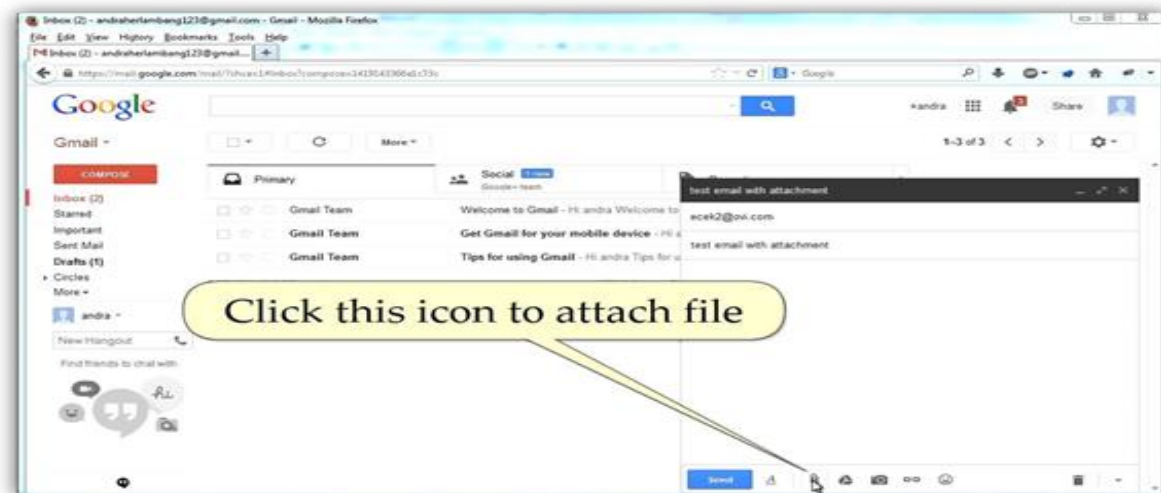
#### 17.9.5.2 Addressor's Information

The finishing touch to email is signature, which, in an email message, will include your contact information.

- Signature
- Name
- Title
- Company name
- Email
- Phone/Fax
- Web address

#### 17.9.6. Attachments

If you have files that you want to share with your recipient's you can include them as attachments to the email. Additional information may be in the form of pictures, PDF file or a document etc.



Some sample example of different emails are below:

Dear Hiring Manager,

I saw your job posting for a graphic designer in the ABC site.

In my position as Media Director for XYZ Company, I headed several projects for website design, the company intranet portal, product brochure design, print and media advertisement as well as newsletters for our customer subscribers.

I also have extensive experience in both the planning and design of all graphic related projects. I believe I would be an ideal match for the position advertised. I have attached my resume and below are some sample websites that I have designed, for your review:

URL

URL

URL

If relevant, I can send additional samples of work for your review. If I can provide you with any further information on my background and qualifications, please let me know.

I look forward to hearing from you. Thank you for your consideration.

Best Regards,

Your Name

Email Address

Address

URL

Phone Number

\*Source: <http://www.qgroupplc.com/?catid={C07567E5-9742-4A9F-8940-261D1E629EC5}#{4FB078D9-DD5A-4058-9FB1-B635C84261FB>

*Figure 1 Job Cover Letter Email*

Dear Mr./Ms. Last Name:

It was very nice to speak with you today about the sales position at the ABC Organization. The job seems to be an excellent match for my skills and interests. The self-confident and aggressive characteristic requirements you described needed for this position confirmed my desire to work with you.

In addition to my experience, I will bring to the position assertiveness and the skills to motivate others to work cooperatively as a team.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,

Your Name  
Email Address  
Address  
Phone Number

*Figure 2 Job Interview Thank you Email*

\*Source: <http://www.qgroupplc.com/?catid={C07567E5-9742-4A9F-8940-261D1E629EC5}#{4FB078D9-DD5A-4058-9FB1-B635C84261FB>

## Sample Email Message (Great!)

**SUBJECT: Technical Reporting – Memo Question**

Dear Ms. Gard,

I am a student in your Technical Reporting class, and I am confused about today's homework assignment. I would appreciate it if you could explain what you mean by an "incident report." Is there a place in the textbook where I can find an example?

Thank you very much for your help.

Sincerely,  
Jim

Jim Smith  
[Jim.Smith@witc.edu](mailto:Jim.Smith@witc.edu)  
715-333-4444





## Personal (informal) Email Format

Adam,  
Dear Adam  
Dear Adam,  
Dear Mr. Turner,  
Dear Mr. Turner  
**Or**  
Hi, Adam.  
Hello, Mr. Turner.

**Very informal**

The greeting in a personal email is not that important but follow the punctuation here at least. It also depends on the relationship between the people too much to give clear rules. There is also a Korean email style that is influenced by the Internet. Overusing !!!! and ~~~ is common in emails from Korean students. Do not use Hi!!! or Bye~~ when emailing foreign Professors. It looks childish.

Period only after beginning with "Hi"

Comma after Hi or Hello,

Take care, Bye, See you tomorrow, Love, etc. many closings are possible.

[www.adamturner.net](http://www.adamturner.net)

## Formal Email Format

Use this format for professional purposes, for writing to professors, and for applications and resumes.

Dear Professor Kim.  
**Or**  
Dear Mr. Turner

Use Dear not Hi, in formal email. NO Punctuation after Dear

Colon: No space between the word before and the colon: "Dear Mr. Turner:"

Always CAPITALIZE names.

These days punctuation is getting simplified, especially in the business world. If it is routine email and not a formal business letter on paper then no colon is also appropriate.

Body of email .....

Sincerely,  
**Or**  
Yours truly,

Sincerely, and other closings are followed by a comma. The name should be on the next line or skip one line. If it is a business letter on paper then you should skip four lines because your handwritten signature should be between the "Sincerely" and your name.

Notice that the second word is not capitalized.

Adam Turner  
Director  
English Writing Center  
Hanyang University

No commas between titles and the end of an signature line if possible.



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Indiscriminate sending of unsolicited email message to many internet users	Sending extremely critical, derogatory, and often vulgar email message or newsgroup posting to other internet users or online services Especially prevalent on Special-interest news groups
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## 17.9.8 Email Etiquettes-Convention

### **Dos of email:**

#### **1. Use the subject line to capture your reader's attention**

The value of a solid subject line is indisputable, especially since the subject line usually appears in the electronic mailbox right next to the sender's name. It is tempting to write cryptic little teasers in your subject line ("Wow! Check This Out!!") to get your reader's attention, but this is always a bad practice, leading to the potential for your e-mail to be blocked as spam or simply trashed by the user. A much more civilized practice is to make your subject line concrete, informative, and respectful ("Electrical Engineering Student Requests Your Input"). Remember, too, that the subject line is part of the message's permanent record, and it may be used by the receiver of your message to decide where to file your message for future use; choose the wording of your line accordingly.

#### **2. Put the key point of your message up front and restrict the message to one topic whenever possible**

If you need to write to someone about several different issues (for example, if you're giving your boss an update on Project X, asking him for a review meeting to discuss a pay rise, and telling him that you've got a doctor's appointment on Friday), then don't put them all in the same email. It's hard for people to keep track of different email threads and conversations if topics are jumbled up.

#### **3. Make it easy for the reader to reply yes or no or give a short answer**

Even in electronic communication, the standards for good sentencings and paragraphing apply. When you reply to direct questions that you copy into your text from an original file, quick, one-word replies might suffice just below the questions, but otherwise you should avoid fragmentary snippets of ideas in favor of complete sentences. Keep your paragraphs short to enhance readability, because scrolling is usually necessary to read even a short message, and the reader tends to race through the text hurriedly.

#### **4. Make use of white space and legible font**

Use white space between words, lines, bullets and paragraphs to keep your email organized. Also, use standardize font size for your email so the reader will easily read it.

#### **5. Personalize by using conversational tone (contractions, pronouns)**

Always be careful about how your email sounds. It may be an official email, but it should not sound too abrupt. You shouldn't sound over-friendly either, especially if this is the first time you are corresponding with the recipient. Moreover, don't send out an email if you're upset. Save it as a draft and re-read it when you're calmer.

#### **6. Respect common grammar & spelling conventions**

Make sure you have no spelling errors or grammatical mistakes.

#### **7. Proofread your message before sending it**

Your mistakes won't go unnoticed by the recipients of your email. And, depending on the recipient, you may be judged for making them. Don't rely on spell check and especially grammar check. Read and reread your email a few times, preferably aloud, before sending it off.

#### **8. Make yourself look good online because your email can be forwarded to anyone or everyone else in the company or anywhere**

#### **9. Send messages only to people who need to read them. Respect other people's time and don't forward junk email to them**

Only use the reply-all feature for an email that really needs it. If the reply is meant for only one person, just reply to him/her. And don't use it to reply to a sender's greetings for the festive season — you could find yourself being blamed for starting an unnecessary email thread. Use CC: and BCC: sparingly.

#### **10. Keep your message short and clear**

Remember that the screen shows only about half of what you see on hard copy.

#### **11. If your message is long, give a summary at the start**

Get straight to the point — don't waste time waffling. Split your email into two to four short paragraphs, each one dealing with a single idea. Consider using bullet-points for extra clarity, perhaps if you are:

- Listing several questions for the recipient to answer
- Suggesting a number of alternative options
- Explaining the steps that you'll be carrying out
- Put a double line break, rather than an indent (tab), between paragraphs.

#### **12. Scan your résumé for viruses before you attach it to your e-mail**

Before download the email first you can scan it so that your computer system is save from viruses.

#### **13. Think about the message your e-mail address sends**

Keep your address simple, and avoid unprofessional names like “party girl”.

#### **14. Treat your e-mail as if you were writing a professional cover or thank-you letter on paper.**

### **Don't-dos of email:**

1. Don't use email if the message needs to be private and secure (maybe the company has a policy on this).
2. Don't send an email you wouldn't want anyone else to read, it's too easy to forward.
3. Don't forward a message without a brief comment why you're forwarding it.
4. Don't leave subject line blank.
5. Don't type your message in capitals. Employers may think that you are screaming. It is also difficult to read. Capitals are SHOUTING and are rude.
6. Don't overrun emails with smiley faces or other emoticons.



7. Don't let emotions or offensive language detract you from your message.
8. Don't just rely on e-mail. E-mail can be lost. Follow-ups can often be done via the telephone or regular mail.
9. Don't type your entire message in lower case.
10. Don't use internet acronyms (OMG, WTH, GTG, etc.)
11. Don't use all lower case (i'll meet you in an hour) or all capitals (I'LL MEET YOU IN AN HOUR)
12. Don't use slang (OMG George is such an idiot!)
13. Don't use idioms (rock the boat, or that cost an arm and a leg)
14. Don't write statements that speak for the entire organization, unless permission from your supervisor has been given

#### Vocabulary use in email:

Politer	Less Polite
Thank you	Thanks
I would like to apologize for...	Sorry for...
I would appreciate it if you...	Can you...?
Would you happen to know...?	Do you know...?
Unfortunately, I will not be able to...	I can't...
Thank you	Thanks

#### Useful Expressions:

More Formal	Less Formal
May I come in?	Can I come in?
Would you mind if I leave early?	I'm leaving early, you don't mind, do you?
Would you like to go outside?	Why don't we go outside?

#### References:

[https://www.e-education.psu.edu/styleforstudents/c7\\_p2.html](https://www.e-education.psu.edu/styleforstudents/c7_p2.html)

<http://www.entelligence.com/10-essential-rules-writing-effective-emails/>