

Lecture 17

17.1. Electronic Correspondence:

- Correspondence through “Internet”, or the “Information Superhighway” is what’s called Electronic Correspondence. The Internet is also known as “Global Information System” and is linked together by global address/es. The internet supports communications through IP (Internet Protocol) and provides high-level services, both public and private.

17.2. Email

According to Dictionary.com, email define as:

“A system of sending messages from one individual to another **person/group** via telecom links **between computers** using **dedicated software** (Dictionary.com).”

An email is an abbreviated word for **electronic mail**, which is an electronic message mostly sent over a computer or mobile device to one or more recipients. Email is most used and popular services on Internet. And in addition, documents (audio, video, pictures, etc.) can also be attached in email.

17.3. Categories

There are different categories of emails, which are sorted according to their objectives, listed below:

- **Self-fulfilling email:** You want to tell the receiver something, either a compliment or information. No reply is necessary.
- **Inquiries email:** You need something from the receiver in a reply. Example: advice, or questions answered. The reply is your desired outcome.
- **Open-ended dialogue:** Keeping communication lines open for improved future results
- **Action email:** The goal is not to reply, but some action on the part of the receiver. Examples include a sales pitch, or asking for a website link exchange.

17.4. Advantages of emailing.

- Email can be sent to anyone anywhere by saving time and cost.
- Emails are cost-effective, quick and convenient.

17.5. Important Assumptions

This section lists useful assumption while composing a good and impressive email. Our goal is to construct email that:

- will actually be read
- will actually be understood
- will not annoy the receiver

- does not take up too much time on the receiver's end

By using 7 C's we achieve the above assumption to composing an impressive email.

17.5.1. Understanding a receiver

A receiver

- May/may not be getting a lot of emails
- May/may not be receiving a regular set of standard questions
- May/may not have free time
- Does/does not mind helping others

This has to be kept in mind while writing an email. Thus, the structure of the email should stem from the above considerations.

17.5.2 Steps of Effective Email Writing



- **Determine your desired outcome:** Be explicit about the purpose of the email. For example, if you want to be featured in a magazine, reference a particular section or a seasonal feature like red carpet style because it helps the editor understand where your product could be a fit.
- **Jumping to the point:** Emails, like traditional business letters, need to be clear and concise. Keep your sentences short and to the point. The body of the email should be direct and informative, and it should contain all pertinent information. Email should be concise by using as few words as possible. If necessary, introduce who you are, provide context if necessary, and why you are emailing.

Bad Example	Good example
Subject: Revisions for Sales Report	Subject: Revisions for Sales Report
Hi Jackie,	Hi Jackie,

<p>Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures. I also felt that the tone could be more formal.</p> <p>Also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday regarding the new ad campaign. It's at 11:00 a.m. and will be in the small conference room.</p> <p>Please let me know if you can make that time.</p> <p>Thanks!</p> <p>Monica</p>	<p>Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures.</p> <p>I also felt that the tone could be more formal.</p> <p>Could you amend it with these comments in mind?</p> <p>Thanks for your hard work on this!</p> <p>Monica</p> <p>(Monica then follows this up with a separate email about the PR department meeting.)</p>
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- **State the incentives and benefits of receivers rather than the sender:** While drafting, an email, the writer (sender) should keep the benefits and incentives of the reader (receivers).
- **Keep it simple:** When we send out a long email asking for something from the receiver (time, favor, etc.), we are essentially saying “I do not respect your time.” Show them you appreciate their time, by making email short, and simple to answer.
Using as few words as possible, introduce who you are, context if necessary, and why you are emailing.
Being brief doesn’t mean we should be boring. We can be creative with our wording, add a dash of personality where you see fit, but still be brief.
- **Stick to the facts:** People tend to say too much in email. We feel compelled to describe all the details and disclose the whole of our existence so that the receiver can understand the whole picture. Truth is, unless you already know this person well, they really don’t care.
Unless asked, you don’t need to overly elaborate anything. Simply stick to the facts – it’ll help you keep your message short.
- **Pretend first face to face introduction:** If you just met someone new at a party, would you open your mouth first and give them a rambling story about your life? Probably not. Typically, we close our mouth after a quick intro. In email, stopping talking is equivalent to hitting the send button. Treating email introductions as if you are meeting them in person is another trick to keeping messages short.

- **Pretend you are using a mobile device or tab for communication:** When we are on mobile devices like the blackberry or our cell phones, we lack the fluidity of the computer keyboard, and as such, we get to the point fast. Now, pretend you're on a mobile device, what would your message be now?



- **Add friendly comment (e.g., enjoying weekend):** Personalize email with relevant remarks to the receiver, put in a quick comment about their site, product or work. Address the person by name, sign email with your own name, and a friendly comment like "Enjoy your weekend!"
- **Be authentic and realistic with conversational English:** When the writing is too formal or uses irrelevant technical lingo, it is difficult for laymen to understand. Plus, you come off sounding like a legal document or spammer. Neither is good.
Write like you talk, using conversational English. Be authentic and realistic.
Trying to sound professional will come off as if you are trying to sound professional. Use your real voice – it's more endearing and approachable.
- **Font size and style makes a difference:** There is nothing worse than opening an email and become blinded by the brightness elicited by all the words displaying in bold. It makes the reader want to instantly close the email for the sake of protecting eyes!
Alternatively, fonts that are too small, too large, or otherwise hard to read (i.e.. 8 point, times roman font, all bold) makes readers not want to read the email as well.
Beware of your fonts in your 'presentation'. Do not bold the entire email, use easy to read fonts (e.g., Arial), and use a standard size. Do not use extravagant colors since they don't work well on all monitors and can be hard to read.
- **Format matters (bullets, list, short paragraphs, bold, italics):** Make emails easy to read and quick to scan by using bullet points, numbered lists, and keeping paragraphs short. Highlight keywords (bold or italic) for emphasis, without overdoing it.
- **Minimize questions (not more than 1 or 2):**
Ask questions that matter, and limit the number of questions and favors you ask in an email (one or two max). The more questions (especially open-ended ones) asked in one

sitting, the less likely you are to get a response, and the less likely all your questions will be answered.

Also, ask specific questions instead of a general open-ended one. Be reasonable and thoughtful when asking. Don't expect the recipient to solve all our life problems. For example, "How can I get rich quick? How can I become successful?" are too broad. Break them down into specifics and ask the one question that really matters.

You can send additional questions in separate emails. Key is in keeping the line of communication open by not overwhelming the receiver.

If needed, ask specific (close ended questions) rather than confusing questions

- **Rephrase: Trim sentences to avoid unnecessary details:** Like grooming a garden, read through the finished email and trim out words, sentences, and paragraphs that do not contribute towards your desired result.

Check for potential ambiguities and unclear thinking. Can you rephrase sentences for clarity using fewer words? Check for excess commentary that doesn't add to the email's main point. Remove extra details disclosed, unnecessarily.



17.6. What do I need to send and receive email?

- Computer, laptop, tablet, smart phone or other internet-enabled devices
- Stable internet connection
- Email address managed by respective organization/systems

17.6.1. Popular Email Service Providers

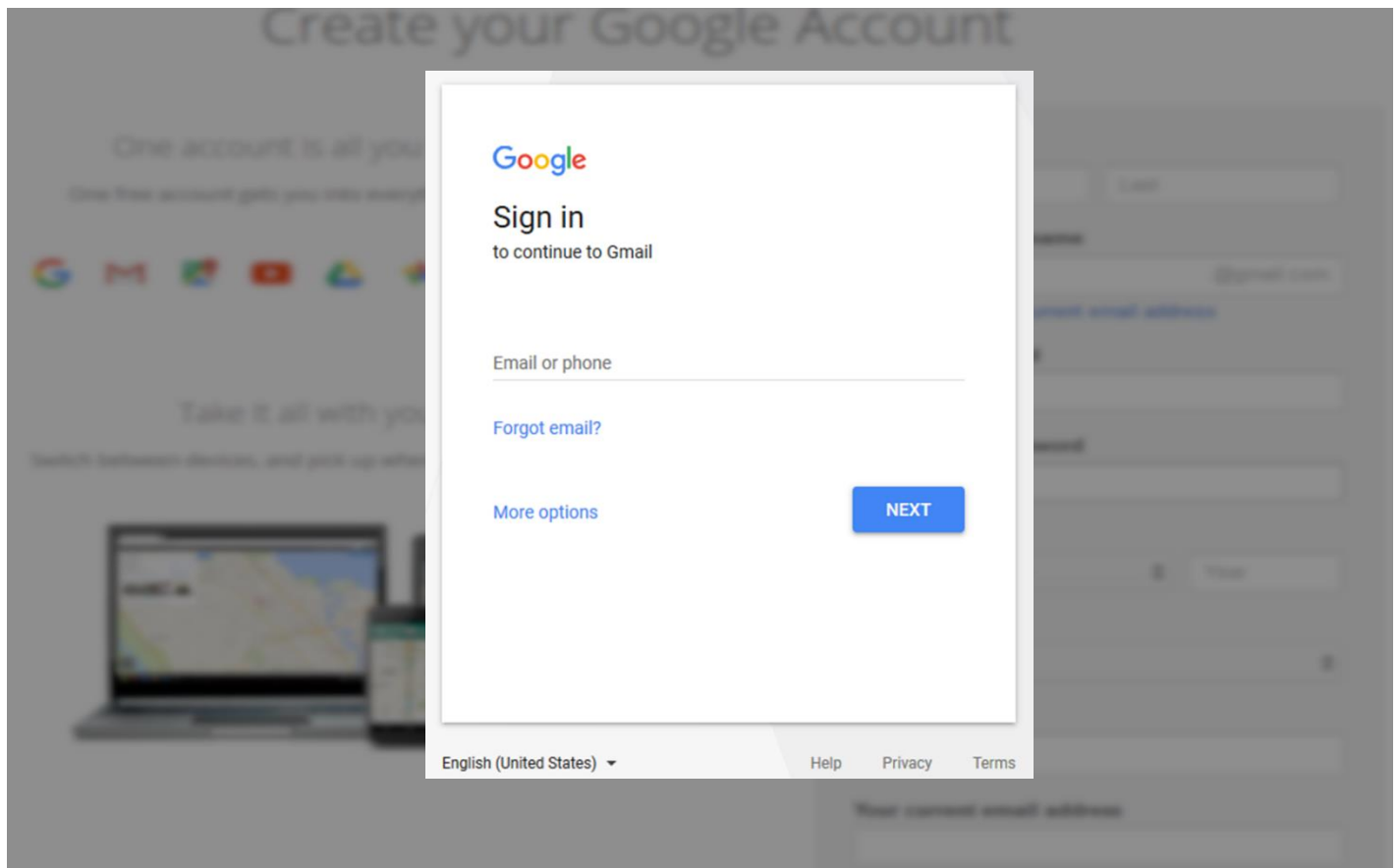
- Gmail
- Hotmail
- Yahoo
- Juno
- Excite



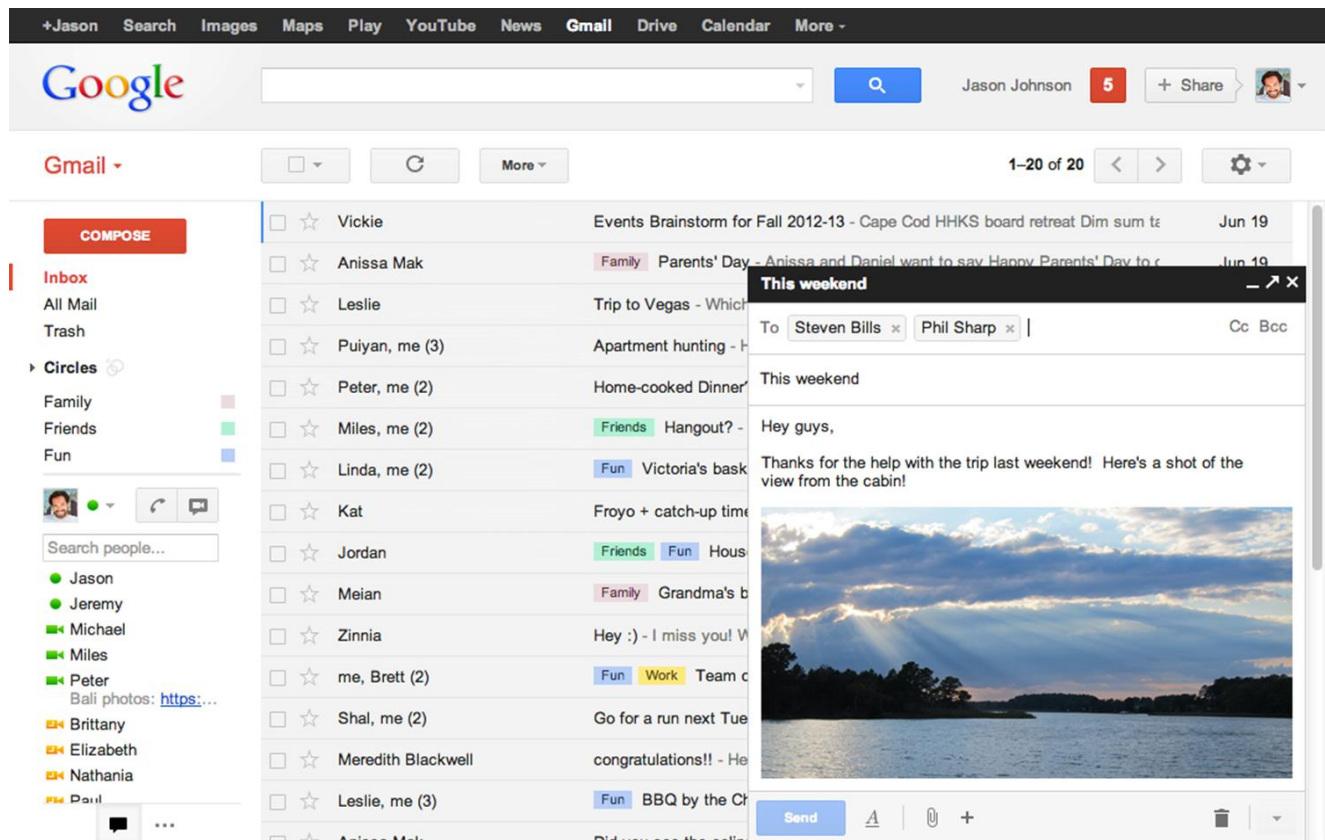
17.6.2. How to make an effective email address?

- Signing up
- Adding personal information, number, address for verification.
- Selecting a Username and Password.
- Username should be professional.

Professional	Non-Professional
wajid.malik@gmail.com	handsome89@gmail.com
tayyaba_asghar@yahoo.com	pakistani312@hotmail.com



17.6.3. An Email Sample



17.7. Audience Analysis

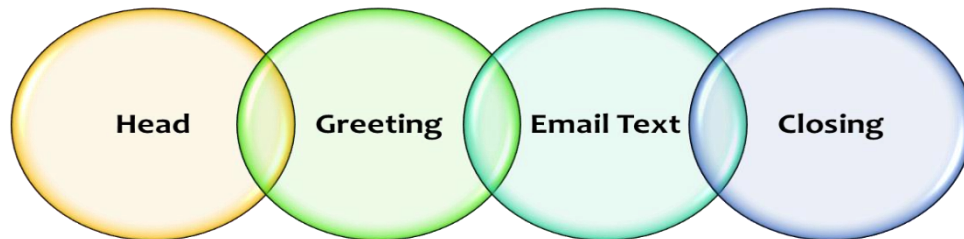
While composing an email, keep in mind the type and nature of audience. This leads to many important considerations, including the selection of the topic of the email.

Email	<ul style="list-style-type: none">• Generally multiple readers with various levels of knowledge• Could include instructors• Company supervisors• Subordinates as well as family and friends
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17.8. General Format and Tone

- An email in general has two parts: Head + Body
- Typically, one viewable screen with 60-70 characters per line
- Beyond these parameters, a reader must scroll 12-14 lines per screen
- Usually informal, due to the “conversational” nature of electronic communication

17.9. Structure of Email



17.9.1. Head

The header consists of lines beginning with a keyword followed by a colon (:), followed by information on each line. A brief explanation of each field of the header is given below. This header contains most of the common fields.

Identification lines include:

- To (reader's name and email address)
- Cc (Carbon Copy)
- Bcc (Blind Carbon Copy)
- Subject

The following is their breakdown:

- **Received:** These lines indicate the route that the email has taken and which systems have handled it and the times that it was handled.
- **Date:** The date and time at which the message was sent including time zone.
- **From:** The sender, usually verified by email address. However, this field may be user settable, so may not reflect the true sender. In any case, it shows the original sender of the message.
- **Sender:** The sender. This is inserted by some systems if the actual sender is different from the text in the **from:** field. This makes email more difficult to forge, although this too can be set by the sender. There are other uses for a sender field. In the example above, the sender is set to the list owner by the mailing list system. This allows error messages to be returned to the list owner rather than the original sender of the message
- **To:** Whom the mail is sent to. This may be a list or an individual. However, it may bear no relation to the person that the email is delivered to. Mail systems use a different mechanism for determining the recipient of a message.

- **Cc:** Addresses of recipients who will also receive copies.
- **Bcc:** Addresses of recipients who will receive the copies but not visible to everyone expect sender.
- **Subject:** Subject of the message as specified by the sender. The subject line indicates the purpose or content of the message.

17.9.2 Subject Line as Head Line

A newspaper headline has two functions: it grabs your attention, and it summarizes the article, so that you can decide whether to read it or not. The subject line of your email message should do the same thing.

Bad Example	Good Example
Subject: Meeting	Subject: Reminder of 10am Meeting Sched. 10/05 on PASS Process

A blank subject line is more likely to be overlooked or rejected as "spam," so always use a few well-chosen words to tell the recipient what the email is about. You may want to include the date in the subject line if your message is one of a regular series of emails, such as a weekly project report. For a message that needs a response, you might also want to include a call to action, such as "Please reply by November 7."

A well-written subject line like the one below delivers the most important information, without the recipient even having to open the email. This serves as a prompt that reminds recipients about your meeting every time they glance at their inbox.

Poor Examples

Subject:

Subject:

Better Examples

Subject:

Subject:

Subject should be focused, clear and informative. Some correct subjects are given below:

- Invitation to the ABC Conference, Nov 2009
- Application for Account Manager Position #413 – Jane Smith CV
- Agenda for the meeting on Monday, 10am
- Party Invitation for John, Sally and Martin
- Updates on the building plans
- Meeting scheduled for Oct 15, Thursday @ 10am

- Great craft ideas using recyclable materials

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

Some example of weak subjects is:

- [blank]
- Hi, Hello, How are you?
- First line of the email message
- Whole Email in Subject Line (Most Common Error)
- Words to avoid: Help, Percent Off, Reminder, Free

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

17.9.3. Greetings

Always open your email with a greeting line. If you are unsure about the addressee's gender or name, use their designation for addressing the greeting.

For Example:

- Dear Professor Madani
- Dear CEO Telenor Pvt. Ltd
- Dear Director CIIT

Incase if you are ONLY sure about the addressee's gender and NOT their designation, then use that information.

For Example:

- Dear Sir
- Dear Madam

Some more example of greetings is:

- Dear [name],
- Hi [name],
- Hi,
- Hello [name],
- Hello,
- To whom it may concern,

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

Note: Other references used to construct this handout are following:

<https://www.mindtools.com/CommSkill/EmailCommunication.htm>

<http://thinksimplenow.com/productivity/15-tips-for-writing-effective-email>