

# Expository Writing

**SS1014**

**Spring 2025**

Course in charge: Ms. Mariam Aftab

# Uses of E-mails in Business Communication

- To provide day-to-day communication and updates
- To carry newsletters to customers and clients
- To carry documents, pictures, or videos
- To provide official, date-stamped communication

# Ineffective E-mails create frustrations: How?

Long unedited  
messages

Controversial  
messages

Unrelated  
messages

Attachments  
without  
explanation

Untitled or  
inaccurately titled  
messages

Inappropriate use  
of: “Read now”  
“Urgent”

# Do not opt for E-mail, when:

Personal contact is the only way to dissolve misunderstandings

Phone call would be more efficient

There is a possibility of communication problem

# When should you choose email over a phone call, letter, or memo?



Easy for the recipient to access the details in writing



Sending message to multiple people at the same time



Communicating at odd times when a phone call or meeting is not feasible



Saving time



Not needing an immediate response



Giving short bits of information

# Writing Emails: A Guideline

## **Respond**

- Respond to e-mail within a day or two.
- “out-of-office” response when you are unavailable for more than one day

## **Salutation and closing**

- Salutation: Dear [recipient] or only recipient's name
- Closing

# Writing Emails: A Guideline

## **Highlight the most important information**

- Start the message with the most important information.
- Clearly state the information both in the beginning and subject line.

## **Bulleted or numbered lists**

- For the stand out contents of the message use bullet points or number lists

## **Convention rules**

- Do not write message in all uppercase or lowercase.
- Uppercase means ‘shouting’ or ‘screaming’
- Lowercase means lack of grammar awareness

# Formatting Email

- Use short paragraphs and double-space between them.
- Create either lists with numbers, bullets, asterisks or a short body paragraph.
- Begin with an appropriate greeting and conclude with a fitting closing.
- In the subject line, clarify the nature of your message and use labels only when appropriate (FOR ACTION, FYI, URGENT).



# Sample Email



To: personnelcom@glothru.com

Cc: pburns@glothru.com, lmoor@glothru.com, kjans@glothru.com

Subject: Agenda for Personnel Committee Meeting on November 10

Personnel Committee Members:

Next Monday, November 10, we'll meet in Conference Room 16 L at 4:30 p.m. to continue our discussion of Shawn Greer's dismissal.

We will discuss the following topics:

1. Shawn Greer's job description (copy attached)
2. Shawn's last two evaluations, dated January 29 and August 2
3. Shawn's letter of dismissal

Please bring the documents listed above to the meeting and be ready to discuss how our committee and association should proceed.

Thank you,

Joyce Pool

**Opening:** Greet readers and introduce the topic.

**Middle:** Present your message in a simple format. Use lists where appropriate.

**Closing:** Focus on action and conclude politely.

# Task: Write an e-mail

You are a university student who needs to request an extension for an assignment due to unforeseen circumstances. Write an email to your professor using a polite and professional tone, ensuring that your email is clear, complete, and considerate.

## Subject Line

- Clearly state the purpose of the email

## Greeting

- Address the recipient appropriately

## Opening sentence

- Introduce yourself and the reason for your email

## Body

- Provide necessary details (assignment name, due date, reason for the request). Keep it concise, courteous and considerate

## Closing

- Politely request a response and express gratitude
- Your full name and students ID

# Responding to a Professional E-mail

## Start with a hello

- Starting with a hello sets the tone and shows respect. Use the recipient's name, for example "Hello [Name]" or "Dear [Name]" depending on the level of formality required.

## Reference the original email

- Mentioning the original email shows the recipient you're in the conversation.
- Provides context for your reply especially in long email threads.
- For example you might say "Thank you for your email regarding [topic]" or "I appreciate your feedback on [project]".

## Keep it short and precise

- Professional email replies should be brief and to the point.
- Address the specific questions or requests in the original email and don't go off topic.

# Responding to a Professional E-mail

## Polite closing and call to action

- Finish with a polite closing like “Best regards” or “Sincerely” and any next steps or a gentle call to action. For example “Please let me know if you need more info” or “Looking forward to hearing back from you by [date]”.

# How to 'ok' professionally?

Thank you for your email. I will proceed with your request.

Thank you for your email. I understand and will take care of it.

Thank you for your email. I agree and will take the necessary actions.

Thank you for your email. I confirm that I will [action].

It is always a good idea to use professional language and include a courteous greeting. This helps to establish a professional tone and demonstrates respect for the recipient.

# How to end an email that requires a response?

Thank you for your consideration.

I look forward to your response.

Please let me know if you have any further questions.

Thank you for the opportunity to [action].

I appreciate your time and attention to this matter.

It is always a good idea to end your email with a courteous closing, such as “Best regards” or “Sincerely,” followed by your name. This helps to establish a professional tone and demonstrates respect for the recipient.



**Task: Write a response as a team member to this email. Your response should address the sender's request or concern appropriately following the Cs of communication.**

**Scenario 1: A student emails their team members to schedule a meeting.**

**Subject:** Scheduling a Meeting for Our Group Project

Dear Team:

I hope you're all doing well. As we move forward with our group project on “**AI-Based Chatbot for Student assistance,**” we need to schedule a meeting to discuss our progress and assign tasks.

Please let me know your availability for a meeting on **Monday, March 10<sup>th</sup>, at 10 30 am**. If this time does not work for you, feel free to suggest an alternative. We can meet either in CS Conference or join via Zoom using this **Link**:  
**<https://us02web.zoom.us/j/81593238688?pwd=aDFscGtsQVNNbjlyWVg4OTFPelFLQT09>**

Our agenda will include:

- Reviewing our research and findings so far
- Dividing tasks for the next phase
- Setting deadlines for individual contributions

Kindly confirm your availability by **Friday, March 7<sup>th</sup>**, so we can finalize the details. Looking forward to our discussion!

Best,  
Mina Aslam

Team Leader

Task: Write a **formal and professional email** to your professor requesting a meeting during their office hours based on the given scenario.

Scenario: You need to discuss an important topic related to your coursework with your professor. This could be about an upcoming assignment, exam preparation, a difficult course concept, or research guidance. To do this, you must request an office hours appointment via email.



THE

END