EMAIL WRITING

☐ **E-MAIL ETIQUETTE/ do's and don't / aspects/**

✓ There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of business and the corporate culture. Here, we list what we consider as the 23 most important email etiquette rules that apply to nearly all formal communication situations.

1. Answer Swiftly

People send an email because they wish to receive a quick response. If they did not want a quick response, they would send a letter or a fax. Therefore, each email should be replied to within at least 24 hours, and preferably within the same working day.

2. Do not overuse 'Reply All'

Use Reply All only if you really need your message to be seen by each person who received the original message.

3. Use proper structure and layout

Since reading from a screen is more difficult than reading from paper, the structure and layout are very important for email messages. Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.

4. Identify yourself and topic

Where possible, identify yourself on the 'From:' – line using your full name rather than just email address. For example, use 'Amit Kumar Saxena' aks@vu.edu.in rather than just aks@vu.edu.in. Recipients are more likely to respond if they can easily identify the sender.

5. Answer all questions, and pre-empt further questions

An email reply must answer all questions, and pre-empt further questions. If all the questions in the original email are not answered, it will likely bring further emails regarding the unanswered questions, which will not only waste the time of the sender and the recipient but also cause considerable frustration. Moreover, if one is able to pre-empt relevant questions, the reader will be grateful and impressed with the sender's efficiency and thoughtfulness.

6. Be concise and to the point

Do not make an email longer than it needs to be. Remember that reading an email is harder than reading printed communications and a long email can be very discouraging to read.

7. Use proper spelling, grammar, and punctuation

As in all forms of written communication, this is not only important – because improper spelling, grammar, and punctuation give a bad impression of the individual or the company but also essential for conveying the message properly.

8. Do not write in CAPITALS

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Therefore, try not to send any email text in capitals.

9. Avoid long sentences

Try to keep the sentences to a maximum of 15-20 words. Email is meant to be a quick medium and requires a kind of writing different from letters.

10. Use active instead of passive voice

Try to use the active voice of a verb wherever possible. For instance, 'We will process your order today' sounds better than 'Your order will be processed today'.

11. Keep your language gender-neutral

It is important to be gender-sensitive. Avoid using discriminatory language such as: 'The user should add a signature by configuring his email program'. Apart from using he/she, you can also use the neutral gender: 'The user should add a signature by configuring the email program'.

12. Maintain coherence

When replying to an email, include the original mail in the reply. Click 'Reply', instead of 'New Mail'. If a person receives several emails, it is difficult to remember each individual email. This means that a 'thread-less email' will not provide enough information and the recipient may have to spend a frustrating long time to find out the context of the email in order to deal with it.

13. Do not overuse the high priority option

Overuse of the high-priority option will make it lose its function when really needed. Moreover, even if a message has high priority, it will come across as slightly aggressive if it is flagged as 'high priority'.

14. Do not attach unnecessary files

Large attachments can annoy readers and even bring down their email system. Wherever possible, try to compress attachments and only send attachments when they are productive.

15. Re-read the email before you send it

A lot of people do not bother to re-read an email before they send it out, as can be seen from the manyspellingandgrammaticalmistakescontainedinemails.

16. Take care with abbreviations and emotions

In business emails, try not to use abbreviations such as BTW and LOL. The recipient might not be aware of the meanings of the abbreviations, and in business emails these are generally not appropriate. The same goes for emoticons. It is advisable to avoid using any entities that the recipient might not be familiar with.

17. Be careful with formatting

Remember that when an email is formatted, the sender might not be able to view the formatting, or might see fonts that are different from the ones intended. When using colors, use a color that is easy to read on the background.

18. Take care with rich text and HTML messages

When sending an email in rich text or HTML format, be aware that the sender might be able to receive only plain text emails. If this is the case, the recipient will receive the message as a .txt attachment. Most email clients, however, including Microsoft Oudook, are able to receive HTML and rich text messages.

19. Do not use email to discuss confidential matters

Sending an email is like sending a postcard. Do not send confidential information by email. Moreover, never make any vilifying or discriminating comments in formal emails, even if they are meant to be jokes.

20. Avoid using URGENT and IMPORTANT

Even more so than the high-priority option, try to avoid the use of words such as 'Urgent' and 'Important' in an email or subject line. Use this only if it is a really, really urgent or important message.

21. Use the 'Bcc:' field or do a mail merge

When sending an email, some people place all the email addresses in the 'To:' field. There are two drawbacks to this practice: (1) the recipient knows that the same message has been sent to a large number of recipients, and (2) someone else's email address is being publicized with out their permission. One way to get round this is to place all addresses in the Bcc: field.

22. Using the 'Cc:' field

Try not to use the 'Cc:' field unless the recipient in the 'Cc;' field knows why they are receiving a copy of the message. This will depend on the situation. Only the recipients in the 'To:' field are supposed to act on the message. The 'Cc:' field is used to keep others informed about the project, e.g. the manager or a co-worker

Report Writing - A report is a written account of something that one has observed, heard, done, or investigated. It is a systematic and well-organized presentation of facts and findings of an event that has already taken place somewhere.

Reports are used as a form of written assessment to find out what you have learned from your reading, research, or experience.

The question for the **report writing** is supposed to be answered within the prescribed limit of 120-150 words. Talking about marks, it comes as a 05-06 marks question.

A well-written report must possess the following traits:

i. adherence to the specifications of report brief;
   ii.   analysis of relevant information;
   iii.   structuring material in a logical and coherent order;
   iv.   presentation in a consistent manner according to the instructions of the report brief;
   v.   making appropriate conclusions that are supported by the evidence and analysis of the report.

Report Format

i.   **Heading**- A descriptive title that is expressive of the contents of the report.
   ii.   **Place and date of reporting-** It is generally not mentioned in a magazine report separately, but here, it is
   iii. **The opening paragraph (introduction)** – It may include the '5 Ws' namely, WHAT, WHY, WHEN, and WHERE along with WHO was invited as the chief guest.
   iv. **The account of the event in detail-** The proper sequence of events that occurred along with their description. It is the main paragraph and can be split into two short paragraphs if required. (LAST W' HOW)
   v.   **Conclusion**- This will include a description of how the event ended. It may include quote excerpts from the Chief Guest's speech or how did the event wind up.

Professional communication

Independence Day was celebrated in your school. District Magistrate, Ms. Indu Bala Sharma was the Chief Guest. Write a report on the function in 120-150 words describing all the activities that took place. You are Head boy/Head girl.

Answer:

Report about/regarding/on independence day celebration.

06th jul, 2021.
V.V Nagar.

GD Goenka School celebrated **Independence Day** with great enthusiasm and patriotic fervour. On the morning of **August 14, 2020,** our students presented hand-made greeting cards and **tri-colour flag badges** to the senior management functionaries of the school. The cultural program at school commenced with everyone singing 'Vande Mataram' followed by flag hoisting by the chief guest, Ms. Indu Bala Sharma, the District Magistrate.

The spirit of freedom and nationalism was well exhibited by the students as well as the teachers through a spectrum of patriotic poems, speeches, quizzes on freedom fighter, songs, and dances. A presentation on the historical evolution of the national flag of India was shown. A documentary on the contribution of unsung heroes of Indian freedom struggle like Tirupur Kumaran, Kamla Devi Chattopadhayay, and Khudiram Bose enlightened the audience. A few of them spoke on the history and significance of the Independence Day and shed light on the special highlight of celebrations this year.(how)

It ended with a speech by the principal on the topic, "What does freedom mean to me?" The celebration concluded with the inspiring words of the principal madam, followed by the National Anthem and the distribution of refreshments.

Professional communication

Paragraph writing

The question for the **Paragraph writing** is supposed to be answered within the prescribed limit of 120-150 words. Talking about marks, it comes as a 05-06 marks question. ***Paragraph (3)***

Structure:

HIGHLIGHT THE TOPIC (FIRST WORD) IN FIRST LINE (BLOCK/BOLD - LETTER/WORD)

Introduction: the first section of a paragraph; should include the topic sentence and any other sentences at the beginning of the paragraph that give **background information** or provide a transition.

Body: follows the introduction; discusses the controlling idea, using facts, arguments, analysis, examples, and other information.

Conclusion: the final section; summarizes the connections between the information discussed in the body of the paragraph and the paragraph's controlling idea.

DIWALI is one of the most ……..

Annual day function is the most cherish event of any student life.

Professional communication

Story writing

One forest – princess lost- struggle – found small people mother try to kill her many time – but she was safe – found prince

The question for the **Story writing** is supposed to be answered within the prescribed limit of 180-250 words. Talking about marks, it comes as a 06-07 marks question.

Story Writing - A story writing is a work of "fiction or imagination" that is usually written in "easily understandable grammatical structure" with "natural flow of speech". Story writing is meant to be read at a single sitting and therefore it should be as direct and brief as possible.

Typically, story writing has five key elements – Character (fewer is better), Setting (brief but poetic and vivid), Plot (as simple and interesting as possible), Conflict (intense but one), and Theme (relating to majority of readers).

A character is someone or something that takes part in actions depicted in the short story. It could be a living person, a dead person, a ghost, an imaginary character, a robot, a dog, a toy… unlimited list.

Professional communication

Exercise

1. Write a report about independence day celebration in your college, in which a chief guest was invited. (120 -150 words)

2. Write a paragraph on Diwali celebration (120-150 words)

3. Write a short story on whatever the topic (show your creativity in 180-250 words)

Professional communication