**EMAIL WRITING**

E-mail (or *email*) functions in the workplace as a medium to exchange information and share electronic files with colleagues, clients, and customers. Although e-mail may take the form of informal notes, you should follow the writing strategy and style described in **correspondence** because e-mail messages often function as business **letters** to those outside organizations and **memos** to those within organizations. Of course, memos and letters can also be attached to e-mails.

**Significance of Email**

E-mail is such a quick and easy way to communicate that you need to avoid the temptation of sending a first draft without revision. As with all correspondence, your message should include

* all crucial details and
* be free of grammatical or factual errors,
* devoid of ambiguities,
* should not have unintended implications.

**Confidentiality of Email**

E-mail can be intercepted by someone other than the intended recipient and that e-mail messages are never truly deleted. Most companies back up and save all their e-mail messages and are legally entitled to monitor e-mail use. Companies can be compelled, depending on circumstances, to provide e-mail and **instant** **messaging** logs in a court of law. Consider the content of all your messages in the light of these possibilities, and carefully review your text before you click “Send.”

* Be especially careful when sending messages to superiors in your organization or to people outside the organization.
* Spending extra time reviewing your e-mail before you click “Send” can save you the embarrassment of misunderstandings caused by a careless message.
* Another helpful strategy is to write the draft and revise your e-mail before filling in the “To” line with the address of your recipient.

**Netiquettes for netizens**

Be careful as well to observe the rules of **netiquette (Inter*net* + *etiquette*)**

* Review your organization’s policy regarding the appropriate use of e-mail.
* Maintain a high level of professionalism in your use of e-mail.
* Do not forward jokes or *spam*, discuss office gossip, or use **biased language**.
* Do not send ***flames***(e-mails that contain abusive, obscene, or derogatory language) to attack someone.
* Do not use an e-mail account with a clever or hobby-related address (yogalover@gja.com); e-mail addresses based on your last name are appropriate ([jones23@gja.com](mailto:jones23@gja.com)).
* Provide a subject line that describes the topic and focus of your message to help recipients manage their e-mail.
* Adapt forwarded messages: revise the subject line to reflect the current content and cut irrelevant previous text, based on your **purpose** and **context**.
* Use the “cc:” (copy) and “bcc:” (blind copy) address lines thoughtfully and consider your organization’s practice or protocol.
* Include a cover (or *transmittal*) message for all e-mail messages with attachments (“Attached is a copy of the report for your review. . . .”).
* Send a “courtesy response” informing someone when you need a few days or longer to reply to a request.
* Do not write in ALL UPPERCASE LETTERS (called **“shouting**”) or in all lowercase letters.
* Avoid e-mail abbreviations (BTW for *by the way*, for example) used in personal e-mail, chat rooms, and **instant messaging**.
* Do not use emoticons (keyboard characters used to create sideways faces conveying emotions) for business and professional e-mail.

**Design of email**

Use typographical features, such as various fonts and bullets. These options increase your e-mail file size and may display unpredictably in other e-mail systems. Unless you are sure your recipient’s software will display your formatted message correctly, set your e-mail software to send messages in “**plain text”** and use alternative highlighting devices.

For example, capital letters or asterisks used sparingly, can substitute for boldface, italics, and underlines as **emphasis**.

Dr. Farina’s suggestions benefit doctors AND patients.

\_ Although the proposal is sound in \***theory**\*, it will never work in \***practice**\*.

If you need many such substitutions, consider preparing a document that you attach to an e-mail. Doing so will allow you to use formatted elements, such as bulleted **lists** and **tables**, that do not transmit well in e-mail messages.

Keep in mind the following additional **design considerations** when sending e-mail:

• Break the text **into short paragraphs** to avoid dense blocks of text.

• Consider providing an overview at the top in a brief paragraph for messages that run longer than a screen of text.

• Place your response to someone else’s message at the beginning (or top) of the e-mail window so that recipients can see your response immediately.

• When replying to a message, quote only relevant parts. If your system does not distinguish the quoted text, note it with a greater-than symbol (>).

**TASK FOR EMAIL WRITING**

Following the above guidelines, write an email to your **FYP supervisor** for extending the deadline of report submission. Don’t forget to mention the reasons.