



Parul Institute of Engineering and Technology

Career Development Cell

Semester-3

Professional Communication Skills (303193203)

Unit 1: Technical Writing - Email Etiquette & Email Writing

1. Content

Email Correspondence

Definition:

Email (Electronic Mail) is a fast, convenient, and commonly used method of correspondence for both **personal** and **professional** purposes. It has **replaced traditional letters** due to its **instant delivery**, ease of use, and ability to reach multiple recipients.

Structure and Procedure of Writing and Sending Emails

Structure of an Email:

An email has a structure similar to a business letter but is slightly different in format. Below are the main components:

1. **From:** Sender's email address (e.g., yourname@gmail.com)
2. **Date:** Date and time when the email is sent
3. **To:** Recipient's email address
4. **CC (Carbon Copy):** Others who should receive the same email
5. **BCC (Blind Carbon Copy):** People who get the email without others knowing
6. **Subject:** A brief line that reflects the main idea of the email
7. **Salutation:** A courteous greeting (e.g., Dear Sir/Madam)
8. **Body:**
 - o **Introduction:** State the purpose of the email
 - o **Details:** Information or explanation
 - o **Conclusion:** Summary or call to action
9. **Leave Talking Line:** Courteous closing line (e.g., Looking forward to your response)
10. **Sign Off:** Ending the message (e.g., Regards, Yours sincerely)

11. Signature Block: Your name, designation, organization, contact details

Procedure to Send an Email:

1. **Login** to your email account
2. **Click on “Compose”**
3. **Type recipient’s email address** in the "To" field
4. **Add CC or BCC**, if needed
5. **Write an appropriate subject line**
6. **Compose the body** of the message
7. **Attach files** (if any)
8. **Read and revise** your message
9. **Click “Send”**
10. **Check delivery status** or confirmation

Benefits and Guidelines of Effective Email Writing

Benefits:

- Speedy communication
- Cost-effective
- Can be saved and accessed later
- Multiple recipients can be contacted at once
- Easy to send attachments

Guidelines for Effective Email Writing:

- **Clear Subject Line:** Accurately reflects the email content
- **Professional Email ID:** Use your name (e.g., rahul.patel@domain.com)
- **Concise Content:** Avoid lengthy explanations
- **Professional Tone:** Be respectful and polite
- **Grammar and Spelling:** Proofread before sending
- **Use Bullet Points:** To organize important information
- **Avoid ALL CAPS:** It appears rude or like shouting
- **Reply Promptly:** Acknowledge important emails even if a full reply will come later
- **Signature Block:** Include your full name, designation, and contact details
- **Use Attachments Carefully:** Ensure they are not too large and are in accessible formats

Email Etiquette: Do's and Don'ts

✓ Do's:

- Use a professional greeting and closing
- Keep your tone respectful
- Stay on topic
- Format the email neatly with paragraphs
- Include your contact information
- Use simple and clear language

Don'ts:

- Don't use slang or emojis in formal emails
- Don't write in all capital letters
- Don't forget the subject line
- Don't forward unnecessary chains
- Don't forget to proofread
- Don't use vague expressions or unstructured sentences

Email Samples

Informal Email: Expressing Appreciation

To: bestfriend@example.com

Subject: Congratulations!

Dear Ria,

My heartfelt congratulations to you. I was glad to see your name on the merit list...

Regards,
Neha

Informal Email: Telling About a Trip

To: friend@example.com

Subject: About my Trip

Dear Ajay,

I'm excited to share that I'll be going on a long trip with my parents...

Best wishes,

Priya

Formal Email Sample: Requesting Course Details

To: admissions@abcuniversity.edu

Subject: Request for Information Regarding Computer Science Course

Dear Sir/Madam,

I hope this email finds you well.

I am writing to inquire about the Computer Science courses offered at your esteemed institution. I have recently completed my Bachelor of Science degree with Electronics as my major subject, and I am now keen to pursue further studies in the field of Computer Science, as it aligns with my academic interests and career goals.

I would be grateful if you could kindly provide the following information:

- Detailed syllabus or curriculum of the Computer Science course
- Admission requirements and eligibility criteria
- Duration and mode of the course (online/on-campus)
- Important dates related to the admission process
- Fee structure and available scholarships (if any)

Please let me know if there are any additional documents or procedures I need to follow as part of the application process. I would also appreciate it if you could send me a copy of your prospectus or a link to download the same.

Thank you for your time and assistance. I look forward to your response and hope to join your reputed institution for my higher education.

Yours faithfully,

Rakesh Patel

Email: rakesh.patel@email.com

Phone: +91 98765 43210

Letter Writing: Structure, Format, and Examples

Structure of a Business Letter

1. Sender's Address
2. Date
3. Reference Number
4. Recipient's Address
5. Salutation (e.g., Dear Sir/Madam)
6. Subject Line
7. Body:
 - o Introduction
 - o Details/Request/Complaint
 - o Conclusion
8. Complimentary Close (e.g., Yours faithfully)
9. Signature
10. Designation
11. Enclosure(s) if any

Letter Examples

Inquiry Letter

Inquiry Letter for Aluminium Products

MOTAWALA CONSTRUCTIONS

Bank Road,
Margao – Goa
20th August, 2012

To

The Sales Manager
Calcutta Aluminium Co. Ltd.
Kolkata – 1

Subject: Inquiry Regarding Aluminum Screws and Fittings

Dear Sirs,

We recently came across your advertisement in *The Industrial Times*, dated 16th August, 2012, and were quite impressed by the detailed description and features of the aluminum screws and fittings manufactured by your company.

As one of the leading construction contractors and dealers in Goa, we are constantly in need of quality construction materials. We have been receiving increasing inquiries from our clients for aluminum fittings, and we believe that your products would meet our quality standards and requirements.

We request you to kindly send us the following details:

- A complete product catalogue
- Price list for wholesale and bulk orders
- Payment terms and conditions
- Minimum order quantity
- Delivery timeline and shipping policy
- Discounts, if any, for long-term or bulk purchases

Please note that our annual requirement for metal fittings exceeds ₹3,00,000, and we are interested in developing a long-term association with a reliable supplier like you. If your terms are favorable, we would be pleased to place regular orders.

We look forward to your prompt response along with the requested details.

Yours faithfully,

Manager

Motawala Constructions

Reply to Inquiry Letter: Response from Calcutta Aluminium Co. Ltd.

CALCUTTA ALUMINIUM CO. LTD.

Corporate Office: Kolkata – 1

23rd August, 2012

To

The Manager

Motawala Constructions

Bank Road,

Margao – Goa

Subject: Response to Inquiry Dated 20th August Regarding Aluminum Screws and Fittings

Dear Sir,

We sincerely thank you for your inquiry dated 20th August, 2012, and for your interest in our range of aluminum products, as advertised in *The Industrial Times*. We are pleased to know that our offerings have attracted your attention and that you are considering our products for your construction projects.

We are enclosing our latest **product catalogue** and **price list**, which includes detailed specifications and images of our aluminum screws, plates, and fittings. We are confident that you will find our products of the highest quality, designed to meet the needs of modern construction requirements.

In recognition of the potential for a long-term business relationship and the volume of orders you have indicated (exceeding ₹3,00,000 annually), we are pleased to offer you:

- A **trade discount of 5%** on all orders
- An **additional 5% discount** on orders exceeding ₹20,000
- Flexible payment terms for bulk and recurring orders
- Delivery within **7 working days** from order confirmation

We assure you of our full cooperation, prompt service, and strict quality control. We look forward to establishing a strong and mutually beneficial business relationship with your esteemed organization.

Should you require any further clarification or technical details, please do not hesitate to contact our sales team.

Yours faithfully,
Sales Manager
Calcutta Aluminium Co. Ltd.

Enclosures:

1. Product Catalogue
2. Price List

Formal Complaint Letter: Regarding Damaged Delivery

New City Printery

Station Road,
Vadodara – 390001
15th May, 2018

To

The Sales Manager
Baroda Paper Products Ltd.
GIDC Industrial Estate,
Vadodara – 390010

Subject: Complaint Regarding Damaged Paper Packets – Order No. 345 dated 10th May, 2018

Dear Sir,

I am writing to bring to your attention an issue concerning the recent delivery of paper packets supplied by your company against our **Order No. 345 dated 10th May, 2018.**

Upon inspection of the consignment received on **14th May, 2018**, we found that **five packets of 10 kg paper each were badly damaged**. The paper inside these packets was **torn, crumpled, and unfit for use**, although the remaining packets were in acceptable condition. This leads us to believe that the damage did not occur during transit but may have been caused due to improper handling or packing at your end, possibly during the cutting or pressing process.

We would like to emphasize that the delivery was placed to fulfill an urgent printing order for a **Silver Jubilee souvenir** of one of our valued clients. As the printing is in its final stages, the delay in replacement could seriously hamper our delivery schedule and damage our reputation.

We request you to kindly:

- **Investigate the issue** at your end
- **Arrange for the immediate replacement** of the damaged packets
- **Ensure better packing and quality control** in future deliveries

We would appreciate it if the replacement reaches us **before 20th May**, so that we can complete our assignment on time.

Please confirm the dispatch of the replacement at the earliest.

Yours faithfully,

Mr. P. S. Sharma

Proprietor

New City Printery

2. Learning Objectives

- Understand the structure and format of professional emails and letters.
- Apply email etiquette in various communication scenarios.
- Draft formal and informal emails using appropriate tone and structure.
- Compose business letters such as inquiries, replies, and complaints.
- Improve clarity, conciseness, and professionalism in written communication.

3. Introduction

Email writing is a critical form of business communication. It has become an essential part of day-to-day interactions in personal and professional settings. Writing effective emails and letters ensures clarity, efficiency, and professionalism in correspondence.

4. Key Concepts/Definitions

Email Etiquette – Key Concept

Definition:

Email etiquette refers to the rules and best practices for writing respectful, clear, and professional emails.

Key Points:

- Use a clear subject line
- Maintain a polite tone
- Avoid slang, emojis, and all caps
- Use proper grammar and punctuation
- Include a proper greeting and closing
- Proofread before sending

Email Structure – Key Elements

1. **From:** Sender's email address
2. **Date:** Date and time the email is sent
3. **To:** Main recipient's email address
4. **CC:** Others who should receive a visible copy
5. **BCC:** Hidden recipients
6. **Subject:** Summary of the email's content
7. **Salutation:** Formal greeting (e.g., *Dear Sir*)
8. **Body:** Main message (introduction, details, conclusion)
9. **Leave-taking Line:** Courteous closing sentence
10. **Sign-off:** Formal ending (e.g., *Yours sincerely*) and sender's name

Letter Format – Key Elements

Definition:

Formal letter writing follows a structured format used for professional or official communication.

Key Components:

1. **Heading:** Sender's address
2. **Date:** Date of writing the letter
3. **Inside Address:** Recipient's full address
4. **Subject:** Purpose of the letter (one line)
5. **Salutation:** Formal greeting (e.g., *Dear Madam*)
6. **Body:** Main content in three parts – Introduction, Details, Conclusion
7. **Closing:** Polite ending (e.g., *Yours faithfully*)
8. **Signature:** Sender's name and designation

5. Detailed Explanation

Email Structure: Proper placement of sender and receiver details, clear subject line, concise body, and professional closing.

Email Procedure: Steps from logging in to composing, revising, and sending the message.

- **Examples:**
 - Informal: Email about a trip or congratulations.
 - Formal: Email seeking course details, introducing new employees.
- **Letter Examples:** Inquiry letters, replies, and complaint letters demonstrating correct business format.

6. Diagrams/Tables (if applicable)

Table: Parts of Email vs. Parts of Letter

Email Component	Letter Component
From	Heading
To/CC	Inside Address
Subject	Subject Line
Salutation	Salutation
Body	Body
Closing	Complimentary Close

Email Etiquette – Key Concepts

Email Etiquette	Aspect Guideline
Subject Line	Use a clear and concise subject that reflects the email content
Email Address	Use a professional email (avoid nicknames or informal IDs)
Tone and Language	Be polite, formal, and respectful. Avoid slang and emojis
Capitalization	Avoid writing in ALL CAPS (interpreted as shouting)
Attachments and Formatting	Limit file size; ensure content is readable across devices
Grammar and Spelling	Use correct language; proofread before sending
Reply Time	Respond promptly, ideally within 24–48 hours
Use of CC/BCC	Use CC to inform others, BCC to conceal addresses when needed
Signature Block	Add name, title, organization, and contact details

7. Real-life Applications/Case Examples

Real-life Applications / Case Examples

1. Writing Job Application Emails

In the professional world, email has largely replaced traditional letter writing due to its convenience and speed. A well-structured job application email typically includes a clear subject line, a polite salutation, a concise body explaining the purpose (applying for a job, highlighting qualifications), and a courteous closing with the sender's contact details. For example, when applying for a position, the email should open with a respectful greeting, state the intent, mention relevant skills or experiences, and close with appreciation and a formal sign-off including the sender's name, designation, and contact information. Ensuring proper email etiquette — such as avoiding all caps, using correct grammar, and maintaining a professional tone — is crucial for making a positive impression.

2. Composing Formal Letters for Inquiries or Complaints

Formal letters remain important for official communication such as inquiries or complaints. An inquiry letter should begin with a clear heading and date, followed by a polite salutation and a detailed yet concise request for information — for instance, asking for product price lists or service details. A well-crafted complaint letter clearly describes the issue (e.g., receiving

damaged goods), emphasizes the importance of the matter, and requests prompt corrective action while maintaining a respectful tone. The structure of these letters typically includes: heading, date, inside address, subject, body, and a formal signature with the sender's designation. This format helps ensure clarity and professionalism in business correspondence.

3. Internal Company Communications Introducing New Hires

Internal email communications play a key role in welcoming new employees and fostering team integration. An introductory email typically addresses the team, briefly introduces the new hire's name, role, and responsibilities, and encourages colleagues to extend their greetings and support. Such emails are concise and positive, helping new employees feel welcomed and informed. Including the sender's name, designation, and contact details in the signature adds credibility and facilitates further communication within the team.

8. Tips, Tricks, or Mnemonics

Mnemonic for Formal Letter Writing: "SODARC"

Letter Meaning	Description
S Sender's Address	Include full address of the sender at the top left.
O Opening Date	Leave a line after the address and write the date.
D Designation/Receiver	Write receiver's designation and organization.
A Address of Receiver	Include full address of the recipient.
R Respected Salutation	e.g., Respected Sir/Madam
C Content & Closing	Subject, body of letter, and appropriate closing lines.

9. Classroom Activity/Interaction:

- *Think and Share:* Identify bad vs. good email samples.
- *Quick Quiz:* MCQs on parts of email and etiquette.
- *Group Task:* Draft a formal letter (inquiry/complaint) and peer review.

10. Summary/Key Takeaways

- Emails and letters are structured forms of written communication.
- Follow proper etiquette and use clear, concise language.
- Formal and informal formats differ in tone and content.

- Use mnemonics like SODARC to remember structure easily.

11. References/Resources

- **Guffey, M. E., & Loewy, D. (2018).** *Essentials of Business Communication* (11th Edition). Cengage Learning.
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— Discusses the significance of email writing skills in professional and technical fields.
- **Purdue Online Writing Lab (OWL).** Business Writing Resources.
https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/business_writing/index.html
— Offers clear guidelines and examples for effective business email and letter writing.
- Lecture notes from Parul Institute of Engineering and Technology
- Sample letters and emails from CDC Semester 3 document