

English for Beginners

Learn to Speak and Write Confidently

Lesson 7

Written English
for Emails



Today's Lesson

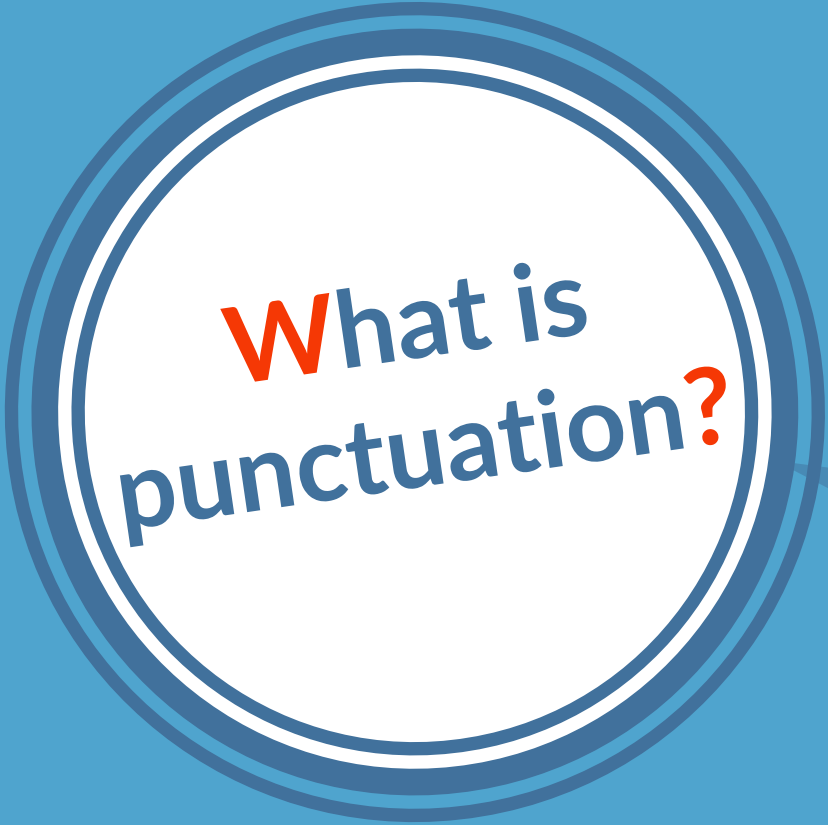
- You will learn all there is to know about **Punctuation**
- You will explore the different **Linking Words and Phrases**
- You will gain confidence writing **Professional Emails**

- Summary
- Next Steps
- Q & A



Agenda

Punctuation



**What is
punctuation?**

The name given to the marks, such as full stop, comma, and brackets, used in writing to separate sentences and their elements and to clarify meaning.

Capital Letters

- At the start of a sentence
- To identify important nouns
- Titles
- Abbreviations

*e.g. The English for Beginners course is great.
I bought an LCD television yesterday.*

Full Stop

- At the end of a sentence
- Optional in abbreviations

e.g. Punctuation is important in writing.

Question Mark

- At the end of a question

e.g. Why are you studying English?

Exclamation Mark

- To express strong emotion

*e.g. Study smart!
Mark is a fantastic teacher!*

Punctuation

Comma

,

- Separates lists
- Separates sentences or clauses

*e.g. I need milk, flour, and chocolate to make cookies.
The class is difficult, but I like it a lot.*

Apostrophe

'

- To show possession
- Contraction of words

*e.g. Shaw Academy's courses are the best.
We'll be fluent in no time.*

Colon

:

- To introduce a long list
- To introduce the second part of a sentence which defines the first

*e.g. I want the following items: pencils, pens, and paper.
You know what to do: practise.*

Brackets

()

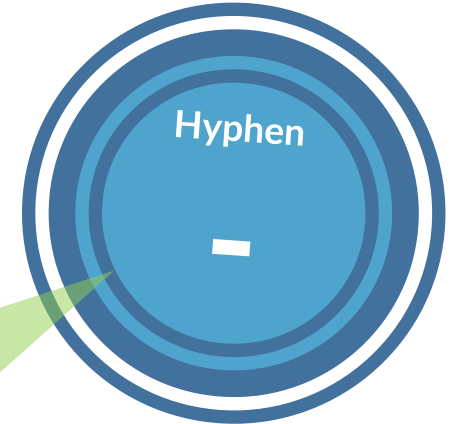
- To introduce extra ideas or information

e.g. I want you to bring me a burger (even if it's cold when you get here).



- To quote direct speech
- To denote the name of a book, film, song, etc.

e.g. *"The students are fantastic.", said Mark.*
My favourite movie is "Aladdin".



- To join two or more words to make a compound noun/adjective

e.g. *ex-manager*
well-organised



Mark Kennelly, who's my **English** teacher,
always says: **"practice makes perfect!"**.

What is missing from the following sentence?

Next year, I would like to visit brazil to see my brother.

- comma
- ✓ capital letter
- exclamation mark
- hyphen
- colon



Linking Words and Phrases

Linking Words and Phrases

They are used to link phrases, sentences, or paragraphs.

They help the reader to progress from one idea to the next and make your writing more logical.



Linking Words and Phrases

Sequence

Firstly, Secondly, Thirdly, etc.
Next, last, finally
another
In conclusion
To summarise
To conclude

*"**Firstly**, I would like to discuss X.
Secondly, we will touch on Y.
Finally, we will look forward to Z."*

*"**To summarise**, Shaw Academy is now the best in the world."
"**To conclude**, I want to wish you all a happy new year."*

*"You have not paid your rent yet. **In addition** you already owe me money."*

*"Bolt won the 100m, and **furthermore**, broke the world record."*

*"The report is badly presented. **Moreover**, it has mistakes."*

Addition

and
In addition / additionally
Furthermore / moreover
also
too
as well as

Linking Words and Phrases

"Alex likes to tell jokes. **Similarly**, her best friend does too."

"**In comparison** to my father, I had a very easy life."

"I love my wife. **Likewise**, she is my best friend."

Comparison

Similarly / similar to
In comparison to / with
Compared to / with
Likewise
like
as

Contrast

However
But
Although / even though
Yet
whereas
In contrast to
Despite / in spite of

"I like the course. **However** it can be a bit difficult."

"**Although** he is rich, he lives in a small house."

"My father is Irish, **whereas** my mother is English."

"**Despite** the rain, she walked to the station."

Linking Words and Phrases

Reason

because
for
since
as
Because of

"I was unable to send the report **because** the system was down."

"I could not print the papers **since** I did not receive them."

"**Because of** the traffic, I missed our meeting."

"I arrived early **so** I could help with the set up."

"A storm is coming. **Hence** the flights have been cancelled."

"Prices were reduced. **As a result**, sales increased."

"We are expanding. **Consequently** there will be more jobs."

Result

so
Thus
Therefore
Hence
Due to / as a result of
Consequently

Linking Words and Phrases

e.g. is used to give one or more possible examples

*"We have many popular sports in Ireland. **For example**, rugby and soccer."*

*"There are many irregular verbs in English, **such as** 'be'."*

Examples

e.g. (*exempli gratia*)
For example
For instance
such as
like

What
is e.g.?

What
does i.e.
mean?

i.e. clarifies something, providing more precise information

*"I support Arsenal. **That is to say** they are my favourite team."*

*"Mark is knowledgeable and funny. **In other words**, the perfect teacher."*

Explanation

i.e. (*id est*)
that is
That is to say
In other words

Which of the following sentences is correct?

- In conclusion, today I am going to talk about pronouns.
- I don't have much money, e.g. I'm happy.
- Your grammar is terrible, moreover your vocabulary is great.

✓ Despite starting with no English, he was the best in the class.



Writing Emails

Writing Emails

Top Tips

- Know your tone
 - *'Hi' , 'Good morning' , 'Dear...'*
- It's all about the titles
 - *short, clear text. No need for full sentences*
- Use a professional email address
 - *markkennelly@shawacademy.com*
- Limit the small talk
 - *'I hope you are well' , 'How are things?'*
- Keep it simple
 - *Only important details*
- Proofread every message
 - *Check before sending*
- NEVER USE CAPS LOCK



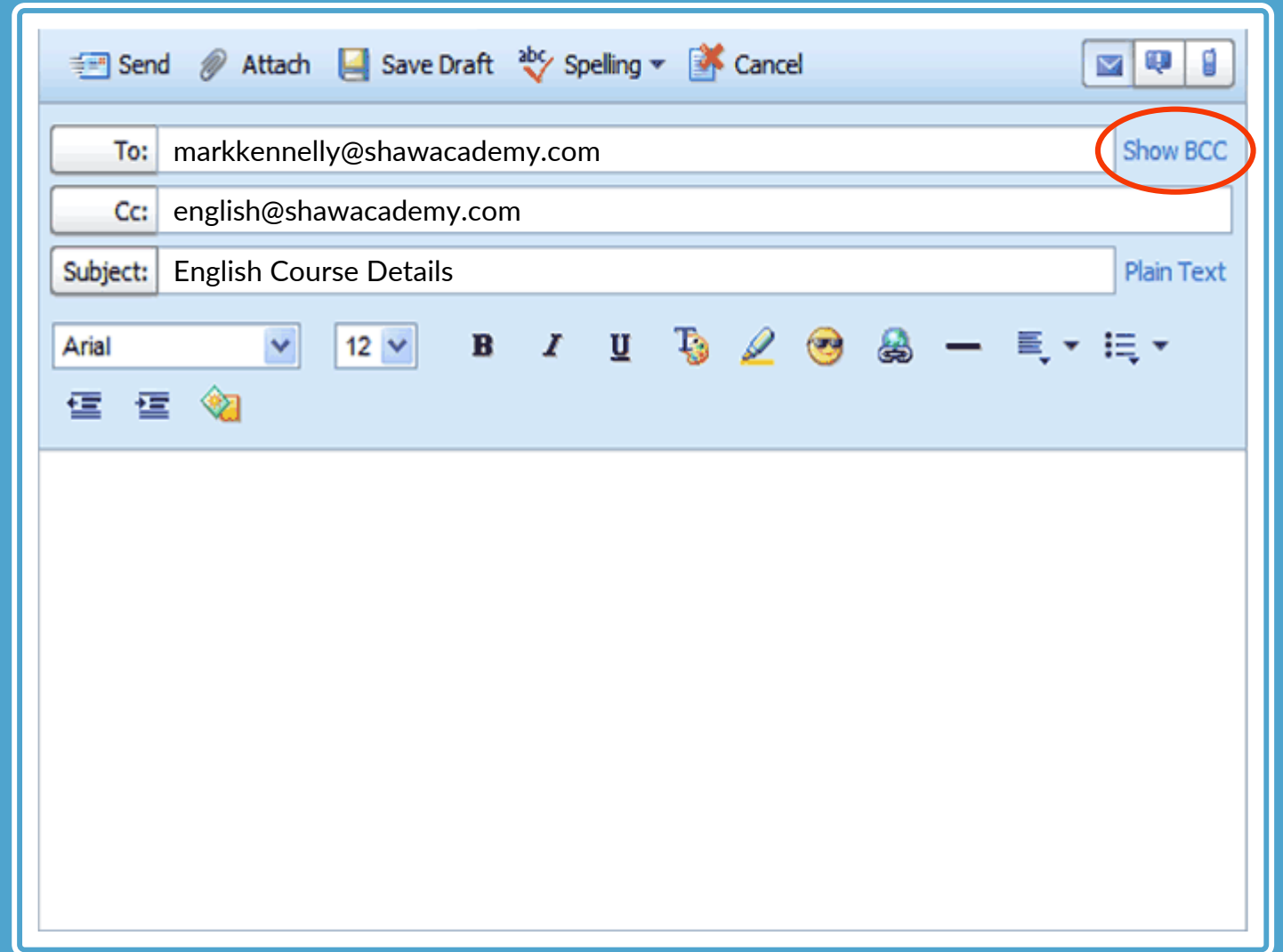
Writing Emails

Setting Up

Cc = *carbon copy*

Bcc = *blind carbon copy*

Subject = *the point of the email (title)*



A screenshot of an email composition window. The interface includes a top toolbar with buttons for Send, Attach, Save Draft, Spelling, and Cancel. Below this are fields for To: markkennelly@shawacademy.com, Cc: english@shawacademy.com, and Subject: English Course Details. A 'Show BCC' button is circled in red next to the To field. The text format is set to 'Plain Text'. A rich text toolbar is visible below the subject field, showing options for font (Arial), size (12), bold, italic, underline, text color, background color, link, unlink, and list. The main body of the email is empty.



Writing Emails

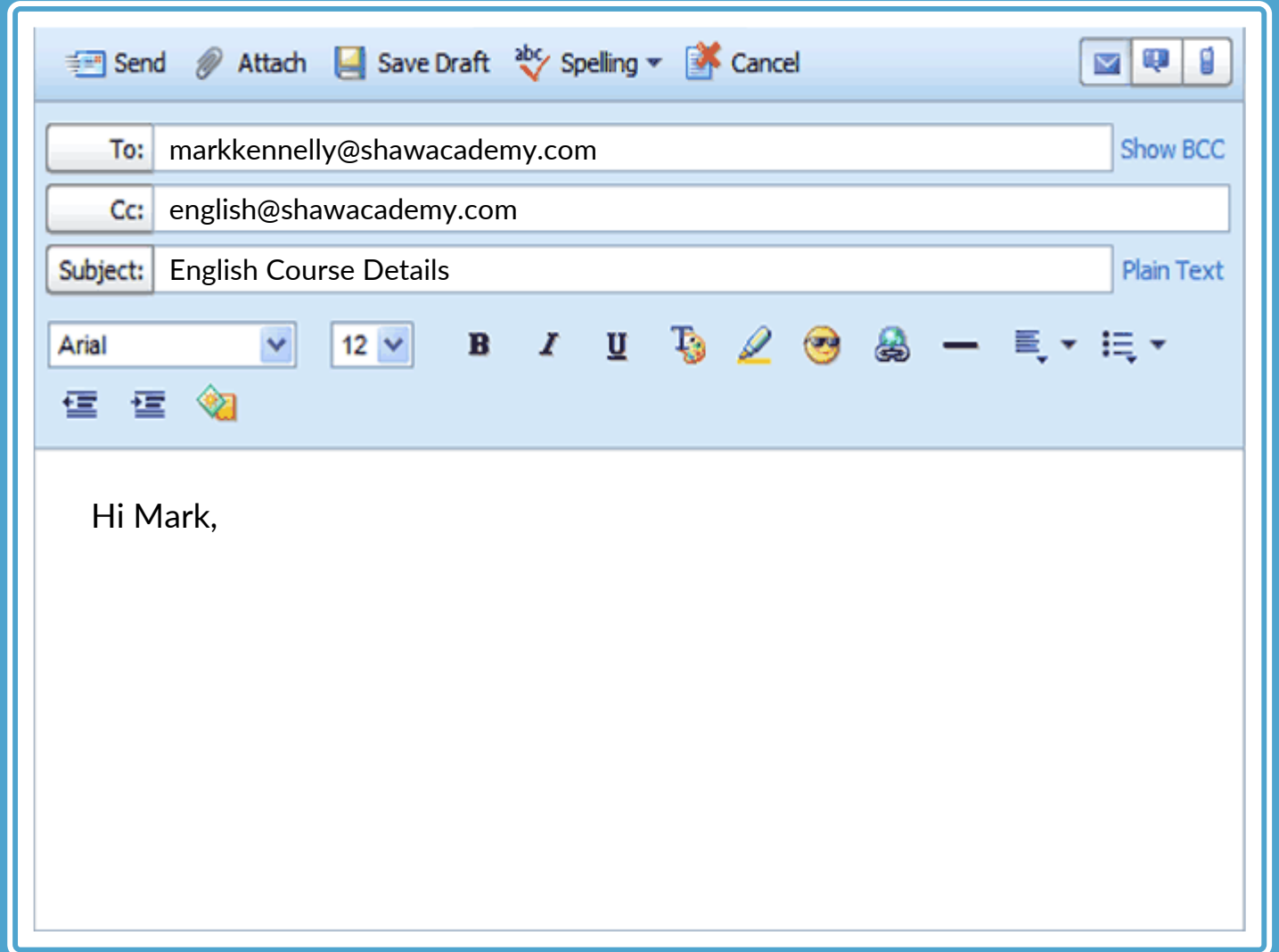
Greeting

'Hi Mark'
'Dear Mark'

'Dear Mr. Kennelly'

- Mr. – used for a man
- ~~Miss – used for an unmarried woman~~
- ~~Mrs. – used for a married woman~~
- Ms. – used for a woman (unspecified)

'Dear Sir/Madam'
'To whom it may concern'

A screenshot of an email composition window. The top toolbar includes icons for Send, Attach, Save Draft, Spelling, and Cancel. The 'To:' field contains 'markkennelly@shawacademy.com' with a 'Show BCC' link. The 'Cc:' field contains 'english@shawacademy.com'. The 'Subject:' field contains 'English Course Details' with a 'Plain Text' link. Below the fields is a rich text editor toolbar with options for font (Arial), size (12), bold, italic, underline, text color, background color, link, unlink, and list. The main body of the email contains the text 'Hi Mark,'.

Send Attach Save Draft Spelling Cancel

To: markkennelly@shawacademy.com Show BCC

Cc: english@shawacademy.com

Subject: English Course Details Plain Text

Arial 12 B I U Text Color Background Color Link Unlink List

Hi Mark,

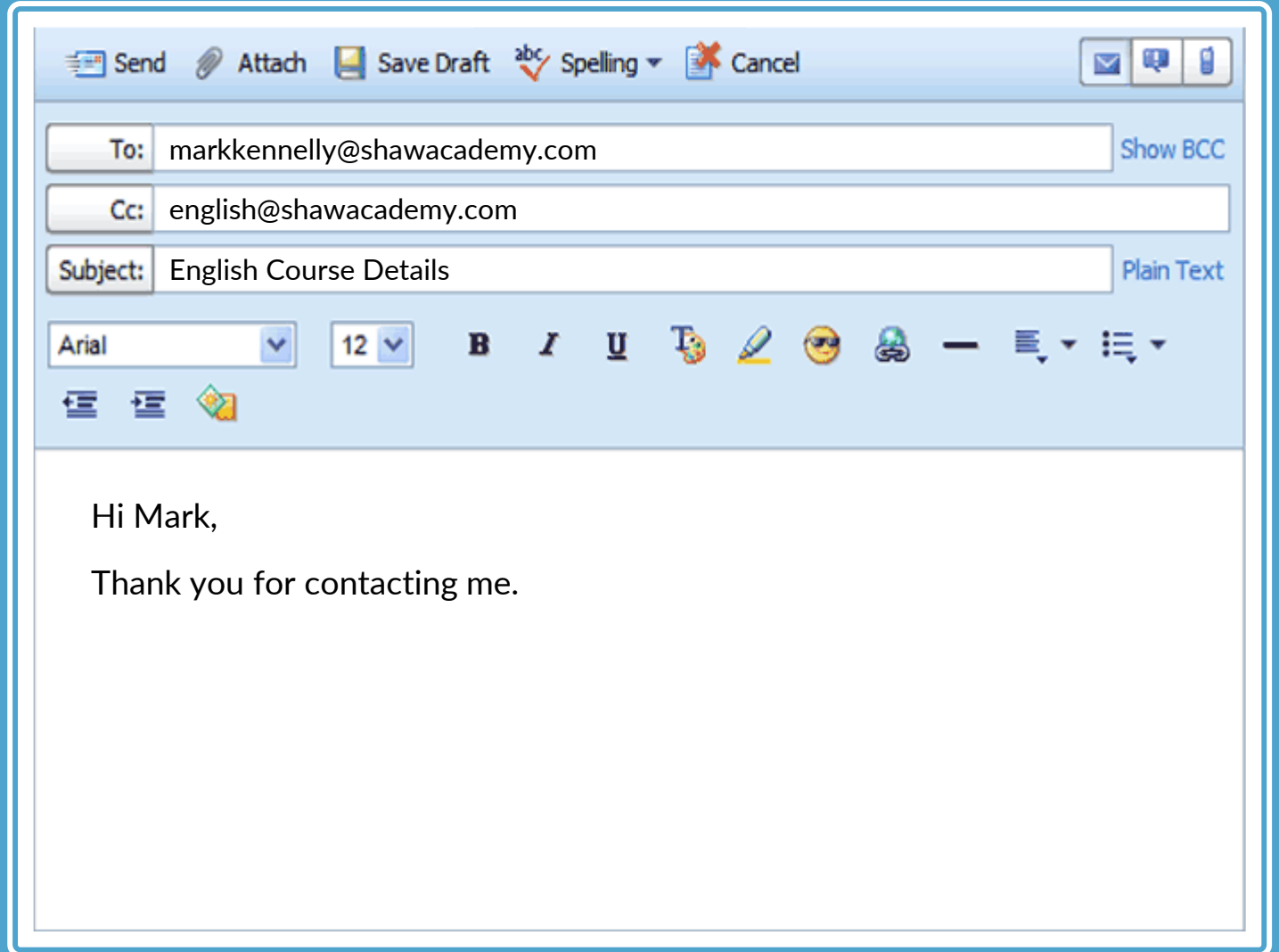
Writing Emails

Thank the Recipient

'Thank you for contacting me.'

'Thank you for the quick reply.'

'Thanks for getting back to me.'

A screenshot of an email composition window. The window has a light blue header bar with buttons for 'Send', 'Attach', 'Save Draft', 'Spelling', and 'Cancel'. Below the header, there are three text boxes: 'To: markkennelly@shawacademy.com' with a 'Show BCC' link, 'Cc: english@shawacademy.com', and 'Subject: English Course Details' with a 'Plain Text' link. Below these is a rich text editor toolbar with options for font (Arial), size (12), bold, italic, underline, text color, background color, link, unlink, and list. The main body of the email contains the text: 'Hi Mark,' followed by 'Thank you for contacting me.' on a new line.

Send Attach Save Draft Spelling Cancel

To: markkennelly@shawacademy.com Show BCC

Cc: english@shawacademy.com

Subject: English Course Details Plain Text

Arial 12 B I U Text Color Background Color Link Unlink List

Hi Mark,

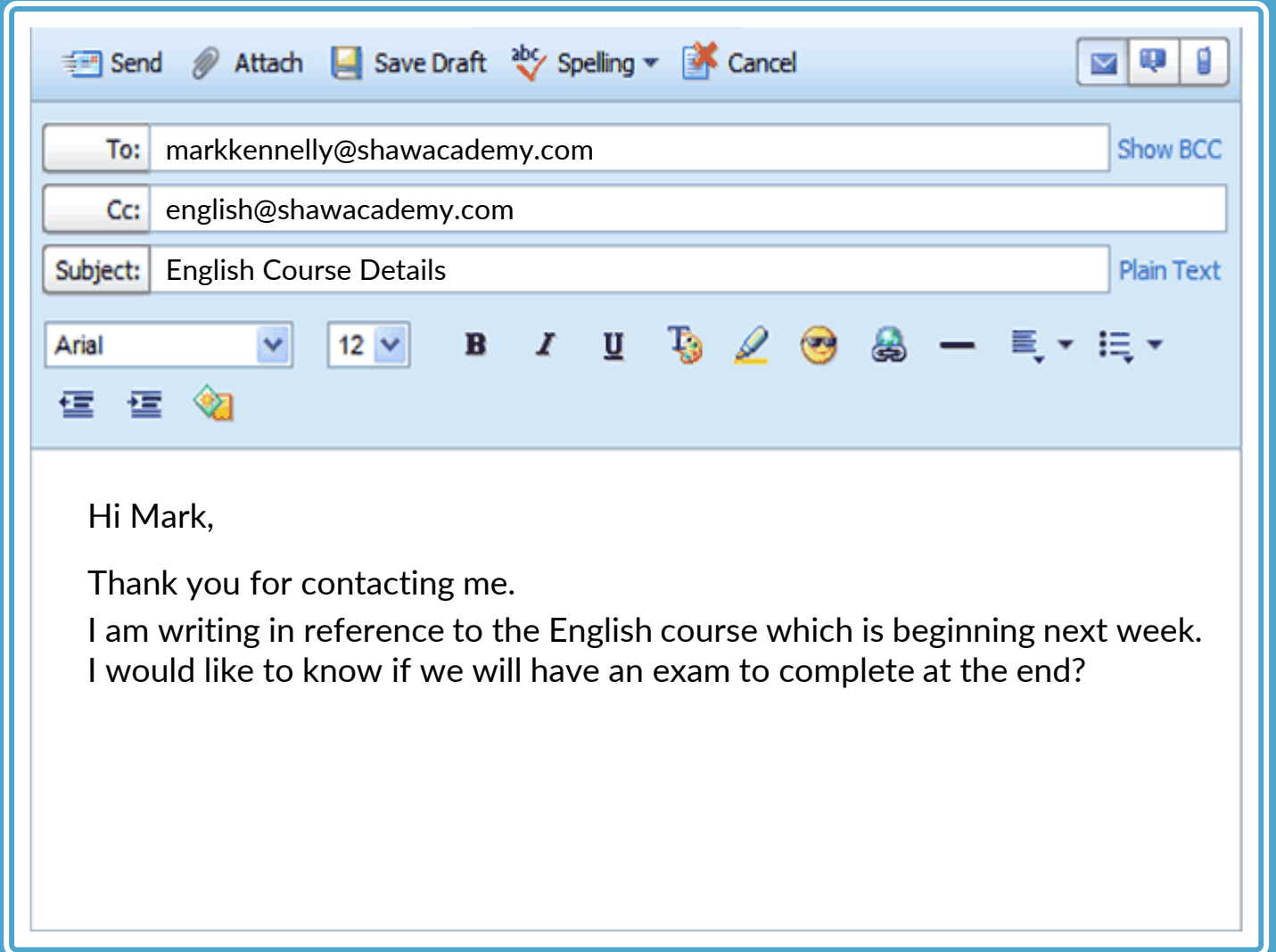
Thank you for contacting me.

Writing Emails

State Your Purpose

'I am writing to enquire about...'
'I am writing in reference to...'
'I am writing to you regarding...'

'I would like to know...'
'Could you tell me...'

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Hi Mark,

Thank you for contacting me.

I am writing in reference to the English course which is beginning next week.

I would like to know if we will have an exam to complete at the end?

Writing Emails

Add Your Closing Remarks

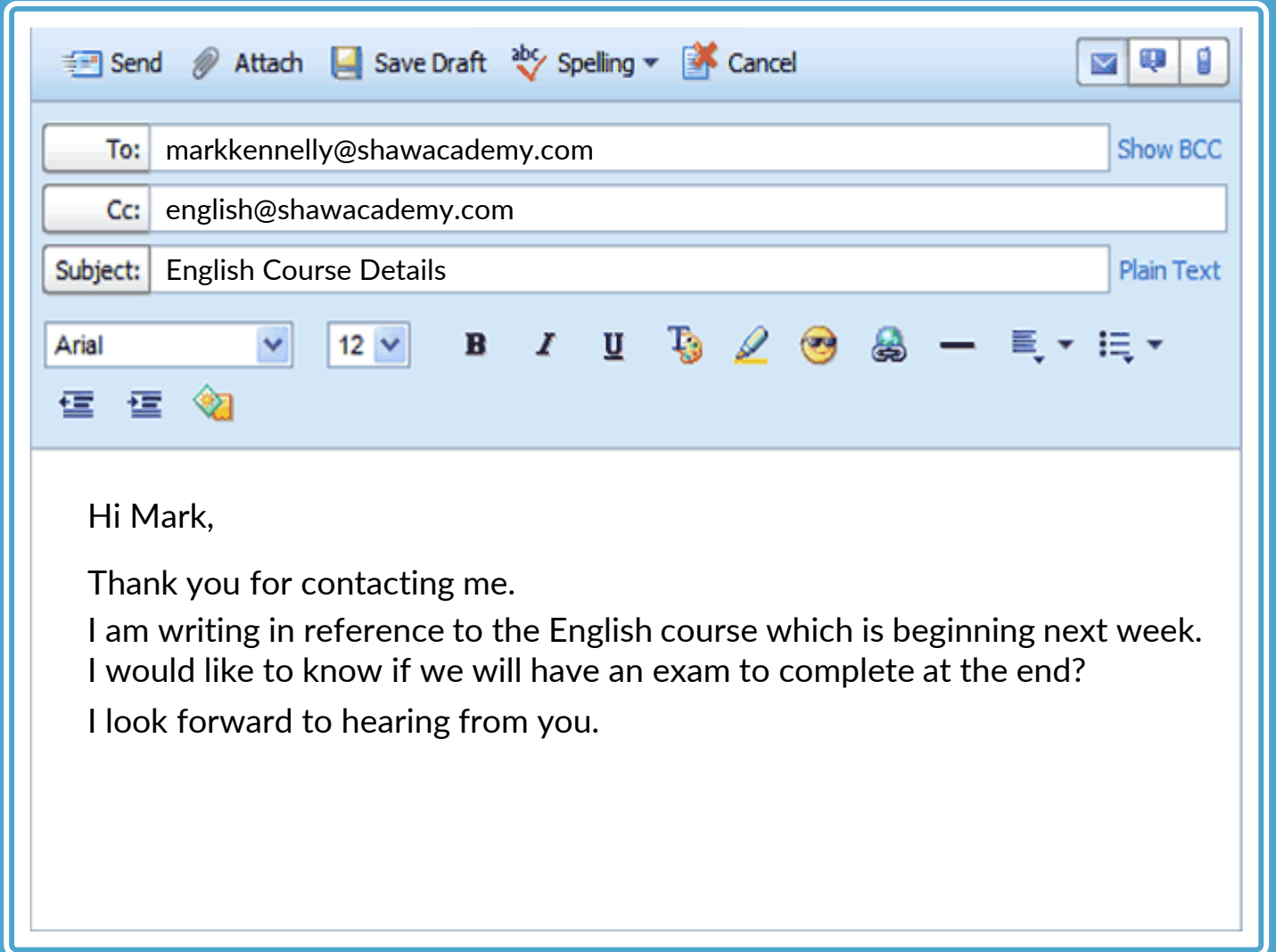
'Thank you for your consideration.'
'Thanks in advance.'

'I look forward to hearing from you.'

'If you have any further questions, do not hesitate to contact me.'

Attachments

'Please find attached, X'
'I have attached X.'
'Please see the attached X.'

A screenshot of an email composition window. The top toolbar includes buttons for Send, Attach, Save Draft, Spelling, and Cancel. The 'To' field contains 'markkennelly@shawacademy.com' with a 'Show BCC' link. The 'Cc' field contains 'english@shawacademy.com'. The 'Subject' field contains 'English Course Details' with a 'Plain Text' link. Below the fields is a rich text editor with a font dropdown set to 'Arial', a size dropdown set to '12', and various formatting icons (bold, italic, underline, text color, background color, link, unlink, bulleted list, numbered list). The email body contains the following text:

Hi Mark,

Thank you for contacting me.

I am writing in reference to the English course which is beginning next week. I would like to know if we will have an exam to complete at the end?

I look forward to hearing from you.

Writing Emails

Polite Sign Off

'Best regards'

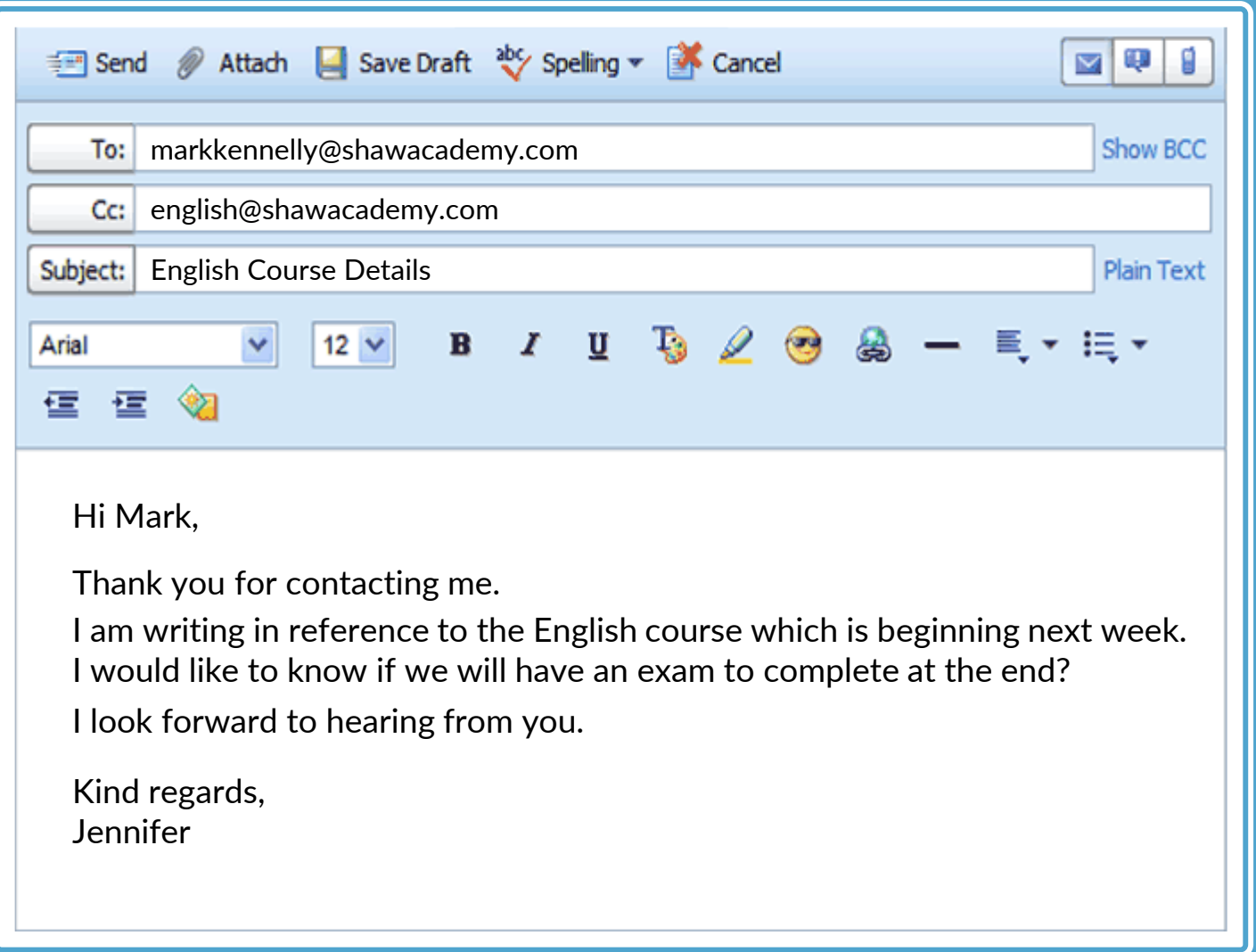
'Kind regards'

'Sincerely'

'Thank you'

'Best wishes'

'Cheers'

A screenshot of an email composition window. The top bar contains icons for Send, Attach, Save Draft, Spelling, and Cancel. The 'To:' field is filled with 'markkennelly@shawacademy.com' and has a 'Show BCC' link. The 'Cc:' field is filled with 'english@shawacademy.com'. The 'Subject:' field is filled with 'English Course Details' and has a 'Plain Text' link. Below the fields is a rich text editor toolbar with options for font (Arial), size (12), bold, italic, underline, text color, background color, link, unlink, and list. The email body contains the following text:

Hi Mark,

Thank you for contacting me.

I am writing in reference to the English course which is beginning next week. I would like to know if we will have an exam to complete at the end?

I look forward to hearing from you.

Kind regards,
Jennifer

Which of the following is unprofessional for an email?

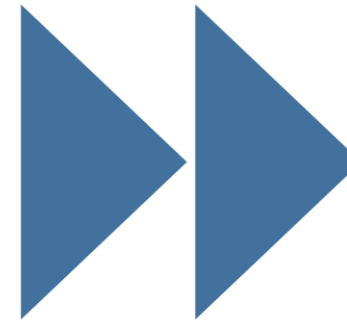
- Kind regards,
- I hope all is well.
- Please find attached...
- ✗ Dearest Joe,
- Dear Sir/Madam,





Lesson 7 Summary

- ✓ You learned all there is to know about **Punctuation**
- ✓ You explored the different **Linking Words and Phrases**
- ✓ You gained confidence writing **Professional Emails**



Don't forget to join me for Lesson 8:

Job Seeking and the Perfect CV