



Drafting Emails for Work



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Lead-in

- The phenomenally rapid growth of the Internet and its widespread use in business has changed the way in which organizations communicate.
- All organizations have Internet access, and most individuals have a personal email address.
- Many companies are promoting the use of email for most of—if not all—in-house correspondence, and a great deal of communication with outside organizations also relies on email.
- Email is an effective way to communicate. It offers some tremendous advantages, but it is also subject to limitations.



Advantages and Limitations

Discuss in groups and make a list of advantages email offers and limitations it suffers.



"I would like to play devil's advocate on this idea also."



来自《家有正太 第2季 第14集》

Your *email* said that there would be breakfast pastries.

你的邮件上说会有早餐点心



Advantages

- Email usually reaches its destination ***instantly***.
- Messages can be sent to as ***many*** people as necessary simultaneously. It avoids repetition or reproduction of text.
- Email messages can ***be saved and stored***, and one can ***search*** message files electronically.
- Email systems have a ***reply*** button that enables one to include the original message when replying.
- ***Drawings, sounds, video clips***, and other computer files can be attached to an email.
- One need ***not*** worry about ***interrupting*** someone when sending an email.
- The recipients can read the email at their own leisure and pace and respond after due reflection.
- It is ***inexpensive***, as it saves paper and is promoted as a green initiative.



Limitations

- Email communication is subject to **security** issues.
- Email is **anonymous**. The identity of a message's author can be completely masked or lost in just two generations of the message.
- Email **cannot be retracted**. Once the "Send" button is pressed, there is no bringing it back.
- Email is **not necessarily private**. Since messages are passed from one system to another, there are many opportunities for someone to intercept or read email.
- It is possible to **forge** email. This is not common, but it is possible to forge the address of the sender.
- We can receive too much or unwanted email, just like other types of **junk mail**.



Elements in an email

What elements are there in an email?



sue_sun <872355248@qq.com> 
邮箱首页 | 设置 - 换肤 

[反馈建议](#) | [帮助中心](#) | [退出](#)

Q 邮件全文搜索...

 写信

 收信

 通讯录

收件箱

星标邮件 

群邮件

草稿箱

已发送

已删除

垃圾箱

QQ邮件订阅

其他邮箱

漂流瓶 

日历 | 记事本

在线文档 

附件收藏

文件中转站

简历

贺卡 | 明信片

阅读空间

普通邮件

群邮件

贺卡

明信片

发送

定时发送

存草稿

关闭

预览 新窗口写信

收件人

抄送

密送

[删除抄送](#) - [删除密送](#) | [分别发送](#)

主题

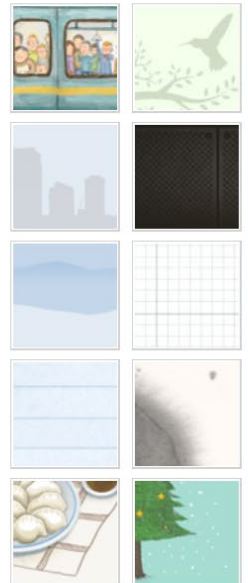
 添加附件 |  超大附件  在线文档  照片 |  文档  截屏  表情  更多  格式↓


正文

通讯录

信 纸

1/2



 设计新信纸

发件人: sue_sun <872355248@qq.com> | 其他选项 

发送

定时发送

存草稿

关闭

All of your recipients will know you're sending a copy to this person or group.

None of your readers will know you're sending a copy to this person or group

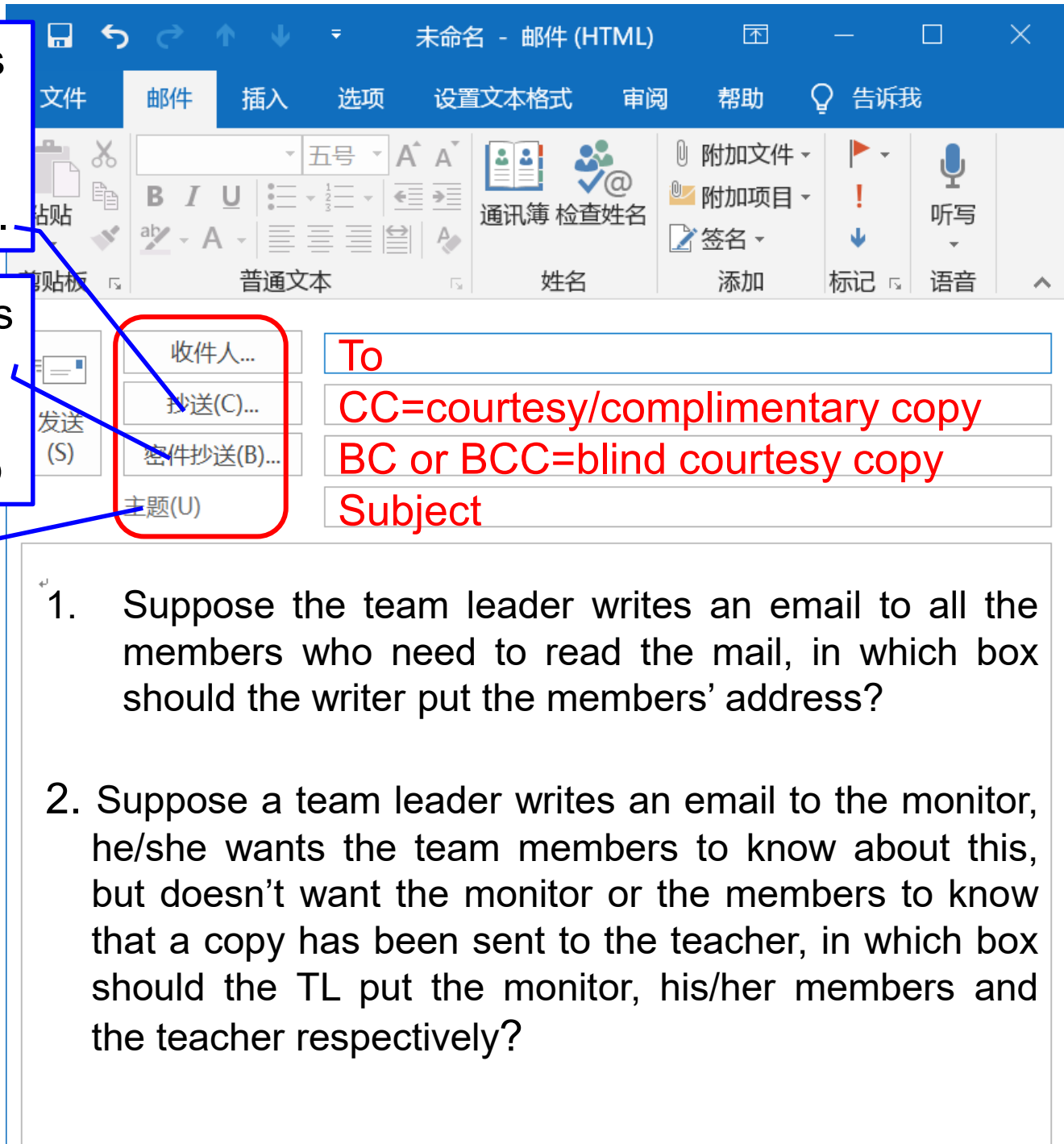
An email should have a specific subject line.

➤ To: All Members

➤ To: Monitor

➤ CC: All Members

➤ BCC: Teacher



The screenshot shows the '邮件' (Mail) ribbon in Microsoft Word. A red box highlights the '收件人...' (To), '抄送(C)...' (CC), '密件抄送(B)...' (BCC), and '主题(U)' (Subject) fields. Blue arrows point from the text boxes on the left to these fields: '收件人...' to the 'To' field, '抄送(C)...' to the 'CC' field, and '主题(U)' to the 'Subject' field. The '抄送(C)...' and '密件抄送(B)...' fields are also highlighted with a red box. The '抄送(C)...' field is labeled 'CC=courtesy/complimentary copy' and the '密件抄送(B)...' field is labeled 'BC or BCC=blind courtesy copy' in red text. The '主题(U)' field is labeled 'Subject' in red text. The '发送(S)' button is visible on the left. The 'To' field is labeled 'To' in red text. The 'CC' field is labeled 'CC=courtesy/complimentary copy' in red text. The 'BC or BCC' field is labeled 'BC or BCC=blind courtesy copy' in red text. The 'Subject' field is labeled 'Subject' in red text.

1. Suppose the team leader writes an email to all the members who need to read the mail, in which box should the writer put the members' address?

2. Suppose a team leader writes an email to the monitor, he/she wants the team members to know about this, but doesn't want the monitor or the members to know that a copy has been sent to the teacher, in which box should the TL put the monitor, his/her members and the teacher respectively?



By naming her readers, the writer is showing respect for them.

The first paragraph clarifies the purpose of writing the email.

The middle paragraphs describe the details.

Paragraphs are relatively brief and double-spaced.

The writer explains what she would like her readers to do.

Input re Policy on Incl...

文件 邮件 插入 选项 设置文本格式 审阅 帮助 操作说明

Arial 六号 B I ...

发送(S)

收件人(T) Doc Team

抄送(C) Bob Halloran

密件抄送(B) Cindy Belloc

主题(U) Input re Policy on Including Print Doc

Heading

Jullie: Bob and Rajiv-

As I mentioned at our meeting last week, I want to get your response to an idea about changing the way we distribute print doc with our systems. I'll be meeting with Ann in Marketing next week, and I want to be sure I can represent our views effectively.

The idea is to stop including the Getting Started brochure and the User's Guide in the box. Instead, we'll include a post card that customers can use to request these two docs, at no cost. Of course, the two docs will remain up on the site as PDFs. And we'll still include the setup instructions on the poster.

A recent thread on TECHWR-L on this technique suggests that it can reduce the number of docs that we need to print by 70-85%. That's good, of course, in terms of print runs, as well as shipping costs. Before I run the numbers on cost savings, however, I want to get a sense of what you think about the idea from the perspective of the customer. Do you think that not including the docs will make a bad impression? Will it increase problems when they set up the printers?

We won't have final say on whether to adopt this idea. I'm afraid, but I want to make sure our voices are heard. After all, we know more about the customer experience than anyone else at the company.

Please respond by e-mail to all of us by Friday at noon. Thanks very much.

Regards.

Melissa

Melissa Cartwright, Senior Documentation Specialist

PrintPro Systems

voice: 216.555.3407

fax: 216.555.3400



Style, Structure, and Content

Header

From:
To:
Cc:
Bcc:
Sent:
Subject:
Attachment:

Always take the time to consider the effect that the tone, style, grammar, and spelling of a mail may have on the recipient.

message

salutation

Body

close

signature

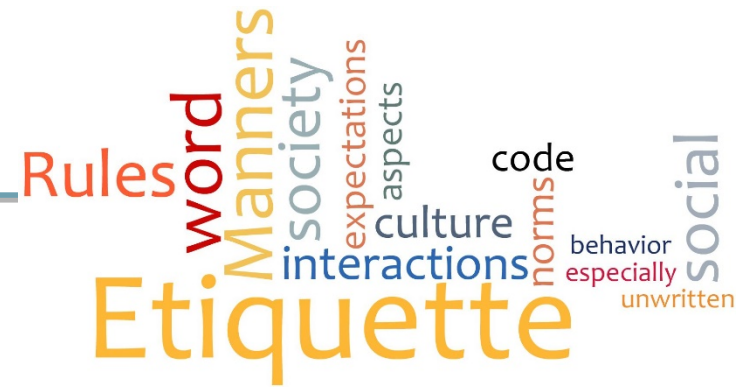
signature block

Name
Office title
Address
Phone number

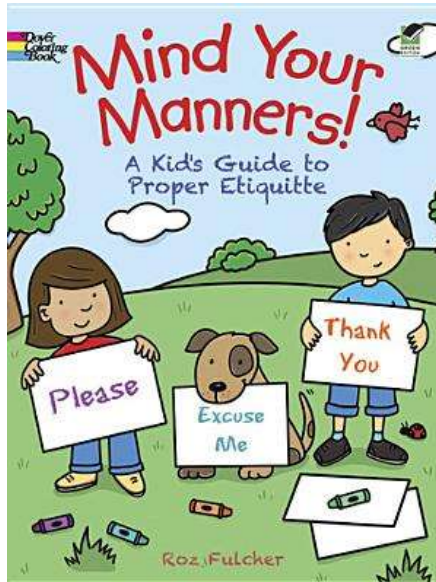
- Email messages must be kept **brief**; ideally, under 200 words.
- The **tone**, i.e. the audience and purpose of the email, should be carefully considered.
- Poor **spelling and grammar** in email messages could lead some readers to question the writer's competence.



Email etiquette



- Stick to business
- Write correctly
- Use proper spelling, grammar, and punctuation
- Use appropriate formality
- Use proper structure and layout
- Identify yourself and the topic
- Be careful with formatting



- Be concise and to the point
- Do not write in CAPITALS
- Avoid long sentences
- Use active instead of passive voice
- Keep the language gender-neutral
- Maintain coherence
- Re-read the email before sending it



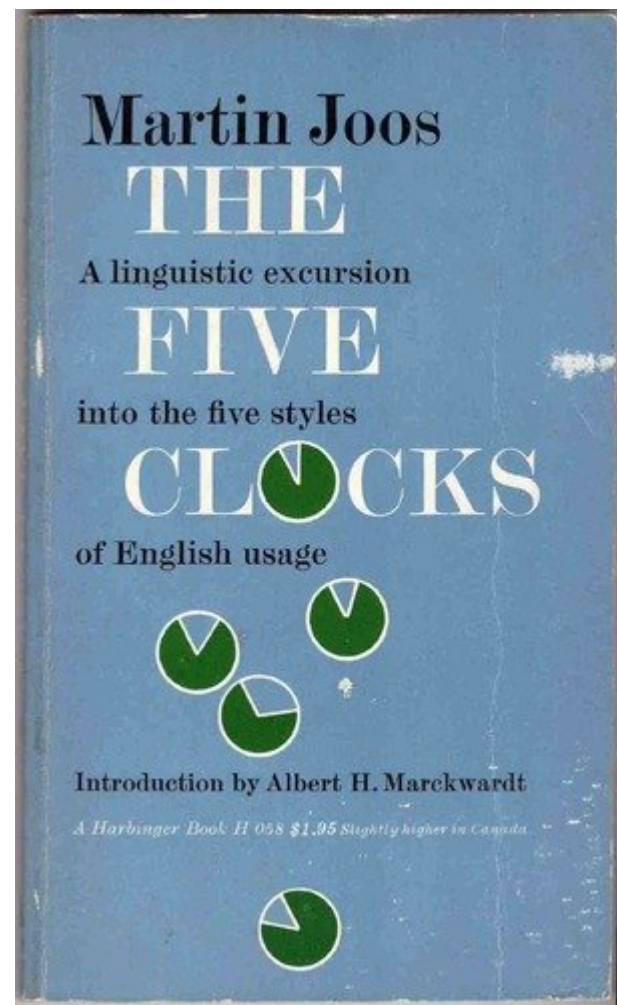
- Answer swiftly
- Do not overuse Reply All
- Answer all questions, and pre-empt further questions
- Use templates for frequently used responses
- Be kind. [Do not flame.](#)
- Do not overuse the high priority option
- Do not attach unnecessary files
- Do not use email to discuss confidential matters
- Avoid using URGENT and IMPORTANT
- Take care with abbreviations and emoticons
- Do not reply to spam
- Don't forward a message to an online discussion forum without the writer's permission
- Don't send a message unless you have something to say





Level of formality

- the frozen style
 - 庄严体
- the formal style
 - 正式体
- the consultative style
 - 商议体
- the casual style
 - 随意体
- the intimate style
 - 亲密体





Read and Decide

- 1) My dear father has just expired.
- 2) My old man just kicked the bucket.
- 3) My dad has died.
- 4) My beloved parent has just passed to his heavenly reward.
- 5) My father has just passed away.

--- by Martin Joos

Frozen Formal Consultative Casual Intimate

(4) (1) (5) (3) (2)



Read and Decide

- Our meeting with United went south right away too informal when they threw a hissy fit, saying that we blew off the deadline for the progress report.
- In our meeting, the United representative expressed concern that we had missed the deadline for the progress report.
- It was indubitably the case that our team was successful in presenting a proposal that was too formal characterized by quality of the highest order. My appreciation for your industriousness is herewith extended.
- I think we put together an excellent proposal. Thank you very much for your hard work.





you attitude **vs.** we/me attitude

多用你方态度(**you-attitude**), 少用我方态度(**we/me-attitude**)

Correspondence must convey a courteous, positive tone. The key to accomplishing this task is using the “you attitude” — that is, looking at the situation from the reader’s point of view and adjusting the content, structure, and tone to meet his or her needs.

- Put yourself in your reader’s shoes
- Try to imagine what your reader will feel about what you write
- Reflect and emphasize your reader’s needs, interests and concerns
- Protect your reader’s ego



Read and Decide

- You must have dropped the engine. The housing is badly cracked. accusing
- The badly cracked housing suggests that your engine must have fallen onto a hard surface from some height.

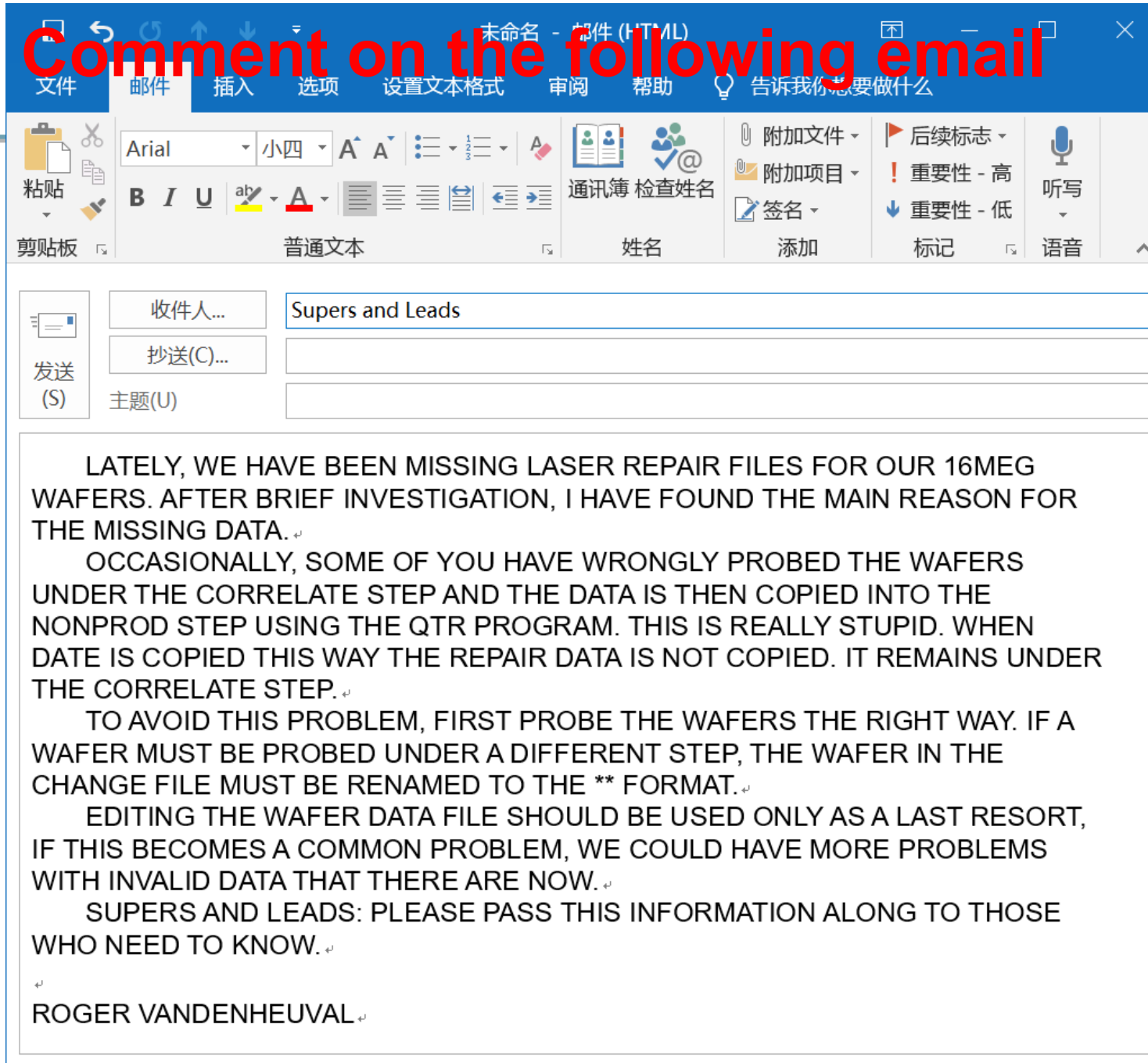
- You'll need two months to deliver these parts? Who do you think you are, the post office? sarcastic
- Surely you would find a two-month delay for the delivery of parts unacceptable in your business. That's how I feel, too.





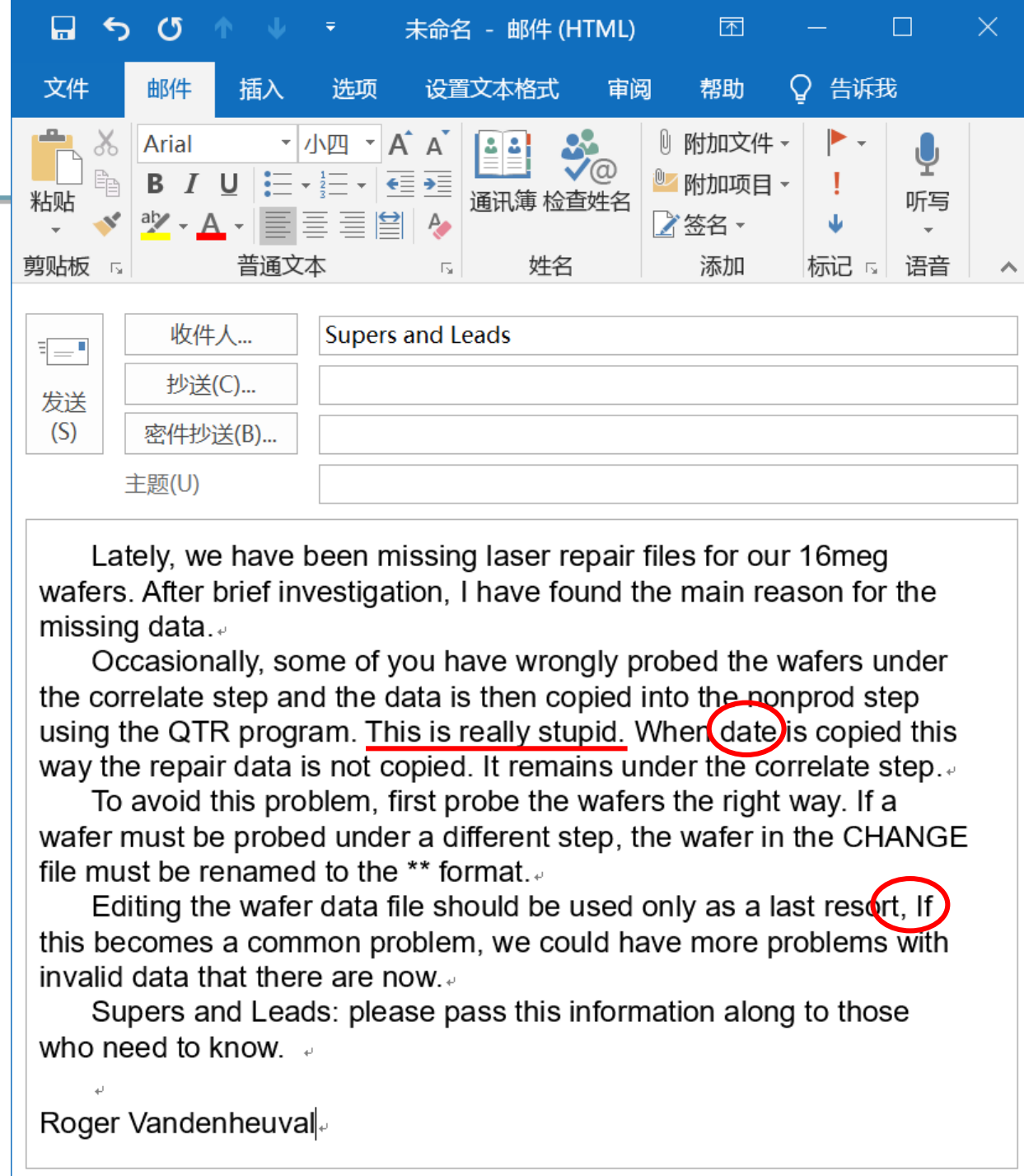
Comment on the following email

- The messages are written in capital /uppercase letters.
- It is difficult to read.
- It appears as if the writer is yelling at his/her reader(s).



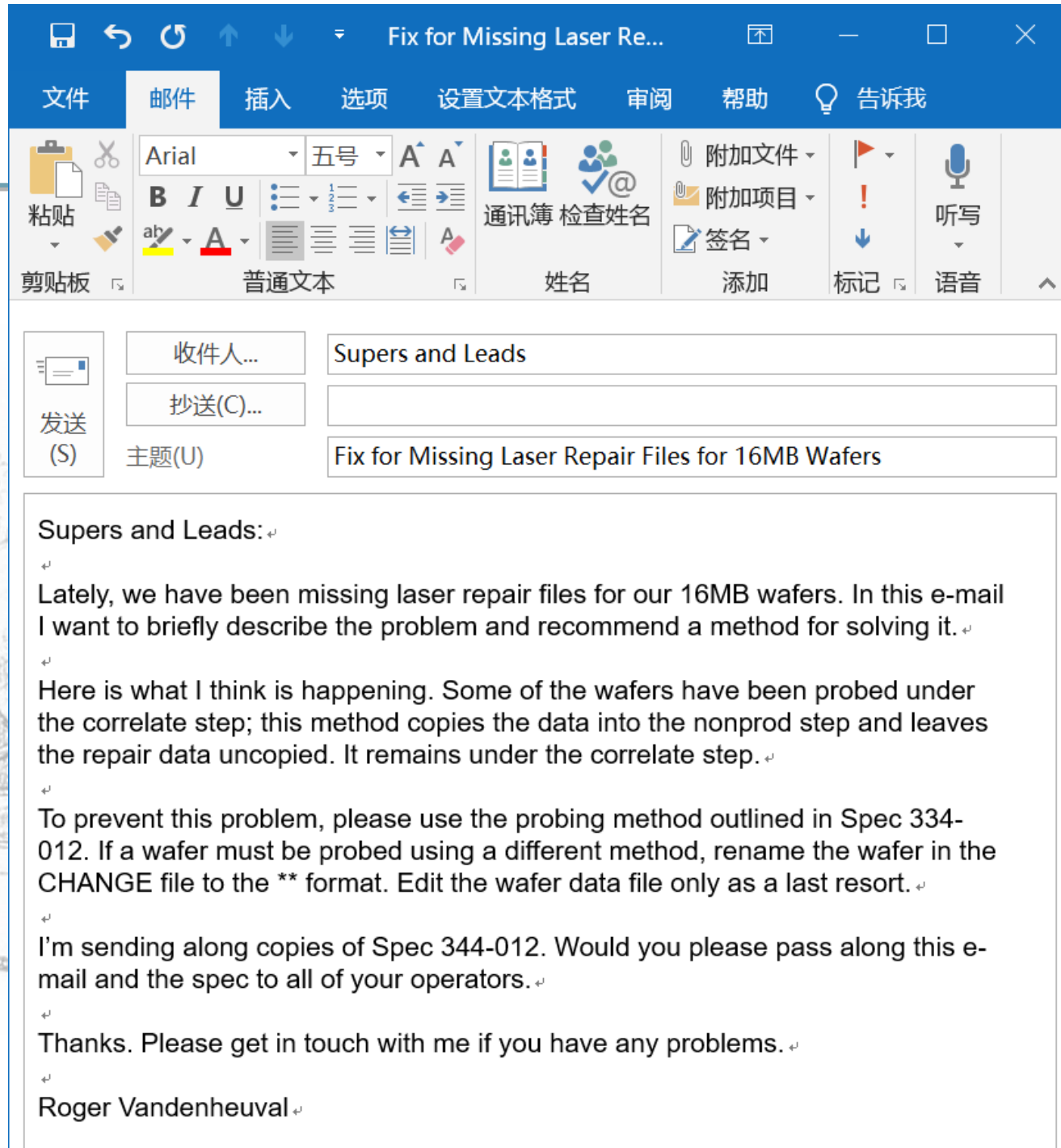


- The writer does not state his purpose in the subject line and the first paragraph.
- Salutation is not written.
- The writer's tone is hostile.
- The writer has not proofread it.
- The writer does not conclude politely.





- The subject line and first paragraph clearly state the writer's purpose.
- Double-spacing between paragraphs makes the e-mail easier to read.
- The writer concludes politely.





Read, comment and revise

What is the matter with this email?

To	Jack
cc	
bcc	
Subject	Monthly report for April

My dear,

I have been told that the monthly report for April should be submitted by you before this Friday.

I remember that you have been told about the deadline and how to prepare for the report.

If you have any questions, I don't mind to be interrupted any time.

BR,

Lily Zhu



Instead of using
“**My dear**”, it is
more appropriate
to address the
recipient's name
“**Dear Jack**”

Overuse of passive
voice sounds really
odd and may
create
misinterpretation.

To	Jack
cc	
bcc	
Subject	Monthly report for April

My dear,

I have been told that the monthly report
for April should be submitted by you
before this Friday.

I remember that you have been told
about the deadline and how to prepare
for the report.

If you have any questions, I don't mind
to be interrupted any time.

BR,

Lily Zhu



To	Jack
cc	
bcc	
Subject	Monthly report for April

Dear Jack,

I am writing to let you know that the deadline for April monthly report is this Friday.

I trust you are well aware of the time frame and how to prepare for the report.

However, if you need any support, please feel free to contact me any time.

Best regards,

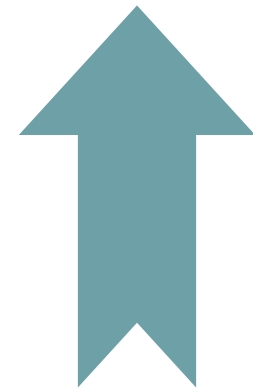
Lily Zhu

It sounds much more professional.



Questions for review

- Did you refrain from discussing nonbusiness subjects?
- Did you keep the e-mail as brief as possible and send it only to appropriate people?
- Did you use appropriate formality?
- Did you write correctly?
- Did you avoid flaming?
- Did you write a specific, accurate subject line?
- Did you use uppercase and lowercase letters?
- Did you skip lines between paragraphs?
- Did you keep the line length under 65 characters?
- Did you check with the writer before forwarding his or her message?



Thank You for Attention!

