

Professional Communication in the ICT Industry

Writing E-mails

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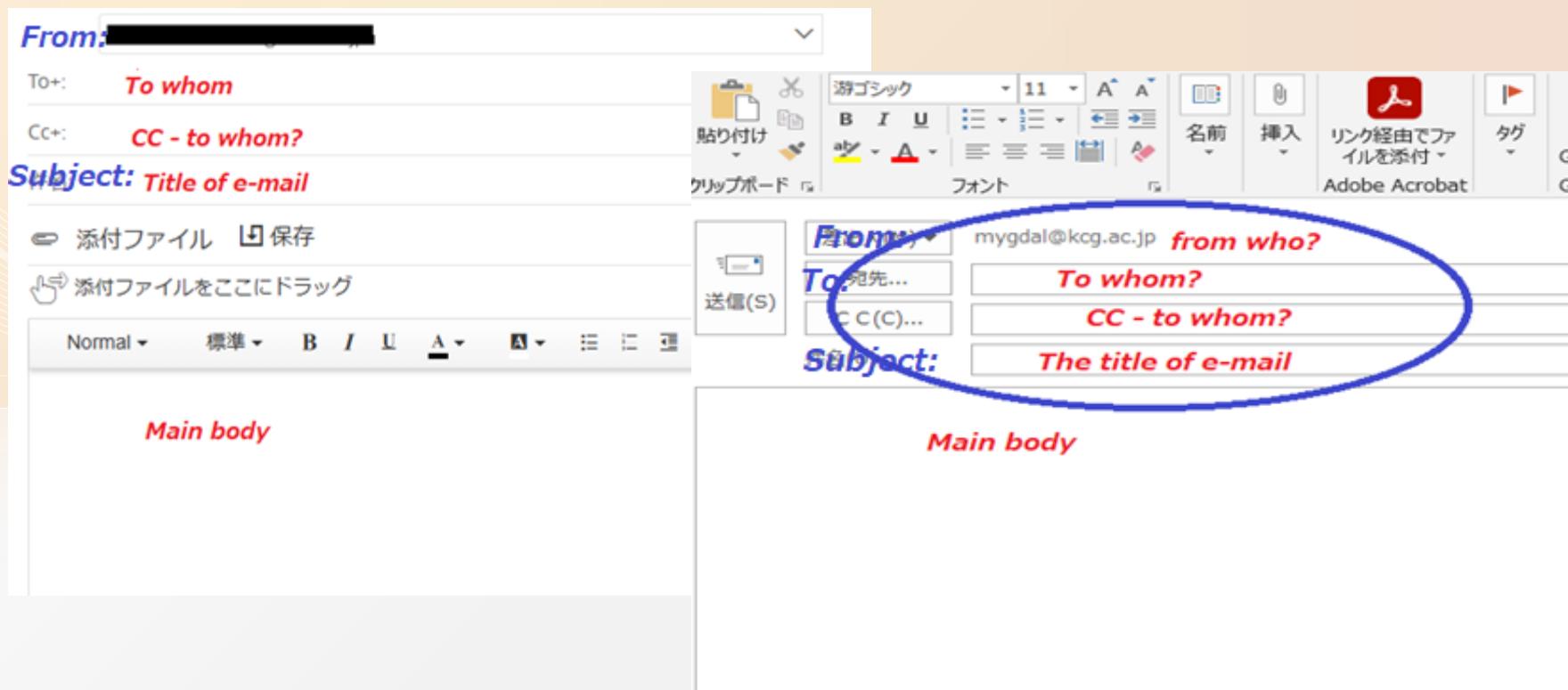
Lecture Outline

1. Introduction
2. Referring to the last contact
3. Reasons for writing
4. Closing line
5. Attachments

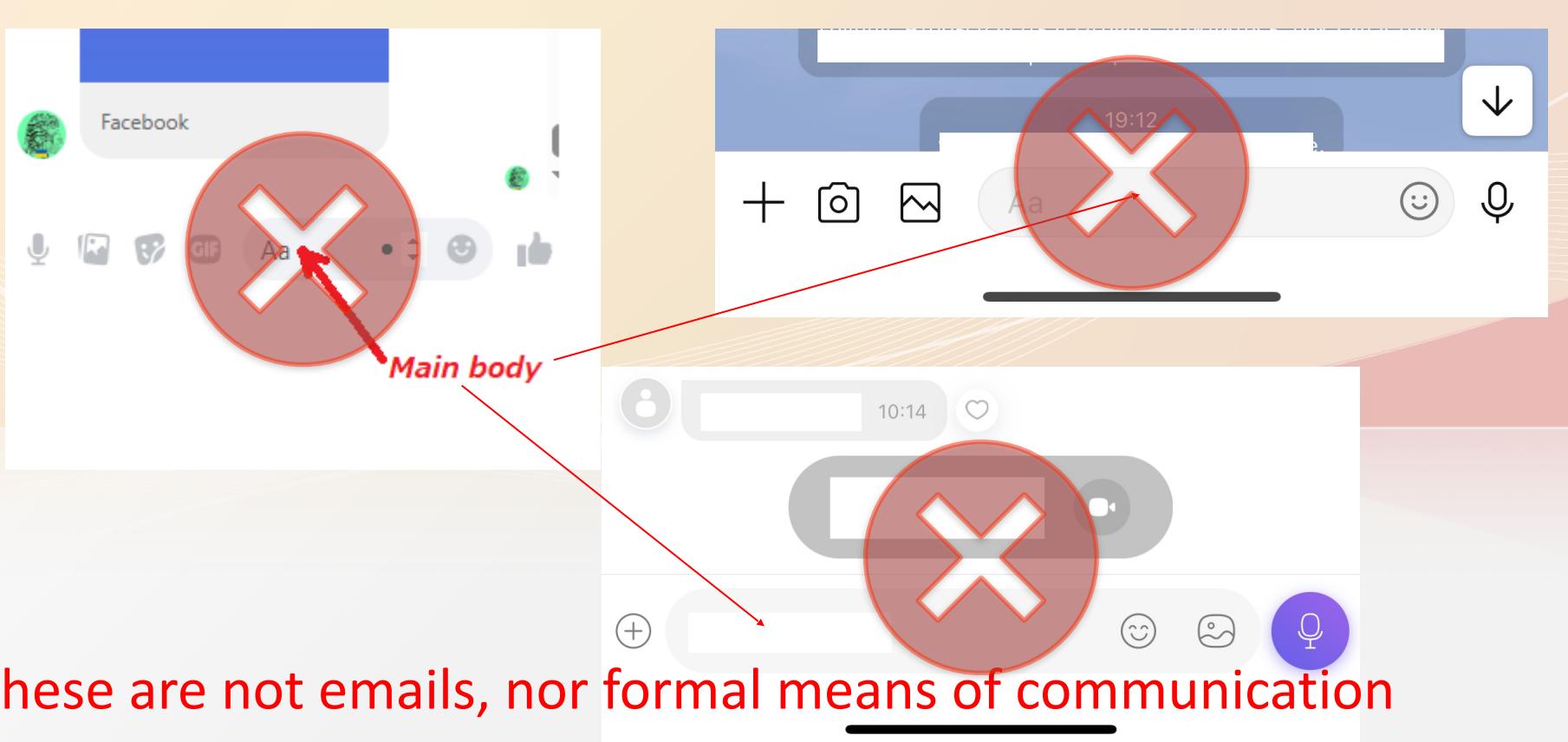
- ▶ Addressing the person you are writing to may be different depending on:
 - the relationship to you
 - your social status
- ▶ The language you use is different when you are writing to your friend, to your boss, or to your future employer, or if you are the boss writing to a subordinate.
- ▶ Sending the first email or a reply also has different rules.

Email: To, CC(BCC), Subject, Main Body

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Text-messages & Social Media are not Emails!



What Makes A Good E-mail?

- ▶ Subject line
- ▶ Respectful greeting
- ▶ Clearly state the question/issue
- ▶ Offer a solution/Offer to help, if necessary
- ▶ Respectful closing

- ▶ Starting a conversation:
 - If you are new to the team/organization
 - If you write the first email to someone
 - If you are writing to your new colleague, a new classmate
- ▶ Compose a short self-introduction, if necessary
- ▶ Example of short opening:

“How are you? I hope you had a nice weekend.”

“I hope everything is going well with you.”

- ▶ Example of a formal introduction:

“Dear all,

My name is Suzan Chan. I am the Head of Marketing at KCG...”

Formal or Informal?

Formal	This is the style of an old-fashioned letter. Ideas are presented politely and carefully, and there is much use of fixed expressions and long words. The language is impersonal. Grammar and punctuation are important. This style is not common in emails, but you can find it if the subject matter is serious (for example a complaint).
Neutral/ Standard	This is the most common style in professional/work emails. The writer and reader are both busy, so the language is simple, clear and direct. Sentences are short and there is use of contractions (<i>I've</i> for <i>I have</i> etc.). The language is more personal. However, the style is not similar to speech – it is too direct.
Informal	This is the most common style for emails between friends. Sometimes the email can be very short or it could include personal news, funny comments etc. This is the style that is closest to speech, so there are everyday words and conversational expressions. The reader will also be more tolerant of bad grammar etc.

Greetings – Formal, Neutral

- ▶ **Acceptable greetings for professors, supervisors, clients - increasing formality**
 - ▶ Dear Samantha,
 - ▶ Dear John,
 - ▶ Dear Professor Ueda,
 - ▶ Dear Ms. Shah,
 - ▶ Dear Sir or Dear Madam sound polite, but they aren't appropriate - you should know the name of the person you are contacting and address them as such.
- ▶ **Neutral - for group communications where no correspondent is named**
 - ▶ Good morning/Good evening everyone,
 - ▶ Dear all,
- ▶ **IMPORTANT: using a neutral greeting can be rude when you should KNOW their name! You should specify to whom you are addressing for formal group messages. You should know the name of the person you are contacting, which may include researching and finding out to whom you will address the message.**

- ▶ **Group greetings:**
 - ▶ Hi everybody,
- ▶ **Informal greetings:**
 - ▶ Hi Yoko,
 - ▶ Hey Jon,
- ▶ Without an address – in case than you need to write a short answer “*It's me again, I forget to tell you...*” (for text-messages, SNS or very informal emails)

Greetings - Practice

Which are formal greetings and which are informal greetings?

Write **F** for formal and **I** for informal types of greetings. Sometimes both may be possible.

Greeting	Formal/Informal?
Dear Mr. Hossain	
Hello	
Good morning	
Hey everyone	
Greetings	
Hello Akagi-san	

Greetings - Practice Answers

What are formal greetings and what are informal greetings?

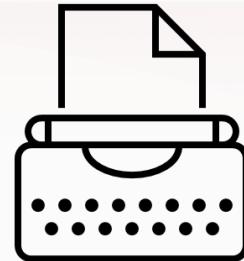
Greeting	Formal/Informal?
Dear Mr. Hill	F
Hello	F/I
Good morning	F/I
Hey everyone	I
Greetings	I
Hello Mr. Smith	F/I

Referring to Last Contact

- ▶ Write a few sentences about the last contact, last call or last ZOOM meeting helps reconnect the communication.
 - ▶ Your correspondent can better remember the topic or issue you need to discuss.
- ▶ Here it is possible to say thank you for something, or state something highly important – date, time, document...

Examples: Refer to Last Contact

- ▶ *It was lovely meeting you at the sales conference last week.*
- ▶ *It was nice talking to you on the phone earlier.*
- ▶ *Thank you for your mail last week.*
- ▶ *Thank you for your quick reply.*
- ▶ *Thanks for getting back to me so soon.*



Reason for Writing – General Rules

- ▶ Write a clear and short explanation – less is better, you should be able to state it in one sentence!
- ▶ Answer questions from the previous conversation chronologically – keep it organized!
- ▶ Do not use colors for highlighting in emails for official conversation!
- ▶ Do not use complicated sentences – keep it simple and clear!

Reason for Writing

- ▶ **Giving information** – you need to convey some information
- ▶ **Making requests** – applying for something
- ▶ **Making arrangements** – making reservations, hiring a cleaning company
- ▶ **Confirming** – to remind people of a meeting, or important days
- ▶ **Answering** – depends on the previous email conversation
- ▶ **Asking** – you are not sure about something, you need to ask

Closing Line - General Rules

- ▶ Depends who you are writing to – same as the Greeting
- ▶ Prepare some set phrases – can use them as templates for different occasions.
- ▶ Enrich your vocabulary – can help you write emails simply and smoothly.
- ▶ For official conversation at work – the official signature – includes the name of a person, name of job position, email address, phone number, or other means of contact.

Closing Line – Examples

- ▶ *I look forward to seeing you on Monday morning.*
- ▶ *If you need/require any further information, please feel free to...*
- ▶ *Please feel free to ask me for any details.*
- ▶ *Do not hesitate to contact me.*
- ▶ *Looking forward to your answer.*
- ▶ *Have a nice afternoon/nice day/nice morning.*

Official Signature

Examples of an official signature

Kind regards,

The Kyoto College of Graduate Studies for Informatics
Office of Student Services

Saskia De Laurentis

TEL: 075-711-0161

FAX: 075-722-2283

Office hours: Weekdays, 9 am - 5 pm

(Except Saturdays, Sundays, and national holidays)

Best regards,
V. Mygdalskyy

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Closing or Sign-off – Examples

Formal closing:

- ▶ Best regards,
- ▶ Sincerely,
- ▶ Warm regards,
- ▶ Best wishes,
- ▶ Kind Regards,

Informal closing:

- ▶ Cheers,
- ▶ Take care,
- ▶ See you,

Closings - Practice

Which are formal closing lines and which are informal?

Write **F** for formal and **I** for informal types.

Closing line	F/I
Cheers	
Sincerely	
Best wishes	
Take care	
See you later	
Kind regards	
Best regards	

Closings - Practice Answers

Which are formal closing lines and which are informal?

Closing line	F/I
Cheers	I
Sincerely	F
Best wishes	F
Take care	I
See you later	I
Kind regards	F
Best regards	F

Attachments

- ▶ Attachments are an integral part of emails. You need to mention it in the email.
- ▶ Do not write "I have enclosed" in an email...that is only for physical letters.
- ▶ **Examples:**

"I have attached a pdf with the most relevant information..."

"For your reference, please see the attached documents..."

Exercise - Correct the Email

- ▶ Try to find the mistakes. Is everything written correctly?
- ▶ Is the writing style correct? Is it polite?
- ▶ If there is some weird, rude or impolite writing, try to correct it.
- ▶ **If you aren't sure – have somebody review it!**

Use email outline:

- ▶ Subject
- ▶ Greeting
- ▶ Text of email
- ▶ Farewell
- ▶ Your name

Exercise - Correct the Email

Subject: Student discount

Hello,

I would like to ask if you provide student discounts for tickets to the Annual Coding Conference.

I'm a full-time student at the University of Texas and I'm very excited about your event, but unfortunately, the ticket price is too high for me.

Thanks very much. I'm looking forward to hearing from you.

Best,

Namrata Kulkarni

Exercise - Improved Email Message (Example)

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Subject: Annual Coding Conference Student Discount Possibility

Greetings,

I am a full-time student at the University of Texas and I'm very excited about your event, but unfortunately, the ticket price is too high for me as a student. I would like to check if there is a student discount available for the tickets to the Annual Coding Conference. I would appreciate it if you could offer me an educational discount if available.

Looking forward to hearing from you.

Best Regards,
Namrata Kulkarni

Homework - Assignment #5

1. Subject Line
2. Greeting
3. Body
4. Closing

Situation:

You are the group leader. Your group member forgot to update your group's presentation slides.

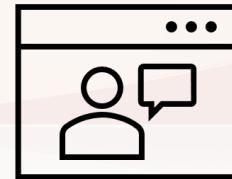
You submitted the incorrect slides already, but the deadline has not passed yet.

Write a formal email to your professor explaining the situation, requesting to submit the correct version of the slides before the deadline.

Sources

You can watch these videos to learn more

- ▶ <https://youtu.be/xay5TeJVSC0>
- ▶ <https://youtu.be/dxAuQHMTX5c>
- ▶ <https://youtu.be/c8yvN5oOKHY>
- ▶ Thank you for your attention...



References:

- [1] Rebecca Chapman. 2008. English for Emails. Oxford Business English Express Series. Oxford University Press (Japan) Ltd., Tokyo, Japan. ISBN-13: 978-0194579124
- [2] Paul Emmerson. 2013. Email English (2nd ed.). Macmillan Education, London, England. ISBN-13: 978-0230448551
- [3] Business and Academic Letters and Emails. 2017. EssayShark. ISBN-13: 978-1549939730
- [4] 佐藤猛郎. 1986. パターン活用英文手紙の書き方. 創元社. ISBN-13: 978-4422810478

Appendix 1:

► **1. To whom**

Dear Sirs, Dear Sir or Madam

Dear Mr., Mrs., Miss or Ms.

Dear Frank



2. Introduction, previous relations

Thank you for your e-mail of (date).

Further to your last e-mail, ...

I apologize for not getting in contact with you before now.

Thank you for your letter of the 5th of March.

With reference to your letter of 23rd March, ...

With reference to your advertisement in "The Times," ...

Appendix 1:

► **3. Reasons**

I am writing to enquire about...
I am writing to apologize for ...
I am writing to confirm ...
I am writing in connection with ...
We would like to point out that ...

►

4. Ask a favor

Could you possibly...
I would be grateful if you could...
I would like to receive...
Please could you send me...

Appendix 1:

▶ **5. Agree with conditions**

I would be delighted to ...

I would be happy to ...

I would be glad to ...



6. Bad news

Unfortunately, ...

I am afraid that ...

I am sorry to inform you that ...

We regret to inform you that...

Appendix 1:

▶ **7. Attachment**

We are pleased to enclose ...
Attached you will find ...
We enclose ...
Please find attached (for e-mails) ...

▶ **8. Thank for...**

Thank you for your letter of ...
Thank you for enquiring about ...
We would like to thank you for your letter of ...

▶ **9. To switch a topic**

We would also like to inform you ...
Regarding your question about ...
In answer to your question (enquiry) about ...
I also wonder if...

Appendix 1:

► **10. Additional questions**

I am a little unsure about ...
I do not fully understand what ...
Could you possibly explain ...?

► **11. Information**

I'm writing to let you know that ...
We are able to confirm with you ...
I am delighted to tell you that ...
We regret to inform you that ...

► **12. Help to someone**

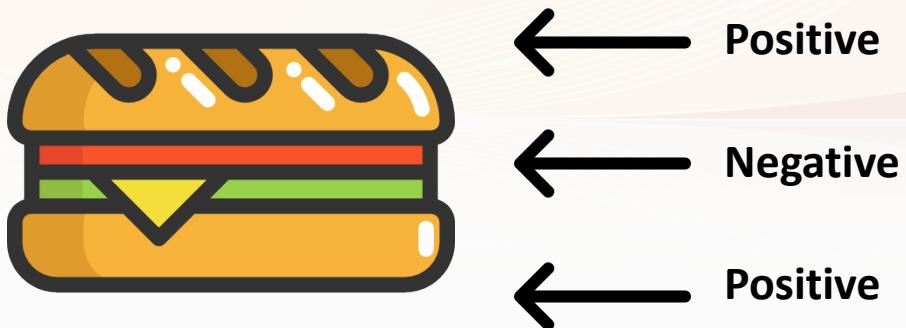
Would you like me to ...?
If you wish, I would be happy to ...
Let me know whether you would like me to ...

Appendix 2 - Effective Criticism & Feedback

- ▶ Sometimes you need to write about difficult topics – you need to give feedback or write a negative answer
- ▶ It is necessary to be polite and try not to hurt the person
- ▶ Stay rational and explain it effectively
- ▶ There are many ways how to say negative feedback, criticizing, or explaining something not popular

Appendix 2: Effective Criticism & Feedback

The sandwich method is a form of feedback/criticism that wraps negative feedback in praise. This means that the feedback discussion starts with positive comments and is followed by negative criticism and after that positive words again.



Appendix 3: Apology Examples

- ▶ *“Please accept our apologies for any inconvenience this caused you...”*
- ▶ *“I apologize but I'm afraid we are going to have to reschedule...”*
- ▶ *“Unfortunately, I'm afraid we are going to have to reschedule...”*
- ▶ *“Thank you so much for your patience while we sort this thing out...”*
- ▶ *“Sorry I could not help you more.”*
- ▶ *“A mistake was made...”*
- ▶ *“We regret to inform you that...”*