

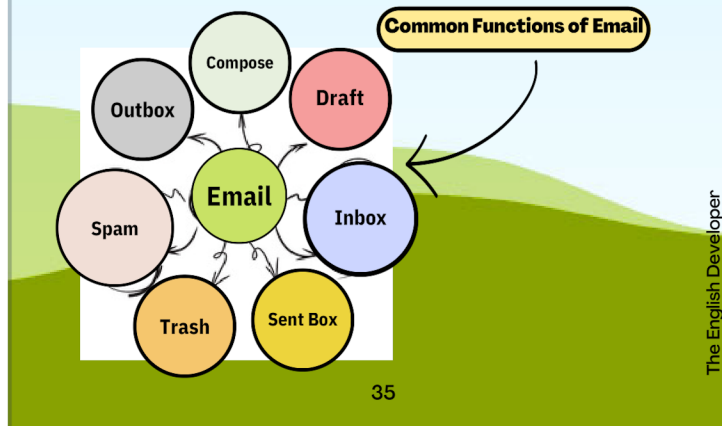
Lesson - 12

Email Writing

- **Email** has become very much **important** in the **professional** world.
- At **work place**, you have to **communicate** through **email** only, when it comes to share **information** and **data** with others.

Why do we use Email?

- **Email** is the one of the **methods** of **non-verbal communication**, it is used in the **formal places** to **keep** all the **information** and **data** **documented**.
- **Knowing** how to **write well organized mail** will help you to **communicate effectively** at your **formal workplaces**.



**Appropriate E-mail Address Formation:**

<u>First Name</u>	<u>Last Name</u>	<u>Domain</u>
Amir	Ansari	@gmail.com

⇒ **Ex:** Amiransari@gmail.com

D. NETTIQUETTE (Use notepads to write)-

Do's	Don'ts
1. Use a subject line, which clearly states what the email is about.	1. Write 'hello' as your subject line.
2. Write the most important information first.	2. Write unrelated information. The reader will lose interest if the email doesn't get to the point.
3. Use numbers and bullet points to make the message crisp and clear.	3. Give personal information that you don't want anyone else to know. (The email could end up in the wrong hands)
4. Use simple grammar.	4. Use capital letters to write whole words. In emails, this is considered shouting.
5. Write short sentences.	5. Use non-standard stylish fonts (the recipient's computer may not have them).
6. Use paragraphs to keep the email clear and easy to understand.	6. Use italics (the reason may be misunderstood, due to cultural differences).
7. Your signature must have your full name and contact details.	7. Use exclamation marks.
	8. Use abbreviations like coz and <u>unl</u> .
	9. Use acronyms like BTW, FYI.
	10. Use smileys. They may be misunderstood and come across as unprofessional.

→ **Compare the two emails and discuss which is more appropriate and why**

Email 1

Subject: Hello! Hi Jack!!!

My name's Jaana and I'M FROM FINLAND!!! I bet you haven't had students from here B4 :->) :->) That's probably coz we're so amazing at languages, that we don't need any xtra help? except me – I need all the help I can get!! (Actually, don't tell anyone, but I'm actually quite a good student? but if anyone found out, my reputation would be ruined, so shhhhhh!!) BTW do u do courses for uni students? How many lessons/week? Is there any extra stuff after school, SO I CAN MEET SOME COOL PEOPLE? How about trips? Give me all the info you can, man.

Jaana (although all my mates call me Jakki!!!)

Email 2

Dear Mr Jones,

I'm a university student from Finland and I'm writing to get some information about your language courses this summer. I've got a few questions:

1. Do you do a course for university students, which helps them with their essay writing skills?
2. How many hours a week are the courses?
3. What sort of accommodation do you offer?
4. What after-school activities are there?
5. Do you do any trips to other towns in the UK?

I'm hoping to visit in June, so it would be great if you can get back to me as soon as possible.

Thanks for your help.

Best regards,
Jaana Nikkinen

Courtesy [https:// www.teachingenglish.org.uk/](https://www.teachingenglish.org.uk/)

Professional Email Message Guidelines

Subject Line:

Concisely convey your purpose for writing

Greeting

Always include a greeting

Font Style

Avoid ornate, playful or colored fonts

Subject: Thank You-Assistant Account Executive Interview

Dear Mr. Doe,

I enjoyed speaking with you today about the assistant account executive position at the Smith Agency. The job seems to be an excellent match for my skills and interests.

The creative approach to account management that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness, and the ability to encourage others to work cooperatively with the department.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,
John Smith

Send

Length

Keep it as concise as possible

Emoticons

Avoid in professional emails

Spelling & Grammar

Edit carefully before sending

Some Important Points:

Subject Line

Capital all first letters of all the words in Subject Line except Prepositions and no punctuation marks will be used in it.

CC

CC stands for Carbon Copy. It is used to send same mail to many people and it is visible to everyone in a mail.

BCC

BCC stands for Blind Carbon Copy. It is also used to send same mail to many people, but except sender, nobody can see who are in BCC. It is invisible.

Assessment

Write and e-mail to your trainer to share your favorite lesson.

The English Developer