Assignment+Presentation

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Email Wrting

Email writing is the process of composing, sending, storing and receiving messages over an electronic communication system. An email stands for an electronic mail. [Email writing is preferred over other forms of communication as it is cheaper and faste](https://www.toppr.com/guides/business-correspondence-and-reporting/writing-formal-mails/definition-effective-mails/)r.

Here are some tips for writing effective emails:

1. Be concise - detail only what’s needed to get your point across.
2. Use words that convey (authentic) positive personal emotional - words like “glad”, “excited”, “intrigued”, “confident”.
3. Keep your sentences short and to the point.
4. The body of the email should be direct and informative, and it should contain all pertinent information.
5. Include a call to action in the subject line.
6. Use active voice.
7. [Respect your colleagues’ time by knowing exactly what you need to communicate before you begin writing so you can keep your message concise](https://www.wisestamp.com/blog/formal-email-writing-formats/)

## The 3 Common Types of Emails

### 1. A Personal Email – Introducing yourself for the first time

As mentioned before, most people do not write personal emails to each another anymore. They would mostly communicate through texting, calling, or via any social media applications that do not really need much formality (e.g. Facebook Messenger, Viber, WeChat). But if ever you are the conservative type of person, then here are a few guidelines that you would need to follow.

General rules for personal emails:

* **Politeness:** You don’t need to be too formal, but you would want to appear polite and friendly when you address the recipient. If you have any requests that you would need to ask from your friends, make sure that you are polite in doing so. Instead of saying “Write me back,” for example, try something like “If you have a chance, I’d love to hear back from you,” or even “Please write back when you have a chance.”
* **Greetings:** For greetings, people would normally use the first name after the word “Dear”.
* **Closings:** To say goodbye, use something like “Thank you”, “See you soon!” or even a brief sentence like “I’m really looking forward to meeting you in person.” Be sure to write/type your name, even if it will be included in your signature.
* **Casualness:** With these types of emails, you can probably include more jokes or informal comments. However, still be careful about the tone of your email, especially if you don’t know the recipient well.

#### Example of a personal email:

For this example, let’s imagine that you are going abroad for the summer, say the United States or Canada. When you get there, you’ll be staying with a host family. There is a great chance that you will need to introduce yourself via email. Listed below is a sample:

Dear Smith Family,

My name is Mark. I received a confirmation letter from the exchange organization today. It said I’ll be staying with you for three months later this year. I wanted to introduce myself so you can know a bit more about me.

I’m currently 17 years old. I like listening to classical music, playing football and reading comic books. I will graduate from high school later this year, and I hope to go to college in the next year. I’ve never traveled outside of my country, so meeting you and visiting your country will be an exciting, new experience!

I’d also like to know more about you, so if you have a chance, please write back at this email address. If you have any questions for me, I’d be happy to answer them.

Thanks again for agreeing to host me—I’m very excited to meet you in person!

Mark

### 2. A Semi-Formal Email – Writing to request an appointment or meeting

This is a very common type of email, especially when you need to write to your teacher to request a meeting.

#### General rules for semi-formal emails:

* **Length:** Follow the K.I.S.S. (keep it short and simple). Remember that you are talking to a professional. These types of people do not have the luxury of time to thoroughly go through your letter, sentence per sentence. So, go straight to the point on what you want to discuss. After all, other concerns can be resolved during the meeting.
* **Respect:** Remember that you’re requesting a favor from the recipient, so be respectful and not too demanding.
* **Greetings:** Use formal or semi-formal greetings. You can still use “Dear ~,” but instead of including the recipient’s first name, use their title (Mr., Mrs., Ms., Dr., Prof. etc.) and last name.
* **Closings:** Depending on the purpose, you can probably use a semi-formal goodbye, such as “Thanks,” “Hope to hear from you soon” or “Thanks in advance.” If it’s someone you have talked to before in person, you can maybe use something less formal, like “Have a great weekend.”
* **Clarity:**If you’re requesting for a specific day, that day/date and time should be set. Try to give multiple options. That way, if your first option doesn’t work out, your recipient has other dates/times to choose from.

#### Example of a semi-formal email:

*I really enjoyed your Introduction to Witchcraft Course, and I was interested in continuing by taking the Advanced Demonology Course next semester. I’d like to meet with you to ask a few questions about the course, and also to get more information about the scholarship for international students.*

*Would it be possible to meet with you at your office sometime next week? I’m available during your regular office hours on Tuesday and Wednesday (1-4 p.m.), but if you’re busy on those days, I could also meet any time on Monday or on Friday afternoon. Please let me know what day and time would work best for you.*

*Thanks very much for your time and help!*

*Gary Oldman*

### 3. A Formal Email – Writing about a problem with a product

#### General rules for formal emails:

* **Politeness:** Follow Confucius’ Golden Rule which is, “Do not do unto others want you others to do unto you.”
* **Formality:** Avoid making jokes and using slang words.
* **Clarity:** Be clear by including any relevant details.
* **Requests:** State the result or response that you want or expect. This is also called making your email “actionable.”
* **Greetings:** For greetings, use a common phrase like “To Whom It May Concern,” since you probably won’t know the name of the person who will be receiving the email. But if you do know the name, you can use “Dear [Title] [Last Name],” like the one in the semi-formal email example.
* **Closings:** For goodbyes, a simple “Sincerely Yours” is best. But if it’s a more casual company or an organization that you’ve already interacted with, you can always say “Thanks”.

#### Example of a formal email:

To Whom It May Concern,

I recently bought a magic wand from Hogwarts, but unfortunately it appears that the wand is not working correctly.

For reference, the model number is TOS-577, and I bought it on May 1, 2016 from Dumbledore at Hogwarts. I returned the magic wand to the store, but they said I should contact you since you would have an idea on how to fix the wand. Because of that, they weren’t able to offer a refund or exchange.

I can understand Hogwarts’ position, but the magic wand shouldn’t have broken so soon. It is still covered under the school’s warranty, so I would like to exchange the magic wand for a working model. Please let me know what steps I need to take for this to happen.

Thanks very much for your help with this situation.

Sincerely,Voldemort