

What is Email?

E-mail is defined as the transmission of messages on the Internet. It is one of the most commonly used features over communication networks that may contain text, files, images, or other attachments. Generally, it is information that is stored on a computer sent through a network to a specified individual or group of individuals.

Points to consider while writing an email:

1. Don't overcommunicate by email.
2. Make good use of subject lines.
3. Keep messages clear and brief.
4. Know well who you are writing the email to.
5. Be polite.
6. Check your tone.
7. Proofread.

1. Don't overcommunicate by email.

Don't rely on email for some very long communication. As part of this, you should use the phone to deal with questions that are likely to need some back-and-forth discussion.

Also, email is not as secure as you might want it to be, particularly as people may forward emails without thinking to delete the conversation history. So avoid sharing sensitive or personal information in an email, and don't write about anything that you, or the subject of your email, wouldn't like to see to be used as a written proof against you.

2. Make Good Use of Subject Lines.

A newspaper headline has two functions: it grabs your attention, and it summarizes the article, so that you can decide whether to read it or not. The subject line of your email message should do the same thing.

A blank subject line is more likely to be overlooked or rejected as "spam," so always use a few well-chosen words to tell the recipient what the email is about.

You may want to include the date in the subject line if your message is one of a regular series of emails, such as a weekly project report. For a message that needs a response, you might also want to include a call to action, such as "Please reply by November 7."

A well-written subject line delivers the most important information, without the recipient even having to open the email. This serves as a prompt that reminds recipients about your meeting every time they glance at their inbox.

2. Make Good Use of Subject Lines.

- Example:
 - Avoid this:
 - * Subject: Meeting.
 - Prefer writing this:
 - * Subject: PASS Process Meeting - 10 a.m. March 25, 2021.

 - Example:
 - Avoid this:
 - Subject: Asgmnt 1.
 - Prefer writing this:
 - Subject: Assignment 1 Submission Deadline Extension Request.

 - Example:
 - Subject: Could you please send the February sales report? Thanks! EOM.
- (In case the you can fit the whole message into the subject line.)

3. Keep Messages Clear and Brief.

Emails, like traditional business letters, need to be clear and concise. Keep your sentences short and to the point. The body of the email should be direct and informative, and it should contain all pertinent information.

Unlike traditional letters, however, it costs no more to send several emails than it does to send just one. So, if you need to communicate with someone about a number of different topics, consider writing a separate email for each one. This makes your message clearer, and it allows your correspondent to reply to one topic at a time.

3. Keep Messages Clear and Brief

- Example:

Avoid this:

Hi Jackie,

Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures. I also felt that the tone could be more formal.

Also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday regarding the new ad campaign. It's at 11:00 a.m. and will be in the small conference room.

Please let me know if you can make it to the meeting at that time.

- Prefer writing this:

Hi Jackie,

Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures.

I also felt that the tone could be more formal.

Could you amend it with these comments in mind?

Thanks for your hard work on this!

(Writer then follows this up with a separate email about the PR department meeting.)

4. Know well who you are writing the email to.

The most important aspect that determines the structure and tone of your email is the knowhow of a person who will read your email. Do some good research as to know the designation and work profile of the person to whom you are writing the email, and the tone and content of your email will change accordingly. The email that is addressed to an unknown person would certainly differ in tone than the email who is addressed to your college junior, professor or high school teacher.

5. Be Polite.

People often think that emails can be less formal than traditional letters. But the messages you send are a reflection of your own professionalism , values, and attention to detail, so a certain level of formality is needed.

Unless you're on good (and casual) terms with someone, avoid informal language, slang, jargon , and inappropriate abbreviations. Emoticons can be useful for clarifying your intent, but it's best to use them only with people you know well.

Close your message with "Regards," "Yours sincerely," or "All the best," depending on the situation.

Recipients may decide to print emails and share them with others, so always be polite.

6. Check the Tone.

When we meet people face-to-face, we use the other person's body language , vocal tone, and facial expressions to assess how they feel. Email robs us of this information, and this means that we can't tell when people have misunderstood our messages. Your choice of words, sentence length, punctuation, and capitalization can easily be misinterpreted without visual and auditory cues.

In the first example below, Emma might think that Harry is frustrated or angry, but, in reality, he feels fine:

Emma,
I need your report by 5 p.m. today or I'll miss my deadline.
Harry

This would have been a better tone for Harry:

Hi Emma,
Thanks for all your hard work on that report. Could you please get your version over to me by 5 p.m., so I don't miss my deadline?
Thank you so much!
Harry

Think about how your email "feels" emotionally. If your intentions or emotions could be misunderstood, find a less ambiguous way to phrase your words.

7. Proofreading is most important.

Finally, before you hit "send," take a moment to review your email for semantic, syntactic, spelling, capitalisation, and punctuation mistakes. Your email messages are as much a part of your professional image as the clothes you wear, so it looks bad to send out a message that contains typos.

As you proofread, pay careful attention to the length of your email. People are more likely to read short, concise emails than long, rambling ones, so make sure that your emails are as short as possible, without excluding necessary information.

✿ *Example:*

- ✿ *You are Rabia Sheikh, the Liberal Arts Department Chair at Bennett University, New Delhi. Write an email to Oscar Lee, Managing Editor, Acme Graphic & Design, New Delhi inviting her to attend the upcoming Liberal Arts department job networking event organised by you. Provide all the details in the email.*

From: rabia.sheikh@benettuni.ac.in
To: Oscar.lee@gmail.com
Cc:
Bcc:
Subject: Invitation to attend Liberal Arts department job networking event.

Dear Ms. Lee,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of May 1, 2021. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Tagore Convention Centre at North Campus (Faculty of Law), University of Delhi, and will last about 2 to 3 hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you. Thank for your time and I hope to hear from you soon.

Best Regards,
Rabia Sheikh (signature hard copy letter)
Attachment: Invitation letter.

Business Letter



A business letter is a formal document often sent from one company to another or from a company to its clients, employees, and stakeholders. Business letters are used for professional correspondence between individuals as well.

Although email has taken over as the most common form of correspondence, printed-out business letters are still used for many important, serious types of correspondence, including reference letters, employment verification, job offers, and more.

Make the purpose of your letter clear through simple and targeted language, keeping the opening paragraph brief. You can start with, “I am writing in reference to...” and from there, communicate only what you need to say.

The subsequent paragraphs should include information that gives your reader a full understanding of your objective(s) but avoid meandering sentences and needlessly long words. Again, keep it concise to sustain their attention. If your intent is to persuade the recipient in some way, whether it's to invest money, give you a reference, hire you, partner with you, or fix an issue, create a compelling case for your cause. If, for example, you want the reader to sponsor a charity event, identify any overlap with their company's philanthropic goals. Convince the reader that helping you would be mutually beneficial, and you will increase your chances of winning their support

Sections of a Business Letter:

Each section of your letter should adhere to the appropriate format, starting with your contact information and that of your recipient's; salutation; the body of the letter; closing; and finally, your signature.

Your Contact Information:

- Your Name
- Your Job Title
- Your Company
- Your Address
- City, State Pin Code
- Your Phone Number
- Your Email Address

The Date:

- The date you're penning the correspondence

Recipient's Contact Information:

- Their Name
- Their Title
- Their Company
- The Company's Address
- City, State PIN Code

The Salutation:

- Use "To Whom It May Concern," if you're unsure specifically whom you're addressing.
- Use the formal salutation "Dear Mr./Ms./Dr. [Last Name]," if you do not know the recipient.
- Use "Dear [First Name]," only if you have an informal relationship with the recipient.

The Body:

- Use single-spaced lines with an added space between each paragraph, after the salutation, and above the closing.
- Justify your letter.
- Maintain the correct tone throughout the letter.

Closing Salutation:

Keep your closing paragraph to two sentences. Simply reiterate your reason for writing and thank the reader for considering your request. Some good options for your closing include:

- Respectfully yours
- Yours sincerely
- Cordially
- Respectfully

If your letter is less formal, consider using:

- All the best
- Best
- Thank you
- Regards

Your Signature:

Write your signature just beneath your closing and leave four single spaces between your closing and your typed full name, title, phone number, email address, and any other contact information you want to include. Use the format below:

Your handwritten signature

Typed full name

Title

Format of Business Letter:

Sender's name

Sender's office Address

Sender's contact details

Date

Receiver's name

Receiver's office Address

Opening Salutation

Body

Closing Salutation

Name

Signature

✿ *Example:*

Rabia Sheikh
Liberal Arts Department Chair,
Bennett University,
Bahadur Shah Zafar Marg,
New Delhi, 170004
9630451324
rabia.sheikh@benettuni.ac.in

March 5, 2021

Oscar Lee
Managing Editor
Acme Graphic & Design
India Convention Centre
Lodhi Road, New Delhi
170007

Dear Ms. Lee,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of May 1, 2021. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Tagore Convention Centre at North Campus (Faculty of Law), University of Delhi, and will last about 2 to 3 hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you.

Thank for your time and I hope to hear from you soon.

Respectfully,

Rabia Sheikh (signature hard copy letter)

Rabia Sheikh
Liberal Arts Department Chair
Bennett University

You are Rabia Sheikh, the Liberal Arts Department Chair at Bennett University, New Delhi. Write a letter to Oscar Lee, Managing Editor, Acme Graphic & Design, New Delhi inviting her to attend the upcoming Liberal Arts department job networking event organised by you. Provide all the details in the letter.

• **THANK YOU!**