

**Module 1: Email and Editing Basics**

**Module 2: Subject Lines and Email Text**

**Module 3: Introductions and Announcements**

**Module 4: Requests and Apologies**

**Module 5: Cultural Considerations**

and how your readers culture affects  
their understanding of your works.

*yrregl3@abcdefg.com*

My personal one looks something like this,  
but I know it's not suitable for

Press Esc to exit full screen

*gerald.landers@pe.gatech.edu*

So I use my work email.

Subject Line

Greeting

Email Text

Closing



This may seem overly simple but  
looking at each part and

# DO

Have a **SUBJECT LINE**

It should introduce the topic of  
the email and get readers mind's focus.



## Poor Examples

Subject: Hello

Subject: Dear Gerry

## Better Examples

Subject: Requesting a Meeting

Subject: Canceling My Order

These show the reader exactly  
why you're emailing them.

# DON'T

Don't forget writing basics

*SPELLING*

*GRAMMAR*

*PUNCTUATION   CAPITALIZATION*

correctly, and getting your grammar,  
punctuation, and capitalization right.

**Your greeting should be**

***FORMAL***

***NOT FAMILIAR***

If you are certain about at a few details  
of your reader, this makes things easier.

# Dear Miss Alvarez??

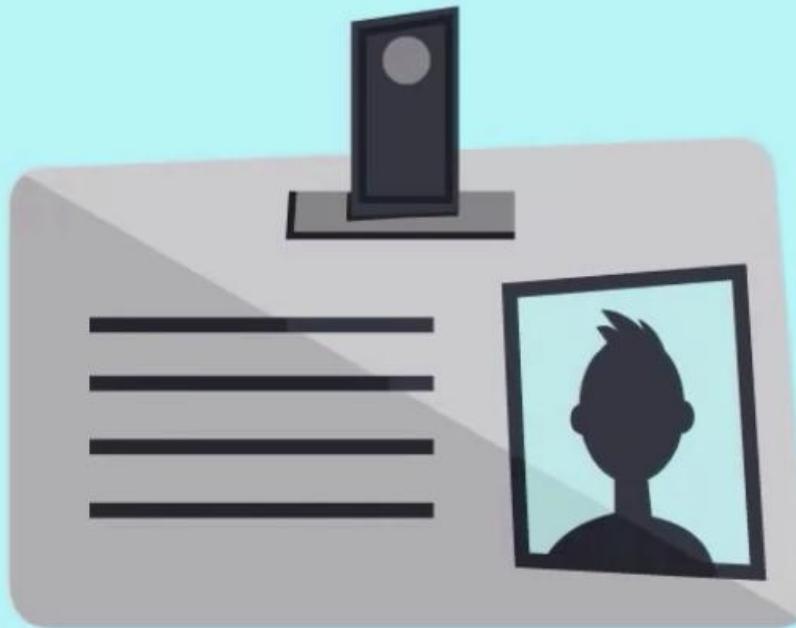


Alvarez in the greeting seem strange.

# Use *TITLES*



If you are not absolutely certain,  
use titles that are gender nonspecific.



**CEO?**  
**Professor?**  
**Director?**

if possible, and  
mention that in the greeting.

Cc...



Subject:

Tahoma



10



**B**

*I*

U



*ab*



**A**



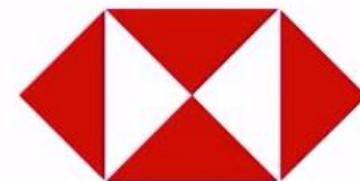
Dear Professor Lee|



**Dear Sir  
Dear Madam**

**then dear sir or dear madam will work.**

To Whom It May Concern,



HSBC



**Dear Members of the Committee**

**Dear Marketing Group**

**Dear Sales Team**

# EMAIL TEXT

**because it includes the main message and  
all necessary details.**

Main *MESSAGE*

All necessary *DETAILS*

# DON'T

Don't write long emails

Only include *ESSENTIAL DETAILS*

Remain *BRIEF*

important information, essential details  
but remain brief and to the point.

# 1-2 Requests

two requests.

# DON'T

Don't *COMPLAIN* or *BLAME*

it makes them less likely to  
do what you're asking of them.

## Self Blaming

For instance, if your email is an order or an application that has not gotten

*Perhaps.... was incomplete.*

*Perhaps I left something out...*

perhaps I left something out of my package  
rather than complain about the situation.

# DO

Always add *WORDS of THANKS*

action your asking somebody  
to do something for you.

# Keep it *SHORT* and *SIMPLE*

Regards,

Best Regards,

Just add regards or  
best regards and leave it at that.

# Add **SIGNATURE**

Gerry Landers

First Name

Last Name

Telephone / Fax number

Add any contact information your reader  
will need to communicate with you.

# DON'T

*Don't send until you READ and CHECK*

SEND



It's too easy to hit send by accident  
before you've carefully considered how it

# DO

Think about *CULTURE*

Consider your *READER*

We will look closer at  
this in our final module.



**Subject Line  
Greeting  
Email Text  
Closing**

# DO

***PROFESSIONAL*** email address

**Subject line = *CLEAR & BRIEF***

**Words of *APPRECIATION***

**Consider *CULTURE***

do consider cultural differences  
between you and your reader.

# DON'T

Don't make mistakes:

***SPELLING***

***GRAMMAR***

***PUNCTUATION***

***CAPITALIZATION***

Don't write long emails

Don't complain or blame

Don't send until CHECKED

Don't address the email until it is  
written and checked carefully for



Louise Brooks

*“Writing is 1 percent inspiration,  
and 99 percent elimination.”*

writing is 1% inspiration and  
99% elimination.

What does it mean to be **COOL?**

**ORIGINAL**  
*and*  
**DIFFERENT**



What people often see as cool is when  
other people look original and different.

## The best way to be BRIEF:

- *Use your OWN WORDS*
- *Use your OWN MESSAGE*
- *Say ONLY what is NEEDED*

Be sure you say only what is needed.

unnecessary word unnecessary word  
unnecessary word unnecessary word unnecessary word  
unnecessary word unnecessary word  
unnecessary word unnecessary word unnecessary word  
unnecessary word unnecessary word

When you use unnecessary words,  
you mess up the message.

	word		word	
word		word		word
	word		word	
word		word		word
	word		word	

***Use ONLY the words NEEDED***

as the words you choose to leave in.

**We often add adjectives and adverbs  
and filler words which are not necessary.**

We often add adjective, and adverbs, and  
filler words which are not necessary.

**Very often when we write, we put lots of extra words, like adjectives and adverbs, which, when you really think about it, are very much unnecessary.**

Very often when we write, we put lots of extra words, like adjectives and adverbs,

**We often add adjectives and adverbs  
and filler words which are not necessary.**



**Very often when we write, we put lots of  
extra words, like adjectives and adverbs,  
which, when you really think about it, are  
very much unnecessary.**

Both sentences have the same message, but  
the first had less than half the words.

**DO**

Focus on **PRECISION**

**DON'T**

Don't use **PASSIVE** voice

***NOT PASSIVE, but PRECISE!***

Not passive, rather precise.

**Powerful emails are written by people.**

**People write powerful emails.**



The second one is the active voice,  
and is always clearer.

My friend wrote that book. ↴

That book was written by my friend.

# You're invited to the annual Buzz Bu Thanksgiving Potluck.

**When:** Wednesday November 18, 2015 at 11:30am

**Where:** Global Learning Center Atrium

**How do I RSVP if I want to attend**

If you are planning to attend, follow these two easy steps to

16, 2015

**Step 1:** Please RSVP only if you are planning on attending by  
form: <http://goo.gl/forms/2jDuvflaxI>

When announcing a meeting or an event, for

## The KEY points

- *Be PRECISE*
- *Include only IMPORTANT info*

## Words to AVOID

**must**

**should**

**demand**

**require**

**necessity**

These are all strong words, and may seem harsh, or even rude to your reader.





## Sample Emails

Page 1

Just a quick note to tell you that we caught some typos and errors in the last version of "Too Much of a Good Thing: Are You Addicted to Your Smart Phone?" by Dr. James Roberts. The issue has been corrected.

If you are selecting it for spring, the version you select will be correct. If you have not yet received it, please let us know if you want a free offbook review copy. The book is very timely, and it is a great additional read for any course regardless of topic.

10 of 10

Boris Pashinian  
[boris.pashinian.com](http://boris.pashinian.com)

1

We just released a new Neuroscience in Machine learning. Machine learning is very much in demand. There is a great interest growing here in India. We believe this can Machine learning is at the core of many systems, from Google's self-driving car to Netflix's movie recommendation engine. According to LinkedIn, Machine learning skills are in high demand in Indian companies. You can easily earn over 100k-150k and 200-250k.

This research also has personal significance. Since upon a time long before I decided to buy a Mac, I wrote a PhD thesis in machine learning and helped Carnegie Mellon set up its Machine Learning Department. Not forward... and my very first course (PhD) had a significant feature dedicated to Big Data and Machine Learning.

If you followed the news, you saw that our partner, Siemens, just released **SiemensDeep**, its Deep learning software. Deep learning is a form of machine learning based on deep neural networks, capable of learning very complex things. In other words, deep learning is how the human growth will be next generation. And yet this is not Siemens' learning software. SiemensDeep already has a class of deep learning in "Foresight" in development, created by Siemens, featuring software tool and manager in Siemens' deep learning platform system.

100

The paragraphs are short, and  
the entire email is brief.



## Punctuation rules and symbols may be different



So, it's important to understand  
the rules when you're writing in English.

## 6 Common Errors

**apostrophe '**

**exclamation point !**

**comma ,**

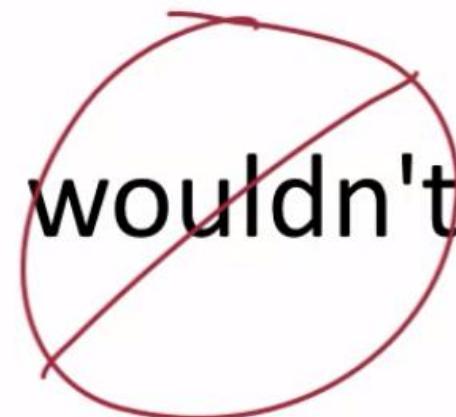
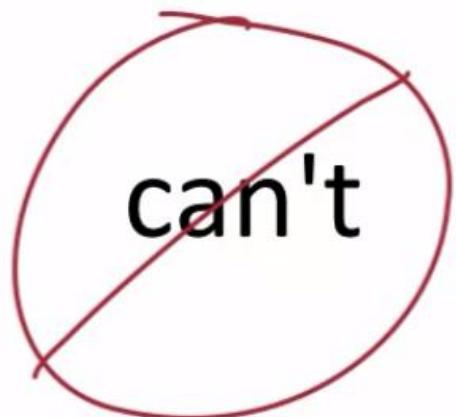
**semicolon ;**

**quotation marks " "**

**emoticons :)**

# 1. Apostrophe '

## ***CONTRACTION***



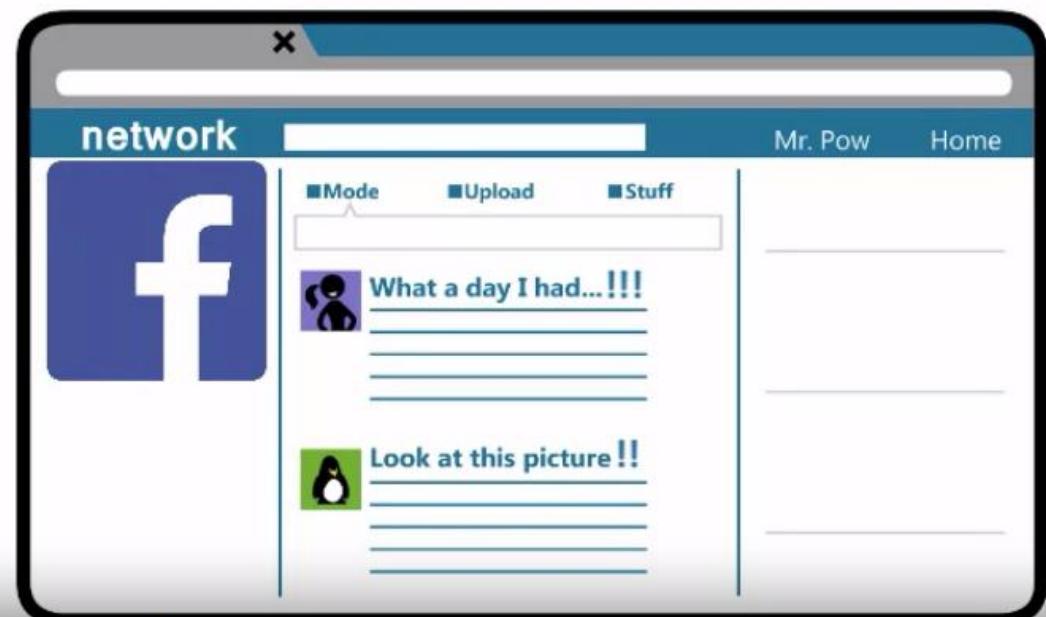
**you should not put it in an email.**



Frankly, it should almost never  
be used in professional emails.

## 2. Exclamation Point !

*DON'T use more than 1 time*





Hey Suzi,

For our meeting later today, I will bring all of the supplies.  
If you have time, could you pick up the coffee and snacks  
on your way?

Thanks,  
Gerry

I will bring all of the supplies.

Hey Suzi,

For our meeting later today, I will bring all of the supplies.  
If you have time, could you pick up the coffee and snacks  
on your way?

Thanks,  
Gerry

Thanks, Gerry.

Hey Suzi,

For our meeting later today, I will bring all of the supplies.  
If you have time, could you pick up the coffee and snacks  
on your way?

Thanks,  
Gerry

If you have time, could you pick up  
the coffee and snacks on your way?

# 4. Semicolon ;

## *SERIES*

Recent Olympic sites are Athens, Greece;  
Beijing, China; and London, UK.

# 5. Quotation Marks " "

***DON'T use for emphasis***

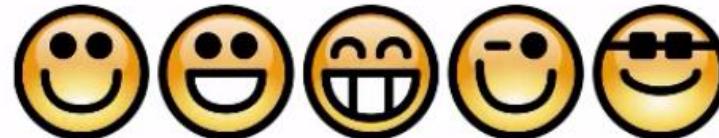
I would "really" like to meet you.

***Use for direct SPEECH only***

He said, "I would really like to meet you."

Take a look at this example.

## 6. Emoticons



*DON'T use emoticons in emails*



**Here's another example of how not  
to use the semicolon in an email.**



**apostrophe '**  
**exclamation point !**  
**comma ,**  
**semicolon ;**  
**quotation marks " "**  
**emoticons :)**

And finally, not using emoticons or  
text message type stuff in our emails.

If you don't capitalize...

- 1. You may offend your readers***
- 2. You may give a bad impression of yourself***

Also, when you don't pay attention  
to the rules of capitalization,

# Rule #1

Use a capital letter at the beginning of every sentence. Also, use it after you end with a period.

write, and right after a period  
to begin the next sentence.

iPhone comes in different colors.

**eBay** has many products.

If a brand name like iPhone or  
eBay is at the start of a sentence,

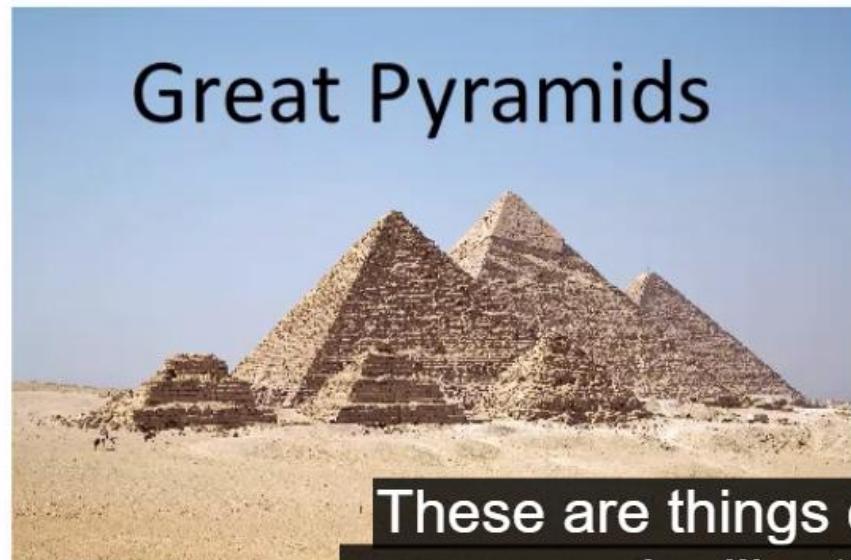
IPhone comes in different colors.

Ebay has many products.

capitalize it anyway.

# Rule #2

## *PROPER NOUNS*



Great Pyramids



Tokyo, Japan

These are things of which there's only one example, like the Great Pyramids or

# Rule #2

## ***PROPER NOUNS (Adjectives)***

French wine

Italian sports cars

Colombian coffee

Colombian coffee are examples  
of this sort of adjective.

# Rule #3

## ***PEOPLE & TITLES***

The Pope | Pope Francis

The Queen | Queen Elizabeth

# Rule #3

## ***PEOPLE & TITLES***

President Obama | The President

The president will travel to California.

coach Ellis

job

team owner Malcom Glazer

job



# The New York Times

Other things that are capitalized include newspapers, like the New York Times, or



the London Herald Tribune.

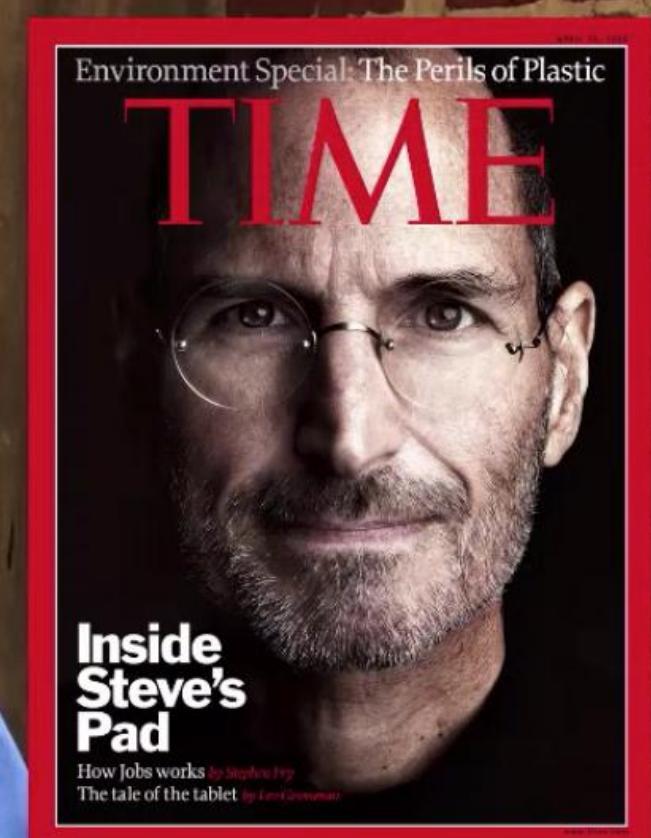


esl.gatech.edu



Or magazines like Vanity Fair and Time.





Or magazines like Vanity Fair and Time.

# Rule #4

***DON'T capitalize prepositions***

Lord of the Rings

***\*Exception: Capitalize prepositions  
at the beginning of the title***

One exception of this rule is that you  
need to capitalize the preposition if it's

*CATCH reader's eyes*  
*be BRIEF*  
*be CLEAR*  
*be DIRECT*

direct.



## ***50 characters = 5-7 words***

**However, many people now use their  
mobile devices to check emails**

***50 characters = 5-7 words***

***25-30 characters***

all devices would be about  
**25-30 characters, or 3-5 words.**

C Letter Count / Character ... +

www.lettercount.com

Most Visited Getting Started Workspace Login Google Apps API | Weather Un...

This page uses cookies • More info • OK

# LetterCount.com

Home | Letter Counter | Word Counter | Character Count | Word Count

Free online letter count / character counter

The LetterCount Joke of the day:

Sponsored by: [CostPerQuart.com](#) 

How to calculate the price per quart?

There were two atoms

This is a free online calculator which counts the number of [characters](#) or [letters](#) in a text, useful for your tweets on Twitter, as well as a multitude of other applications.

Whether it is Twitter, Facebook, Yelp or just a post to co-workers or business officials, the [number of actual characters](#) matters. What you say may not be as important as how you say it. And how many characters you use.

To start counting your letters, simply write or paste the text into the text area and Count characters.

Character limits: Twitter 140 • SMS txt 160 • LinkedIn Summary 2,000 • Reddit Title 300 • Ebay Title 80 • Yelp 5,000

Instant Grammar Checker  Try Now

Write or paste your text into this online character counter:


- 1. *Include KEY WORDS***
- 2. *Put important words at BEGINNING***

And 2,  
put important words at the beginning.

## ***Introduce, Introduction***

Introduction - Chris Chang

Introduction from Chris Chang

like these examples.

## *Applying for a job*

Job Application - Chris Chang

Job Applicant - Chris Chang

make sure those words are clearly stated.

# *Meeting Request*

Meeting Request for Next Week

Requesting a Meeting Next Week

## *Applying for a job*

Job Application - Chris Chang, Ph.D.

Senior Researcher - Chris Chang, Ph.D.

Senior Researcher, No. 1234 - Chris Chang, Ph.D.

So if you know the exact job ID,  
include that.

## *Making Announcements*

Join Us for Our Grand Opening

Meet Our New CEO

Try Our Newest Product

how they introduce the action  
verb at the very start.

Press Esc to exit full screen

# *Making Announcements*

Join Us for Our Grand Opening on April 1st at  
3:00 PM (49 characters)

## *Making Announcements*

Join Us for Our Grand Opening on April 1st at  
3:00 PM **(49 characters)**

Grand Opening on April 1st at 3:00 PM  
**(33 characters)**

## *Making Announcements*

Meet Our New CEO

Meet ABC's New CEO

Try Our Newest Product

Try ABC's Newest Product

# *Meeting Requests*

Meeting Request for Next Week

Meeting Request: Marketing Plan for New Product

Meeting Request: 11AM, May 10 in Room A

## *Meeting Cancellations*

Meeting Canceled (Poor)

Canceled: Meeting for 11AM, May 10 (Better)

Canceling 11AM Meeting on May 10 (Better)

information so the reader doesn't get  
confused about what you are canceling.

To Whom It May Concern,

Email Text

Best,  
Gerry Landers

which is the most important  
part about writing an email.



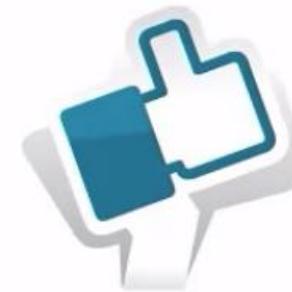


- 1. Introduction*
- 2. Development*
- 3. Conclusion*

Today we're going to introduce you to each  
of these parts, by showing examples and

# Introduction

**WHO**      }  
**WHAT**      } 1st sentence



||

## 1st impression

email text because it gives the reader  
a first impression of your email message.

# Introduction

**WHO**      *Author*

**WHAT**      *Purpose*

the purpose of your email..

# Introduction

**AUTHOR (*Subject of 1st sentence*)**

1) name + position/organization

2) pronoun (I, we, he, she,...)

Or second, by simply writing a pronoun.

**My name is James Brown, and I am the  
general manager at Goods and Services, LLC.**

**I am delighted to inform you that we are now offering a 30% discount in our entire inventory.**

This is not the first time the parties involved in this conversation are talking,

# Introduction

*Controlling Idea = Purpose*

the controlling idea of your introduction  
expresses the purpose of your email.

**I am delighted to inform you that we are now offering a 30% discount in our entire inventory.**

Our company is glad to hear about your interest in our catalog. We will send updated versions of our catalogs each month. The first section should be especially interesting to you since it has parts you were looking for. This is our most complete and updated version, so do not hesitate to contact us if you need new merchandise.

In this email,  
the second sentence answers the question,

# Conclusion

***APPRECIATION***

thank

appreciate

be glad about

These include words like thank,  
appreciate, or the phrase be glad about.

To Whom It May Concern,

## Introduction

## Development

Thank you for your interest in our catalogs.

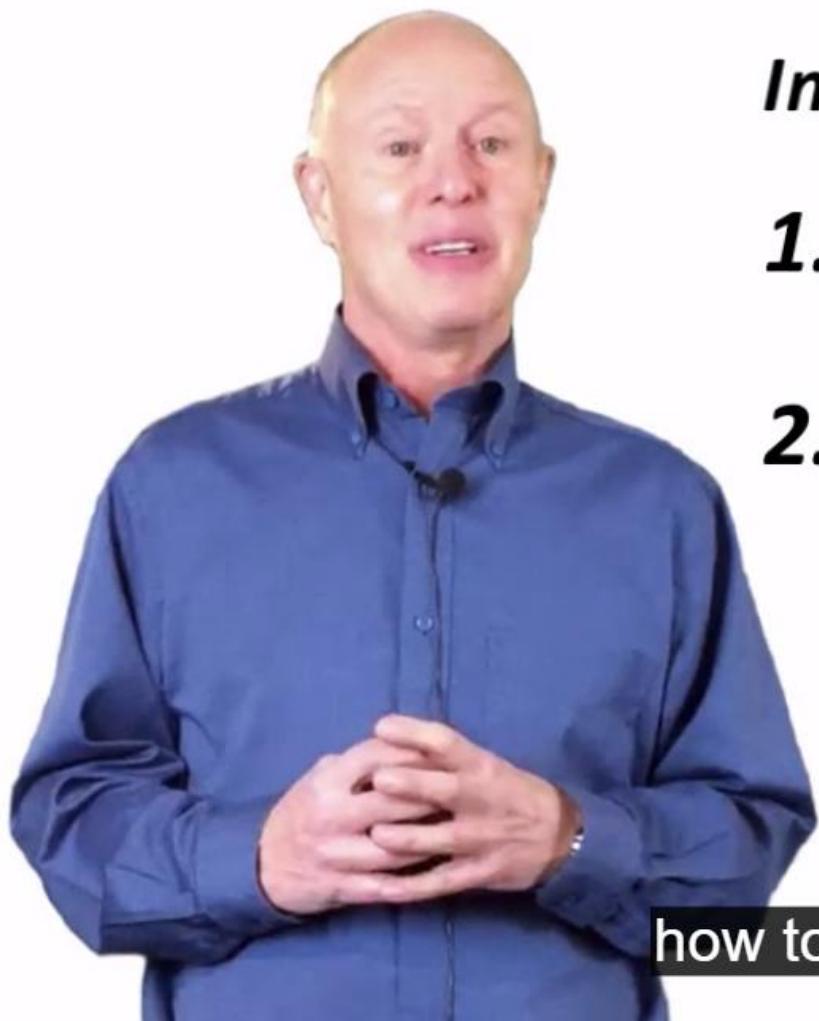
Best,  
Gerry Landers

hope  
wish  
look forward to

and the phrase look forward to.

I hope you find our catalogs appropriate for your business.

This verb is very positive and helps you build a relationship with the reader.



## *Introduction & Announcement Emails*

*1. Basic Purpose & Approaches*

*2. Key Language for Writing*

how to write these emails.

## Poor Example

Subject: Meet Sam Boyle

## Better Examples

Subject: Meet Sam Boyle, CPA Tax Specialist

Subject: Introducing Sam Boyle, CPA Tax Specialist

## Question

What would be some skills or abilities you can highlight about yourself? Complete the following sentence in your response. Use the examples to guide your writing.

Example 1: I am especially skilled at communication and time management.

Example 2: My skills include using Microsoft Office, managing schedules, and communicating in Spanish.

Complete one of the following sentences:

I am especially skilled at \_\_\_\_\_.

Or

My skills include \_\_\_\_\_.

What do you think?

Your answer cannot be more than 10000 characters.

Skip

Submit

**I am skilled at...**

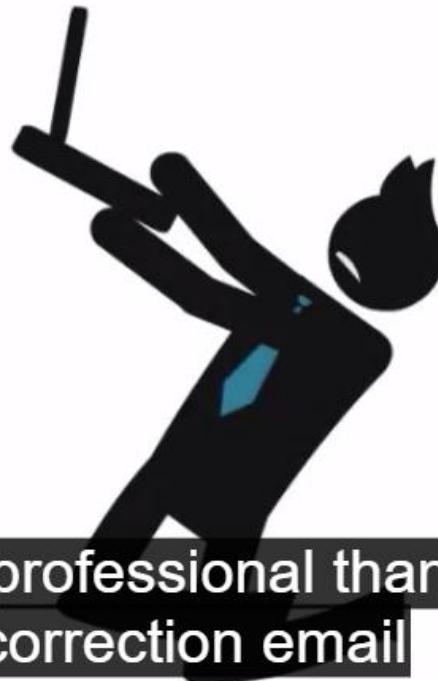
**These skills will be good for...**

**For example, state clearly what skills or  
abilities you have that will work well for**

# Poor Example

Subject:

Oops! I need to make a correction.



Nothing looks less professional than  
having to send a correction email

## ***CLEAR Subject Line***

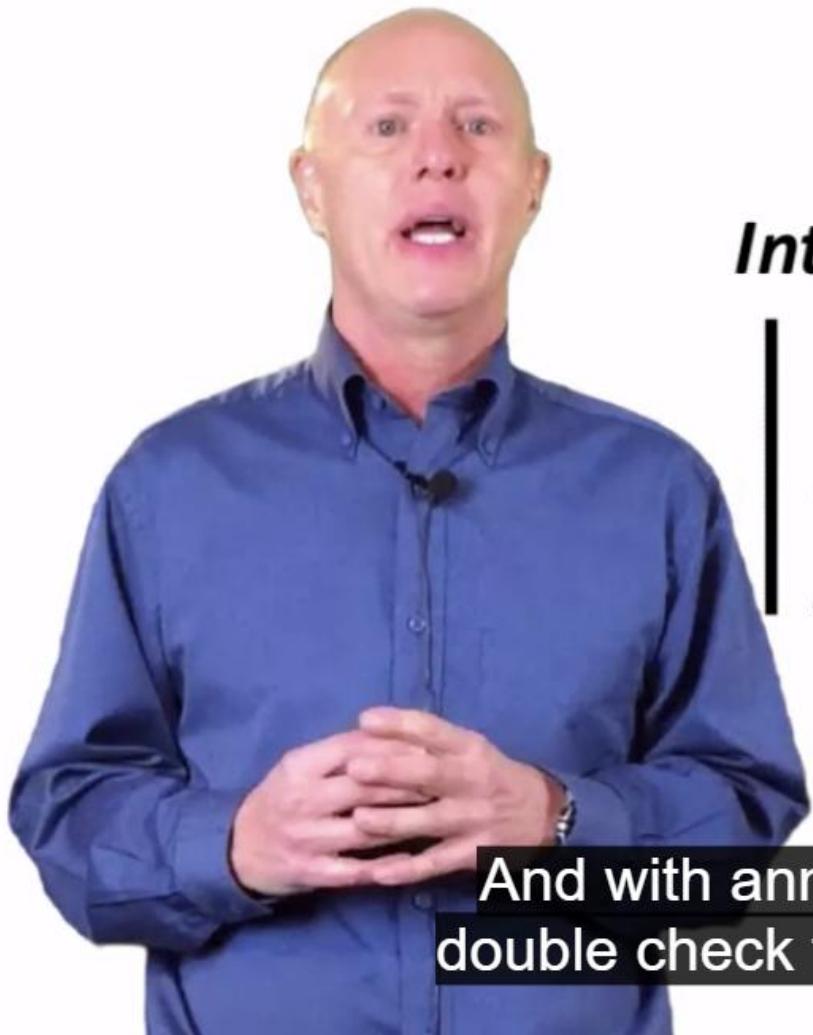


### ***Introduction & Announcement Emails***

***Reason for  
introduction***

***Double check  
for ERRORS***

And with announcement emails, always double check to make sure the information



## *Email Text*

Introduction Sentence

Controlling Idea

Development

Conclusion

how to write introduction  
in announcement emails.



# Introduction Sentence

My name is Gerry Landers, and I am with the Georgia Tech Language Institute in Atlanta, GA.

My name is Elizabeth Brown, and I am the General Manager at ABC, Inc.

# Introduction Sentence

My name is Sam Cook, and I recently received my  
**Master's Degree** from **University of ABC**.

# Controlling Idea

I am interested in learning more about Coursera, and I would like more information about creating an online course.

I am very interested in your product. I will be in your city, and I would like to visit your factory.

Or, I am very interested in your product.

# Development

Who can create an online course?

What is the process?

Where can I get more information?

I would like more information or links you have to help me in my process

The language I use here is more formal and humble.

# Subject Line

Matt, meet Sarah. Sarah, meet Matt.

Matt, have you met Sarah?

Get to know Sarah.

# Controlling Idea

Matt, I would like to introduce you to Sarah.

Sarah, this is Matt. He is the person I told you about in our last meeting.

## *Background*

## *Current Job/Role*

## *Additional Contact Information*

However, if you just want the two parties to continue the conversation on their own,

# Introduction Sentence

The Language Institute is pleased to inform you that we now offer Business Writing courses in the evening.

The ABC Company is opening a store near you.

Or, the ABC Company is  
opening a store near you.

The Language Institute is pleased to inform you that we now offer Business Writing courses in the evening.

**If our daytime class schedule is not great for you, we will now be here in the evening to help you reach your English learning goals. Contact us at [info@esl.gatech.edu](mailto:info@esl.gatech.edu) to apply.**

**we will now be here in the evening to help  
you reach your English learning goals.**

# Announcement Emails

*General Information (e.g. Advertisement)*

*Specific Information*

Special directions/guidelines

These emails are especially helpful when  
you need to give special directions or

The Language Institute is pleased to inform you that we now offer Business Writing courses in the evening. **These are Basics in Writing for beginners and Professional Writing for advanced learners. All courses will be offered every Monday, Wednesday, and Friday evenings from 6-9PM at our main building.** So, if our daytime class schedule is not great for you, we will now be here in the evening to help you reach your English learning goals. **You can apply directly online at [esl.gatech.edu](http://esl.gatech.edu) or contact one of our advisors at 404-894-2425 or [info@esl.gatech.edu](mailto:info@esl.gatech.edu) for more information. Our regular office hours are Monday to Friday from 8AM-5PM.**



## *Introduction & Announcement Emails*

## *Organization*

## *Language Use*

We took note of the different language and  
the order we followed.

## ***Write more POLITELY & SINCERELY***

- Please
- Could/Would...?
- Would you mind...?
- would like

You'll also learn about how to use the expression would you mind or would like.



# Please

**Please** send me your resume.

**Please** meet me today at 3PM.

**Please** give me directions to your office.

# Could/Would...?

**Could you** send me your resume?

**Could you** meet me today at 3PM?

**Would you** give me directions to your office?

And if you want to be even more polite,  
you can add please to these questions.

# Could/Would...?

Could you **please** send me your resume?

Could you **please** meet me today at 3PM?

Would you **please** give me directions to your office?

Where did I put please?

# Would you mind...?

**Would you mind** sending me your resume?

**Would you mind** meeting me today at 3PM?

**Would you mind** giving me directions to your office?

**Would you mind giving me  
the directions to your office?**

# would like (= want)

I **would like** to meet you at 3PM.

I **would like** the directions to your office.

Now, let's try to make  
this sentence more polite.

## LET'S PRACTICE

You have to send this by Friday.

What would be the polite  
versions of this sentence?

# Making 2nd Request

1. Please send me your resume.
2. Please include three references.

Or you can write your requests within  
the paragraph without using numbers.

# Making 2nd Request

Please send me your resume. Could you also include three references?

Could you meet me today at 3PM? I would also like the directions to your office.

I would also like  
directions to your office.

Thank you.

Sincere thanks.

I appreciate it.

## **Thank you for + your + NOUN**

Thank you for your time and effort.

Thank you for your interest in our company.

## **I appreciate + your + NOUN**

I appreciate your time and effort.

I appreciate your interest in our company



I'm sorry that..

I'm sorry about...

I'm sorry if...



# NOT sure of responsibility

*I'm sorry if + description*

I'm sorry if you didn't receive the resume I sent.

I'm sorry if I didn't understand the directions correctly.

I'm sorry if I didn't understand  
the directions correctly.

# 100% sure of responsibility

*I'm sorry that + description*

**I'm sorry that** the correct file was not sent.

**I'm sorry that** our meeting for next week needs to be cancelled.

I'm sorry that our meeting next week needs to be cancelled.

I'm sorry that the correct file was not sent.

I'm sorry that our meeting for next week needs to be cancelled.

For instance,

I'm sorry that the correct file was not sent.  
**I have included the correct file in this email.**

I'm sorry that our meeting for next week needs to  
be cancelled. **Please check the new dates below  
at your convenience.**

*I'm sorry about + NOUN*



**slip-ups, errors (*small mistakes*)**

These are small mistakes which require  
no more than a few words to be described

## *I'm sorry about + NOUN*

**I'm sorry about** the confusion. I will send you a new document with the correct address shortly.

In this example, the author gave  
the incorrect address to the recipient and

## Understand Cultural Differences

***High Context Communication***

***Low Context Communication***

***Age & Gender (next lesson)***

such as age and gender,  
in our next lesson.

**By the end of this lesson you will be able to...**

- 1. *Recognize different communication styles***
- 2. *Write more culturally appropriate emails***

differences in emails and write more  
culturally appropriate business emails.

Press Esc to exit full screen

Hello Rachel,

How have you been? The holidays are upon us again and so my vacation in January. I've got 30 days, so I've been considering to go to Europe or North America. I haven't been overseas yet. My trip would be 50% for tourism and 50% for studies. I wanted to do a crash course to get certificate for EFL teaching. Can you tell me where I can find one? I am also interested in ESP. For the USA, I was considering this itinerary: Brazil to Miami to Orlando to Jacksonville to

The holidays are upon us again and  
so my vacation in January.

course to get certificate for EFL teaching. Can you tell me where I can find one? I am also interested in ESP. For the USA, I was considering this itinerary: Brazil to Miami to Orlando to Jacksonville to Savannah to Washington D.C. to New York City. To New York City to Atlanta, GA, New Orleans to Los Angeles, Texas, San Francisco, Miami, and then finally Brazil. So what is your opinion? I'm so confused. I don't have a lot of money and so I'm afraid of traveling in bad weather. Europe or USA?

I'm interested in ESP.

**considering this itinerary: Brazil to Miami to Orlando to Jacksonville to Savannah to Washington D.C. to New York City. To New York City to Atlanta, GA, New Orleans to Los Angeles, Texas, San Francisco, Miami, and then finally Brazil. So what is your opinion? I'm so confused. I don't have a lot of money and so I'm afraid of traveling in bad weather. Europe or USA?**

**Best,  
Rodrigo**

**New York City to Atlanta, Georgia,  
and New Orleans to Los Angeles,**

# North America, Western Europe

## *Low Context Communication*

Straight forward      Logic

Concise      Facts

Efficient      Directness

Western Europe are considered  
low context cultures.

# The Middle East, Asia, Africa, South America

## *High Context Communication*

Non-explicit  
Descriptive

Longer Emails

and South America are some  
examples of high context cultures.

**Hey Chung,**

**How are you doing? I wanted to touch base with you about the meeting we had last week. You mentioned your boss might be interested in purchasing our new product, and I wanted to know if you talked with him about it. Let me know the latest news.**

**Talk to you soon,  
Sally**

**and I wanted to know if you  
talked with him about it.**

## ***Low Context Writer + High Context Reader***

- Status & identity need acknowledgement
- Building a relationship is important

And that building a good relationship can contribute to effectiveness over time.

## ***High Context Writer + Low Context Reader***

- Efficiency & effectiveness through tasks
- Direct questions are used for clarity

And the direct questions and observations  
are not necessarily meant to offend,

Hey Chung,

**How are you doing? I wanted to touch base with you about the meeting we had last week. You mentioned your boss might be interested in purchasing our new product, and I wanted to know if you talked with him about it. Let me know the latest news.**

Talk to you soon,  
Sally

Let's look at this email  
interaction email again.

Dear Mr. Kim,

**How are you? How is the weather in Seoul these days? It is getting very cold here in Atlanta. We even had our first snow fall yesterday.**

**I would like to discuss with you about the meeting we had last week. It was a very good meeting, and we were able to go over many important points. I remember that you mentioned your boss, Mr. Lee, may be interested in purchasing our new product, and I would like to know if you had a chance to talk to him about it. Would you mind letting me know the latest news? I would really appreciate it.**

**Best Regards,  
Sally Hansen**

***Low Context Cultures***

***High Context Cultures***

***TIPS for Communication***



Now, depending upon the relationship you have with the reader, you may not need to

Dear Mr. George Smith,

I hereby would like to make the next event within the framework of the lecture series Introduction to Business Marketing.

On Thursday, June 6th the admired Mr. Seth Cohen will talk with us about marketing basics, products, promotions, marketing strategies and E-marketing. With much further detail, Mr. Cohen will instruct us on executing marketing plans, the five P's of marketing, and the systematic strategies of marketing.

Please find attached the flyer with more information about tomorrow's presentation and to the other lectures in this series. Please do respond to this email and kindly let me know whether or not you will be able to attend this lecture.

Best regards,  
Michael Odenwald  
Account Executive

>> Dear Mr. George Smith,  
I hereby would like to make the next

# DO

Use *RESPECTFUL* words

Use official *TITLES*

if you know the gender, or  
use official titles if you know them.

# DON'T

Don't use ***SLANG*** words

Limit references to ***POP culture***

Don't use slang words, and  
limit references to popular culture.

# Gender NEUTRAL



is keep things gender neutral by avoiding  
gender bias thoughts or expressions.

Susan,

Can you swing by my desk when you have some time? I want to ask you if my proposal looks good. It might need a woman's touch. I don't want the boss to think I'm insensitive.

Peace!  
Michael

to Susan, who is a 22 year old woman.

# COURSE REVIEW

- *Basic Parts of an Email*
- *Editing Basics*
- *Key Language*
- *Culture*

now we've talked about  
cultural differences.