

1

An introduction to emails

STARTER

What do you think about emails?

Make a cross on the scale to represent how much you agree or disagree.
(5 = I agree 100%) (0 = I disagree 100%).

- 1 You need the same language skills to write an email as you do to write a letter.

agree disagree

- 2 If you can *speak* English well, you can write good emails.

agree disagree

- 3 One of the most important features of an email is the subject line.

agree disagree

- 4 Accuracy is still very important when writing emails.

agree disagree

- 5 Using the 'cc' option is a great way to inform others who are not directly involved.

agree disagree

- 6 One reason for emailing is to reduce the response time.

agree disagree

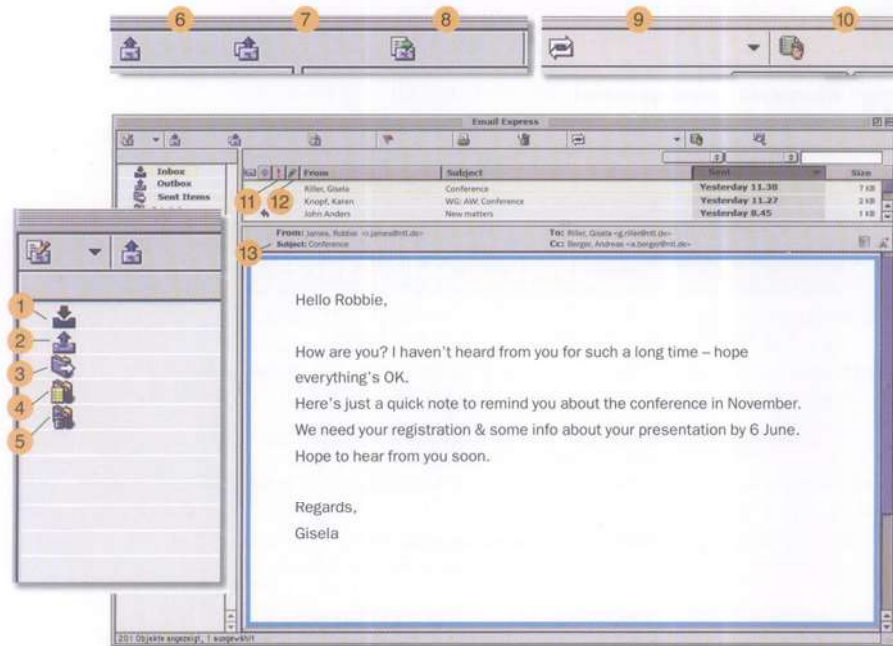
- 7 If you need an answer straight away, it is better to use the phone than send an email.

agree disagree

Discuss your answers with a colleague and/or check the key.

1 Label the screen with the following English equivalents.

attachment • contacts • deleted items • drafts • forward • high priority
 • inbox • outbox • reply • reply to all • send/receive • sent items • subject



2 Where or how can you do the following?

- 1 Find old emails you have sent.
- 2 Find emails you have received.
- 3 Send an email you have received to a third person.
- 4 Find email addresses and other personal data.
- 5 Put emails you are working on but are not yet ready to send.
- 6 See what a message is about.
- 7 Show that an email is important and should be read immediately.
- 8 Find a document which has been sent with an email.

3 Now look at the message. Find five things that make it different from a letter.



Email structure

One of the advantages of emails over normal 'snail-mail' letters is that they are quick and direct. We send an email for a particular purpose and we expect a fast response or immediate action. For emails – whether formal or informal – to be most effective, it is a good idea to give them a clear, logical structure.

Subject line: This should be short and give some specific information about the contents of your message.

Salutation: As in letter-writing, the salutation can be formal or informal, depending on how well you know the person you are writing to.

Dear Mr, Mrs, Ms ...	<i>A formal form of address, also used when first contacting a person.</i>
Dear John	<i>Less formal. Either you have had contact with this person before, or they have already addressed you by your first name.</i>
Hi/Hello Mary (or just the name)	<i>Informal, usually used with colleagues you often work with. In the U.S.A. and the U.K. also sometimes used at first contact.</i>
(no salutation)	<i>Very informal, usually used in messages which are part of a longer email exchange.</i>

Opening sentence: This is used to explain why you are writing. (Remember: the opening sentence should always start with a capital letter.)

I'm writing to ...	<i>More formal introduction to say why you are writing.</i>
Just a quick note to ...	<i>Friendly, informal way to say why you are writing.</i>

Conclusion: This is where you tell the reader what kind of response, if any, you expect.

Looking forward to your reply.	<i>Friendly ending, can be used in formal or informal correspondence.</i>
Hope to hear from you soon.	<i>Informal ending to indicate a reply is necessary.</i>

Close: Like the salutation, this can vary from formal to very informal.

Yours sincerely	<i>Very formal, rarely used in email correspondence.</i>
Regards/Best wishes	<i>Most commonly used close, can be used in formal and informal emails.</i>
Bye/All the Best/Best James/Mary	<i>Friendly, informal close.</i>
	<i>Name only (or initials) is also common when writing to close colleagues.</i>



4 Look at this excerpt from a typical inbox and find an email ...

from Martin which ...

- 1 is urgent.
- 2 is probably not work-related.
- 3 is asking for input.
- 4 contains new information about a meeting.
- 5 is a reply to an email you sent.

from Julia which ...

- 6 is a request for information.
- 7 was sent on from someone else.
- 8 contains one or several documents.
- 9 contains information about the new division.

INBOX				
		Subject	Received	
a		Martin Weber	ideas for a venue?	05.03.2003 12:34
b		Martin Weber	sales meeting	05.03.2003 13:36
c		Martin Weber	something amusing for you	05.03.2003 13:53
d		Martin Weber	car park closed tomorrow	05.03.2003 15:34
e	!	Martin Weber	sales meeting update	05.03.2003 17:41
f		Martin Weber	Re: tomorrow's event	05.03.2003 19:34
g		Meadows, Julia	outstanding invoices	06.03.2003 09:02
h	!	Meadows, Julia	FW: invoice 0167	06.03.2003 09:55
i		Meadows, Julia	REQ: current price list	06.03.2003 12:38
j		Meadows, Julia	Info	06.03.2003 16:49
k		Meadows, Julia	Info	07.03.2003 11:06
l		Meadows, Julia	PET contract	07.03.2003 11:45

5 Did you have trouble answering number 9? That's because Julia's subject lines don't always give enough information about the contents of her emails.

Look at the following excerpts from emails and write appropriate subject lines.

1 Subject: _____
Just a quick note to see if you've heard from Production about the new schedule. We need the info for tomorrow's meeting.

4 Subject: _____
I have to change our meeting to 3 pm instead of 12.00. Sorry!

2 Subject: _____
Many thanks for your email. The handbook for the XL20 motor is now available online at www.hardysgardensupplies.com.

5 Subject: _____
Could you send me those staff guidelines asap? Our dept hasn't seen them yet. Thx.

3 Subject: _____
I will be away from the office from 3-5 October. Please direct all questions to Maggie in my absence.

6 Subject: _____
I am writing to confirm your order of 1000 coffee mugs with logo (see attached), colour 32c.
Your order no. is 66193 F/2. Please quote this number in all future correspondence.

6 Look at the paragraphs below. Each paragraph belongs to either a formal or an informal email. Find the two emails and write the letters (a–j) in the table below.

a Attached you'll find the new price list for our complete product range. We've discussed this with other distributors & they agree the increase can be passed on to their customers without any problems.

b A quick note to tell you about next week's meeting

c See you then! Enjoy yourself at the première tonight!

d Regards,
Heidi

e Hi Vladka,
How's it going?

f Bye, Ivan

g I'm writing to inform you of our price increases for the next quarter.

h Dear Sam,

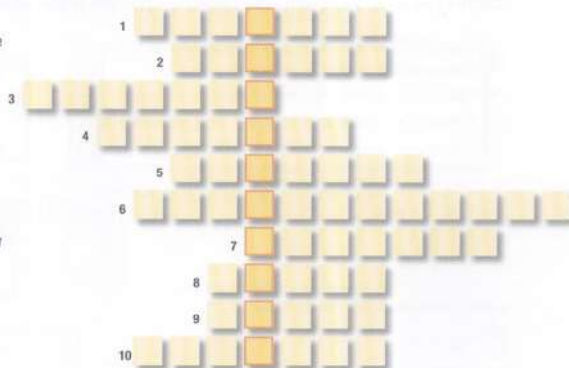
i We're meeting at 'Frank's' in Haverhill Street at about 5.30 pm. John is bringing the Swiss visitors with him directly after the factory tour. We'll hold a meeting first, then have dinner. Is that OK?

j Hope you have a successful third quarter and we look forward to future business contacts with you.

	Formal email	Informal email
salutation	<input type="checkbox"/>	<input type="checkbox"/>
opening sentence	<input type="checkbox"/>	<input type="checkbox"/>
body	<input type="checkbox"/>	<input type="checkbox"/>
friendly ending	<input type="checkbox"/>	<input type="checkbox"/>
complimentary close	<input type="checkbox"/>	<input type="checkbox"/>

7 Use the clues to complete the puzzle and find the hidden word.

- 1 A typical email close
- 2 Where messages are stored before they are sent
- 3 What the email is about
- 4 To send an email you have received to a third person: *to ...*
- 5 The opposite of *to send: to ...*
- 6 What the exclamation mark (!) stands for
- 7 The text of an email
- 8 Another word for *answer: Looking forward to your ...*
- 9 Where new emails go when you first receive them
- 10 Part of an opening sentence: *I'm w... to let you know ...*



OUTPUT



2



3

Listen to this report and answer the questions.

- 1 What are large firms now doing?
- 2 How do employees react?
- 3 What are the main reasons for doing it?

Listen to part of the report again and complete the missing words.

Lost _____¹ isn't one of the main reasons for _____² e-communication, but some _____³ are worried that workers _____⁴ too much time using _____⁵ as _____⁶. 90% of workers say they _____⁷ personal emails during the _____⁸ day.

OVER TO YOU

How much time a day do you spend on emails?

Does your company have an emailing policy?

Do you think companies monitor emails for security or legal reasons, or just to check on the staff?