# Fall 2019 VE300
# Lecture notes
# Week 2

**Workplace**
**School** vs. **personal** emails

What is your email name?

Professional or too much personality?

# Email policy

✓ **Email Hygiene**

- Spam blocking
- Virus protection
- Content filtering

**Problem:**

The vast variety of personal name conventions from different countries **makes it hard to tell family/last name from first name**.

**Solution:**

Implement standard name input.

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[chenyun.tao@sjtu.edu.cn](mailto:chenyun.tao@sjtu.edu.cn)
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**Making digial first impressions**

In the virtual world,
you are what you write.

# Digital footprint

The marks that you leave behind when using the Internet that can shape your **online reputation**

**T** = Is it True?

**H** = Is it Helpful?

**I** = Is it Inspiring?

**N** = Is it Necessary?

**K** = Is it Kind?

## Online Reputation Checklist

Your digital footprint is the mark that you leave behind when using the internet and can shape your online reputation. Your digital footprints can be positive or negative and shape how people see you now or in the future. Use our simple checklist to help manage and maintain your online reputation.

**Search yourself online:** do you know what is online about you? Do a simple web search of your name and see what you can find. If you find something you aren't happy with, take the necessary steps to get that content removed. Remember, if your Facebook or Twitter pages appear you can change this by adjusting your privacy settings.

**Check privacy settings:** make sure you know what information you are sharing on the websites you use, in particular on social networking sites. Most social networking sites have privacy settings to help you manage the content you share and who you share it with; you can decide if you want your posts to be shared with your online friends and followers only or with the public. Keep in mind that your friend's content and their settings can also affect your digital footprint.

**Think before you post:** before you post that funny picture of your friend, or make that joke about someone on Twitter, ask yourself do you want everyone to see it; friends, family, grandparents, future employers? Would you be happy for others to post that type of content about you? You should be proud of everything you post online, remember once it is online it could potentially be there forever!

**Deactivate and delete:** when you stop using a social networking profile or website, it's a good idea to deactivate or delete your account. This will mean the content is no longer live and should not be searchable online; it will also remove the risk of these accounts being hacked without you knowing.

**Make a positive footprint:** we hear a lot about the negative footprints left behind online. The best way to keep your online reputation in check is to use your time online to get creative and create a positive footprint. For example why not write a blog to promote all the great things you are doing, fundraise for a charity using an online sponsorship page or create a video to teach others something new?

Childnet International © 2013
Registered charity no. 1080173

# Parts of an Email:

| | |
|---|---|
| **Form & Style** | • **Parts of an email**<br>• **Visual appearance**<br>• **Audience & tone** |
| **Basic Structure** | • **Opening**<br>• **Main body of the text**<br>• **Closing** |
| **Netiquette** | • **Email vs. Text messages**<br>• **Formal vs. informal** |

File    Message    Insert    Options    Format Text    Review

Paste:
- Cut
- Copy
- Format Painter

Clipboard

Verdana    10.5    **B** *I* U    Basic Text

Address Book    Check Names    Names

Attach File    Attach Item    Signature    Include

Follow Up
High Importance
Low Importance
Tags

Zoom

From ▼    caitlin.englot@gmail.com

To...    hiringmanager@getmeajob.com

Cc...

Subject:    Application for Accounts Manager position (Ref # 4452)

Attached:    Caitlin Englot- Cover Letter- Accounts Manager (Ref # 4452).docx (12 KB);
Caitlin Englot- Resume- Accounts Manager (Ref # 4452).docx (12 KB)

Dear Nancy,

I hope all is well today! I have attached is my application for the Accounts Manager position (Ref #4452) that I found through www.seek.com.au on April 9th.

I was excited to find an opportunity that I feel well suited for within a company that I've admired for some time. My skills and qualifications meet the requirements you specified in your ad. I obtained a bachelor of Marketing from the University of Sydney in June, 2012 and I have over two years of experience in customer service and sales. I would be happy to be considered for the opportunity to work with such a highly regarded and growing organization. I hope you'll consider be for the chance to do so.

Thank you for your consideration and I look forward to speaking with you!

Kind Regards,

**Caitlin Englot**
**Aspiring Accounts Manager with X Company**
Mobile:    (0)481 198 435
Email:    englot.caitlin@gmail.com
Blog:    www.internships.com.au

The format and layout of business documents vary from country to country. In addition, many organizations develop their own variations of standard styles, adapting documents to the types of messages they send and the kinds of audiences they communicate with. The formats described here are the most common approaches used in U.S. business correspondence, but be sure to follow whatever practices are expected at your company.

## First Impressions

Your documents tell readers a lot about you and about your company's professionalism. So all your documents must look neat, present a professional image, and be easy to read. Your audience's first impression of a document comes from the quality of its paper, the way it is customized, and its general appearance.

are sometimes used. Memos can be produced on pastel-colored paper to distinguish them from external correspondence. In addition, memos are sometimes produced on various colors of paper for routing to separate departments. Light-colored papers are appropriate, but bright or dark colors make reading difficult and may appear too frivolous.

## CUSTOMIZATION

For letters to outsiders, U.S. businesses commonly use letterhead stationery, which may be either professionally printed or designed in-house using word processing templates and graphics. Letterhead typically contains the company name, logo, address, telephone and fax numbers, general email address, website URL, and possibly one or more social media URLs.

In the United States, businesses always use letterhead for the first page of a letter. Successive pages are usually plain

**In the virtual world, you are what you write.**

# Forms of address (salutation)

## A — Format and Layout of Business Documents

The format and layout of business documents vary from country to country. In addition, many organizations develop their own variations of standard styles, adapting documents to the types of messages they send and the kinds of audiences they communicate with. The formats described here are the most common approaches used in U.S. business correspondence, but be sure to follow whatever practices are expected at your company.

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### PAPER

To give a quality impression, businesspeople consider carefully the paper they use. Several aspects of paper contribute to the overall impression:

- **Weight.** Paper quality is judged by the weight of four reams (each a 500-sheet package) of letter-size paper. The weight most commonly used by U.S. business organizations is 20-pound paper, but 16- and 24-pound versions are also used.
- **Cotton content.** Paper quality is also judged by the percentage of cotton in the paper. Cotton doesn't yellow over time the way wood pulp does, plus it's both strong and soft. For letters and outside reports, use paper with a 25 percent cotton content. For memos and other internal documents, you can use a lighter-weight paper with lower cotton content. Airmail-weight paper may save money for international correspondence, but make sure it isn't too flimsy.[1]
- **Size.** In the United States, the standard paper size for business documents is 8½ by 11 inches. Standard legal documents are 8½ by 14 inches. Executives sometimes have heavier 7-by-10-inch paper on hand (with matching envelopes) for personal messages such as congratulations.[2] They may also have a box of note cards imprinted with their initials and a box of plain folded notes for condolences or for acknowledging formal invitations.
- **Color.** White is the standard color for business purposes, although neutral colors such as gray and ivory

are sometimes used. Memos can be produced on pastel-colored paper to distinguish them from external correspondence. In addition, memos are sometimes produced on various colors of paper for routing to separate departments. Light-colored papers are appropriate, but bright or dark colors make reading difficult and may appear too frivolous.

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In the United States, businesses always use letterhead for the first page of a letter. Successive pages are usually plain sheets of paper that match the letterhead in color and quality. Some companies use a specially printed second-page letterhead that bears only the company's name.

### APPEARANCE

Nearly all business documents are produced using an ink-jet or laser printer; make sure to use a clean, high-quality printer. Certain documents, however, should be handwritten (such as a short informal memo or a note of condolence). Be sure to handwrite, print, or type the envelope to match the document. However, even a letter on the best-quality paper with the best-designed letterhead may look unprofessional if it's poorly produced. So pay close attention to all the factors affecting appearance, including the following:

- **Margins.** Business letters typically use 1-inch margins at the top, bottom, and sides of the page, although these parameters are sometimes adjusted to accommodate letterhead elements.
- **Line length.** Lines are rarely justified, because the resulting text looks too formal and can be difficult to read.
- **Character spacing.** Use proper spacing between characters and after punctuation. For example, U.S. conventions include leaving one space after commas, semicolons, colons, and sentence-ending periods. Each letter in a person's initials is followed by a period and a single space. However, abbreviations such as U.S.A. or MBA may or may not have periods, but they never have internal spaces.

## Table A.2 — Forms of Address

| Person | In Address | In Salutation |
|---|---|---|
| **Personal Titles** | | |
| Man | Mr. [first & last name] | Dear Mr. [last name]: |
| Woman* | Ms. [first & last name] | Dear Ms. [last name]: |
| Two men (or more) | Mr. [first & last name] and Mr. [first & last name] | Dear Mr. [last name] and Mr. [last name] or Messrs. [last name] and [last name]: |
| Two women (or more) | Ms. [first & last name] and Ms. [first & last name] | Dear Ms. [last name] and Ms. [last name] or Mses. [last name] and [last name]: |
| One woman and one man | Ms. [first & last name] and Mr. [first & last name] | Dear Ms. [last name] and Mr. [last name]: |
| Couple (married with same last name) | Mr. [husband's first name] and Mrs. [wife's first name] [couple's last name] | Dear Mr. and Mrs. [last name]: |

**Greeting:**

Dear…
Hi…
Hello…
Hey…

**Address/Salutation:**

Mr.
Ms.
Prof.
Dr.
Etc.

**Ending:**

Sincerely,
Best regards,
Kind regards,
Regards,
Best,

**Kristina Håkansson**
Sun 10/23, 11:18 PM

Hello Irene,

Thank you so much for your email.

Are you available to Skype tomorrow, Tuesday October 25th at 16:00 Shanghai time (10:00 Swedish time)?

Best regards,

**Kristina Håkansson**
Key Account Manager

**BBi Communication**
Gumshornsgatan 13
114 60 Stockholm
Sweden

Signature block

# Email terms

## EMAIL TERMS

It's helpful to know some of the basic terms of email and internet use:

| | |
|---|---|
| Archive | Emails stored for later access. |
| Attachment | File of any type that is appended to and sent with an email. |
| Autoresponder | Prewritten reply that is sent in response to a received email. |
| BCC | Blind carbon copy (allows the sender to email a copy of the message to recipients without their addresses being revealed). |
| Blog | Serialized features written expressly to share with others and foster the building of a community or audience. |
| Bounced message | An email that returns undelivered to the sender. |
| Browser | Software program (Explorer, Netscape, Safari) that allows the user to view websites. |
| CC | Carbon copy, which (the sender copy the email to more recipients. The recipients' addresses appear in the email header field). |
| Challenge-Response | Used to authenticate emails as coming from an individual. Sender must respond to an email challenge before message is delivered. |
| Chat rooms | Online meeting places where people discuss topics of mutual interest. |
| Digital Signature | Unique encrypted digital code that is attached to messages to guarantee the authenticity of the sender. |
| Distribution List | A list of email addresses saved as a single recipient. |
| Download | Transferring a file from a sender to the recipient's harddrive. |
| Emoticon | Symbols and punctuation marks used to make facial expressions (smiley face, wink, sad face) within emails. |
| Encryption | Encoding within email that allows only a recipient with the code to read it. |
| FAQ | Frequently asked questions. |
| Filter | Sorts emails automatically, usually to eliminate SPAM. |

# Technical writing:  **COPE** skills

**C**larity

**O**rganization

**P**recision

**E**conomy

# **Components** of a communication model

- Sender
- Receiver
- Message
- Channel
- Feedback
- Context

# **Barriers** in the communication environment

- Noise (physical & semantic)
- Distractions
- Competing messages
- Filters (physical & mental)
- Channel breakdowns

Oral communication involving **face** and/or **voice**:

**Advantages**

- Immediate feedback
- Adjusted to audience
- Delivered quickly
- Non-verbal cues
- Feelings



- Conversation
- Telephone call
- Video conference

**Disadvantages**

- Lacks permanent record
- may be careless or imprecise
- may be inappropriate for complex ideas
- does not promote easy recall

**Written Communication:**

**Advantages:**

- Creates permanent record
- Is convenient to distribute
- May be economical
- Promotes comprehension & recall
- Gives audience flexibility in when/how to receive content

**Disadvantages:**

- Leaves paper trail,
- Requires skill and effort to produce
- Lacks verbal cues and warmth
- Cannot be immediately modified based on audience feedback
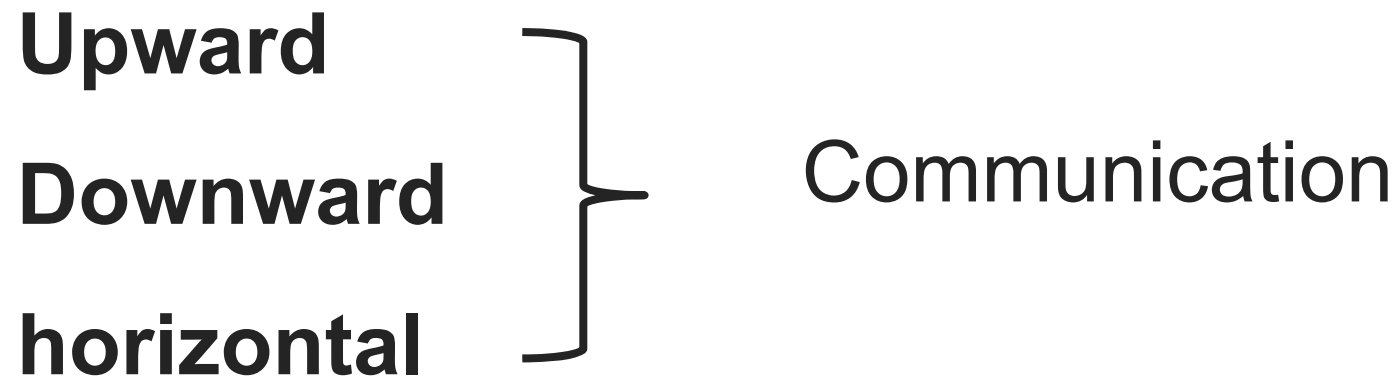- May seem impersonal

# Media richness and communication effectiveness
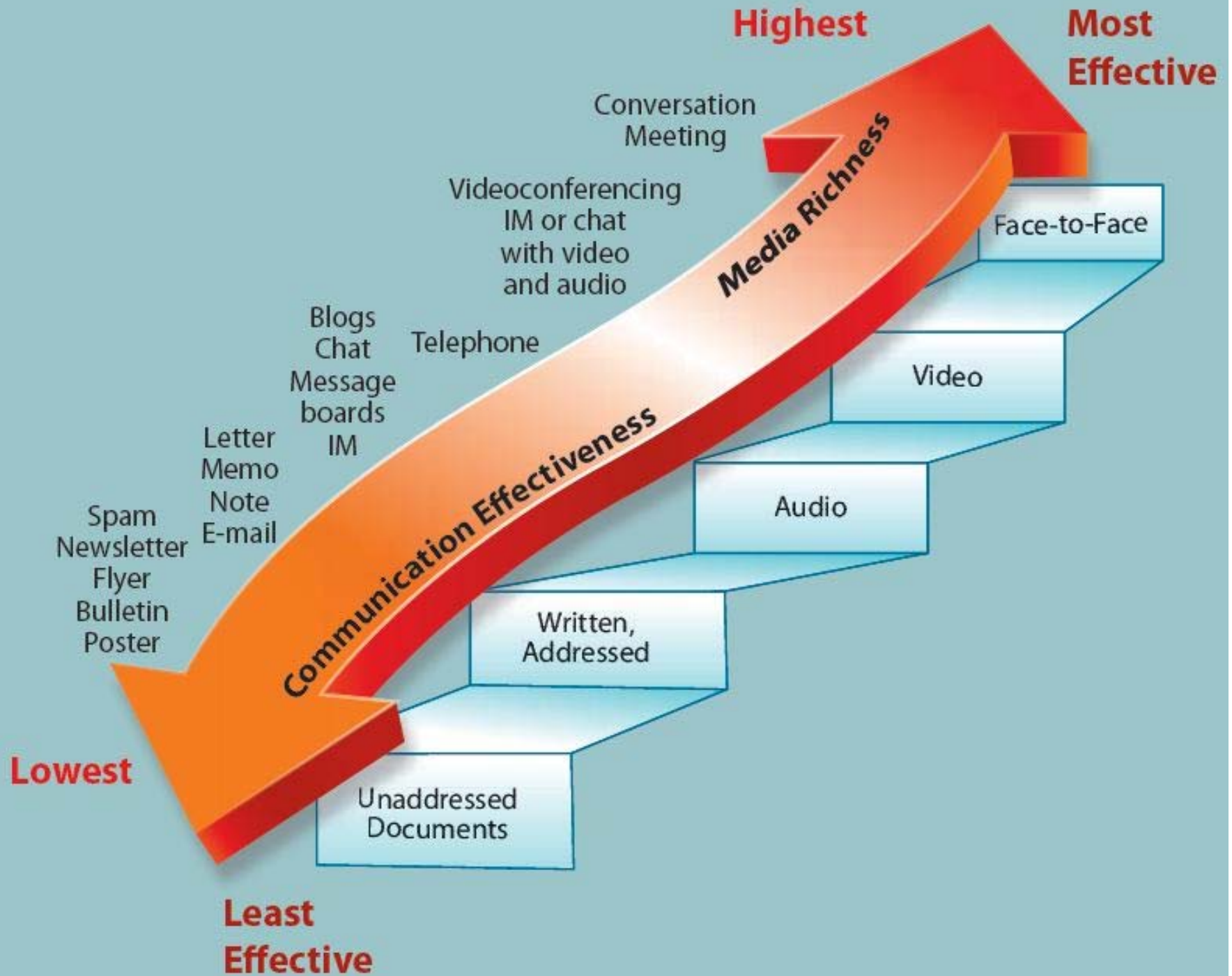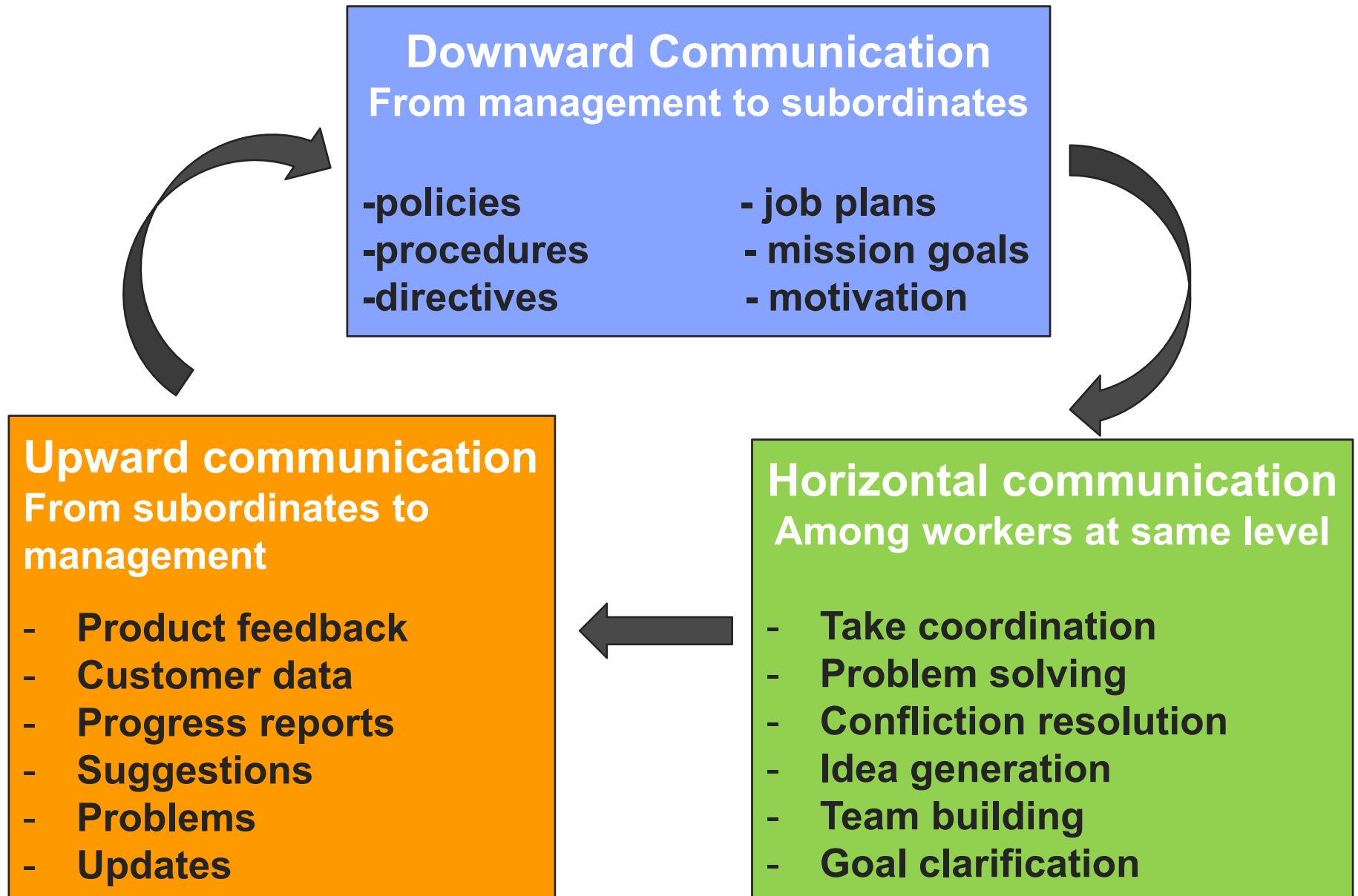
# Selecting the Best Channel

- Importance of the message

- Amount and speed of feedback and interactivity required

- Necessity of a permanent record

- Cost of the channel

- Degree of formality desired

- Confidentiality and sensitivity of the message

# Types of Communication

**Upward**

**Downward**    } Communication

**horizontal**

# Formal communication channels

## Downward Communication
**From management to subordinates**

- policies
- procedures
- directives

- job plans
- mission goals
- motivation

## Upward communication
**From subordinates to management**

- Product feedback
- Customer data
- Progress reports
- Suggestions
- Problems
- Updates

## Horizontal communication
**Among workers at same level**

- Take coordination
- Problem solving
- Confliction resolution
- Idea generation
- Team building
- Goal clarification

1. Subject line
2. Opening
3. Body
4. Closing

# Subject Line:

| Poor subject lines | Improved subject lines |
|---|---|
| Staff meeting | Staff meeting on May 12 |
| Important! | Project deadline revision |
| Travel plans | Travel plans for annual conference |

# Opening:

**Purpose**
**Audience**

**Writing to someone for the first time:**

- **to identify yourself & connect through a mutual contact**

- *My name is X and I am a [job title] at [company name]. I got your contact information from Y, and I would like to inquire about Z.*

# Opening:

**Purpose
Audience**

**Writing to someone you have exchanged emails already:**

- **to make reference to a previous exchange**
  - *Thank you for getting back to me so quickly.  Let me respond to your feedback point by point.*

- **to state why you are writing**
  - *As agreed in our phone conversation, I will send you a draft of our agenda by Friday, Sept. 16.*

- **Subject line**: Summarize the main idea in a few key words.

- **Opening**:  Present the writing purpose in a general way.

- **Body**:  Explain the main idea using headings, bulleted lists, and other high-skim techniques when appropriate.

- **Closing**:  May include

  (1) action information, dates, or deadlines
  (2) a summary of the message
  (3) a closing thought

# Closing Line:

**Purpose :**

- **to repeat a question**
  - *Could you bring the report to tomorrow's meeting?*

- **to make a reference to a future event**
  - *I look forward to seeing you at the conference next week.*

- **to offer help or restate the main message**

  - *If you have any questions, feel free to call me at 12345678.*
  - *Once again, we need to resolve this with your help by this Friday.*

# Email Tone

**Causal** → **Standard Neutral** → **Formal**

## Email Tone

1. It worked! The new process is better than we had dreamed.

2. You will be pleased to know that the new process is more effective than we had expected.

# Use Tone to Build Goodwill

1. Submit your answer in one week.
2. We would appreciate your answer by the Nov. 15 deadline.

1. My attached report is thorough, and I am sure it will be very helpful.
2. The attached report contains details of the purchasing options that I hope you will find useful.

1. Can you people get anything right?  This is the second time I've written!

2. Please credit my account for $100.  The error noted in my email dated Sept 1 has not been corrected.

## Use Tone to Build Goodwill

✓ Be respectful, not demanding.

✓ Be modest, not arrogant.

✓ Be polite, not angry or sarcastic.

**Causal** ➡️ Standard Neutral ➡️ Formal

- Most common between friends

- Text-message style; is closest to speech

- Contains personal news, humor

- Lots of abbreviations, everyday expressions

- Readers more tolerant of typos & vagueness

**Causal** → Standard Neutral → Formal

*Hey Tom,*

*Sorry I'm not free 4 the mtg on Fri. Pls send me a copy of the minutes? I'll update Sam asap. So sorry again. Will make sure to show up for the next mtg. BTW, good news about ur interview.*

*TTYL, Jane*

# IM abbreviations **to avoid** in workplace email

U

b4

gr8

CU

NP

TC

Thx

Pls

IC

Rgds

# Abbreviations **occasionally used** in workplace email (depending on audience)

| | |
|---|---|
| ASAP: | as soon as possible |
| AKA: | also known as |
| BTW: | By the way |
| Dept.: | department |
| FYI | For your information |
| PS: | post-script |
| EOB: | end of business day |
| RE: | regarding |
| RSVP: | repondez si'il vous plait (please reply) |
| i.e. (*id est*).. | I am going to explain what I mean in different words |
| e.g. (*exempli gratia*)… | I am going to give an example |

**Causal** ➡ **Standard Neutral** ➡ **Formal**

- Most common in work emails

- Language is more personal

- Sentences are short

- Use of contractions (e.g., *I'm, I've*)

- Language is simple, clear, and direct

**Causal** ➡️ **Standard Neutral** ➡️ **Formal**

Hi Tom,

I am sorry I can't make it on Friday.  Could you send me a copy of the minutes?

I'll let Sam know I won't be there.  Again, my apologies. I will make sure to attend the next meeting.

Thanks,
Jane

Causal ➡ Standard Neutral ➡ **Formal**

- Ideas are presented politely & carefully

- Fixed & often longer expressions

- Grammar & punctuation are important

- Subject matter is serious (e.g. an apology or complaint)

Causal ➡ Standard Neutral ➡ **Formal**

*Dear Tom,*

*I am sorry I will not be able to attend the meeting on Friday. I was wondering if you could send me a copy of the minutes? I will write to Sam as well to inform him I will not be there.*

*Once again, please accept my apologies. I assure you that I will be at the next meeting.*

Sincerely,
Jane

# Emoticons

Attitudes about emoticons in workplace email Communication are **conflicted**.

Friendly or immature? ?

Avoid emoticons in professional emails.

# How to express emotions in email?

**Courtesy words & polite phrases:**

- *Thank you*

- *I would appreciate your input by Friday.*

- *Your advice would be very helpful.*

- *I will be glad to assist if needed.*

- *We are happy to take part in this project.*

What e-mail "**netiquette**" should I follow?

**See assigned reading**

**Desired qualities in mail writing:**

- **Easy to read**
- **Accurate**
- **Appropriate tone & style**

# Thank you!

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