

Email

- Electronic mail – common medium of the written channel
- Replacing many other written media.
- Used to inform employees, request data, supply responses, confirm decisions and give directions.

Advantages of E-mail

E-mail offers:

- Speed, low cost and increased access
- Portability and convenience – carry messages to many receivers simultaneously.
- The best medium for the use of informal conversational style.

Disadvantages

- As the tone of the e-mail is chiefly personal, one should compose it with care.
- Tactless remarks may cause misunderstanding and tension.
- More frequent and hence leads to information overload.
- Lacks privacy.

Content

- Used for sharing information as goals of an organization, schedules, research findings, company news, in-house newsletters etc.

Format

Includes two elements: the header and the body.

The Header:

- **The TO line** – contains the recipient's e-mail ID.
- The address consists of two parts divided by the symbol @
- The user name on the left side and the right side contain details of the computer where the user has an account.
- TLD – Top Level Domain indicates the type of organization that operates the website.
- .com – business and commercial users
- .edu – educational institutions
- .gov – government agencies
- .mil – military-related groups
- .net – network providers
- .org – non-profit groups and organizations

FROM line: sender's e-mail id

Subject Line: describes the content of the message – using active verbs and cryptic instructions

The Cc line: allows the sender to mail carbon copies to many

The Bcc line: Blind carbon copy – sent without the other recipient's knowledge

The Attachment line: Files attached to the email.

The Body:

- Starts with a greeting
- One blank line is left below the greeting and one each after every paragraph.
- Numbered lists and bulleted lists may be included.

Model

From : David Bradman bradman.ucf@yahoo.org

To : <priya.suresh@gmail.com>

Cc :

Bcc :

Dear Ms Priya Suresh.

We have filled the post of Assistant Professor in Computer Science. Selecting one of the 30 applicants for the only vacancy was difficult. We have appointed one with 18 years of experience.

Your resume was quite impressive. So was your ability to communicate in English fluently. We believe you have every chance of finding a college teaching position soon.

In the meantime we would like to keep your information on our file for six months, expecting another position to open up shortly if the current need prevails.

Thank you for your interest in us.

Sincerely

David Bradman

Human Resource Director.