VE300 Summer 2017
Lecture Notes
Week 2

Parts of an Email:

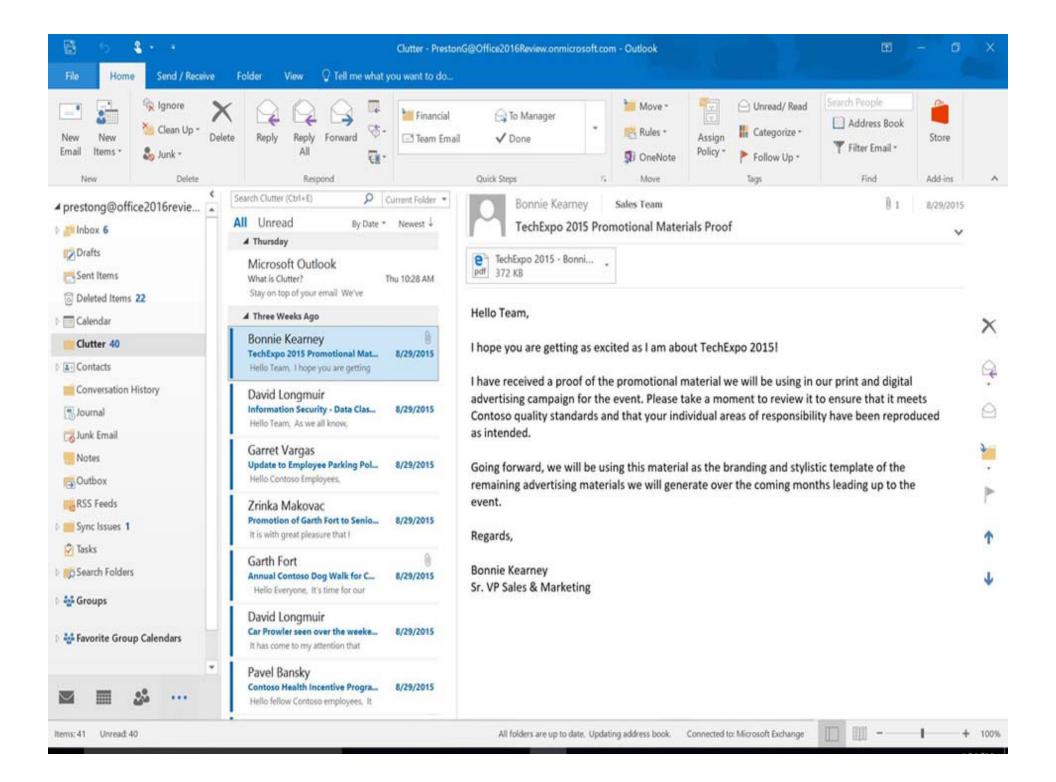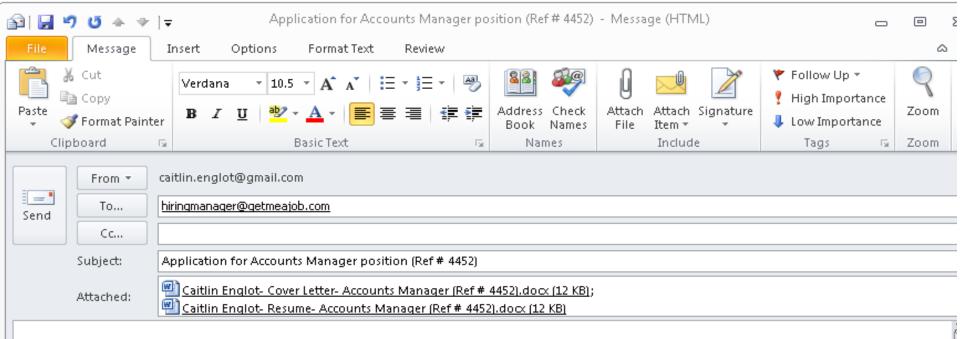| Form & Style	• **Parts of an email** • **Visual appearance** • **Audience & tone**
Basic Structure	• **Opening** • **Main body of the text** • **Closing**
Netiquette	• **Email vs. Text messages** • **Formal vs. informal**

Clutter - PrestonG@Office2016Review.onmicrosoft.com - Outlook

File   Home   Send / Receive   Folder   View   Tell me what you want to do...

New Email | New Items | Ignore | Clean Up | Junk | Delete | Reply | Reply All | Forward | Financial | Team Email | To Manager | Done | Move | Rules | OneNote | Assign Policy | Unread/ Read | Categorize | Follow Up | Search People | Address Book | Filter Email | Store

New   Delete   Respond   Quick Steps   Move   Tags   Find   Add-ins

▲ prestong@office2016revie...

▷ Inbox 6
Drafts
Sent Items
Deleted Items 22
▷ Calendar
Clutter 40
▷ Contacts
Conversation History
Journal
Junk Email
Notes
Outbox
RSS Feeds
▷ Sync Issues 1
Tasks
▷ Search Folders

▷ Groups

▷ Favorite Group Calendars

Search Clutter (Ctrl+E)   Current Folder ▼

All Unread   By Date ▼ Newest ↓

▲ Thursday

Microsoft Outlook
What is Clutter?   Thu 10:28 AM
Stay on top of your email We've

▲ Three Weeks Ago

Bonnie Kearney   📎
TechExpo 2015 Promotional Mat...   8/29/2015
Hello Team, I hope you are getting

David Longmuir
Information Security - Data Clas... 8/29/2015
Hello Team, As we all know,

Garret Vargas
Update to Employee Parking Pol... 8/29/2015
Hello Contoso Employees,

Zrinka Makovac
Promotion of Garth Fort to Senio... 8/29/2015
It is with great pleasure that I

Garth Fort   📎
Annual Contoso Dog Walk for C...   8/29/2015
Hello Everyone, It's time for our

David Longmuir
Car Prowler seen over the weeke... 8/29/2015
It has come to my attention that

Pavel Bansky
Contoso Health Incentive Progra... 8/29/2015
Hello fellow Contoso employees, It

Bonnie Kearney   Sales Team   📎 1   8/29/2015
TechExpo 2015 Promotional Materials Proof

TechExpo 2015 - Bonni...
pdf 372 KB

Hello Team,

I hope you are getting as excited as I am about TechExpo 2015!

I have received a proof of the promotional material we will be using in our print and digital advertising campaign for the event. Please take a moment to review it to ensure that it meets Contoso quality standards and that your individual areas of responsibility have been reproduced as intended.

Going forward, we will be using this material as the branding and stylistic template of the remaining advertising materials we will generate over the coming months leading up to the event.

Regards,

Bonnie Kearney
Sr. VP Sales & Marketing

Items: 41   Unread: 40   All folders are up to date. Updating address book.   Connected to: Microsoft Exchange   100%

File   Message   Insert   Options   Format Text   Review

Paste   Cut   Copy   Format Painter

Clipboard

Verdana   10.5   A A

B   I   U   ab   A

Basic Text

Address Book   Check Names

Names

Attach File   Attach Item   Signature

Include

Follow Up
High Importance
Low Importance

Tags

Zoom

Zoom

From ▾   caitlin.englot@gmail.com

To...   hiringmanager@getmeajob.com

Cc...

Send

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

Greeting:

Dear…
Hi…
Hello…
Hey…

Salutation:

Mr.
Ms.
Prof.
Dr.
Etc.

Ending:

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

Technical writing in the workplace:

COPE skills required

Clarity

Organization

Precision

Economy

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 main idea 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'm sure that it will be essential.
2. The attached report contains details of the purchasing options that I hope you will find useful.

3. I just now received the shipment we ordered six months ago. I'm sending it back — we can't use it now. Thanks a lot!
4. I am returning the shipment we ordered on March 12. Unfortunately, it arrived too late for us to be able to use it.

Use Tone to Build Goodwill

✓ Be respectful, not demanding.

✓ Be modest, not arrogant.

✓ Be polite, not 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 Samantha 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

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

Thanks,
Jane

Abbreviations often used in workplace email

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**

- Traditional business letter

- Ideas are presented politely & carefully

- Fixed expressions & long words

- Grammar & punctuation are important

- Subject matter is serious (e.g. a complaint)

Casual ➡ Standard Neutral ➡ **Formal**

Dear Tom,

I am afraid 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 Samantha as well to inform her 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.*

Bad news?

- *Unfortunately, the deadline is not flexible.*

- *We are sorry to have to cancel today's meeting due to the power outage in the building.*

- *Due to a schedule conflict, I regret having to decline your invitation.*

E-mail "netiquette":

– Never send angry messages by e-mail.

– Use full caps only to emphasize a single word or two. Putting the whole message in caps is considered as rude as SHOUTING.

– Send people only messages they need. Send copies to your boss only if he or she has asked you to.

– 0ne topic per mail or related questions only

– When responding to a message, include the part of the original message that is essential so that the reader understands your follow-up.

Email writing:

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

Thank you!

www.umji.sjtu.edu.cn