

## Drafting Emails for Work

### Definition of email:

- Email, sometimes written as e-mail, is simply the shortened form of “electronic mail,” a **system for receiving, sending, and storing electronic messages**.
- It has gained nearly universal popularity around the world with the spread of the Internet.
- In many cases, email has become the preferred method for both personal and **business communication**.

### Advantages:

- It is fast and efficient.
  - Email usually reaches its destination instantaneously.
  - Messages can be sent to as many people as necessary simultaneously.
  - Email systems have a reply button that enables one to include the original message when replying. It avoids repetition or reproduction of text.
- It is inexpensive and green.
  - The cost of sending an email is independent of the distance and the size of the message.
- It is convenient and time-saving.
  - One need not worry about interrupting someone when sending an email.
  - The recipients can read the email at their own leisure and pace and respond after due reflection.
  - Email messages can be saved and stored, and message files can be searched electronically.
  - Drawings, sounds, video clips, and other computer files can be attached to an email.
  - It saves paper; it is promoted as a green initiative.

## Limitations

- Email is editable, so it is insecure.
  - Email communication is subject to security issues.
- Email is anonymous.
  - The identity of a message's author can be completely masked or lost in just two generations of the message.
  - It might be impossible to be certain as to where an email originated.
- Email cannot be retracted.
  - Once the "Send" button is pressed, there is no bringing it back.
- Email is not necessarily private.
  - Since messages are passed from one system to another, there are many opportunities for someone to intercept or read email.
- It is possible to forge email. This is not common, but it is possible to forge the address of the sender.
- We can receive too much or unwanted email, just like other types of junk mail or spam.

## Format and Layout

The screenshot shows an email client window titled "未命名 - 邮件 (HTML)". The interface includes a ribbon with tabs like "文件", "邮件", "插入", "选项", "设置文本格式", "审阅", and "帮助". The "邮件" tab is active, showing a toolbar with icons for sending, saving, and other email functions. Below the toolbar, there are fields for "收件人..." (To), "抄送(C)..." (CC), "密件抄送(B)..." (BCC), and "主题(U)" (Subject). The "To" field is highlighted with a red box, and the "CC" and "BCC" fields are also highlighted with red boxes. The "Subject" field is highlighted with a red box. The "To" field contains the text "To". The "CC" field contains the text "CC =courtesy/complimentary copy". The "BCC" field contains the text "BCC =blind courtesy/carbon copy". The "Subject" field contains the text "Subject".

All of your recipients will know you're sending a copy to this person or group.


None of your readers will know you're sending a copy to this person or group

An email should have a specific subject line.

1. Suppose the monitor writes an email to all the team leaders to inform them of a meeting, but he/she doesn't want them to know the email is also sent to the teacher. In which field should the monitor put the teacher and the team leaders?

2. Suppose the team leader writes an email to the monitor, he/she wants his/her members to know this, but he doesn't want the monitor and his/her members to know that he/she also sends the email to the teacher, in which field should the team leader put the teacher, the monitor, and his/her members respectively?

- To: Team leaders
- BC: Teacher
- To: Monitor
- CC: All Members
- BC: Teacher



**Salutation/Greeting**  
Dear + first name  
Dear + title + last name

The first paragraph clarifies the purpose of writing the email.

The middle paragraphs describe the details.

The writer explains what she would like her readers to do.

signature

Input re Policy on Incl...

文件 邮件 插入 选项 设置文本格式 审阅 帮助 操作说明

Arial 六号 B I ...

收件人(T)	Doc Team
抄送(C)	Bob Halloran
密件抄送(B)	Cindy Belloc
主题(U)	Input re Policy on Including Print Doc

Julie, Bob and Rajiv...

As I mentioned at our meeting, we are looking at changing the way we distribute print doc with our system. I want to be sure I can represent our views effectively.

The idea is to stop including the Getting Started brochure and the User's Guide in the box. Instead, we'll include a post card that customers can use to request these two docs, at no cost. Of course, the two docs will remain up on the site as PDFs. And we'll still include the setup instructions on the poster.

A recent thread on TECHWRITER discussed the number of docs that we need to print by 70-85%. That's good news for us. Before I run the numbers on cost savings, however, I want to hear from the perspective of the customer. Do you think that not including the docs will make a bad impression? Will it increase problems when they set up the printers?

We won't have final say on whether to adopt this idea. I'm afraid, but I want to make sure our voices are heard. After all, we know more about the customer experience than anyone else at the company.

Please respond by e-mail to all of us.

Regards,

Melissa

Melissa Cartwright, Senior Documentation Specialist  
PrintPro Systems  
voice: 216.555.3407  
fax: 216.555.3400

**Header**


**Opening Paragraph**

**Middle Paragraph(s)**

**Closing Paragraph**

**Complimentary close**

**Pre-set contact info.**



## Style, Structure, and Content

**Header**

**From:** the sender

**To:** the receiver

**Cc:** the people who receive a copy of the mail

**Bcc:**

**Sent:** the date on which the mail is sent

**Subject:** the main idea of the mail

**Attachment:** the name of the document attached

**message**

**Salutation**

**Body**

**Complimentary close**

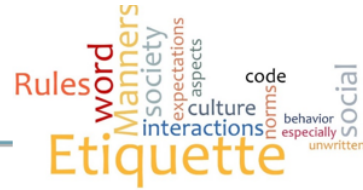
**Signature**

**signature block**

- Contact information containing office title, address and phone number(s)
- Pre-set and attached to the email automatically



## Email etiquette

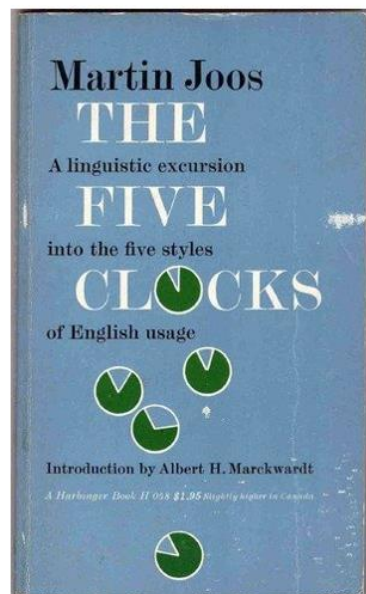


- Stick to business
  - Don't send jokes or other nonbusiness messages.
- Write correctly and honestly
- Use proper spelling, grammar, and punctuation
  - Improper spelling, grammar, and punctuation give a bad impression of the individual or the company.
- Re-read the email before sending it
- Use proper structure and layout
  - Use short paragraphs and blank lines between paragraphs.
  - When making points, number them or mark each point as separate to keep the overview.
- Use appropriate formality
  - Avoid informal writing.



## Level of formality ( 本2 3 )

- the frozen style
  - 庄严体
- the formal style
  - 正式体
- the consultative style
  - 商议体
- the casual style
  - 随意体
- the intimate style
  - 亲密体





## Read and Decide

- 1) My dear father has just expired.
- 2) My old man just kicked the bucket.
- 3) My dad has died.
- 4) My beloved parent has just passed to his heavenly reward.
- 5) My father has just passed away.

--- by Martin Joos

Frozen   Formal   Consultative   Casual   Intimate

( 4 ) ( 1 ) ( 5 ) ( 3 ) ( 2 )



## Read and Decide

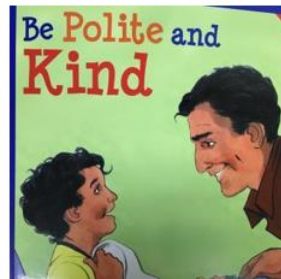
- Our meeting with United went south right away too informal when they threw a hissy fit, saying that we blew off the deadline for the progress report.
  - In our meeting, the United representative expressed concern that we had missed the deadline for the progress report.
- It was indubitably the case that our team was successful in presenting a proposal that was too formal characterized by quality of the highest order. My appreciation for your industriousness is herewith extended.
  - I think we put together an excellent proposal. Thank you very much for your hard work.





- Avoid long sentences
  - Try to keep the sentences to a maximum of 15-20 words.
- Be concise and to the point
  - A long email can be very discouraging to read.
- Identify yourself and the topic
  - Where possible, identify yourself on the From: line using your full name rather than just email address.
  - The information in the subject line should be meaningful.
- Use active instead of passive voice
- Keep the language gender-neutral
- Do not write in CAPITALS
- Be careful with formatting
- Be kind. Do not flame.

THE KISS PRINCIPLE  
**KEEP IT SIMPLE, STUPID**



## Read and Decide

- You must have dropped the engine. The housing is badly cracked. accusing
  - The badly cracked housing suggests that your engine must have fallen onto a hard surface from some height.
- You'll need two months to deliver these parts? Who do you think you are, the post office? sarcastic
  - Surely you would find a two-month delay for the delivery of parts unacceptable in your business. That's how I feel, too.



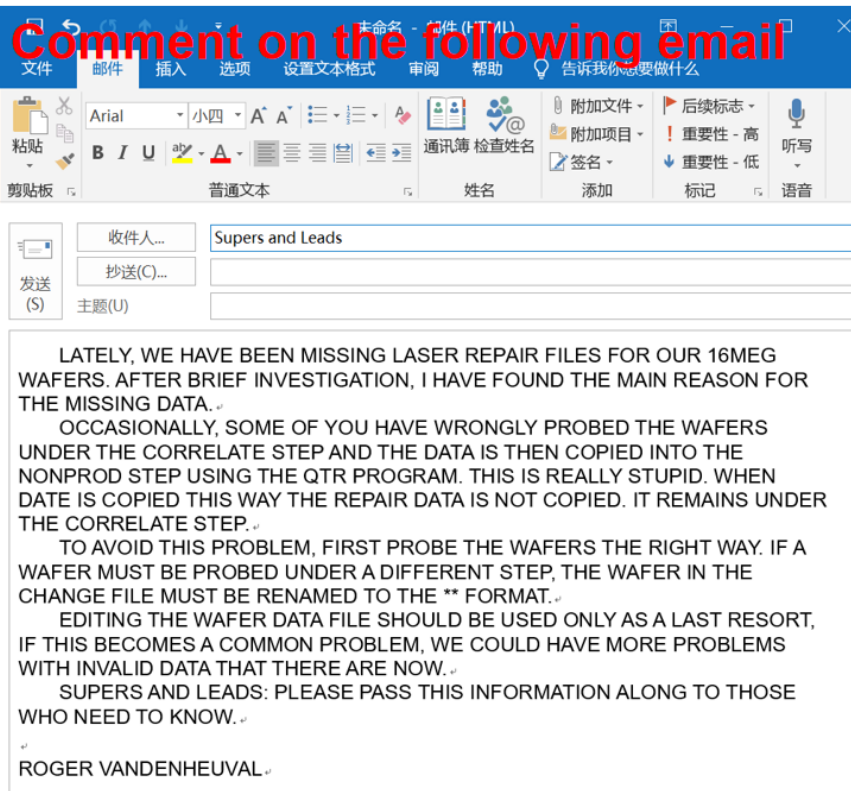
- Avoid using URGENT and IMPORTANT
- Take care with abbreviations and emoticons
- It is advisable to avoid using abbreviations and emoticons as they are generally not appropriate in business emails.



- Respond promptly
- Do not overuse Reply All
- Maintain coherence
- When replying to an email, include the original mail in the reply. Click "Reply", instead of "New Mail".
- Answer all questions, and pre-empt further questions
- Do not reply to spam
- Use templates for frequently used responses

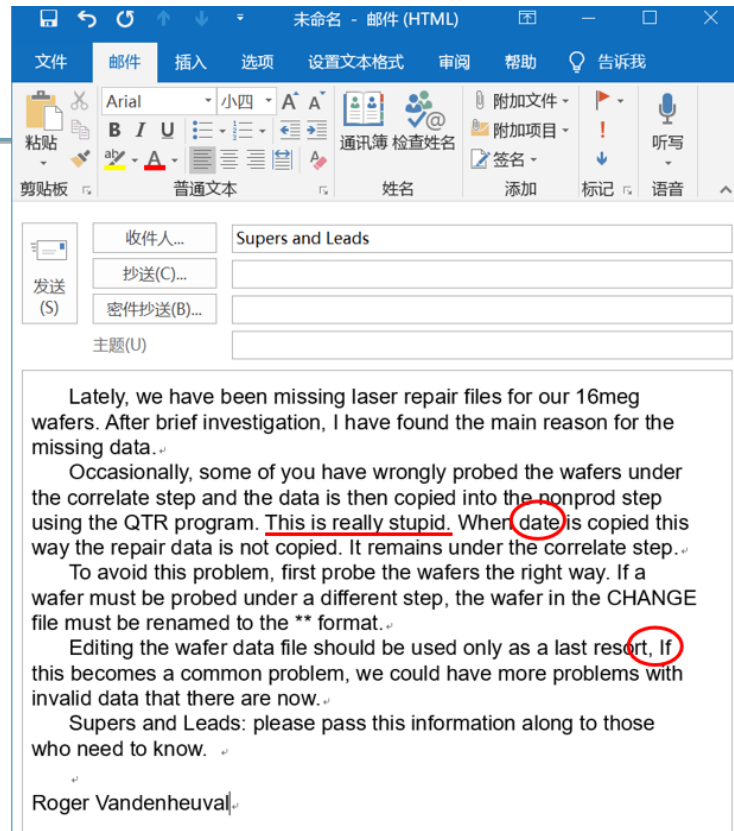


- The messages are written in capital /uppercase letters.
- It is difficult to read.
- It appears as if the writer is yelling at his/her reader(s).





- The writer does not state his purpose in the subject line and the first paragraph.
- Salutation is not written.
- The writer's tone is hostile.
- The writer has not proofread it.
- The writer does not conclude politely.

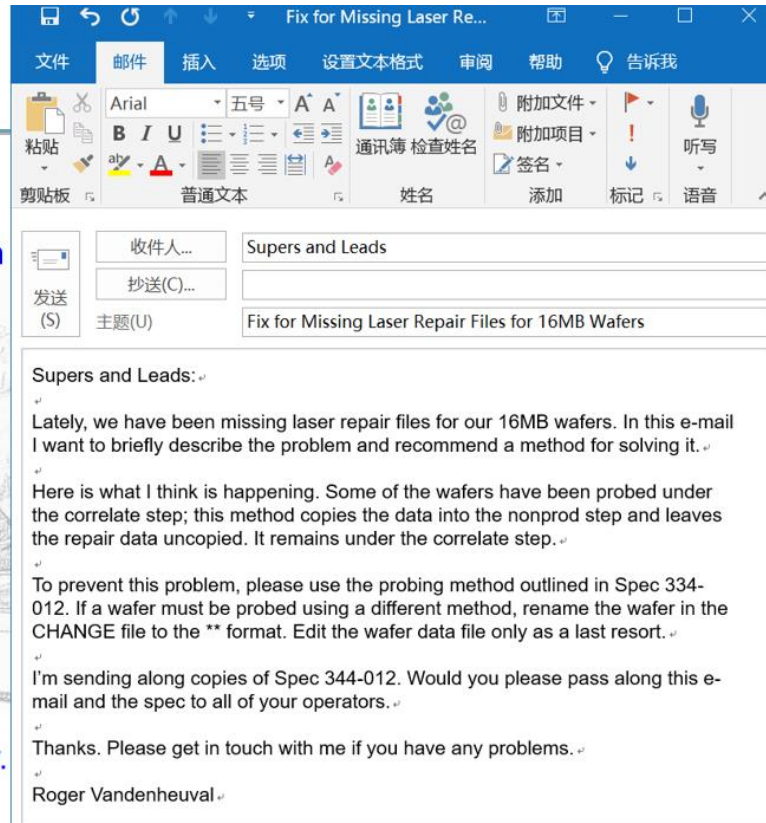


## Revision





- The subject line and first paragraph clearly state the writer's purpose.  
( 5 )
- Double-spacing between paragraphs makes the e-mail easier to read.
- The writer concludes politely.

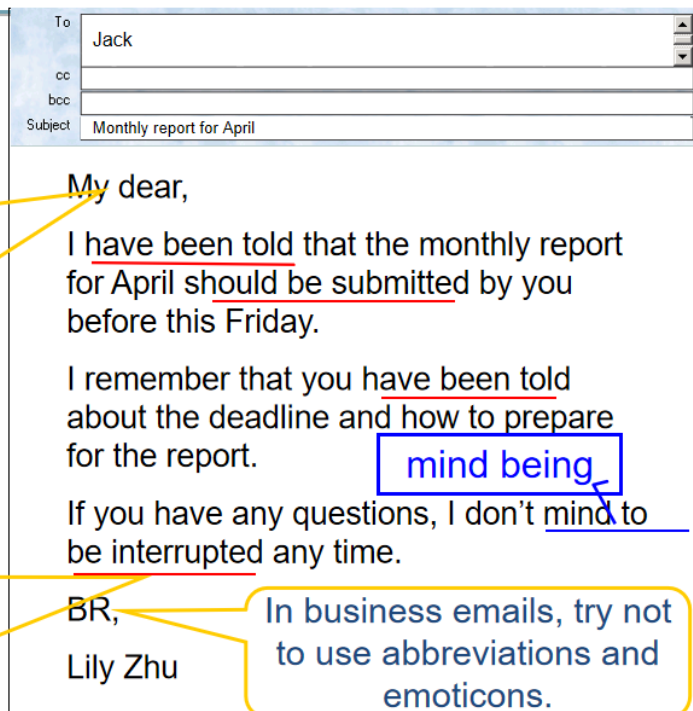


## Problem Sample



Instead of using **"My dear"**, it is more appropriate to address the recipient's name **"Dear Jack"**.

Overuse of passive voice sounds really odd and may create misinterpretation.



In business emails, try not to use abbreviations and emoticons.

# Revision

To	Jack
cc	
bcc	
Subject	Monthly report for April

Dear Jack,

I am writing to let you know that the deadline for April monthly report is this Friday.

I trust you are well aware of the time frame and how to prepare for the report.

However, if you need any support, please feel free to contact me any time.

Best regards,  
Lily Zhu

It sounds much more professional.