HUM 120
EXPOSITORY WRITING

Lecture 19

Previous Lecture

❑ Format of Memo

❑ Structure of Memo

Email Writing

☑ **Electronic Correspondence**

- Correspondence through "**Internet**"
  - The information superhighway
  - Global information system
- A system of sending messages from one individual to another **person/group** via telecom links **between computers** using **dedicated software** (Dictionary.com).

Email Writing

☑ About Email

- electronic + mail = Email

- Electronic version of letter

- Most used and popular services on Internet

- Enables messages to be transferred from an individual (sender) to another individual (receiver) or from an individual to a group of people (receiver)

- Documents (audio, video, pictures, etc.) can also be attached

Email Writing

✓ **Categories: Objective-wise**

- **Self-Fulfilling Email:** Information/Compliment, no reply is necessary

- **Inquiries:** Advice or Answer required from the audience. Reply is the desired outcome

- **Open-Ended Dialogue:** Keeping communication lines open for improved future results

- **Action Email:** Action on the part of receiver is required

Email Writing

☑ **Advantages**

- Can be sent to anyone anywhere

- Cost-effective and quick

- Convenient
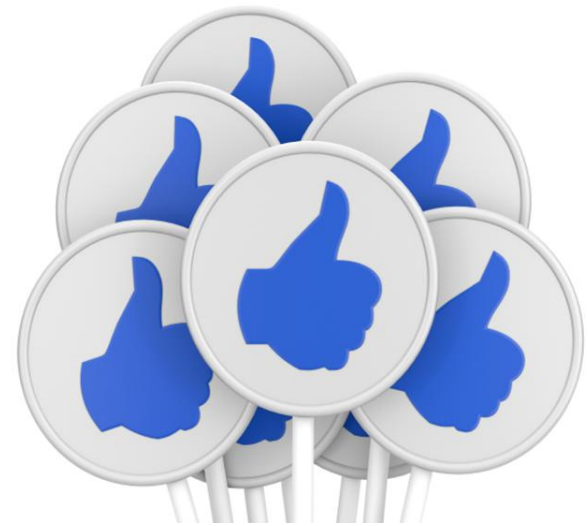
Email Writing

☑ **Important Assumptions –** Our goal is to construct email that:

- will actually be read

- will actually be understood

- will not annoy the receiver

- does not take up too much time on the receiver's end

Email Writing

☑ Understanding a Receiver

- May/may not be getting a lot of emails

- May/may not be receiving a regular set of standard questions

- May/may not have free time

- Does/does not mind helping others

Email Writing

☑ **Steps of Effective Email Writing [1/3]**

- Determine your desired outcome

- Jumping to the point

    o Use as few words as possible, introduce who you are, context if necessary, and why you are emailing, etc.

- State the incentives and benefits of receivers rather than the sender

- Keep it simple

- Stick to the facts

Email Writing

Steps of Effective Email Writing [2/3]

- Pretend first face to face introduction

- Pretend you are using a mobile device or tab for communication

- Add friendly comment (e.g., enjoying weekend)

- Be authentic and realistic with conversational English

- Font size and style makes a difference

Email Writing

☑ **Steps of Effective Email Writing [3/3]**

- Format matters (bullets, list, short paragraphs, bold, italics)

- Minimize questions (not more than 1 or 2)

- If needed, ask specific (close ended questions) rather than confusing questions

- Rephrase: Trim sentences to avoid unnecessary details

Email Writing

☑ What do I need to send and receive email?

- Computer, laptop, tablet, smart phone, etc.

- Stable internet connection

- Email address managed by respective organization/systems

Email Writing

☑ **Popular Email Service Providers**

- Gmail

- Hotmail

- Yahoo

- Juno

- Excite

Create your Google Account

One account

One free account gets you

Take it all

Switch between devices, and

Google

Sign in

to continue to Gmail

Email or phone

Forgot email?

More options   **NEXT**

English (United States) ▼   Help   Privacy   Terms

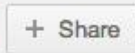# **Email Writing**

☑ **How to make an effective email address?**

- Signing Up

- Adding personal information, number, address for verification

- Selecting a Username and Password

- Username has to be professional, e.g.,

  - *wajid.malik@gmail.com*

  - *tayyaba_asghar@yahoo.com*

- The following are not recommended

  - *handsome89@gmail.com*

  - *pakistani312@hotmail.com*

An Email Sample

Email Writing

Audience	
Email	• Generally multiple readers with various levels of knowledge • Could include instructors • Company supervisors • Subordinates as well as family and friends

Topic	
Email	• A wide range of diverse topics determined by audience

Email Writing

☑ General Format and Tone

- An email in general has two parts: Head + Body

- Typically one viewable screen with 60-70 characters per line

- Beyond these parameters, a reader must scroll

- 12-14 lines per screen

- Usually informal

- Due to the "conversational" nature of electronic communication

Email Writing

✓ **Email Structure**

| Head | Greeting | Email Text | Closing |
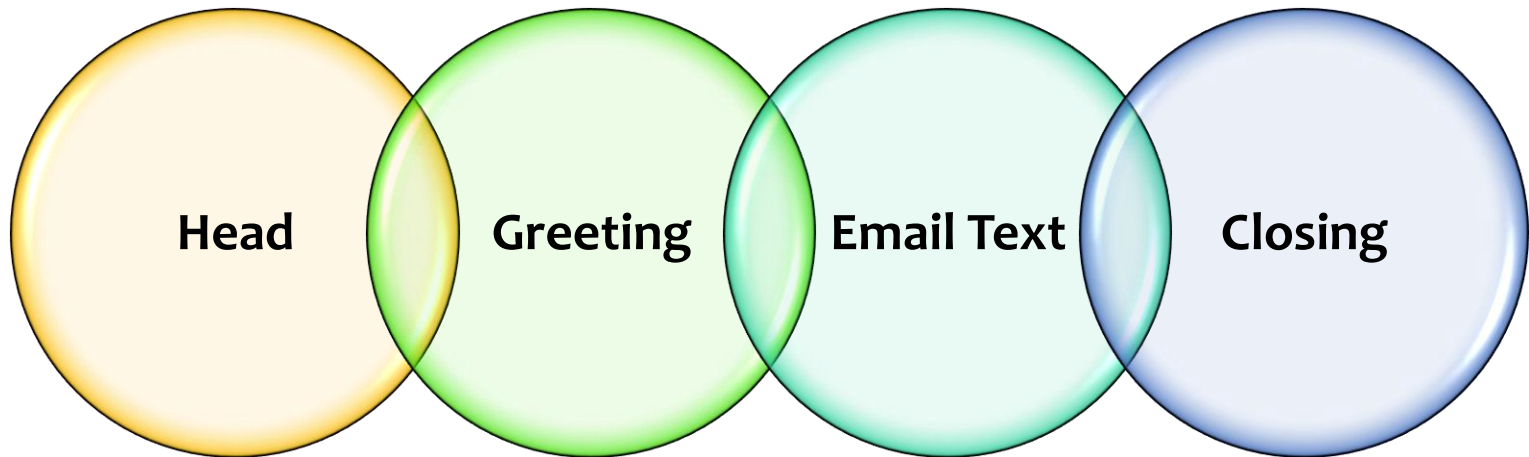
Email Writing

☑ Email Structure: Head [1/2]

- Identification lines include:

    - To (reader's name and email address)

    - Cc (Carbon Copy)

    - Bcc (Blind Carbon Copy)

    - Subject

Email Writing

☑ Email Structure: Head [2/2]

- The header always contains a clear subject line.

- This is a very important part of the message and you should always include a subject line.

- Some folks sort their messages by subject, so it is rude to not include a subject!

- The subject line indicates the purpose or content of the message.

Email Writing

☑ **Email Structure: Subject Line as Head Line [1/4]**

- Never leave the subject line empty

- It should **briefly** introduce the topic of the email

Poor Examples

Subject: | Hello
Subject: | Dear Gerry

Better Examples

Subject: | Requesting a Meeting
Subject: | Canceling My Order

Email Writing

☑ **Email Structure: Subject Line as Head Line [2/4]**

- Grabbing the Attention

- Getting to the Point

- Bad Example*

  - Subject: Meeting

- Good Example*

  - Subject: Reminder of 10am Meeting Sched. 10/05 on PASS Process

*Source: http://www.mindtools.com/CommSkll/EmailCommunication.htm

Email Writing

☑ Email Structure: Subject Line as Head Line [3/4]

- Focused, Clear and Informative

- Correct Subjects

  - Invitation to the ABC Conference, Nov 2009

  - Application for Account Manager Position #413 – Jane Smith CV

  - Agenda for the meeting on Monday, 10am

  - Party Invitation for John, Sally and Martin

  - Updates on the building plans

  - Meeting scheduled for Oct 15, Thursday @ 10am

  - Great craft ideas using recyclable materials

Email Writing

☑ **Email Structure: Subject Line as Head Line [4/4]**

- Weak Subjects

    o [blank]

    o Hi, Hello, How are you?

    o First line of the email message

    o Whole Email in Subject Line (Most Common Error)

    o Words to avoid: Help, Percent Off, Reminder, Free

Email Writing

☑ Email Structure: Greetings [1/3]

- If you are unsure about the addressee's gender or name, use their designation for addressing the greeting.

- For Example:
  - Dear Professor Madani
  - Dear CEO Telenor Pvt. Ltd
  - Dear Director CIIT

Email Writing

☑ Email Structure: Greetings [2/3]

- If you are **ONLY** sure about the addressee's gender and **NOT** their designation, then use that information.

- For Example:
    - o Dear Sir
    - o Dear Madam

Email Writing

☑ **Email Structure: Greetings [3/3]**

• Examples*

- o Dear [name],

- o Hi [name],

- o Hi,

- o Hello [name],

- o Hello,

- o To whom it may concern,

Email Writing

☑ **Vocabulary**

- **More Polite**

  o Thank you

  o I would like to apologize for…

  o I would appreciate it if you…

  o Would you happen to know…?

  o Unfortunately, I will not be able to…

- **Less Polite**

  o Thanks

  o Sorry for…

  o Can you…?

  o Do you know…?

  o I can't…

Email Writing

☑ **Useful Expressions**

- Permissions

  o May I come in? (More Formal)

  o Can I come in? (Less Formal)

- Requests

  • Would you mind if I leave early? (More Formal)

  • I'm leaving early, you don't mind, do you? (Less Formal)

- Suggesting and Inviting

  o Would you like to go outside? (More Formal)

  o Why don't we go outside? (Less Formal)

Conclusions

- Basics of Email

- Steps of Effective Email Writing

- Email Structure (to be continued…)