



# Previous Lecture



- Basics of Email
- Steps of Effective Email Writing

# Email Writing



## **Email Structure: Opening Sentence**



- Provides reasons for writing



- Responds to ongoing communication



- Develops a link between interlocutors

# Email Writing



## **Opening Sentence: Examples**

- Following our phone conversation, I am sending you...
- Attached, please find the documents you requested regarding...
- In regards to the upcoming pilot program, I have listed below the tasks and deadlines that need to be completed.
- Further to our last discussion, I would like to bring to your attention the following issues:
- As we agreed, there will not be ...
- Please reconsider our proposal for ...
- In response to your job post for Marketing Director, please find below a brief overview of my skills. I have also attached my CV for your review.

# Email Writing



## **Opening Sentence: Supporting Details**

- Here is the detailed list:
- In addition to the attached agenda, please click on this link <http://www...>
- To register for the online event, please go to...

# Email Writing



## **Email Structure: Closing Sentence**

-  • Maintain the link
-  • Call to action
-  • Pave the way for the receiver to provide a feedback in reply of email
-  • Appreciate with a thank you note

# Email Writing



## Closing Sentence: Examples

- I look forward to your reply.
- Thank you for the time you have taken to review my candidacy for the position.
- Please don't hesitate to contact me with any questions or concerns you may have.
- Thank you, in advance, for your time.
- I await receipt of the information we discussed.
- Please forward me the exact information.

# Email Writing



## Sign Off

- Sincerely,
- Thank you,
- Best Regards,
- Best,
- Thanks,

# Email Writing



## Addressor's Information

- Signature
- Name
- Title
- Company name
- Email
- Phone/Fax
- Web address

# Email Writing



## Attachments

The screenshot shows a Gmail compose window in Mozilla Firefox. The browser address bar shows the URL: <https://mail.google.com/mail/?shva=1#inbox?compose=1419143366e1c73c>. The Gmail interface includes a search bar, a 'Compose' button, and a list of emails in the 'Primary' tab. A yellow callout bubble with the text "Click this icon to attach file" points to the attachment icon (a paperclip) in the bottom toolbar of the compose window. The toolbar also includes a 'Send' button, a camera icon, a link icon, a smiley face icon, and a trash icon.

# Job Cover Letter Email\*

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Dear Hiring Manager,

I saw your job posting for a graphic designer in the ABC site.

In my position as Media Director for XYZ Company, I headed several projects for website design, the company intranet portal, product brochure design, print and media advertisement as well as newsletters for our customer subscribers.

I also have extensive experience in both the planning and design of all graphic related projects. I believe I would be an ideal match for the position advertised. I have attached my resume and below are some sample websites that I have designed, for your review:

URL

URL

URI.

If relevant, I can send additional samples of work for your review. If I can provide you with any further information on my background and qualifications, please let me know.

I look forward to hearing from you. Thank you for your consideration.

Best Regards,

Your Name

Email Address

Address

URL

Phone Number



# Job Interview Thank you Email\*

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Dear Mr./Ms. Last Name:

It was very nice to speak with you today about the sales position at the ABC Organization. The job seems to be an excellent match for my skills and interests. The self-confident and aggressive characteristic requirements you described needed for this position confirmed my desire to work with you.

In addition to my experience, I will bring to the position assertiveness and the skills to motivate others to work cooperatively as a team.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,

Your Name

Email Address

Address

Phone Number



# Sample Email Message (Great!)

**SUBJECT: Technical Reporting – Memo Question**

Dear Ms. Gard,

I am a student in your Technical Reporting class, and I am confused about today's homework assignment. I would appreciate it if you could explain what you mean by an "incident report." Is there a place in the textbook where I can find an example?

Thank you very much for your help.

Sincerely,  
Jim

Jim Smith  
[Jim.Smith@witc.edu](mailto:Jim.Smith@witc.edu)  
715-333-4444



# Personal (informal) Email Format

Adam,

Very informal

Dear Adam

Dear Adam,

Dear Mr. Turner,

Dear Mr. Turner

Or

Hi, Adam.

Hello, Mr. Turner.

The greeting in a personal email is not that important but follow the punctuation here at least. It also depends on the relationship between the people too much to give clear rules. There is also a Korean email style that is influenced by the Internet. Overusing !!!! and ~~~ is common in emails from Korean students. Do not use Hi!!! or Bye~~ when emailing foreign Professors. It looks childish.

Period only after beginning with "Hi"

Comma after Hi or Hello,

Take care, Bye, See you tomorrow, Love, etc. many closings are possible.

# Formal Email Format

Use this format for professional purposes, for writing to professors, and for applications and resumes.

Dear Professor Kim .

Or

Dear Mr. Turner

Use Dear not Hi, in formal email. NO Punctuation after Dear

Colon: No space between the word before and the colon: "Dear Mr. Turner."

Always CAPITALIZE names.

These days punctuation is getting simplified, especially in the business world. If it is routine email and not a formal business letter on paper then no colon is also appropriate.

Body of email .....

.....

Sincerely,

Or

Yours truly,

Adam Turner  
Director  
English Writing Center  
Hanyang University

Sincerely, and other closings are followed by a comma. The name should be on the next line or skip one line. If it is a business letter on paper then you should skip four lines because your handwritten signature should be between the "Sincerely" and your name.

Notice that the second word is not capitalized.

No commas between titles and the end of an signature line if possible.

# Email Writing



## **Spamming and Flaming**



- Spamming and flaming are two types of email abuse. It is important to understand what constitutes email abuse so you do not contribute to it yourself. It is also good to know how to respond to email abuse when it happens to you.



- If you are new to the Internet, you won't see a lot of spam right away. After you have been online awhile, you will begin to see spam from time to time. How much you get depends on how visible your own email address is, who has collected it, who has sold it and who has bought it.

# Email Writing



- ✓ What do you do if you find you are getting spam?

**There are several things you can do:**



- Use the delete key! This is the easiest and quickest way. It works best if you are getting only the occasional spam message



- You can use filter and folders or even shareware packages to help you direct your spam into one folder



- To prevent spam, learn more about the various ways that spammers obtain email addresses. Never post your email address on a public web page. Make sure you read all privacy agreements when you purchase something on the web.

# Email Writing



## About Flame



- A flame is an email or newsgroup message in which the writer **attacks another person** with uninhibited hostility. A flame war is an exchange of flames between two or more participants. Flames can be contagious.



- Emotions have a way of generating more emotions, so it is a good idea to wait for a while before responding to an email that looks like a flame. You may have misinterpreted the original email message. The best way to stop a flame war is to **not respond**. If you are angry or upset about something, deal with it face-to-face.

# Email Etiquettes-Conventions

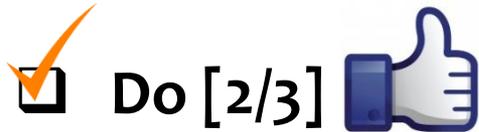
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## **Do [1/3]**

-  • Use the subject line to capture your reader's attention.
-  • Put the key point of your message up front. Restrict the message to one topic whenever possible.
-  • Make it easy for the reader to reply yes or no or give a short answer
-  • Make use of white space and legible font.
-  • Personalize by using conversational tone (contractions, pronouns).
-  • Respect common grammar & spelling conventions.

# Email Etiquettes-Conventions

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-  Proofread your message before sending it.
-  Make yourself look good online because your email can be forwarded to anyone or everyone else in the company or anywhere.
-  Send messages only to people who need to read them. Respect other people's time and don't forward junk email to them. Use CC: and BCC: sparingly.

# Email Etiquettes-Conventions

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- Keep your message short and clear. Remember that the screen shows only about half of what you see on hard copy.
- If your message is long, give a summary at the start.
- Scan your resume for viruses before you attach it to your e-mail.
- Think about the message your e-mail address sends. Keep your address simple, and avoid unprofessional names like “party girl”.
- Treat your e-mail as if you were writing a professional cover or thank-you letter on paper.

# Email Etiquettes-Conventions

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## **Don't [1/3]**

-  • Don't use email if the message needs to be private and secure (maybe the company has a policy on this).
-  • Don't send an email you wouldn't want anyone else to read, it's too easy to forward.
-  • Don't forward a message without a brief comment why you're forwarding it.
-  • Don't leave subject line blank.
-  • Don't type your message in capitals. Employers may think that you are screaming. It is also difficult to read. Capitals are considered to be SHOUTING and are rude.

# Email Etiquettes-Conventions

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## **Don't [2/3]**

-  • Don't overrun emails with smiley faces or other emoticons.
-  • Don't let emotions or offensive language detract you from your message.
-  • Don't just rely on e-mail. E-mail can be lost. Follow-ups can often be done via the telephone or regular mail.
-  • Don't type your entire message in lower case.

# Email Etiquettes-Conventions

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## **Don't [3/3]**

-  • Don't use internet acronyms (OMG, WTH, GTG, etc.)
-  • Don't' use all lower case (i'll meet you in an hour) or all capitals (I'LL MEET YOU IN AN HOUR)
-  • Don't' use slang (OMG George is such an idiot!)
-  • Don't' use idioms (rock the boat, or that cost an arm and a leg)
-  • Don't' write statements that speak for the entire organization, unless permission from your supervisor has been given

# Email Writing



## Vocabulary



### • More Polite

- Thank you
- I would like to apologize for...
- I would appreciate it if you...
- Would you happen to know...?
- Unfortunately, I will not be able to...



### • Less Polite

- Thanks
- Sorry for...
- Can you...?
- Do you know...?
- I can't...

# Email Writing



## Useful Expressions



- Permissions
  - May I come in? (More Formal)
  - 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
  - Would you like to go outside? (More Formal)
  - Why don't we go outside? (Less Formal)

# Conclusions



- Email Structure
- Dos and Don'ts
- Vocabulary and Useful Expressions