

WRITING AN EMAIL

In the information age, email has become the dominant form of communication. Being able to write a polished, professional email is now a critical skill both in college and the workplace. Below are some key distinctions between formal and informal writing, as well as some guidelines to follow when composing a formal email to a superior (professor, current or prospective employer, etc.) or someone who does not know you.

WHAT DO YOU THINK ABOUT EMAILS?

1. You need the same language skills to write an email as you do to write a letter?
emails and letters are both written forms of communication, so you need some or the same basic language skills to write them well, e.g. good organization, clear and concise language, correct grammar and appropriate vocabulary. On the other hand, emails are different from letters in terms of style, register and language used, so you need some different skills as well.
2. If you can speak English well, you can write good emails?

It is true that emails (especially informal ones) share some or the same vocabulary and style as spoken messages. But this type of informal language is not usually suitable when writing emails in a professional context

3. One of the most important features of an email is the subject line?
Not only is the subject line useful for telling the recipient what the email is about before it is read, but it is also helpful for finding the email later when it is filed away in the inbox.
4. Accuracy is still very important when writing emails?
You might find native speakers do not always correct mistakes in their emails. This can be acceptable - especially in internal emails - as long as the mistakes do not interfere with communication. On the other hand, even if the message is clear, too many mistakes can give a bad impression.

How many mistakes can you find? (Look out for punctuation too!)

Hi Charlotta

Just a quick note to tell you that the info for the new product has finally arrived.

I'll get in touch with you next week to update you on tomorrow's meeting in Romania.

Can you put off the product mailing until I'm back?

See you soon.

Regards

Tibor

Just , quick, for the, I'll, touch, tomorrow's, off, See you, Regards

5. Using the 'cc' option is a great way to inform others who are not directly involved.
Copying others into your email exchange does help keep everybody informed about what is happening or what decisions have been made (and might even reduce the time spent in meetings!). But the option is often overused and can waste people's time when they have to read a lot of emails every day.

6. One reason for emailing is to reduce the response time.
As an email is received within minutes or even seconds, the writer usually expects an immediate response. even if it is just to say that the email has arrived and will be answered later.
7. If you need an answer straight away, it is better to use the phone than send an email
It is more direct to reach for the phone, but with email you have the information in writing. Furthermore, you may pick an inconvenient time when you phone somebody, whereas an email can be read and answered when the other person has time.

BEFORE WRITING THE EMAIL: Make a plan!

- Think about the purpose of the email.
- Think about the person who will read the email and how you want them to react.
- Make an outline or list of the main points and details you want to include in the email.
- Double check any facts, dates, times, or other specific details that will be included in the email.

WHO ARE YOU WRITING TO AND WHAT IS YOUR RELATIONSHIP WITH THE PERSON?

If the person you are writing to is in a higher position than you, your email should use more formal language than if the person is someone in the same level position than you. If you have never met the person receiving your email before, you should use formal language in the first email. Once you have sent the first email and received a reply, you can choose to continue using formal language or choose to use less formal language in future emails.

WHAT IS THE SITUATION?

Think about the reason you are sending the email and decide if formal or informal language is better.

- If you are requesting a service or asking a favor, you should use formal language.
- If you are making a complaint, you should use strong words to express your dissatisfaction or your problem, but you must be polite.
- If you are introducing yourself, you should use formal language, but you can use words or phrases that let your personality show through as well.
- If you are writing a customer relation letter, you should use formal language.

Look at the paragraphs below. Each paragraph belongs to either a formal or an Informal email. Find the two emails and write the letters (A-J) in a table.

A.

Attached you'll find the new price list for our complete product range. We've discussed this with other distributors & they agree the increase can be passed on to their customers without any problems.

C.

See you then! Enjoy yourself at the premiere tonight!

E.

Hi, John
How's it going?

G.

I'm writing to inform you of our price increases for the next quarter.

I.

We're meeting at 'Frank's' in Haverhill Street at about 5.30 pm. John is bringing the Swiss visitors with him directly after the factory tour. We'll hold a meeting first. then have dinner. Is that OK?

B.

A quick note to tell you about next week's meeting.

D.

Regards.
Sam

F.

Bye, Ivan

H.

Dear Sam,

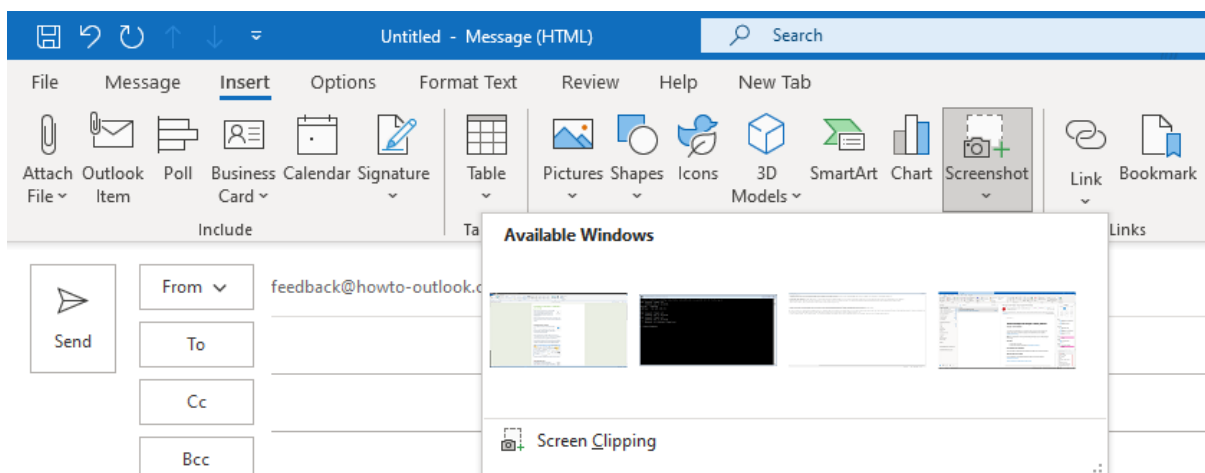
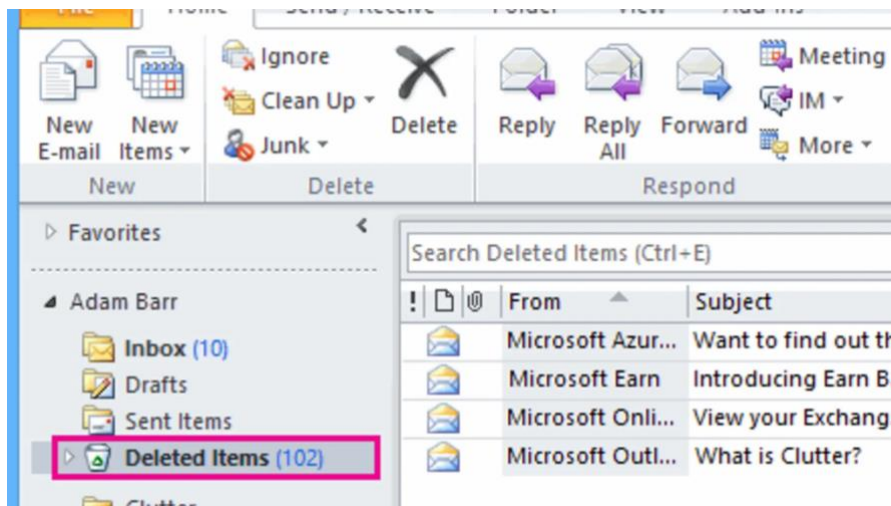
J.

Hope you have a successful third quarter and we look forward to future business contacts with you.

	Formal email	Informal email
Salutation	H	E
Opening Sentence	G	B
Body	A	I
Friendly Ending	J	C
Complimentary Close	D	F

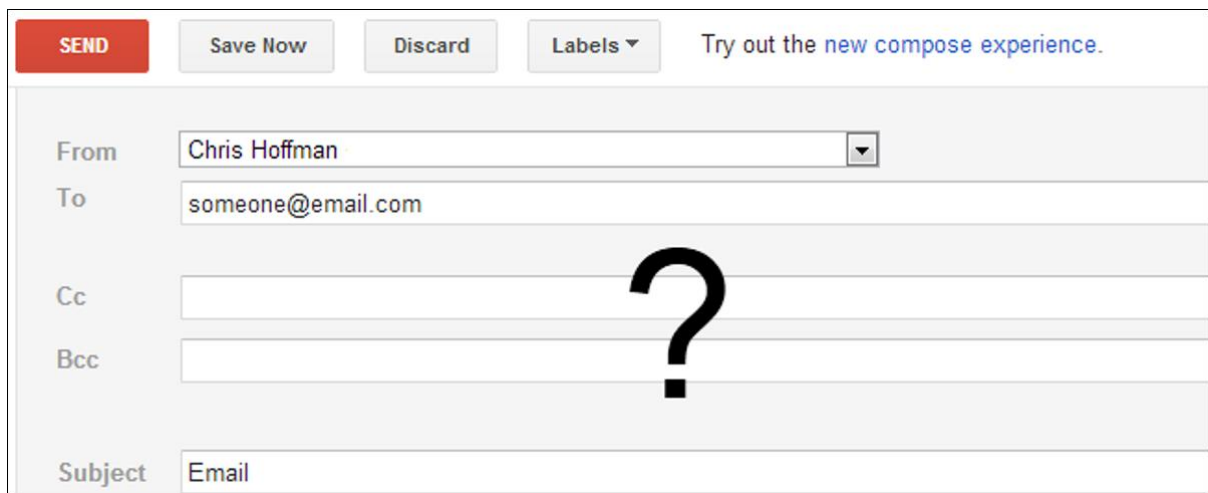
WHERE OR HOW CAN YOU DO THE FOLLOWING:

1. Find old emails you have sent. In 'sent Items'.
2. Find emails you have received. In the inbox.
3. Send an email you have received to a third person. With the 'forward' command
4. Find email addresses and other personal data. In 'contacts'
5. Put emails you are working on but are not yet ready to send. In 'drafts'.
6. See what a message is about. In the subject line.
7. Find a document which has been sent with an email. In the attachment.



WHAT'S THE DIFFERENCE BETWEEN CC AND BCC WHEN SENDING AN EMAIL?

The CC and BCC fields when sending email work similarly. CC stands for “carbon copy,” while BCC stands for “blind carbon copy.”



The image shows a screenshot of an email composition interface. At the top, there are buttons for 'SEND' (in a red box), 'Save Now', 'Discard', and 'Labels' (with a dropdown arrow). To the right of these buttons is a link that says 'Try out the new compose experience.' Below the buttons, the email form fields are visible: 'From' is set to 'Chris Hoffman', 'To' is 'someone@email.com', 'Cc' is empty, 'Bcc' is empty, and 'Subject' is 'Email'. A large black question mark is overlaid on the 'Cc' and 'Bcc' fields.

CARBON COPYING EXPLAINED

The abbreviation CC comes from “carbon copy.” By placing a sheet of carbon paper between two pieces of paper, the pressure from writing on the first piece of paper will push the ink from the carbon paper down onto the second piece of paper, producing an additional copy of the document. Like a physical carbon copy, a CC is a way of sending additional copies of an email to other people. Some people refer to CC as “courtesy copy,” which better describes what a CC actually is. CC is often used as a verb, as in “I CC’d him on the email.”

CC vs. BCC

When you CC people on an email, the CC list is visible to all other recipients. For example, if you CC bob@example.com and jake@example.com on an email, Bob and Jake will both know that the other received the email, as well.

BCC stands for “blind carbon copy.” Unlike with CC, no one but the sender can see the list of BCC recipients. For example, if you have bob@example.com and jake@example.com in the BCC list, neither Bob nor Jake will know that the other received the email.

To vs. CC

The To and CC fields work similarly. Whether you put four email addresses in the To field or put one email address in the To field and three in the CC field, the four people will all receive the same email. They'll also be able to see the email address of every other recipients in the To and CC fields.

When it comes to email etiquette, the To field is generally for the main recipients of your email. The CC field is for sending a copy to other interested parties for their information. This isn't a concrete rule, and usage of To and CC varies.

For example, let's say your boss wants you to email a customer in response to a complaint. You'd put the customer's email address in the To field and your boss's email address in the CC field, so your boss would receive a copy of the email. If you didn't want the customer to see your boss's email address, you'd put your boss's address in the BCC field instead.