

1

An introduction to emails

STARTER

What do you think about emails?

Make a cross on the scale to represent how much you agree or disagree.

(5 = I agree 100%) (0 = I disagree 100%).

- 1 You need the same language skills to write an email as you do to write a letter.

agree 5 4 3 2 1 0 disagree

- 2 If you can *speak* English well, you can write good emails.

agree 5 4 3 2 1 0 disagree

- 3 One of the most important features of an email is the subject line.

agree 5 4 3 2 1 0 disagree

- 4 Accuracy is still very important when writing emails.

agree 5 4 3 2 1 0 disagree

- 5 Using the 'cc' option is a great way to inform others who are not directly involved.

agree 5 4 3 2 1 0 disagree

- 6 One reason for emailing is to reduce the response time.

agree 5 4 3 2 1 0 disagree

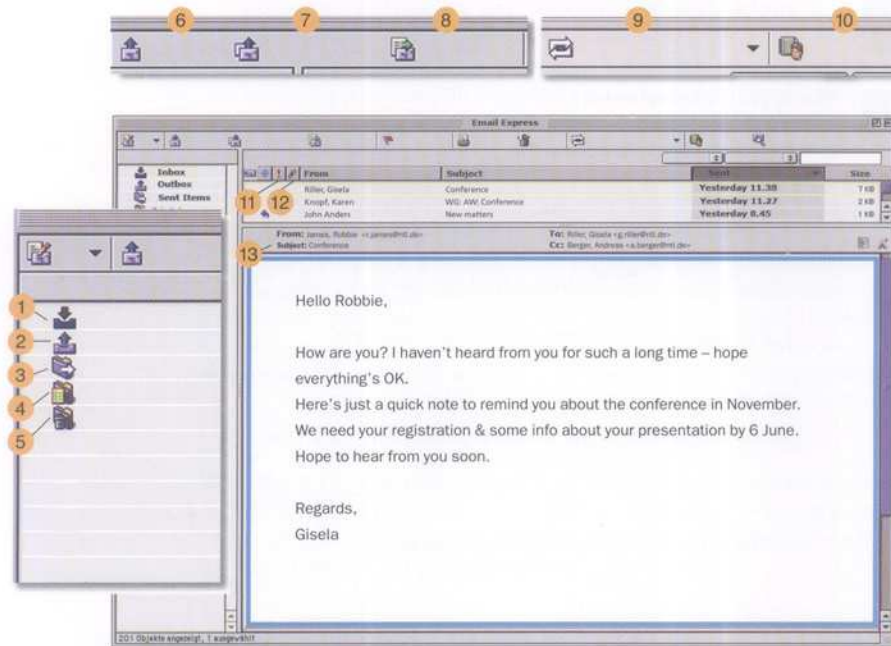
- 7 If you need an answer straight away, it is better to use the phone than send an email.

agree 5 4 3 2 1 0 disagree

Discuss your answers with a colleague and/or check the key.

1 Label the screen with the following English equivalents.

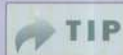
attachment • contacts • deleted items • drafts • forward • high priority
 • inbox • outbox • reply • reply to all • send/receive • sent items • subject



2 Where or how can you do the following?

- 1 Find old emails you have sent.
- 2 Find emails you have received.
- 3 Send an email you have received to a third person.
- 4 Find email addresses and other personal data.
- 5 Put emails you are working on but are not yet ready to send.
- 6 See what a message is about.
- 7 Show that an email is important and should be read immediately.
- 8 Find a document which has been sent with an email.

3 Now look at the message. Find five things that make it different from a letter.



Email structure

One of the advantages of emails over normal 'snail-mail' letters is that they are quick and direct. We send an email for a particular purpose and we expect a fast response or immediate action. For emails – whether formal or informal – to be most effective, it is a good idea to give them a clear, logical structure.

Subject line: This should be short and give some specific information about the contents of your message.

Salutation: As in letter-writing, the salutation can be formal or informal, depending on how well you know the person you are writing to.

Dear Mr, Mrs, Ms ...	<i>A formal form of address, also used when first contacting a person.</i>
Dear John	<i>Less formal. Either you have had contact with this person before, or they have already addressed you by your first name.</i>
Hi/Hello Mary (or just the name)	<i>Informal, usually used with colleagues you often work with. In the U.S.A. and the U.K. also sometimes used at first contact.</i>
(no salutation)	<i>Very informal, usually used in messages which are part of a longer email exchange.</i>

Opening sentence: This is used to explain why you are writing. (Remember: the opening sentence should always start with a capital letter.)

I'm writing to ...	<i>More formal introduction to say why you are writing.</i>
Just a quick note to ...	<i>Friendly, informal way to say why you are writing.</i>

Conclusion: This is where you tell the reader what kind of response, if any, you expect.

Looking forward to your reply.	<i>Friendly ending, can be used in formal or informal correspondence.</i>
Hope to hear from you soon.	<i>Informal ending to indicate a reply is necessary.</i>

Close: Like the salutation, this can vary from formal to very informal.

Yours sincerely	<i>Very formal, rarely used in email correspondence.</i>
Regards/Best wishes	<i>Most commonly used close, can be used in formal and informal emails.</i>
Bye/All the Best/Best James/Mary	<i>Friendly, informal close.</i>
	<i>Name only (or initials) is also common when writing to close colleagues.</i>



4 Look at this excerpt from a typical inbox and find an email ...

from Martin which ...

- 1 is urgent.
- 2 is probably not work-related.
- 3 is asking for input.
- 4 contains new information about a meeting.
- 5 is a reply to an email you sent.

from Julia which ...

- 6 is a request for information.
- 7 was sent on from someone else.
- 8 contains one or several documents.
- 9 contains information about the new division.

INBOX				
		Subject	Received	
a		Martin Weber	ideas for a venue?	05.03.2003 12:34
b		Martin Weber	sales meeting	05.03.2003 13:36
c		Martin Weber	something amusing for you	05.03.2003 13:53
d		Martin Weber	car park closed tomorrow	05.03.2003 15:34
e	!	Martin Weber	sales meeting update	05.03.2003 17:41
f		Martin Weber	Re: tomorrow's event	05.03.2003 19:34
g	↩	Meadows, Julia	outstanding invoices	06.03.2003 09:02
h	!	Meadows, Julia	FW: invoice 0167	06.03.2003 09:55
i		Meadows, Julia	REQ: current price list	06.03.2003 12:38
j		Meadows, Julia	Info	06.03.2003 16:49
k		Meadows, Julia	Info	07.03.2003 11:06
l		Meadows, Julia	PET contract	07.03.2003 11:45

5 Did you have trouble answering number 9? That's because Julia's subject lines don't always give enough information about the contents of her emails.

Look at the following excerpts from emails and write appropriate subject lines.

1 Subject: _____
Just a quick note to see if you've heard from Production about the new schedule. We need the info for tomorrow's meeting.

2 Subject: _____
Many thanks for your email. The handbook for the XL20 motor is now available online at www.hardysgardensupplies.com.

3 Subject: _____
I will be away from the office from 3–5 October. Please direct all questions to Maggie in my absence.

4 Subject: _____
I have to change our meeting to 3 pm instead of 12.00. Sorry!

5 Subject: _____
Could you send me those staff guidelines asap? Our dept hasn't seen them yet. Thx.

6 Subject: _____
I am writing to confirm your order of 1000 coffee mugs with logo (see attached), colour 32c.
Your order no. is 66193 F/2. Please quote this number in all future correspondence.