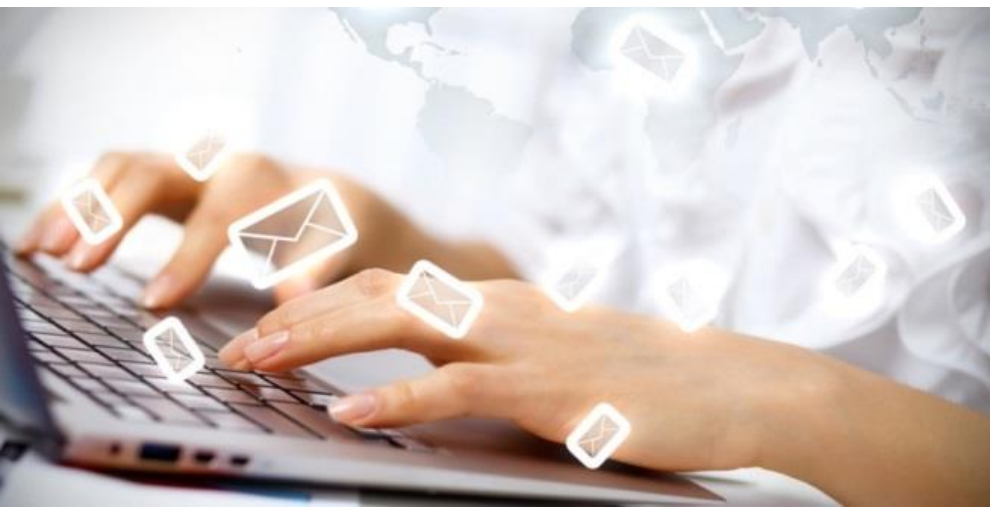




Aims of the class:

Writing emails



CHARACTERISTICS OF AN EMAIL

Condition	Email
1. Sent to a large group?	X
2. Requires rapid response?	X
3. Geographically distant recipients?	X
4. Will message need revision?	X
5. Will part of the message be printed and distributed?	X
6. Message longer than one computer screen?	
7. Requires careful formatting?	
8. Requires detailed graphics and visuals?	
9. Contains highly important info?	
10. Contains somewhat sensitive information?	



Think about	Formal	Informal
Purpose	Business and important messages.	Informal messages.
Audience	Business and work colleagues.	Friends and family.
Style and accuracy Don't use slang, exclamation marks or smilies in formal emails.	Professional - accurate spelling, punctuation and grammar Thank you for your prompt response.	Friendly - accuracy is less important Thx 4 email, will call you l8r! ☺ x
Beginning and ending Email is a fairly new format and there are no agreed rules for starting and ending. Remember to use a formal style when writing business or work emails.	Start and end appropriately Dear Mr/Mrs/Chris Dear Sir/Madam Yours sincerely (if you know their name) Yours faithfully (if you don't know their name) Regards Kind regards (use first name if you know the person or if they have asked you to)	No rules - your choice
Use of contractions No contraction: "I will not be able to come to the meeting." Contraction: "I won't be able to come to the party."	No contractions Thank you very much for the voucher. I am looking forward to spending it next time I visit your shop.	Contractions can be used Thanks so much for the voucher - I'm chuffed, can't wait to spend it! Just gotta decide what to buy LOL!
Common contractions	I am We are You are Will not Was not	I'm We're You're Won't Wasn't

Writing formal and informal emails

Source: BBC

<http://www.bbc.co.uk/skillswise/factsheet/jo10tech-11-f-formal-informal-emails>



DVD PROJECTION (ENGLISH FOR EMAILS):



1. Do you want to improve your email writing skills? Check out 9 great lessons to get started.
2. English for Emails: formal and informal language
3. English for Emails: Organising your writing



Worksheet 2b

Source: TeachingEnglish, BRITISH
COUNCIL

Model 'good email'.

Dear Mr Jones,

I'm a university student from Finland and I'm writing to get some information about your language courses this summer. I've got a few questions:

1. Do you do a course for university students, which helps them with their essay writing skills?
2. How many hours a week are the courses?
3. What sort of accommodation do you offer?
4. What after-school activities are there?
5. Do you do any trips to other towns in the UK?

I'm hoping to come over in June, so if you can get back to me as soon as possible, it would be great. Thanks for your help.

Best regards,

Jaana Nikkinen



Worksheet 4

Source: TeachingEnglish, BRITISH
COUNCIL

'Bad email'.

Subject: Hello!

Hi Jack!!!

My name's Jaana and I'M FROM FINLAND!!! I bet you haven't had students from here B4 ;-) ;-) That's probably coz we're so amazing at languages, that we don't need any xtra help?except me – I need all the help I can get!! FYI: the problem really started when I was in primary school, and my parents, who had been arguing non-stop since I was a little baby, got divorced and decided that I should be adopted as they couldn't decide who should have custody of me. If I had been in their situation, I think I probably wouldn't have known either!! Anyway, this was all a bit traumatic, so all my school subjects suffered, especially English. HAHAHAAA ONLY JOKING!!!! :-) (Actually, don't tell anyone, but I'm actually quite a good student?but if anyone found out, my reputation would be ruined, so shhhhhh!) BTW do u do courses for uni students? How many lessons/week? Is there any extra stuff after school, SO I CAN MEET SOME COOL PEOPLE? How about trips? Give me all the info you can, man.

Jaana (although all my mates call me Jakki!!)



Source: MENLO College

PUTTING IT ALL TOGETHER

Find and correct the errors in the following emails:

1.)

Hello Professor Smith,

I'm sorry to tell you but im sick and will not be able to come to class. See ya Wednesday.

Jason



Source: MENLO College

PUTTING IT ALL TOGETHER

2.)

Dear Sally Blue,

I read online that you're selling business cards. I was wondering how much if i only wanted 500? Is color and a logo extra? Can I see an example before all are shipped or will that cost extra? You seem to have a great business so I hope you can help.

Thanks,
Jess Higgins



Source: MENLO College

PUTTING IT ALL TOGETHER

3.)

Dear Sir/Madam,

I am a graduate from menlo college. I got a degree in business and would now like to use it. Your company looks interesting. Can I come in for an interview? I have alot of experience from my schooling and extra cirriculers. I think I can help the company alot. Please respond to my email to let me know.

Thanks,
Max Oates



Source: MENLO College

1.)

Dear Professor Smith,

I am sorry to inform you, but I will not be able to attend class today because I am ill. Would it be possible for you to let me know what I have missed? Thank you for your help and I will see you in class on Wednesday.

Sincerely,

Jason Jones



Source: MENLO College

2.)

Dear Ms. Blue,

I was searching online for a company that makes business cards. I came across your website and am extremely impressed. However, I do have a few questions. If I were to order only 500 instead of the advertised 1000 business cards, how much would that cost? Furthermore, I would like my business card to be colored and also include the logo of my company. Are those requests possible, and if so, how much extra will they be? Due to my request for color and a logo I would like to preview the card before receiving all 500. Is that feasible? I appreciate your assistance and look forward to hearing back from you.

Sincerely,

Jessica Higgins

Managing Partner of First Financial Assistance

(555) 555-5555



Source: MENLO College

Dear Hiring Manager,

My name is Max Oates. I recently graduated in May from Menlo College with a Bachelor of Science in Business Management and a concentration in Marketing. I was recommended to contact you concerning job opportunities from my advisor Dr. Nancy Drew. I believe that I would be an excellent candidate for a job.

I have taken many courses to prepare me for a job in marketing. These courses include Principles of Marketing, Marketing Research, Strategic Marketing Management, Consumer Behavior, and Internet Marketing. I have also recently interned at Google as an Internet Marketing Researcher. Through my many marketing classes and internship, I have learned to be a strong team member that values time management and communication.

I believe that I can be a valued asset to your company. My phone number and alternative email are listed below. I look forward to hearing from you.

Sincerely,

Max Oates

maxoates@gmail.com

555-555-5555



Outlook Express

New | Reply | Reply All | Forward | Flag | Print | Delete | Send & Receive | Address Book | Find

Folders
 Inbox (9)
 Outbox
 Sent Items

Sent Items subject starts with
 To Subject Sent

info@medtours.com Holiday complaint 27/6/02

From: arthurgrundy@adirect.co.uk To: info@medtours.com

You sent this message on 27/6/02.

I am writing to complain about the terrible organisation of a holiday recently booked with Med Tours.

My wife and I had chosen to stay in Bugibba, Malta from 19-26 June (ref: BMT 532) in order to celebrate our wedding anniversary together in peaceful and relaxing surroundings.

Our troubles began at the airport where our outward flight was delayed for over four hours. The check-in staff were unhelpful and there was no representative from Med Tours present to help deal with the situation. We finally took off at 3.15 pm and eventually arrived at the hotel in the evening, tired and frustrated with having wasted the first day of the holiday.

The hotel was reasonably comfortable but the food lacked variety and the service was poor. Although advertised as 'a stone's throw from the beach', the hotel is in fact situated on the other side of a busy main road and is at least 20 minutes' walk away. The shops in the resort were crowded and expensive and there were a lot of noisy roadworks in the town.

Last but not least, the return flight was scheduled for 9.10 am which meant having to leave the resort at dawn to get to the airport on time. As a result, the stay is certainly not seven days as advertised and certainly cannot be described as 'a haven of peace and tranquillity'. I am therefore looking for compensation for the inconvenience and distress of a ruined holiday.

Yours faithfully,

Arthur Grundy



writing 13 Use the following information to plan a reply to the complaint. Make a list of the points you want to make then write a reply.

Professional practice Letters of apology

The following phrases are useful when writing letters of apology.

- Thank the person for bringing the matter to your attention
Thank you for bringing this matter to our attention.
- Express sympathy
We are very sorry to hear that ...
- Apologise if necessary
We apologise for ...
Please accept our apologies for ...
- State what action you will take
Please be assured that we will ...
- Remind the reader that his / her relationship with you is important
We value your custom highly.
Your satisfaction is our priority.

THANK YOU FOR YOUR ATTENTION!
SEE YOU NEXT CLASS! 😊

