

IAE – Professional Emails (02)

TASK ONE:

There are three different styles of writing when it comes to communication via email:

Formal This is the style of an old-fashioned letter. Ideas are presented politely and carefully, and lots of fixed expressions and particular words are used. The language is impersonal. Grammar and punctuation are important. However, this style is not common in emails unless the subject matter is serious (for example a job application or a complaint).

Neutral This is the most common style for emails in academic and workplace contexts. The language is simple, clear and direct. Sentences are short and there can be some use of contractions (I've for I have etc.). While the language is more personal, it is not the same as that used to SMS friends or family. Remember the “Five Cs” which are: Concise, Coherent, Compelling, Civil and Correct.

Informal This is the most common style for emails between friends. It is often very short and focuses on personal news and/or amusing comments etc. This is similar to everyday speech, so everyday words and expressions are used. The recipient of such email communications will be tolerant of bad grammar etc.

Now, match the informal phrases (1–15) with the neutral/formal phrases (A–O).

	Informal		Neutral/Formal
1	What do you need? [D]	A	With regard to ... (or With reference to)
2	Thanks for the email of 13 Mar.	B	I can assure you that ...
3	Sorry, I can't make it.	C	We note from our records that you have not ...
4	I'm sorry to tell you that	D	Please let us know your requirements.
5	I promise	E	I was wondering if you could ...
6	Could you ... ?	F	We would like to remind you that ...
7	You haven't	G	I look forward to meeting you next week.
8	Don't forget	H	Thank you for your email received 13 March.
9	I need to	I	I am afraid I will not be able to attend.
10	Shall I ... ?	J	Would you like me to... ?
11	But ... / Also ... / So	K	I would be grateful if you could...
12	Please could you	L	Please accept our apologies for...
13	Pm sorry for	M	It is necessary for me to...
14	Re	N	We regret to advise you that...
15	See you next week.	O	However ... / In addition ... / Therefore ...

TASK TWO:

Find and correct the errors in the following emails. In addition, make the tone more formal:

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

.....
.....
.....
.....
.....
.....

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 a lot of experience from my schooling and extra circulars. I think I can help the company a lot. Please respond to my email to let me know.
Thanks,
Max Oates

.....
.....
.....
.....
.....
.....

TASK THREE:

Part one Match the beginnings (1–8) to endings (a–h) of the following passages taken from email communications:

	Beginnings Endings
1	I am writing with regard to your recent email. We regret to inform you that there are no double rooms available for the nights you require.	A	Anyway, thanks again for inviting me, and I'm really looking forward to it. Do you want me to bring anything?
2	Thanks so much for the wonderful present. It's exactly the book that I wanted - how did you know? I'm really looking forward to reading it.	B	You know you can count on me if you need any support. I'll call you at the weekend to see how things are.
3	Polly, I've just read your email. I'm so sorry to hear about what happened.	C	Should you need any further information about room availability, we will be happy to assist you.
4	Sorry, I can't make it to your birthday party at Fishers restaurant, as I'm away on that day.	D	I look forward to receiving this information as soon as possible.
5	I am mailing this 'General Enquiries' link in your website. I'd like to know a few more details about the anti-virus software that's listed on the site.	E	It really is great news, and I'm sure it's only the beginning of our work in the Spanish market.
6	I am writing with reference to our order number OH68. The goods arrived this morning, but you only sent ZOO pieces instead of the 300 that we ordered.	F	Please deal with this matter urgently. I expect a reply from you by tomorrow morning at the latest.
7	Yes! Great! I'd love to come to the party.	G	Thanks again for the gift, and give my regards to your family.
8	I've just heard from Antonio about the Madrid contract. It's fantastic news - you worked really hard on this and you deserve the success.	H	Anyway, sorry again that I can't come, but have a great time. I hope we can meet up soon. What about going to see that new Star Wars film?

T3 part two Match the passage-pairs from the previous section with descriptions (1–8) below:

- | | | |
|--------------------------------------|-----------------|-------|
| 1. An email asking for information. | Neutral style. | |
| 2. An email giving information. | Formal style. | |
| 3. An email accepting an invitation. | Informal style. | |
| 4. An email refusing an invitation. | Informal style. | |
| 5. An email of congratulations. | Neutral style. | |
| 6. An email of complaint. | Formal style. | |
| 7. An email of thanks. | Neutral style. | |
| 8. An email of sympathy. | Informal style. | |

T3 part three Decide if the following sentences are beginnings or endings of email communications and then decide, if they are neutral (**formal**) or **informal**.

01	The computer network will be shut down for maintenance at 5pm on Thursday.	Beg/End	Neut/Inf
02	Oh, yes – I'll be back late tonight. Can you do the shopping and buy something nice for dinner? Thx.	Beg/End	Neut/Inf
03	I look forward to receiving your advice on this matter.	Beg/End	Neut/Inf
04	What a surprise - how nice to hear from you!	Beg/End	Neut/Inf
05	Bye for now. See you soon.	Beg/End	Neut/Inf
06	I hope that everything is okay, but do not hesitate to contact me if you need any clarification.	Beg/End	Neut/Inf
07	Please find attached my report, as promised in Friday's meeting.	Beg/End	Neut/Inf
08	I'm so happy for you! Write again soon and tell me how it's going.	Beg/End	Neut/Inf
09	We are writing to advise you about some changes in our price list.	Beg/End	Neut/Inf
10	If you'd like any more details, just let me know. I'm away all next week but Amanda is dealing with this in my absence.	Beg/End	Neut/Inf
11	Just a quick note to say I really enjoyed last night.	Beg/End	Neut/Inf
12	Sarah and I have been talking about your holiday plans for next August. It looks like we won't be able to join you. I'm really sorry.	Beg/End	Neut/Inf

TASK FOUR:

Rewrite the following two emails. Start by underlining key words/phases. Use a maximum of 80 words and that includes the subject line! (Remember the “Five Cs”).

Subject Training course in how to use spreadsheets

I have found some interesting information about an ICT course taking place in the city centre. I think it would be useful for someone from our department to attend, as we are all a bit uncertain about how to use Excel, although we know the basics of course. I have a copy of their leaflet, and the details are as follows. The name of the course is 'Spreadsheets for Financial Planning', and the course dates are from 4 June to 8 June. The course runs every evening during that week, from 18.00 to 19.30. The cost is€750. I am free at that time and I would really like to go - I can help other people in the future. I know It is a bit expensive, but do you think the company can pay for me? I cannot afford to pay for it out of my own money.

Thank you very much. [160 words]

Subject

.....

.....

.....

.....

.....

.....

.....

.....

.....

Subject Mrs Redhead’s retirement at the end of the year

As you may know, Mrs Redhead will be retiring at the end of the year. She has made a great contribution to our company, and will be missed by all her colleagues. She has been with the company for fifteen years, moving up from Sales Assistant to Sales Manager during that time. To show our appreciation, we would like to organise a small leaving party for Mrs Redhead, after work on her final day. We will also present her with a small gift. I have asked Claudia to organise the collection for the gift, and she will be coming round with a large brown envelope if you want to make a contribution - the amount you give is entirely your choice. The leaving party will be after work on 20 December, in the main conference room. Everyone is welcome.

We hope that as many people as possible will come to say goodbye to Mrs Redhead. I look forward to seeing you there. **[170 words]**

Subject

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

REFERENCES

Emmerson, P. (2004). *Email English*. London: MacMillan