

Professional Emails

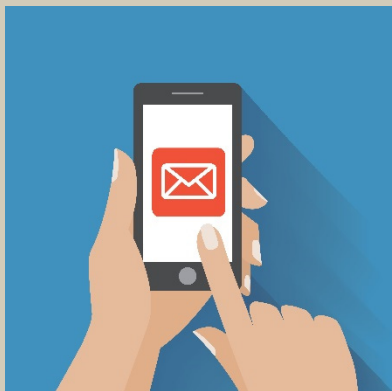
Writing styles – emails for academia and the workplace

Introduction to Academic English

UAEU University
College

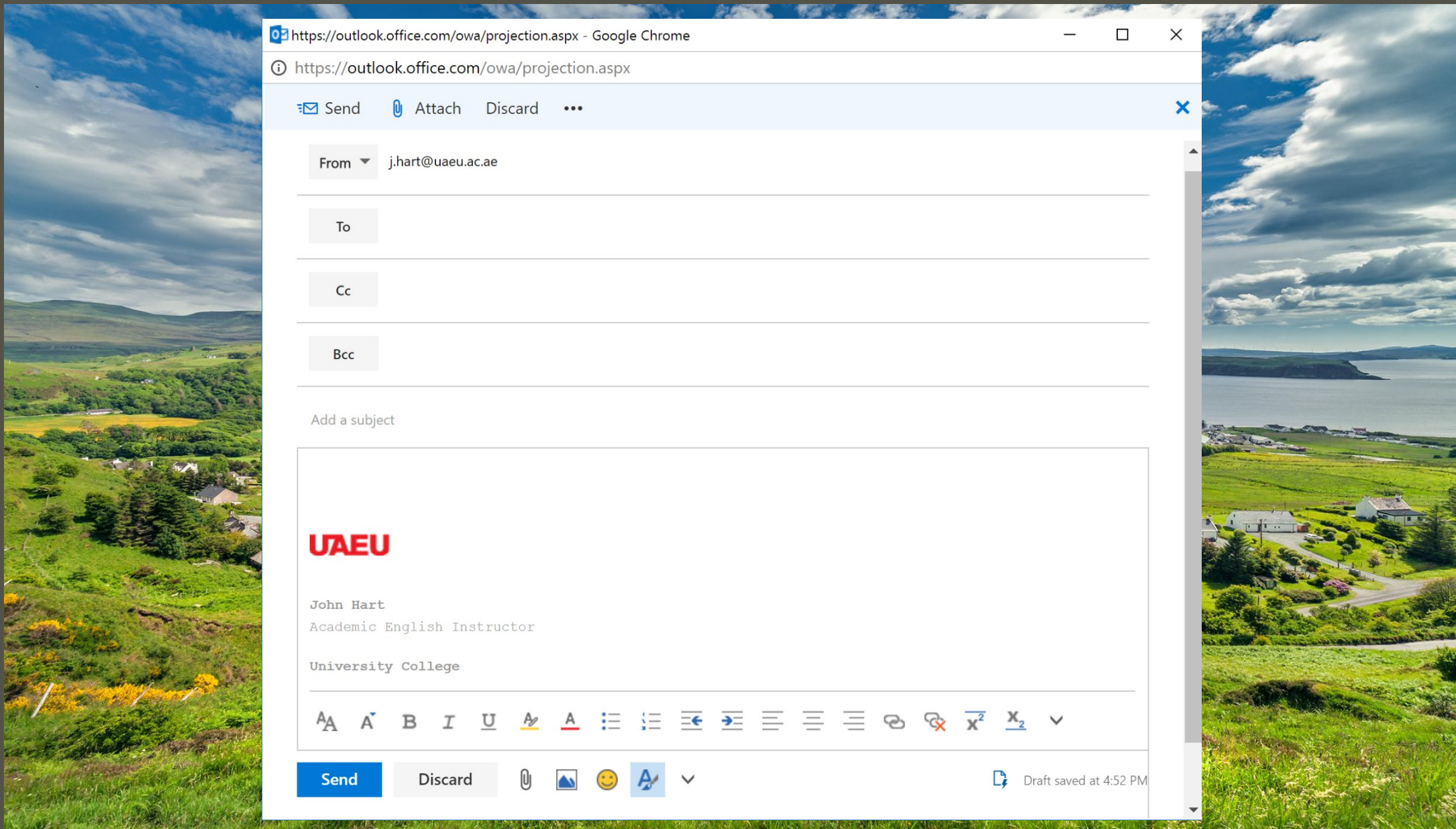
Outline

- ↳ Learning Objectives
- ↳ Emails – what are they? – characteristics of effective emails
- ↳ Formal and Informal styles of email communication
- ↳ Tasks: informal-to-formal; adding an email signature; drafting emails



Learning Objectives

1. To understand the importance of writing professional emails
2. To understand the basic components of a professional email
3. To be able to identify between informal and formal email structures
4. To understand what are and what are not effective “subject lines”
5. To know the “Five Cs”: Concise, Coherent, Compelling, Civilized & Correct.
6. How to add an appropriate email signature



Subject lines – vague vs. clear



Ineffective (ambiguous; unclear) subject lines:

SUBJECT:	TIME:
Hi	07:55
questions	08:21
Deadline!!!!	10:10
One more thing.....	12:01
Some thoughts	15:20

Subject lines – vague vs. clear



Effective (clear; unambiguous) subject lines:

SUBJECT:	TIME:
Party planning meeting rescheduled for 3pm	07:55
Help: I cannot find the file with the questions for today's lecture	08:21
Reminder: deadline for peer-review articles is tomorrow by 10am	10:10
Remember: ID cards are needed for tomorrow's trip	12:01
Initial thoughts on the proposal by STRATA	15:20

- **Concise:** condense information
- **Coherent:** structure information clearly
- **Compelling:** use persuasive evidence and word choices
- **Civilized:** use expected business etiquette
- **Correct:** follow conventions of high-quality writing, including those of grammar and spelling etc.

An appropriate signature



Use an appropriate signature

Keep it short (4 to 5 lines)

Make sure it is informative

- Provide all contact information

Make sure it is professional

- Do not include pictures, quotes or animations

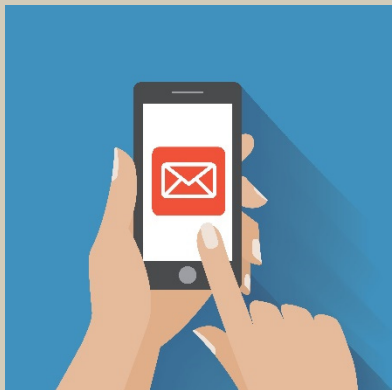
Remember...



- Emails are **permeant**
 - Emails are **searchable**
- ... once you hit send; the email's been sent

Tasks

- ↳ Formal vs. Informal
- ↳ Writing emails



Task 1



Put these **salutations** (greetings) in order of formality from the most formal to the least formal:

1. Dear Rachael
2. Hello Rachael
3. Hello Miss Duncan
4. Dear Miss Duncan
5. Hi Rach
6. Dear Rachael Duncan

Task 2



Put these **signing-off** phrases in order of formality from the most formal to the least formal:

1. Best
2. Best wishes
3. Yours sincerely/Yours faithfully
4. Best Regards
5. Kind regards
6. Thanks

Task 3



What is wrong with these phrases:

1. Hello Miss Rachael Duncan
2. Dear Miss Rachael
3. Hi Rachael Duncan
4. Kisses xxx
5. C U L8R

Task 4



Make the email below more formal in style.

Subject HELLO!!!!

hi Shirley

Hope things r well with u its good 2 know that u will be back in Malaysia again in nov to hold your seminar on effective biz. Writing. PLS LET ME HAVE SOMEFREE DATE while u r over here. Some bookstores r interested ina talk cum singing event, I hope u will agree to take part.

Tnks & rgs

Harry

Task 5



Send the following emails to me!!!

1. An email asking me a question about how this course is graded.
2. An email explaining why you will need to miss a class.
3. An email with one or more attachments.