

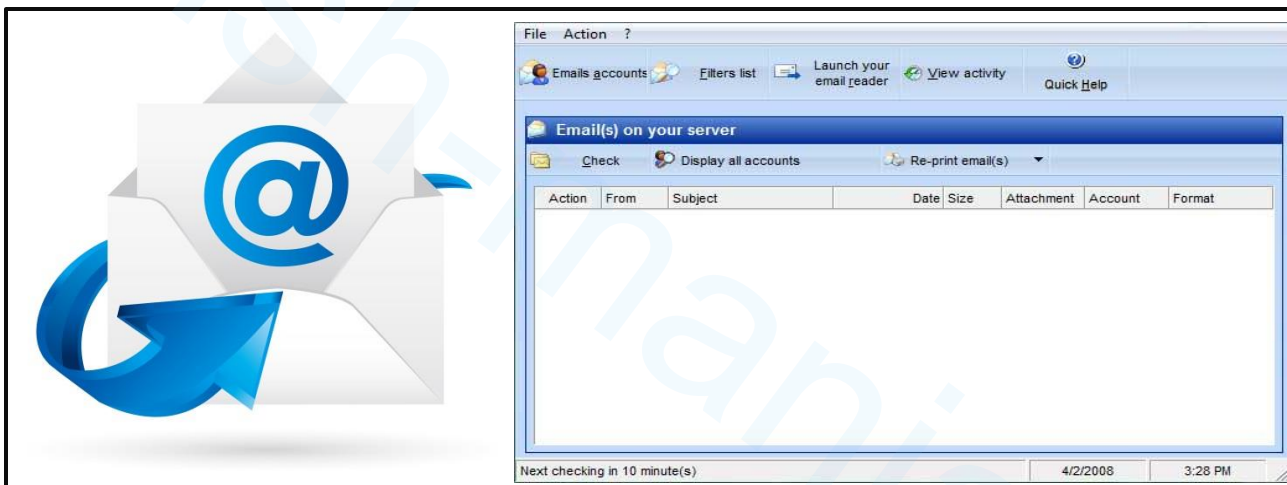
Course: Business English

Level 3

Day №3

UNIT 2 Email

2.1 Levels of politeness in written English



- *How often do you use email at work? At home?*
- *Do you email friends? Customers? Colleagues? Others?*
- *How formal or casual are you in writing emails?*

Two email messages have been mixed up. Look at the two blank emails and the parts of the messages. Put the emails back together by filling in the boxes with the numbers 1-4 and the letters A-D.

To: mwhite@whiteweddings.com

From: janet@forest.com

Subject: Forest of ideas

Dear Ms. White,

- 1.
- 2.
- 3.
- 4.

Best regards,

Janet Chen

Director of Marketing
Forest Advertising



To: ianwilson@gmail.com

From: tony_ireland@thinking.com

Subject: Thanks

Hi Ian,

- A
- B
- C
- D

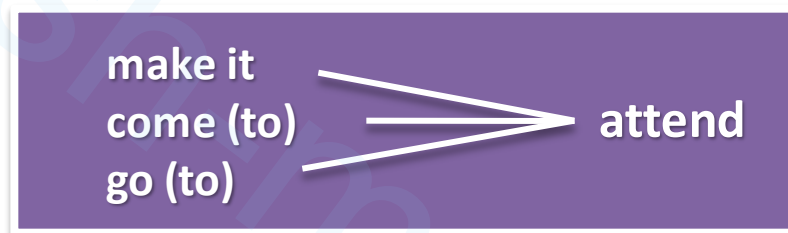
Tony



- Give me a call if you can make it.
- How about dinner tomorrow night? I can thank you personally and catch up on what's happened to you since your promotion.
- I am writing to confirm your attendance at the "forest of ideas" fair next week.
- I hope we will see you on May 16 and I look forward to talking to you again.
- Thanks for setting up yesterday's meeting for Jane with your boss. I think it was successful :)
- We hope you can arrive on May 16 to attend a special dinner that evening for our most valued customers.
- Hope to see you tomorrow.
- As I mentioned in our telephone conversation, the fair will be held at the Marlon Hotel on May 17 and 18. The founder of our company, Koji Ono, will be talking about his forthcoming book "reaching the people" during the main session on May 17.

Language Focus

When we write politely we often change some of the verbs we use.



Match these words with their politer equivalents:

tell
get there
set up
say

arrange
arrive
mention
inform

**Identify if the following sentences. Use polite(P) or less formal language.
Provide more polite/less formal expressions for the following sentences.**

It's on Thursday, as I said on the phone.

_____.

We are pleased to inform you that Ben Wood, president of Woods, will attend.

_____.

Could I invite you to dinner to discuss business?

_____.

Give me a call if you can make it.

_____.

UNIT 2 EMAIL

1.2 Email manners



- What do you know about email etiquette?
- What should go in the subject line of an email?
- When you reply to an email, how much of the original should you include?
- What information should you include in your “signature”?
- Do you know any “smiley face” used in emails?



The subject

You should always include a subject line in your email. The subject should be easy to understand and show the purpose of the message. When replying to an email, change the subject line if your message is about a different topic.

The message

Try to keep to the subject. Only write what you need to get your message understood. Don't type your whole message in UPPERCASE letters. If you want to add emphasis to a word, type an asterisk (*) at each word, like *this*.

Replies

When you hit the reply button, most email software will copy the whole message into your reply. Think about how much of this message you actually need. You only need enough to provide the context for your reply. Delete the rest. Make sure the person you are writing to can tell the difference between text you have quoted and your actual reply.

The signature

Most email software will allow you to create a signature, a block of text you can add to the end of your messages that shows your contact information. Keep your signature short, but make sure it shows who you are and gives alternative ways of contacting you, such as your telephone and fax numbers.

Symbols

“Smiley faces” add a friendly touch to emails. Don’t overuse them. Here are some of the more common ones:

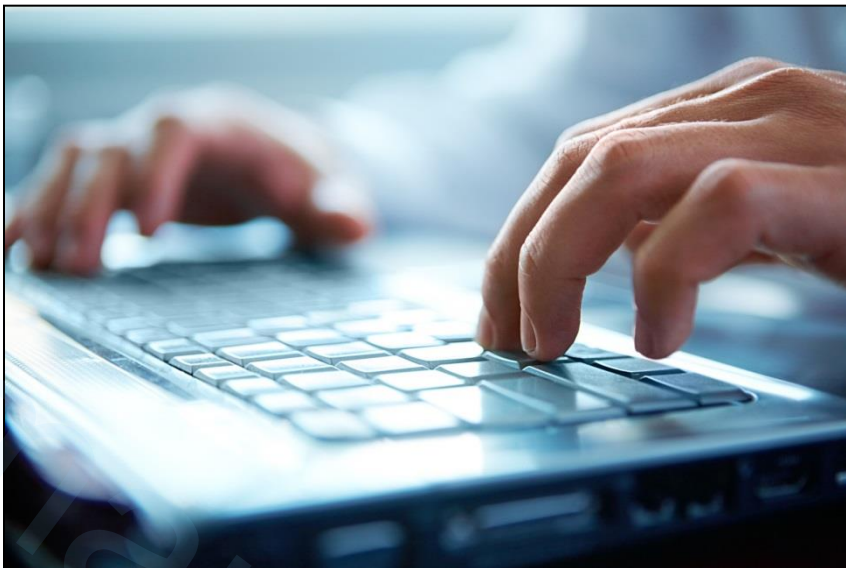
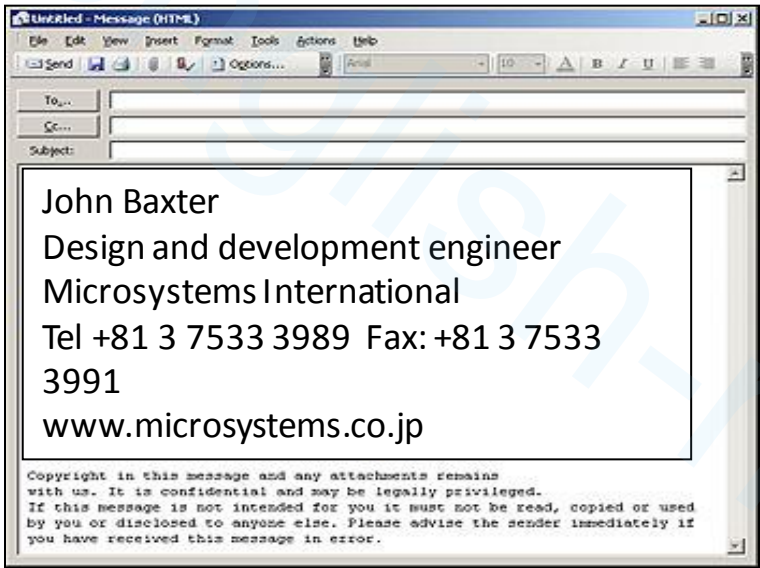
- : -) or :) a smiling face seen side-on
- : - (or : (an unhappy face seen side-on
- ;-) a winking smiling face
- :0 a surprised smiling face

Before you send

Remember email is a form of communication. Read what you have written before you send it. Make sure the message is clear. Think about how the reader will react. Be careful – make sure your reply is going only to the people you want it to go to. Also try avoid sending quick angry replies – or “flames”.



Look at the end of a business email and make a draft of your own email signature.



A large rectangular area with a light green border, containing five horizontal blue lines for writing a draft email signature.

Choose between the two situations below. Draft/write an email. Decide whether to use formal or less formal language in your letter.

1. Invite a business associate you have known for many years to lunch to discuss the new business magazine your publishing company is launching.
2. Send an email message to the director of marketing at Richmond Finance. Ask if you can arrange to meet her to talk about advertising space in your new magazine.

To: _____

From: _____

Subject: _____

(Salutation) _____

(Body) _____

(Closing) _____

(Signature) _____



***Thank you for
today!***

***I'm looking forward to
seeing you again!***