

Course: Business English

Level 3

Day №4

UNIT 2 EMAIL

1.3 Topic sentences and getting to the point

•Just by looking at it, what is your impression of this email?

•When you write your own letter, do you beat around the bush? Or go straight to the point?

Send	To...	elearn_dev@downschool.com
	Cc...	
	Subject:	Quick note

You guys crack me up. I was in stitches. That squirting flower bit never gets old. Also, thanks for those notes on clowning around. I'm going to use them in the course. There's a lot of really good stuff in there. Of course I'll have to let those clowns in legal vet the content to make sure it's compliant, but it looks good to me.

I also think that it might be a good idea to pull together some notes for the meeting we have coming up. You never know what's going to happen and we're going to talk about injuries. I think it's good to have the injury reports to look at. I think we'll probably want to look at all of the injuries for the past fiscal year rather than pull a whole bunch of other stuff. No need to confuse things with a bunch of extra information. You know how I feel about that. Too much noise is distracting. Keep in mind that the rodeo's in town so a lot of those clowns in HR are not going to be around. You will want to contact them before they leave otherwise they won't have any time for you. As you know, we have two main sources of injuries. Those are clowns tripping and falling over their big shoes and those out of shape rodeo clowns who can't escape the bull horns and end up getting gored. We don't really need the rest. Let me know if you need anything.

Randy "Chuckles" Smith

PS. I'm gone all next week. I might have access to email but I might not. And even if I do, I probably won't have time to check it. I will check my voicemails, though because I can do that from my cell phone. Feel free to leave a message if you think it's important. If I can, I'll try to check the voicemail every morning right after I eat breakfast and go on my 10 mile run. Did I tell you that I'm doing a marathon? If not, I'll tell you more about it when I get back.



Match the parts of the sentences:

Paragraphs

Topic sentences

Supporting sentences

The main point of the email

Typing in capital letters

should be first in most cases

should each contain the main idea or the topic is just like shouting.

should each contain only one idea.

should each support the topic sentence.

Read the text below about good email messages. Check your answers.

A good email sticks to the subject. Break your email into paragraphs which each deals with one idea. It's important that in every paragraph the topic sentence contains the main idea or the topic of the paragraph. There maybe several sentences in a paragraph but all the sentences should support the topic sentence. If you only have one topic to communicate, it's OK for the email to be one paragraph.

Paragraphs should be arranged in a logical order. The main point of the email should be first. Try to match your email to the conversation you're having: if you're only making a quick inquiry then keep it short and simple.

Don't forget – keep to the subject as much as possible. And one last thing, don't type your message in capital letters. It's just like shouting.

Look at the paragraphs from two emails below. Circle the topic and underline the information supporting the topic in each paragraph.

As a follow-up to our discussions yesterday, I am attaching a document for you to discuss with your regional managers as we agreed. The document contains a summary of the proposed changes to our online service. It also contains a list of requests made by the sales managers for Europe and the Middle East and a list of questions relating to the proposed changes for your managers to discuss.

In addition, two focus groups were held in Seoul and Tokyo on October 12 and 14. We wanted to find out from our customers what features of our online ordering service were useful and how the service could be improved. The focus groups were very effective, because customers made several positive suggestions about how the layout could be made more user-friendly. They also indicated that there were occasional difficulties accessing the site.

Look at the email below. It is not well written. Discuss how to improve it.

To: Jason Bell bell@dutton.com
From: Terry Murray murray@tallstorey.com.th
Subject: Hello

Mr. Jason Bell

Good morning!

I hope you are well and enjoying the fine weather.
The plastic container you made for us leaked.
Some of our customers returned them.
Some of them had the wrong size lids too.
Make sure you make them better next time!
I look forward to your very quick response.

Terry



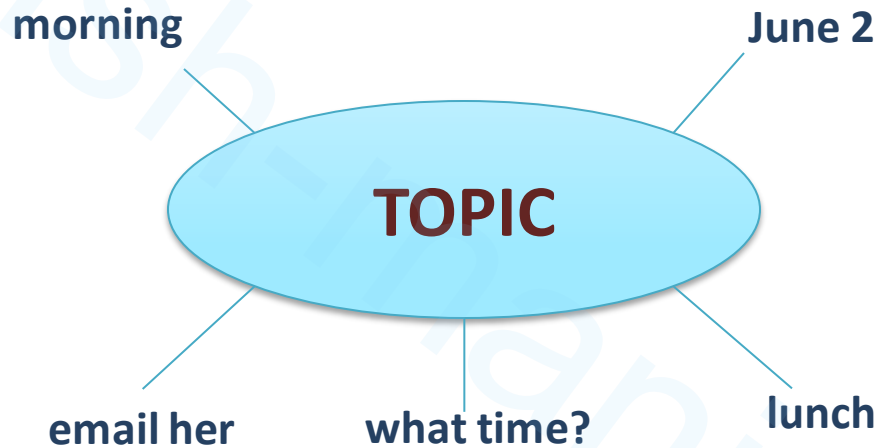
UNIT 2 EMAIL

1.4 Developing coherent paragraphs



- *How much time does it take to write a well-thought email?*
- *What preparations do you have to make?*

Look at the “topic spider”. The words on the “legs” are the supporting information. The topic goes in the “body”. Look at the paragraph below. Decide what the topic is and write it in the “body”.



I have arranged for you to meet Ms. Risa Murata. You can meet her anytime in the morning on June 2, but please email her to let her know what time. She is not available for lunch as you suggested, I’m afraid.

Now read the following paragraph and fill in the supporting information on the “legs” of the “topic spider” below.

I am 100% sure the poor air quality was not our fault. I have checked all the records of the work we did at Brahms. The air filtration system we installed was tested completely on five separate occasions during the first month of operation. The results were all within the specifications.

The two paragraphs are the main messages of two emails. What do you think comes before and after these paragraphs?

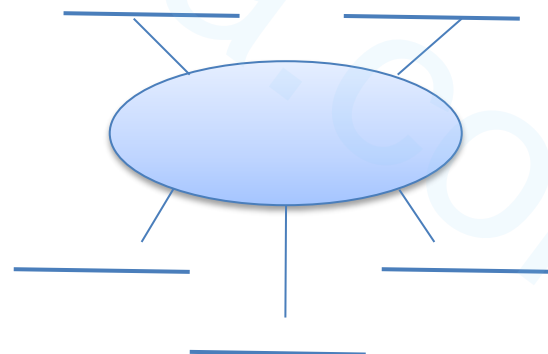
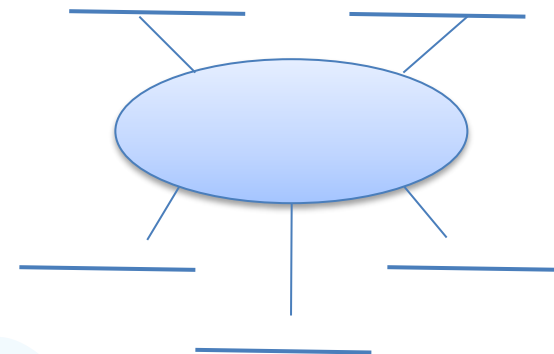
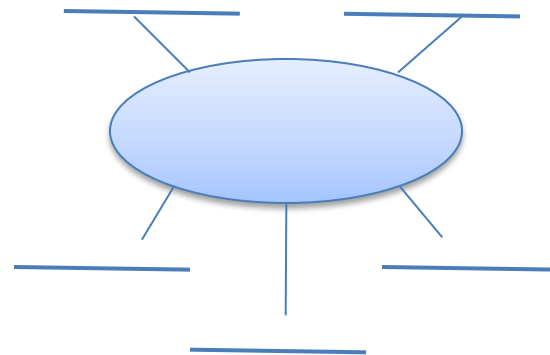


Look at the information about three emails. Identify the topic and add legs: with supporting information to each “topic spider”. Then write an email.

1. You have arranged a meeting for Ron Biggs with Jo Wang at Jo’s office. Email Ron with the details.

2. The wheel keep falling off the toy cars manufactured for your company by Diecast Ltd. Email Michael Todd, the production manager, to complain.

3. Lyn Chow of Rainbow Textiles will visit your office next week. Decide where you will meet her and email her with instructions.



***Thank you for
today!***

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