

: STRUCTURE :

14.0 Objectives

14.1 Introduction

14.2 Elements of an Email

- **Subject**
- **Sender**
- **Date and time of received.**
- **Reply**
- **Recipient**
- **Email address of recipient**
- **Attachment (If any)**

14.3 Writing an Email

- **The message and the recipient**
- **Attractive subject line**
- **Appropriate Greeting**
- **Focus on message**
- **Use of correct grammar and Proper punctuations**
- **Spelling and Capitalization**
- **Simple Format**
- **Brevity**
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- **Look Before Sending**

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14.0 OBJECTIVES

After going through the chapter, you will be able to

- understand the format of an Email
- identify the various elements of an Email
- learn the art of writing an email
- recognize email etiquettes/netiquettes

14.1 INTRODUCTION

At the outset, an email is a shortened word for electronic mail, which is

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an electronic message sent over a computer or cell phone to one or multiple recipients. It has outdated informal and formal letter-writing in most of the cases. Like a letter, an email can be either formal or informal. Emails are not always as formal as letters but they still need to be professional to express a good impression of you and your company where you work. When we send an informal email to our friends and relatives, we are free to write as we desire. It often resembles a text message with style and smiles. But, an email written in formal manner is sent to corporate companies, government offices, education and similar institutions. In this case, we need to follow the rules of formal writing and use appropriate language. Thus, Email is the most common form of business communication. Hence, it is essential that it has to be right.

The word Email is not unknown to you. It is one of the fastest means of communication. Today people have moved from pen and paper to electronic communication as Internet users all over the world are increasing by leaps and bounce. Communication through letters by post has almost become outdated. This is the reason why the most prominent form of writing today for communication is undoubtedly the emails.

There is an utmost requirement to teach email writing to young students at school and college level for effective communication through email. Of course, people use email communication but without required skills. Email writing is an essential skill for all units. Not only in private sectors but email communication has become an integral part in Government offices. Therefore, it is necessary to be expert in email writing to avoid any kind of miscommunication and to appear decent in professional fields. In this unit, we shall discuss Elements of an email and tips for writing an email with adequate examples.

Let's consider this email message which is directed to all staff members on an organizational grounds:

Example:- *Namaste,*

All employees of the company are hereby notified to submit a copy their AADHAR CARD on or before January 16, 2017 as it has been made mandatory by the government. If any employee fails to do so, he will not be entitled for any benefits of the company.

To begin with 'Namaste' or 'Hi!' before this message adds an air of sociability.

The above email can be much nicer and shorter and probably more effective –and direct. The email could have been more effective by considering 'please' as a polite expression and addressed the recipient directly:

Better Example: Please submit a copy of your AADHAR CARD by January 16th.

The primary aim of an email is to get the desired result.

A well-organized/written email always makes it easy for the recipient to understand and act on its message. For writing an effective email it necessary toget mastery over e-mail etiquettes/netiquettes. For instance a well-written

email with proper punctuation and a coherent message creates good impression while unclear emails lead to more confusion and delays.

CHECK YOUR PROGRESS 1

1. Why have people moved to Electronics communication today?
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2. What is the need of teaching Email writing to young students?
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3. What is the primary aim of an Email?
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.....
4. What is necessary for writing an effective email?
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14.2 ELEMENTS OF AN EMAIL

An email message generally contains the following general elements:

- **Headers**

Headers contain information regarding the sender and recipients. The exact content of mail headers depend on the email system. Generally, headers contain the following information:

- **Subject.**

Subject gives the description of the topic of the message and displays in most email systems. A subject line could be something like “Intimation of Contribution Credit” or, if your spam filtering application is too lenient, “Sell your car in just one visit.”

- **Sender.**

This is the sender’s Internet email address. It is usually presumed to be the same as the Reply-to address, unless a different one is provided.

- **Date and time received .**

An email also shows the date and time when the message was received.

- **Reply-to.**

This is the Internet email address that will become the recipient of your reply if you click the Reply button.

- **Recipient (To:).**

First or last name of email recipient as mentioned by the sender.

- **Recipient email address.**

The Internet mail address of the recipient, or where the message was actually sent.

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- **Attachments.**

Attachment shows files that are attached to the message.

- **Body**

The body of a message contains text that is the actual content, such as

“We wish to inform you that we have intimated our bankers to credit the dividend amount due to you into your bank account through Direct Credit / ECS / NEFT / RTGS as per details below..”

The message body also may include signatures or automatically generated text that is inserted by the sender’s email system.

The end

The end of email should be with proper complementary closing words like, “Sincerely”, “Warm regards”, “Looking forward to hear from you” etc. At the end of the mail put your Name for final considerate touch.

Check your progress 2

1. Name the general elements of an Email.

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.....

2. What do Headers contain?

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3. What does Subject give?

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4. What does the body of the message include?

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14.3 WRITING AN EMAIL

1. The message and the recipient:

Before you start writing an email, you should be clear in your mind what you want to write. For effective email writing, first of all, you should ask yourself why are you writing? The response of the recipient of the email you have written depends upon your writing. You also should be clear what message you want to send. You might be sending for seeking information, applying for job or inquiring about something. Whatever the case may be, your request should be clear to the recipient.

While writing an email, you need to consider the point of view of the recipient. The design of the email you are writing has to be clear in your mind. After deciding the purpose of your writing an email, start thinking what kind of response you anticipate and what kind of impact you wish to create on your recipient. It is essential that after reading your email your recipient

understands the message properly and initiates actions as you desire. If you feel that it is necessary to provide background information, please provide. You should remember all etiquettes. Avoid emotional expressions like, Oh!,Sheet! ,My goodness! etc.

2. Attractive subject line:

Attractive subject line is very important to catch the eye of the recipient. If the subject line is not written in a proper way, there is a possibility that your mail may end up in spam or being ignored by the recipient. Don't send an email without proper subject line in order to avoid the above situation. It is advisable to write a short phrasethat sums up the purpose of the message instead of a long sentence. Another advantage of writing proper subject line is finding the mail in inbox later. Here are some examples:

If applying for job:	Application for the post of
Administration Office:	Meeting scheduled at 3:00 p.m
	Minutes of the meeting
	Change in recess time
	Remuneration for the extra work
From heads/director/manager:-	Delay in reporting on time
	Salary delayed for a week
General Subject line	Important! Read Immediately!
	Quick question
	Follow-up on Monday

Sending an email with a vague or no subject line will not be effective and will not serve your purpose of persuading your recipient. Only an email with clear subject line will invite a busy professional to pay attention otherwise the mail will be deleted.

3. Appropriate Greeting:

An email with proper greeting will look courteous and professional. While writing greeting line we have to keep in mind the recipient. If the recipient is male write greeting line accordingly. In case of female recipient one of the best ways to greet a female recipient is by using Ms.Aarti and not Mrs. or Miss especially when we do not know her marital status. However, the best way is also to use first or last name Dear Wilma D'Souza. General salutations like Season's Greetings, Dear Manager, etc. would also be handy when we have absolutely no background information about the person. While writing to a colleague or someone else whom we are acquainted, you should use the name we would use in person or on the phone otherwise.

4. Focus on message:

The message of your email is an integral part. Hence, write the message in your email considering the situation of the recipient. Nowadays people are so busy they prefer to read short and to the point information. They don't prefer emails full of long and boring information. That is the reason why you

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should avoid long and multiple information in your email. If you are sending multiple messages, put an introductory line and mention all points one by one with bullets. Avoid short forms and slang words so that your email appear clear and professional.

Don't write long paragraph. Rather, break your texts in short paragraphs. If you want to emphasize certain points, highlight them to make easily accessible.

5. Use of correct grammar and Proper punctuations:

It is very important that your email should be grammatically correct. It also sets you tone and mood. An email with incorrect grammar and improper punctuation will create bad impression.

For Example

Incorrect: It is interesting to note that our customer demand is growing steadily.

Correct: Our customer demand is growing steadily.

Incorrect: As a matter of fact, I'm concerned about the steep decline in our regular business profit.

Correct: I'm concerned about the steep decline in our regular business profit.

These tiny pauses as mentioned above, give readers enough time for the message to sink in. These punctuations should be appropriately placed when needed to break up long sentences. But excessive use of it is not acceptable.

6. Spelling and Capitalization:

While writing an email you have to be careful in Spelling and capitalization. Spell check doesn't solve all problems. Rather, it may create a problem if wrong option is selected. Certain errors remain unsolved by spell check. There is also a problem of British and American spelling.

It is advisable to avoid abbreviation altogether. Words like "they" for "the" or "there" for "their" cannot be verified through spell check.

With the advancement of technology and emergence of social media, the use of English has drastically changed. People take liberty in their writing. It has been also observed that people consider only a few rules of capitalization like capitalizing the word at the beginning of the sentence and proper nouns, however today we fail to do so in our emails. There are growing concerns over SMS spelling and increasing amount of use of small 'i' in place of capital 'I'.

So be careful in spelling and capitalization.

7. Simple format:

Use very simple format for your email writing. Plain texts should be used so that the problem of different format displayed in another system does not arise. Highly formatted document should be avoided.

8. Brevity:

Brevity is the soul of email writing. By brevity we mean “concise and exact use of words in writing or speech”. Be as brief as possible. Remove unnecessary words and phrases so as to make the important words and ideas stand out. Long and boring description will spoil the charm of your email. Brevity does not only communicate the main idea faster, it also improves clarity of the message. So always remember that brevity is beautiful.

Some long phrases can be replaced with shorter words like:-

- At the present time now
- At your earliest convenience soon
- Be in a position to can
- With an immediate effect immediately

9. Use of Appropriate sign:

Personalize email signature depending on your job. A default standard signature should be checked according to the mail that is sent. If a mobile number is needed by the recipient, provide it accordingly. Salutations such as “Dear Mr.Ghanshyam” or “Sincerely Yours,” should be avoided in emails, instead a signature line including full name of sender can be put and a link to a blog or online profile page may be given. Occupation or the name of the organization should also be accompanied for better clarity regarding the sender.

10. Look Before Sending:

An email with errors may create several problems in future. In order to avoid this problem you must take a look on the email written before pressing “Send” button. Spelling, capitalization, punctuation and content should be duly verified before sending because the written words once sent cannot be taken back or altered. Don’t sent mail hastily. It is better to save as draft and verify later. It is also not advisable to send an email in a heat of a moment. You should avoid emailing when you are too emotional. If you want to attach any file to your email, ensure that the file is properly attached.

Dos and Don’ts

- **Do** have a clear subject line.
- **Don’t** forget your signature.
- **Do** use a professional salutation. ...
- **Don’t** use humor.
- **Do** proofread your message. ...
- **Don’t** assume the recipient knows what you are talking about. ...
- **Do** reply to all **emails**. ...
- **Don’t** shoot from the lip.

Check your progress 3

1. What is the best way to greet a female recipient?

.....

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2. Why don't people prefer emails with long and boring information?
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.....
3. What should one do before pressing "send" button?
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.....
4. Why has the use of English language drastically changed?
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.....

14.4 KEY WORDS

1. Greeting: A polite word or sign of welcome or recognition OR a formal expression of goodwill, said on meeting or in a written message.
2. Capitalization: The action of writing or printing in capital letters or with an initial capital.
3. Remuneration: Money paid for work or a service.
4. Administration: The management of public affairs; government or activity of running a business, organization.

14.5 LET US SUM UP

In this unit, we have discussed that an email is a short form of electronic mail, which is the fastest way to communicate with others. Elements of an email and tips for writing an email have been explained with examples. Like a letter, an email can also be both- a formal and informal. When you write an email whether it is formal or informal it should be clear, brief and readable. For effective email writing, you should consider all above mentioned points. Also don't forget to use proper email etiquette when sending messages. Remember, an effective email can only give you the desired result.

14.6 BOOKS SUGGESTED

Writing That Works: How to Communicate Effectively in Business by Kenneth Roman

Words that Sell by Richard Bayan

HBR Guide to Better Business Writing by Bryan A. Garner

Business Writing for Dummies by Natalie Canavor

Crisp: Writing Effective E-Mail, Revised Edition: Improving Your Electronic Communication :by Nancy Flynn and Tom Flynn.

E-Mail: A Write It Well Guide by Janis Fisher Chan.

*Wait, How Do I Write This Email?*by Danny Rubin

The Executive Guide to Email Correspondence: Including Model Letters for Every Situation by Dawn Michelle Baude.

Writing That Works, 3rd Edition: How to Communicate Effectively in Business.

ANSWERS

Check your progress 1

1. Today people have moved to electronic communication as Internet users all over the world are increasing by leaps and bounce.
2. There is an utmost requirement to teach email writing to young students at school and college level for effective communication through email.
3. The primary aim of an email is to get the desired result.
4. For writing an effective email it necessary to get mastery over e-mail etiquettes/netiquettes.

Check your progress 2

1. The general elements of an Email are Headers, Body and The end.
2. Headers contain information regarding the sender and recipients.
3. Subject gives the description of the topic of the message and displays in most email systems.
4. The message body also may include signatures or automatically generated text that is inserted by the sender's email system.

Check your progress 3

1. In case of female recipient one of the best ways to greet a female recipient is by using Ms.Aarti and not Mrs. or Miss especially when we do not know her marital status.
2. Nowadays people are so busy they prefer to read short and to the point information. They don't prefer emails full of long and boring information.
3. An email with errors may create several problems in future. In order to avoid this problem you must take a look on the email written before pressing "Send" button.
4. With the advancement of technology and emergence of social media, the use of English has drastically changed.