

## Day 12 + Day 13 + Day 14

## Vocab Review

Fill in the blanks.

1. The aircraft is designed to be i\_\_\_\_\_ble to radar.
2. He managed to get a bed in a c\_\_\_\_\_ed student apartment.
3. The Czech playwright, Capek, c\_\_\_\_\_ed the word 'robot'.
4. Information coming out of the disaster area is s\_\_\_\_\_e.
5. Discrimination on the basis of g\_\_\_\_\_r is not allowed.

## 1 Connections



## Module 1.8 Making appointments via email

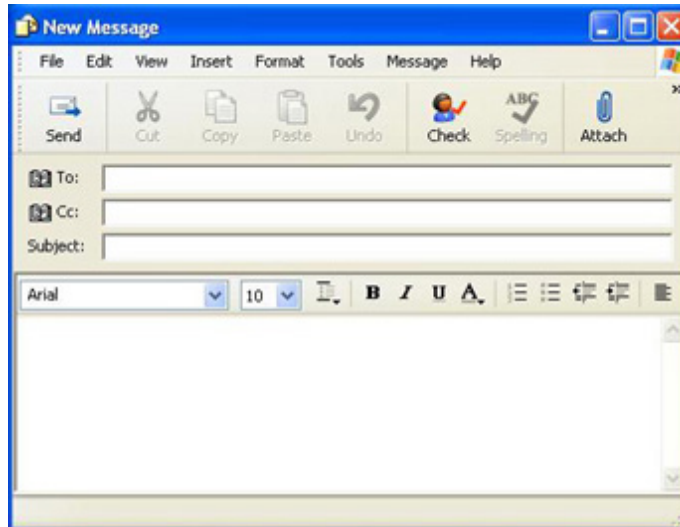


## LEAD-IN

Tell your teacher five advantages and two disadvantages of email over the postal mail, which is also called snail mail.

- What do you think about the following statements about emails? Do you agree?
1. One reason for emailing is to reduce the response time.
  2. If you need an answer straight away, it is better to use the phone than send an email.

➤ Email structure



Reading/ Writing A

Read the following text and fill in each gap using one of the words in the box.

specify/ blind / recipient (s) / preceded / error / header / invisible / body / carbon

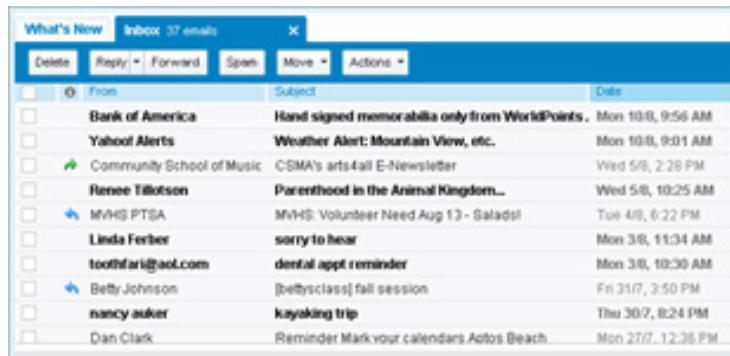
In an email, the ....., which is the full email message, is always ..... by ..... lines that identify particular routing information of the message, such as To, Cc, Subject, and other information about the email.

- **To** : The email address(es), and optionally name(s) of the message's .....
- **Cc** : stands for "..... copy." Anyone listed in the Cc field of a message receives a copy of that message when you send it.
- **Bcc** : stands for "..... carbon copy." This is similar to the Cc feature, except that Bcc recipients are ..... to all the other recipients of the message (including other Bcc recipients).
- **Subject** : A brief summary of the topic of the message.

Note: To send a message, you must always ..... at least one recipient in the "To:" field. If you don't, an ..... message appears when you attempt to send the message.

➤ True or False Questions

1. One of the most important features of an email is the subject line.



2. Using the Cc: field is a great way to inform others who are not directly involved.

➤ Name each parts of the structure of the following email (A to F) and answer this question: Is the message in informal register?

To: Jane Holmes <[jane.holmes@abc-advertising.com](mailto:jane.holmes@abc-advertising.com)> }  
 Cc: } → A  
 Subject: Thank you – Assistant Account Executive Interview }

Dear Ms. Holmes → B

I'm just writing to thank you for taking the time to interview me today. It was most enjoyable to speak with you about the Assistant Account Executive position at ABC Advertising. You gave me quite a bit of insight about your organization and were very courteous and professional. I particularly liked the way you made me feel comfortable from the start. → C

As we discussed, my five years of experience as an Assistant Account Executive make me an excellent choice for the position we talked about. The creative approach to account management that you described confirmed my desire to work with you. In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness, and the ability to encourage others to work cooperatively with the department. I would really welcome an opportunity to return for the next round of interviews. Please feel free to contact me at the number and e-mail address provided below.

I look forward to hearing from you. → D

Yours sincerely → E

Mary Smith

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Mary Smith  
 104 Orchard Drive,  
 Hastings, CA 12356  
 Cell: 555-555-5555  
 Email: mary.smith@gmail.com } → F

## ★ Business Email Etiquette Tips

## Reading/ Writing B

Read the following text and fill in each gap using one of the words in the box.

sign-off/ Salutation/ Typos/ spammer/ clutter/ caps/ register/ Opening/ Subject: field/  
Cc: feature/ attached/ Conclusion

## 1. Level of Formality:

The ..... of an email (how formal or informal it is) depends on the type of message you are writing and who you are writing to. If you are writing your business email to your client for the first time, the message would probably be more formal than an email to a colleague.

2. Attachments: "Please find ..... the new price list." "Attached you'll find the new price list." Never send large attachments without warning, on weekends or after business hours when the recipient may not be there to keep their inbox clear. Business courtesy dictates you must ask the recipient first if it is O.K. to send a large file.
3. .... sentence: This is used to explain why you are writing. "I'm writing to inform you of our price increases for the next quarter." "Thank you for your order of April 5." "I'm writing to enquire about the new price list."
4. Closing phrase: Never forget to include a closing phrase at the end of the message. If the salutation is formal, the business email ..... should be formal. Such phrases as "Regards"/ "Best wishes"/ "Kind (or Best) regards" are most commonly used close, good for both formal and informal emails. "Yours sincerely" is very formal and rarely used in email messages. "Best"/ "All the best" / "Take care" for friendly, informal close.
5. Signature files: Limit your signature to your name, position, company, phone number, email address, and Web site address including the http://.
6. Don't overuse the ..... This can ..... the Inboxes of those you've contacted and expose their email addresses to each other which might cause a privacy infringement problem.
7. The ..... is the window into your email message and can determine whether your email will be opened. Be sure to have a short Subject that indicates clearly what the topic of the email is. ...., all ..... or all small case can lead to the impression you may be .....\*\*.  
\*\*someone who sends unwanted email (often in bulk)
8. ....: This is where you tell your recipient what kind of response, if any, you expect. E.g.: I look forward to hearing from you/ to your reply. Do not hesitate to contact us if you need any assistance.
9. ....: How do you address your new contacts? I would suggest initially that you assume the highest level of courtesy: Dear Ms. McNab, Dr. Holms, etc. Until your new contact states, "call me Jane" or "you can call me John".

- You, Pat Monroe, need to write a formal email for the first time to arrange an appointment with a prospective customer, Jane Jones, whose family owns a chain of health food retail stores in London. Look at the email below. What's wrong with this email? Find at least six things that make it so informal.

Hi Jane

I'm Pat Monroe, a distributor of health and natural food products and I'm writing to set up a business get-together from you.

I'm coming over to your city next week & wondering if you've got time for our meeting. I've got a bit of info about an exciting, new range of health and natural food products which you can sell at your store. :-)

Can we meet to talk about it pls?

Bye  
Pat

### Reading/Writing C

Now complete the following formal email. Be careful of the register!

Dear .....

I am writing to ..... a business meeting. I am Pat Monroe ..... Health International, a world-wide distributor of health and natural food products and we supply high-quality natural health products to ..... stores in over 100 countries.

This is to ..... to your notice that we are now offering an exciting, new range of health and natural food products which you can ..... at your store. I can assure you that we will ..... excellent quality products at the best possible price. If possible, I would like to ..... an appointment to discuss the above sometime next week. If not, I would be grateful if you ..... indicate a suitable time to meet.

I look forward to ..... from you soon.

..... regards  
Pat Monroe

 Writing

You are Jane Jones, one of the directors of Ambrosia Natural Foods in London. Write briefly your formal response email to Pat Monroe from Health International, agreeing to the appointment. You are available on Tuesday next week at 10:00 am at your office.

➤ Useful phrases

● In case you need to cancel an appointment, here are some useful phrases:

(formal) Unfortunately, due to some unforeseen business, I will be unable to keep our appointment for Tuesday morning. Would it be possible to arrange another time later in the week?

(neutral) I'm afraid that I have to cancel our meeting on Tuesday, as something unexpected has come up. Would you be free to meet later next week?

● Attaching files

I'm sending you the new price list as an attachment.

Please find the requested information attached. We hope you find this satisfactory.

I'm afraid you forgot to attach the file.

I'm afraid I can't open the file. Could you send it again in ... format, please?

● Opening sentence

I'm (just) writing to arrange/ clarify/ complain about/ confirm/ inform you/ follow up on/ let you know/ reply to/ request/ tell you/ thank you/ update you •••

I'm writing with regard to your request, dated 10th of August, 2015.

● Making arrangements

Please be advised that I have sent your requested manual to your attention today via Federal Express, due to arrive in your office on Monday, August 18, 2015.

 Listening

Listen and fill in the blanks.

● Some don'ts:

1. Don't type your message in ALL ..... LETTERS - this is considered shouting according to email etiquette rules. Besides, the ALL CAPS text is difficult to read.
2. Don't type your email in all small ..... either - this gives the perception of a lack of education or laziness.
3. Don't use informal words like "coz", "ain't", "gotta", etc. This can make you sound .....
4. Don't use fancy ..... and multiple font colors. A business email is supposed to look formal and restrained.
5. Don't use ..... backgrounds; they will make your message harder to read.
6. Don't use too many embedded images in your message; otherwise some ..... filters may regard your email as spam.
7. Don't use ....., like :-).

● Some do's:

1. Always include a salutation and sign off with every e-mail. .... includes that you make the effort to communicate as an educated adult. Type in full sentences with proper sentence structure. Proper capitalization and punctuation are a must!
2. Spell the name of the ..... correctly.
3. Check your email before sending to see if you wanted to send an ..... but forgot to include it. Ask for permission before sending huge attachments.

4. Do your best to ..... to your business communications as quickly as possible.
5. Make sure the Subject field is not empty. The subject ..... should reflect the main idea of the message.
6. Make sure the address or addresses in the To: field are those you wish to send your message to.
7. Spell-check your message before sending: a message with ..... can be treated as unserious or even be ignored.
8. Before ..... Send, reread your email to make sure it is not emotionally charged or impolite.
9. Use ..... software and update it on a regular basis to avoid the risk of sending viruses via your corporate email account.

**Match each definition (A – O) with today's vocabulary word (1 – 15)**

**DEFINITIONS**

- A. the style of language, grammar, and words used for particular situations
- B. possible
- C. to explain or describe something clearly and exactly
- D. the ability to understand what something is really like
- E. protecting against viruses that attack the body, computer, etc.
- F. possible to approach, enter, or use
- G. many
- H. having knowledge of and involvement in something
- I. to fill something in an untidy or badly organized way
- J. to be or go before something or someone in time or space
- K. emails that are sent to people who do not want them, especially advertisements
- L. an image made up of symbols such as punctuation marks, used in emails to express a particular emotion
- M. an object or machine that has been invented to fulfill a particular purpose
- N. polite behavior, or a polite action
- O. happening immediately, without any delay

- 1. specify (v)
- 2. antiviral
- 3. clutter (v)
- 4. multiple
- 5. precede (v)
- 6. emoticon
- 7. spam
- 8. instantaneous
- 9. device
- 10. insight
- 11. courtesy
- 12. in the loop
- 13. register
- 14. prospective
- 15. accessible

**Fill in the blanks.**

1. He said we should meet but didn't s\_\_\_\_\_y a time.
2. People chatting at a party will usually be talking in an informal r\_\_\_\_\_r.
3. There were offers from several p\_\_\_\_\_tive buyers.
4. Is Congress fully in the loop on issues of national security?
5. The island is a\_\_\_\_\_ible only by ferry.
6. The book provides a fascinating i\_\_\_\_\_t into the world of art.