GBS Day12+13+14

Reading/ Writing A
In an email, the <u>body</u>, which is the full email message, is always <u>preceded</u> by <u>header</u> 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 <u>recipient(s)</u>
 ・ *Cc* : stands for "<u>carbon</u> copy." Anyone listed in the Cc field of a message receives a copy of that message when you send it.
 ・ *Bcc* : stands for "<u>blind</u> carbon copy." This is similar to the Cc feature, except that Bcc recipients are <u>invisible</u> 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 <u>specify</u> at least one recipient in the "To:" field. If you don't, an <u>error</u> 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. True
2. Using the Cc: field is a great way to inform others who are not directly involved. True

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

Business Email Etiquette Tips

1.   Level of Formality:

   The <u>register </u>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 <u>attached</u> 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.   <u>Opening</u> 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 <u>sign-off</u> 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 Website address including the http://.

6. Don't overuse the Cc: feature. This can clutter the Inboxes of those you've contacted and expose their email addresses to each other which might cause a privacy infringement problem.

7. The Subject: field 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. Typos, all caps or all small case can lead to the impression you may be spammer**.

    **someone who sends unwanted email (often in bulk)

8. Conclusion: 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. Salutation: 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.

Answer key:
1. It starts with an informal salutation (Hi).
2. It an informal close (Bye).
3. It has an emoticon :-).
4. Two abbreviations (& and pls).
5. It contains some colloquial phrases (set up/ get-together/ coming over to/ have got/ a bit of info/ talk about).
6. Some words are omitted (I was wondering).

Reading/Writing C
Answer key:
   Dear Ms. Jones
      I am writing to request a business meeting. I am Pat Monroe from Health International, a world-wide distributor of health and natural food products and we supply high-quality natural health products to retail stores in over 100 countries.
      This is to bring to your notice that we are now offering an exciting, new range of health and natural food products which you can sell at your store. I can assure you that we will provide excellent quality products at the best possible price. If possible, I would like to arrange an appointment to discuss the above sometime next week. If not, I would be grateful if you could indicate a suitable time to meet.
      I look forward to hearing from you soon.
      Best regards
      Pat Monroe

Listening
Answer key:
● **Some don'ts:**

1. Don't type your message in ALL CAPITAL 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 case 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 uneducated.
4. Don't use fancy fonts and multiple font colors. A business email is supposed to look formal and restrained.
5. Don't use patterned backgrounds; they will make your message harder to read.
6. Don't use too many embedded images in your message; otherwise some spam filters may regard your email as spam.
7. Don't use emoticons, like :-)

- **Some do's:**

1. Always include a salutation and sign off with every e-mail. Courtesy 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 recipient correctly.
3. Check your email before sending to see if you wanted to send an attachment but forgot to include it. Ask for permission before sending huge attachments.
4. Do your best to respond to your business communications as quickly as possible.
5. Make sure the Subject field in not empty. The subject line 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 typos can be treated as unserious or even be ignored.
8. Before clicking Send, reread your email to make sure it is not emotionally charged or impolite.
9. Use antiviral 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
Answer Key:
A-13; B-14; C-1; D-10; E-2; F-15; G-4; H-12; I-3; J-5; K-7; L-6; M-9; N-11; O-8

Fill in the blanks.
Answer Key: 1. specify 2. register 3. prospective   4. in the loop   5. accessible   6. insight