

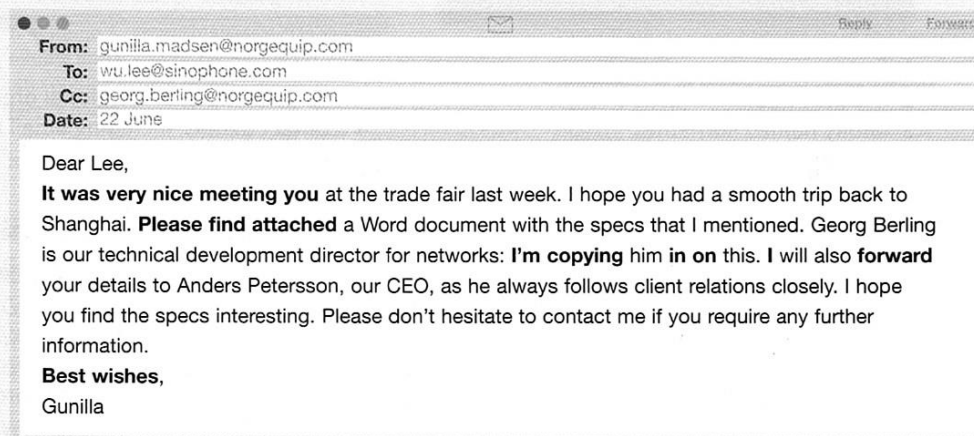
## Business communication 2: email

### A Email

Most email programs on computers have **icons** with abbreviations like these:

- **inbox** contains email waiting for you to read
- **subject** – what the email is about
- **cc** – copy this email to ...
- **bcc** – blind copy this email to ... (so that the other people you're sending the email to don't know you're sending this copy)
- **fwd** allows you to **forward** an email – to send an email you have received to someone else
- **delete** allows you to get rid of an email you don't want to keep
- **reply** allows you to send an answer back to the person who sent the email
- **reply to all** allows you to send the answer to the person who sent the email, plus all those who received copies of it
- **attach** allows you to send an **attachment** – a document that you **attach to** and send with an email
- **contact information** can be inserted automatically at the end of an email with your **contact details** – name, phone number, etc.
- the **address book** allows you to store the **email addresses** of people that you write to

### B Email expressions



### C Beginnings and endings

It's important to use the right degree of **formality** – seriousness – and **deference**

The following beginnings range from formal to informal: \_\_\_\_\_ (used when you don't know the person's name), **Dear Ms** Caxton, **Dear** Zoe and **Hi** Zoe.

The following endings range from formal to informal and are used mainly in emails and faxes: **Best regards**, **Regards**, **Best wishes**, **All the best**, **Best**.

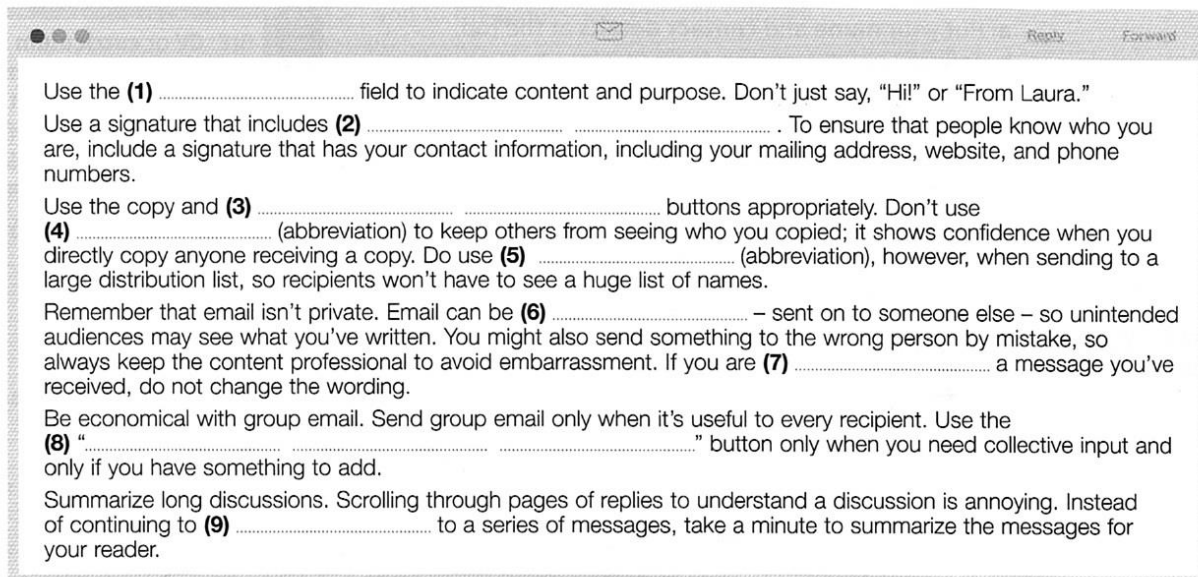
**Yours sincerely** (AmE **Sincerely**) is \_\_\_\_\_ formal and **Yours** is the least formal ending.

**NOTE:** Nowadays, in an email, if you don't know the name of the person you wish to write to, you can write to the company itself (Dear XYZ Company) or the title (Dear Human Resource Manager). If you are interested in getting a job at a company, then TRY to find a name, OR then the title (you can often find out such things in the "about" in the website).

With that, you use normally Regards, or Best Regards. Yours sincerely (or in AE Sincerely) if you want it formal.

## Exercises

- 1 Complete these tips on using email with appropriate forms of expressions from A . (Some items are abbreviations and other items are full forms. You can use some items more than once.)



Use the (1) ..... field to indicate content and purpose. Don't just say, "Hi!" or "From Laura."

Use a signature that includes (2) ..... To ensure that people know who you are, include a signature that has your contact information, including your mailing address, website, and phone numbers.

Use the copy and (3) ..... buttons appropriately. Don't use (4) ..... (abbreviation) to keep others from seeing who you copied; it shows confidence when you directly copy anyone receiving a copy. Do use (5) ..... (abbreviation), however, when sending to a large distribution list, so recipients won't have to see a huge list of names.

Remember that email isn't private. Email can be (6) ..... – sent on to someone else – so unintended audiences may see what you've written. You might also send something to the wrong person by mistake, so always keep the content professional to avoid embarrassment. If you are (7) ..... a message you've received, do not change the wording.

Be economical with group email. Send group email only when it's useful to every recipient. Use the (8) "....." button only when you need collective input and only if you have something to add.

Summarize long discussions. Scrolling through pages of replies to understand a discussion is annoying. Instead of continuing to (9) ..... to a series of messages, take a minute to summarize the messages for your reader.

- 2 You are Wu Lee. Reply to the email in B using the same expressions.

- Open suitably.
- Say it was good to meet Gunilla too.
- You are attaching some information about your company, Sinophone.
- You are informing your colleague Lin Weng, purchasing manager, about the meeting by sending him a copy of the email at the same time.
- You will send Gunilla's details to another colleague in another email, Shu Bao: finance director.
- End suitably.

- 3 Which expressions from C would you use to begin and end each of these emails?

- 1 You are writing as informally as possible to a friend (Jim) you know very well.
- 2 You are writing to a company where you would like to work, but you don't know the name of the person who will read your email.
- 3 You are writing to a woman whose family name you know (Preston) but not her first name; you want to end relatively formally.
- 4 You are writing to someone you know vaguely (Mike); you want to end with an average level of formality.
- 5 You are writing to a man (Brian Collins) in your organization who is much more senior than you, and whom you have never met.
- 6 You are writing to a woman whose name you don't know; end suitably.

### Over to you

- Does email save time – or does it just make more work?
- Should company employees be allowed to send and receive personal emails at work, and surf the internet?