UNIT 16   WRITING BUSINESS E-MAILS

Structure

16.0   Objectives

16.1   Warm Up

16.2   Reading

16.3   Listening Comprehension

16.4   Writing Business Email: Dos and Don'ts

16.5   Common Trends in E-Communication

16.6   Email Acronyms and Abbreviations

16.7   Writing

16.8   Language Focus

16.9   Let Us Sum Up

16.10 Answers

16.0   OBJECTIVES

In this Unit you will learn about:

- different kinds of web tools used today

- different types of e-correspondence and their advantages

- basics of email: login- logout- compose etc

- writing business emails -how to write simple, direct and relevant mails

- common trends in e-communication

- email vocabulary

16.1   WARM UP

Take a look at this quote. What does it say about today's communication?

> *"The Internet is becoming the town square for the global village of tomorrow."*
>
> Bill Gates

Town square is a place in the middle of a town or village where people can come and meet just to talk or discuss. Do various social media sites like Facebook or Instagram act in the same way as a town square? How?

Do you use Internet? Make a list of at least 6 ways in which you use Internet to communicate.

16.2   READING

16.2.1 Correspondence

Correspondence or communication with others has changed drastically over the last few years because of the spread of Internet facility. In India around 481 million people or 35% of the total population were using Internet by December 2017. This was an increase of 11.34% in the number compared to December 2016. Correspondence through email is one of the many ways to communicate on Internet. In this Block you will look at – commonly used email service providers, and other forms of communication made possible because of Internet.

16.2.2 Types of correspondence

The nature of correspondence is directly related to the sender's intention. When one converses with friends and relations, the correspondence is informal or **personal**. On the other hand, when one talks for the purpose of official work or business, the correspondence is formal and **professional**.

Communication using electronic mediums is known as E-Communication/ Electronic Communication/ E-Correspondence. In this unit we will be looking at e-correspondence for professional purposes. Correspondence is very important for business / professional purpose. Hundreds of messages flow in and out of an organization on a daily basis. Some of the common types of correspondence in professional world are – Internal, External, Routine, Sales, Personalized and Circulars. Each of these can be communicated through different mediums.

Electronic: email, sms, fax, voicemail, web-conferencing etc.

16.2.3 E-correspondence

Check Your Progress 1

Here is a text on e-correspondence that has some important words missing. Can you think of them and insert them? If you need help you may look at the box at the end of the text. After you have filled in the gaps, check your answers with the Key. Then read through the completed passage again.

Electronic correspondence (e-correspondence) involves usage of communication .... to perform the task of communication. The digital world has its own .... and as a user of this communication tool, it is important to become familiar with this language and its abbreviations. For example, every second, millions of messages are .... from one place to another through communication /telephone networks formed by satellite links. This network is called .... It connects one computer with several others .... The Internet users are connected with each other through .... (www) where the websites around the globe are interlinked with each other. This means that the information stored on one address or site can be accessed by a thousand others across the network .... with the web. In order to .... or 'browse' things available on the sites, one needs to have a web browser or internet explorer software.

| Internet | language | technology | view | World Wide Web |
| transmitted | linked | worldwide | | |

Have you heard of these acronyms / abbreviations/ short forms? If so write down the full form next to them. Now read the text to find out what exactly they mean?

LAN

WAN

SMS

Email

The Internet networking used for limited area, say within a building, is called Local Area Network (LAN). However, if the messages are to be routed outside the workstations, the networking to be used is Wide Area Network (WAN).

The latest devices of communication technology that have brought significant changes in the way messages are written, sent, received, stored and disseminated are email, web conferencing, voicemail, telex, fax, short message service (SMS), electronic mail, and more recent additions are social networking sites such as Facebook, Twitter, MySpace etc.

Check Your Progress 2

There are some more important abbreviations, which are commonly used when using Internet for correspondence. Match the abbreviation with the full-form given below.

S.No.	Abbreviation	Full Form
1)	Com	Portable Document Format: a type of a computer file that contains words etc, and can be sent on the Internet. It can then be opened on any computer
2)	Jpg	educational institute- often used in email or website addresses of educational institutions
3)	b-to-b	Consumer-to-Business: any activity in which a customer uses Internet to deal with a company
4)	edu	Business to business and is used to describe any business activity wherein the companies use Internet to deal/trade with each other
5)	pdf	last part of the name of a file that contains a photograph
6)	C2B	Commercial organization and is found as part of website or email addresses of companies

In column 1, some advantages of e-correspondence are given. Match column I with the correct explanation or information given in Colum II.

S.No.	Column 1: Advantages of e-correspondence	Column II: Explanation or information
1)	Ease in drafting and editing	new devices of storing data have led to enormous space saving
2)	Reduced incidence of error	information can be passed on at a rapid speed saving valuable time
3)	Instant transfer	handling and using information has become affordable
4)	Large storage space	the entire process of exchanging messages has become very creative
5)	Cost-effective	the chances of error are minimized due to automation and the output is accurate
6)	Interesting	Ready-made templates and formats are available, composing and editing has become easy and effortless

16.3   LISTENING COMPREHENSION

Listen to the audio on electronic mails carefully and then attempt the activity given below. You may listen to the audio more than once.

Check Your Progress 4

Based on your listening of the tape, fill the blanks with the correct word in order to learn about important features of email.

1) Emails are quite .... from other forms of messages such as letters.

2) Letters delivered by the postman are also called ....

3) Emails can be accessed from any location such as .... and ....

4) Yahoo and Rediffmail are ....

5) The sign @ stands for ....

6) Incomplete emails or emails that are typed much before sending them are automatically saved in the '.........................' folder.

7) .... or .... refers to those messages that are unwanted or advertise things.

8) Messages that the user wants to delete go to the '......................' folder.

9) While a message is being sent it goes into ....

10) If a user wants to send a copy of an email to someone other than the main receiver, the email address can be typed in '..................,' which means Carbon copy.

11) If a message has to be sent to multiple number of people and the user wants to hide the identity of others to whom the message has been sent; then those specific addresses are typed in '.................' or ....

Step-by-step procedure to send an E-mail message

1) Log in- connect with the service provider or network using user name and password.

2) Compose mail: click new message or compose mail option

3) Add recipient: add the email address of the recipient in the header TO. If there is more than one receiver, you can add them in CC and BCC options.
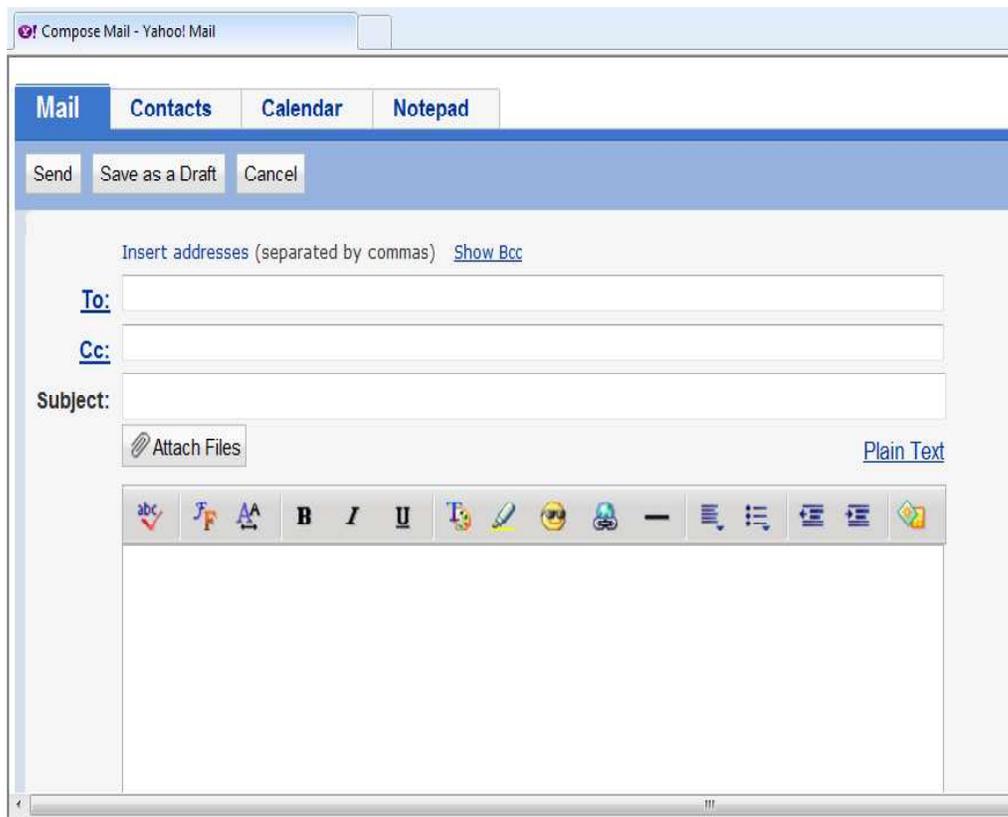

Compose Mail Box

4) Add Subject: add the subject of the mail

5) Attach files: attach the important files, if any, to be sent along with the message. These can range from image, text, audio to video files.

6) Draft message: write the message in the blank space provided for the same. Content can be of any length and can be personalized with the help of options given, usually above the space.

7) Send: once the mail is drafted, it can be sent to the receiver by clicking on the send option or can be saved in draft folder to be sent later.

8) Sign out: once the mail is sent, you can close your mailbox by signing out.

Remember: In the 'Drafts folder', incomplete or future messages can be stored. 'Sent messages' folder contains the history of mails sent by you. 'Trash' is the folder where all the useless or deleted mails are stored. 'Address book' is meant for recording and maintaining the contacts and their email addresses. If the user wants to reply to a message, then clicking on 'Reply' can do it. If the user wants to respond to all the people who have been Cced or Carbon copied to, the 'Reply All' is used.

Step-by-step procedure to read an email message

1) Log in: connect with the service provider or network using user name and password and reach your home page.
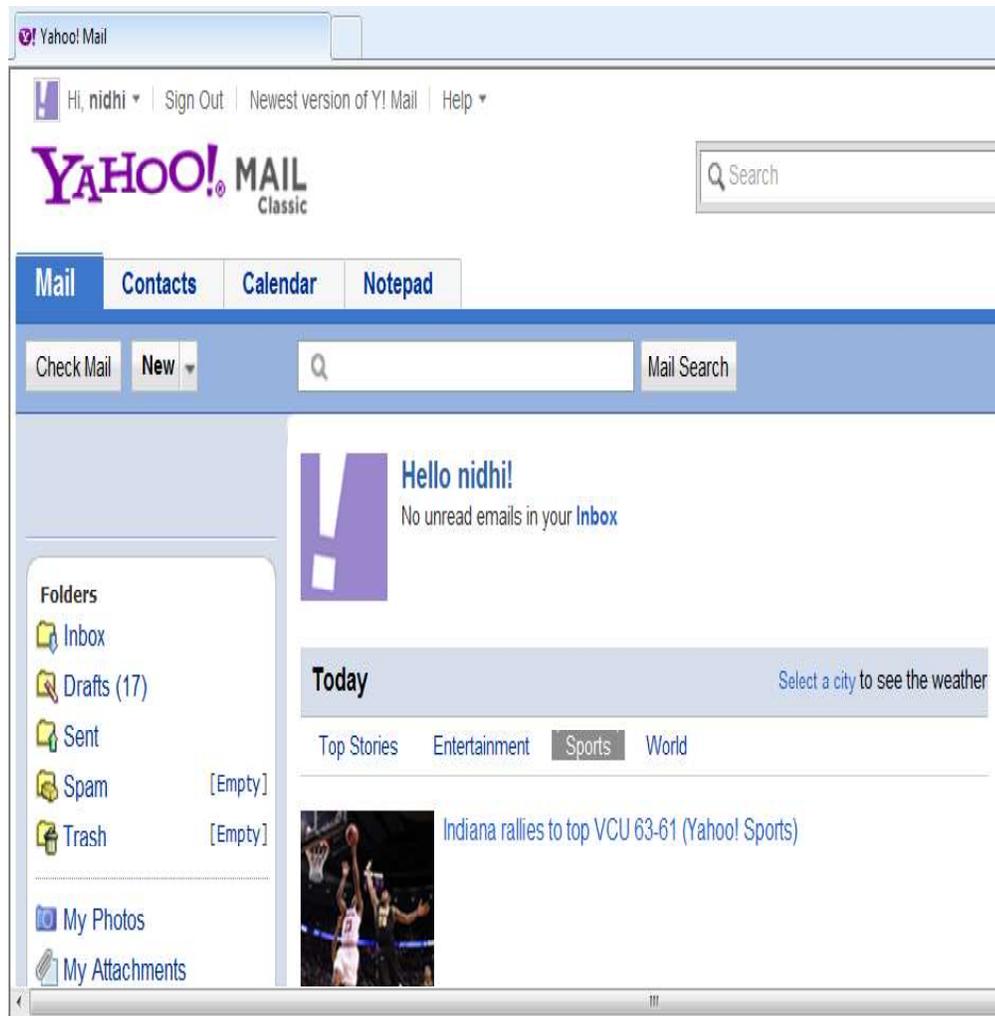
2) Go to Inbox: on reaching your home page, click on the inbox folder where all the received mails are stored.

3) View mail: inside the Inbox, you can find all the mails received along with names of the sender, subject of the mail and the date.

4) Open mail: click on chosen mail to open and read it.

5) Reply or forward: you can reply to any mail by choosing the reply option given on top. That mail can also be forwarded further to one or many interested people.

6) Delete mail: unwanted mails can be deleted by selecting them through the checkbox given before them and clicking delete option.

7) Sign out: once the mail is sent, you can close your mailbox by signing out.
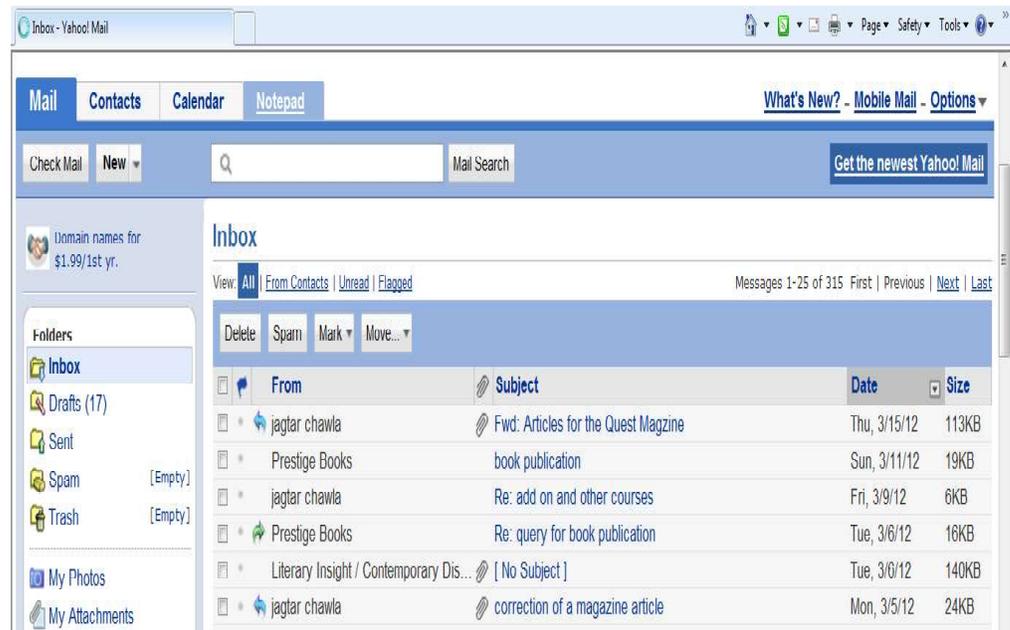
Check Your Progress 5

Imagine that one of your friends has recently opened an email account but is still not sure about writing an email. Based on the steps provided above, explain the process to him/her.

....

....

....

16.4 WRITING BUSINESS EMAILS: DOS AND DON'TS

In today's time, email has become one of the most important ways of

In 1960s, Email was called computer-based-messaging-system (CBMS). It was in 1974 that the trademark of 'Electronic Mail' was first registered.
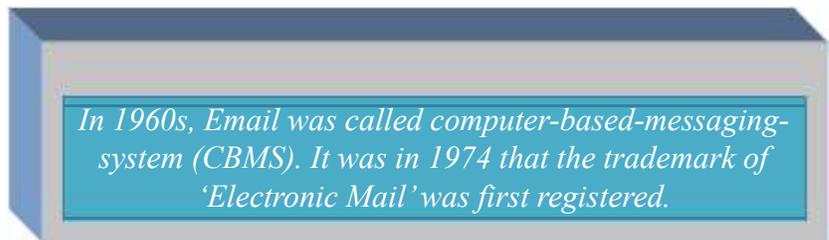
communicating in the world of business. It is one of the most convenient ways of relaying information, keeping track, following-up and transferring huge amount of data in an economical way. With business organizations, government institutes and education sector becoming more and more hi-tech, emails are increasingly used to transfer data, memos, tutorials and other useful information to all the stakeholders.

While one can write an email in an informal way to family and friends, this is not a good practice in business communication. In business communication, we

refrain from using some of the informal ways of writing like adding emoticon (a list of popular emoticon is given later in the unit), short forms or sms language like 'brb, lol, b4' etc.

Though email messages permit flexibility and informality, it has been generally recognized that a minimum level of standard should be followed while drafting emails. Email writing should follow the approach similar to other forms of correspondence where effectiveness is given primary importance. Like other modes, email should be attention grabbing and persuasive. Therefore, you should-
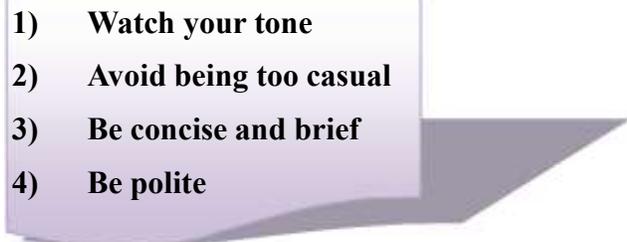
1) **Watch your tone**

2) **Avoid being too casual**

3) **Be concise and brief**

4) **Be polite**

There are some protocols that are observed in business communication. Let's take a look at them below.

Important Tips

1) Start with a salutation

Begin your email by addressing the person to whom you are writing. For example, messages should begin with

- For addressing someone you do not know well or a superior

  Dear Sir/Madam, Dear Mr Mehta, or ***Dear Professor Smith,***

- ***It is wrong to write Mr/Ms/Dr before the first name only. These are written either before a full name or the last/family name***

- For addressing someone with whom you have a working relationship

  Dear Jai, or ***Dear Heena, that is name followed by a comma.***

- For addressing someone you know well

  Hi Arun, *Hello Arun* or just the name followed by a comma *Arun,*

2) Write in short paragraphs

- K.I.S.S. – Keep it short and simple is a good rule to remember

- Get straight to the point and use short sentences

- Divide your email into two to four short paragraphs, each one dealing with a single idea

- Bullet-points can be used for extra clarity, especially if you are listing several questions for the recipient to answer/suggesting a number of alternative options/explaining the steps that you will be carrying out

- Put a double line break, rather than an indent (tab), between paragraphs

- Use correct punctuation and avoid repetition

3) **Stick to one topic**

If you need to write to someone about several different issues, write separate mails for each of them. For example, if you are giving your boss an update on Project X, asking him for a review meeting to discuss a pay raise, and telling him that you have a doctor's appointment on Friday, then do not put them all in the same email. **It is hard for people to keep track of different email threads and conversations if topics are jumbled up.**

Make sure that in the 'Subject' space, the topic is clearly mentioned. For example: "Request for Meeting on …." Or "Follow-up on the Decision taken on ….." etc.

4) **Use capitals appropriately**

Emails should preferably follow the same rules of punctuation as other written correspondence. Capitals are often misused. In particular, you should:

- Never write a whole sentence of an email in capitals

- Always capitalize "I" and the first letter of proper noun

- Capitalize acronyms *(USA, BBC, UNESCO)*

- Always start sentences with a capital letter

5) **Sign off the email**

While writing an email, it is essential to close it appropriately.

- For very formal emails such as job application, use *Yours sincerely* and *Yours faithfully.*

- Use *Best regards* or *Kind regards,* in semi formal and most other situations.

- When writing to people you know well, it is polite to sign off with something such as "All the best," "Take care," or "Have a nice day," before typing your name.

- "Thanking you" is wrong use of English language. If needed, simply type "Thank You."

- Do include your name, email address, telephone number and postal address, where appropriate. It makes it easy for your correspondents to find your contact details.

- The postal address should be that of the company.

- Include the web link of your company.

6) **Use correct grammar**

Always check the grammar, spellings, punctuation and language before sending the email.

Check Your Progress 6

Compare the following two job applications. The content of the emails are identical – but whom would you give the job to?

i've attached my resume i would be grateful if you could read it and get back to me at your earliest convenience. i have all the experience you are looking for – i've worked in a customer-facing environment for three years, i am competent with ms office and i enjoy working as part of a team. thanks for your time

Or

Dear Sir/Madam,

I've attached my resume. I would be grateful if you could read it and get back to me at your earliest convenience. I have all the experience you are looking for:

- I've worked in a customer-facing environment for three years

- I am competent with MS office

- I enjoy working as part of a team

Thank you for your time.

Yours faithfully,

Kiran Gujral

16.5 COMMON TRENDS IN E-COMMUNICATION

There are more than one ways to exchange information in business. Email is simply one of them. One of the fastest growing mediums of communicating is through a well-known application- Whatsapp. Most of us are used to sending Whatsapp for personal use. However, when using Whatsapp for professional use, there are some good practices that must be followed.

1)   Always use professional language on Whatsapp.

2)   Avoid using unnecessary short forms like 'b4' or '2moro'. It does not take long to type 'before' or 'tomorrow'.

3)   You may use short forms like 'asap' or 'pfa' as these are acceptable in the business world.

4)   Do not send unprofessional messages like 'good morning' or jokes or messages unrelated to business either to individuals or in business group.

5)   If possible avoid sending messages after working hours. Respect other people's time as well as yours.

6)   Instead of sending one long message on Whatsapp, number them and keep to the point.

7)   If sending a message in a group, when possible mention the name of the person for whom the message is important.

8)   Be respectful in your language.

9)   Ensure that your name is clearly visible as a sender rather than have nicknames.

10)   Avoid exchanging personal messages.

16.6 EMAIL ACRONYMS AND ABBREVIATIONS

It is fun and exciting to communicate using various social media. There are so many platforms to choose from. Snapchat, Instagram, Blogs, Facebook etc are just a few popular ones. These can also be used for advertising business as well as personal communication. On these platforms acronyms and emoticons can be used but excessive use of these is not appropriate.

Let's look at some common acronyms and emoticons below:

ASAP	As Soon As Possible	LOL	Laughing out loud
BTW	**By the way**	**ROFL**	**Rolling on the Floor Laughing**
BRB	**Be right back**	**TIC**	**Tongue in cheek**
IOW	**In other words**	**SYS**	**See you soon**
TC	**Take care**	**IAE**	**In any event**
TTYL	**Talk to you later**	**<g>**	**Grinning**
PLZ	**Please**	**ASL**	**Age, sex, location**
NP	**No problem**	**THX**	**Thanks**

Emoticons

:-)	**Smiling**	:- 1	**Indifferent**
:- (	**Sad**	;-)	**Winking**
;- (	**Crying**	;- D	**Laughing**
:- \	**Undecided**	:- o	**Surprised**
:- @	**Screaming**	8-)	**Wearing sunglasses**
:-&	**Tongue tied**	:- P	**Tongue hanging out**

16.7 WRITING

Check Your Progress 7

I)   **Fill in the gaps to complete this e mail written by Punit Luthra to a colleague working in their Hyderabad office.**

.... Ahmed

Could you .... the press cuttings of all articles published about our company in your local newspapers in the last six months? I .... for our annual report.

.... in by the last week of this month.

....

Punit Luthra

Radiant International
14 Patel Road
New Delhi-110007

Think of a suitable subject line for the above email.

Remember:

> Subject lines of emails appear in the inbox and must indicate clearly, specifically but briefly what the mail is about. Based on that the receiver will decide whether to open the mail immediately or put it off to a later time.

Check your answer with the Key.

II) Imagine that you are Ahmed. Write an e mail to Punit in response to his request for information. Don't forget to write a suitable subject line for the email.

III) You are Kashish Kaur. You have an important visitor coming to your company on Tuesday 6th August. You would like your assistant Amit to take care of him. Write an email to your assistant asking him/her to:

• receive the visitor at the airport – *mention date and time*

• take him to the hotel and then bring him to your office

IV) Your company is organizing a conference on New Age IT Solutions. Write an email to an expert inviting him /her to be one of the speakers.

> *When you have completed the tasks mentioned above, you must note the degree of formality/informality used. This is an extremely important part of business communication.*
>
> *In the first set of 2 mails, Punit and Ahmed are colleagues of similar rank and do not need to be formal in their mails.*
>
> *In the next email, Kashish Kaur is the boss, writing to her Assistant Amit.*
>
> *In the last mail you are writing to an expert, presumably a senior person outside your company and you need to be very formal.*

16.8 LANGUAGE FOCUS

Check Your Progress 8

I) **Here are some language structures commonly used in email writing. Unfortunately the sentences have got jumbled. Sort them out by putting the words in the right order.**

1) order would I place like to an for

2) I writing to you am know let

3) you phone for your call this morning thank

4) are in some of by the we computer softwares web interested advertised you on the.

5) you week send could us the information by the end please of the?

6) are for the we inconvenience sorry caused.

7) would if tomorrow you could I confirm my bookings appreciate by.

8) forward looking visit to your

9) reply I look to your forward.

10) know please let the goods by when can us you send us.

II) Find and correct the mistake in each sentence

1) Please reply this message to confirm that it has been received.

2) I don't like receiving trash messages.

3) They haven't received of your emails.

4) I've thrown my email by mistake.

5) I will email you the files. I know your email name.

16.9 LET US SUM UP

In this unit you learnt about the different kinds of web tools used in the current times for communication. In particular, you learnt about different types of e-correspondence and their advantages. The unit also detailed the steps for opening an email account along with steps for drafting and reading emails. You also learnt about the rules for writing direct and effective business emails.

16.10 ANSWER

Check Your Progress 1

Electronic correspondence (e-correspondence) involves usage of communication **technology** to perform the task of communication.

The digital world has its own **language** and as a user of this communication tool, it is important to become familiar with this language and its abbreviations. For example, every second, millions of messages are **transmitted** from one place to another through communication /telephone network formed by satellite links. This network is called the **Internet**. It connects one computer with several others **worldwide**. The Internet users are connected with each other through the **World Wide Web** (www) where the websites around the globe are interlinked with each other. This means that the information stored on one address or site can be accessed by a thousand others across the network **linked** with the web. In order to **view** or 'browse' things available on the sites, one needs to have a web browser or internet explorer software.

Check Your Progress 2

S.No.	Abbreviation	Full Form
1)	**com**	Commercial organization and is found as part of website or email addresses of companies
2)	**Jpg**	last part of the name of a file that contains a photograph

3)	**b-to-b**	Business to business and is used to describe any business activity wherein the companies use Internet to deal/trade with each other
4)	**edu**	educational institute- often used in email or website addresses of educational institutions
5)	**pdf**	Portable Document Format: a type of a computer file that contains words etc, and can be sent on the Internet. It can then be opened on any computer
6)	**C2B**	Consumer-to-Business: any activity in which a customer uses Internet to deal with a company

Check Your Progress 3

S.No.	Column 1: Advantages of e-correspondence	Column II: Explanation or reasons
1)	**Ease in drafting and editing**	Readymade templates and formats available, composing and editing has become easy and effortless
2)	**Reduced incidence of error**	the chances of error are minimized due to automation and the output is accurate
3)	**Instant transfer**	information can be passed on at rapid speed saving valuable time
4)	**Large storage space**	new devices of storing data have led to enormous space saving
5)	**Cost-effective**	handling and using information has become affordable
6)	**Interesting**	the entire process of exchanging messages has become very creative

Audio text on Electronic Mails for 16.3

Electronic mail is very different from letters and other forms of messages that were sent through the means of a postman. The technology of the two is very different. Messages sent through a postman are now known as 'snail mail'. Can you think of a reason why it is known as 'snail mail'?

Electronic mail or email is a method of exchanging digital messages from a sender to one or more recipients. Email system operates through the Internet network. One needs to open an email account with any of the service providers such as Google, Rediffmail, Yahoo, Hotmail etc. Those who operate these accounts are called *users*. Users can access their accounts from any location–home, office, cyber-café, market etc. Once the account is opened, the users get a mailbox address containing their chosen identification code along with the name of the service provider or organization.

For example, xyz@yahoo.com or abc@gmail.com

Here 'xyz' and 'abc' are the user chosen codes. Yahoo.com and gmail.com are the service providers. Both the names are separated by 'at the rate of' sign (@), which indicates that the user is 'located at' the particular mailbox of that particular service provider.

The user can access the account anytime by 'logging in' to their email account, which is protected by password. The user also generates this password herself or himself. These passwords serve as the key to unlock the mailbox. Some of the common passwords are – 123456789, qwerty123, user's date of birth or anniversary etc. However, these are also known as weak passwords as other people can 'hack' an account easily.

Each email system uses a fixed structure, generally with basic options of 'Inbox', 'Compose', 'Drafts', 'Sent Mail', 'Bin' and 'address book'. Modern systems offer many additional user-friendly features along with these basic ones.

'Inbox' is used to store all the received messages. Clicking on the 'Compose' key opens a small window in which the email is typed out. There are some basic details that have to be filled while sending an email. These details are usually common to all the email service providers. These are 'To,' 'Cc,' 'Bcc,' 'Subject,' and 'Compose email'. Nowadays all service providers have additional functions that users can use while composing an email – attach (files, audio, videos, image), font (size, style, colour), etc.

Check Your Progress 4

1)   different

2)   snail mails

3)   home and office

4)   internet service providers

5)   at the rate of

6)   draft

7)   junk mail or spam

8)   trash

9)   outbox

10) CC

11) Bcc or blind carbon copy

Check Your Progress 6

Based on the email written, the job would most likely be offered to the second candidate because

Explanation:

- The second email has a clear structure

- It uses punctuation marks appropriately

- It has appropriate beginning and sign off

- It uses bullet points to emphasize skills description

I)   A suitable subject line for the above email could be: **Request for Press Cuttings of Last Six Months**

I)

> **Dear** Ahmed
>
> Could you **please send me** the press cuttings of all articles published about our company in your local newspapers in the last six months? I **need them** for our annual report.
>
> **Please send them** in by the last week of this month.
>
> **Regards**
>
> *Punit Luthra*
>
> Radiant International
>
> 14 Patel Road
>
> New Delhi

II)

> Subject: **Press Cuttings to reach you by 28 September**
>
> Dear Punit
>
> Received your email asking for local press cuttings. I will ensure that they reach you by 28 of September. Would it be OK if I couriered them to you?
>
> Regards
>
> Ahmed

III)

> **Subject: Mr Ramgopal's visit on 6 August**
>
> Dear Amit,
>
> Mr Ramgopal is visiting our company on 6 August. Can you please receive him at the airport on 6th morning at 8 am? He is taking the Jet Airways flight from Chennai. Please take him to the Park Plaza at Nehru Place where he is booked and then bring him over to my office by 10 am.
>
> Thanks
>
> Kashish Kaur

IV)

Subject: Invitation as Guest Speaker for New Age I T Solutions from 12-14 September

Dear Mr Banerjee,

I am pleased to let you know that our company is organizing a conference on New Age I T Solutions from 12 to 14 September 20...

We would like to invite you as one of the guest speakers for a session of 2 hrs which will include interaction with participants.

Please let us know if 13 August 11 am would suit you. We will be thankful if you accept our invitation.

We look forward to your confirmation.

Kind Regards

Amita Sood

Network Solutions

124/67 Nehru Place

New Delhi

Check Your Progress 8

I) 1) I would like to place an order for…

2) I am writing to let you know…

3) Thank you for your phone call this morning.

4) We are interested in some of the computer softwares advertised by you on the web.

5) Could you please send us the information by the end of the week?

6) We are sorry for the inconvenience caused.

7) I would appreciate if you could confirm my bookings by tomorrow.

8) Looking forward to your visit.

9) I look forward to your reply.

10) Please let us know by when you can send us the goods.

II) 1) Please reply to the message to confirm that it has been received.

2) I don't like receiving junk messages.

3) They haven't received any of your emails.

4) I've deleted my email by mistake.

5) I will email you the files. I know your email address.

Notes

Notes

BEGLA-136

ENGLISH AT THE WORKPLACE   (BLOCK 1 to 4)

ignou
THE PEOPLE'S
UNIVERSITY