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Email Writing

Unit II

For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

- *Our program will create graduates who:*
 - *1. Will be recognized as a creative and an enterprising team leader.*
 - *2. Will be a flexible, adaptable and an ethical individual.*
 - *3. Will have a holistic approach to problem solving in the dynamic business environment.*

Business Communication & Information Systems

Course Outcomes

- CO1-Given the circumstances, student manager will be able to ascertain the barriers to communication and also propose measures to overcome these barriers.
- CO2 In a given situation, student manager will be able to identify essentials parameters of effective communication and will also be able to justify the same.
- CO3 For given situation student manager should be able to draft Business letter for an organization.
- CO4 Given the circumstances, student manager will be able to draft E-mail to concerned authority/person.
- CO5 Given the circumstances, student manager will be able to gather data and make an informed decision based on it.
- CO6 Student manager will be able to identify & explain modern trends in information system.

E-Mail

- Electronic communication
- Messages are clear and concise
- Typically address one subject only
- Stored in writer's file indefinitely
 - I. E-mail is easy and immediate
 - II. Should not replace formal letters
 - III. You can send a variety of documents via e-mail
- Memos --Video clips
- Correspondence --Soundbites , pictures
- Various tables lists and statistical files

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Read the messages below

- Hello Sir: I waana go to my house. So, I gonna bunk classes for next two days. Give me two days leve, as I have to go out of stetion.
Cheers - Sakshi.....
- HI SIR URGENT MATTER:VERY IMPORTANT. SUFFERING FROM SEVERE STOMACH PAIN. CANNOT COME TO WRITE THE EXAM. GIVE ME REEXAM.GIVE ME AN ESSAY QUESTION PAPER AS HEADEACHE IS ALLOWING ME NOT TO FOCUS ON STUDY.

LOTS OF LUV ARJUN.

Writing Email

- **Email basics**

- Know your audience
- When to use email
- Email security and the workplace
- Tips for effective emails

- **Structure of emails**

- The beginning
- The subject line

- **Language focus**

- Editing emails
- Using tone effectively

Writing Email

- Clear, concise and polite writing is important for successful communications in the workplace. The fundamental writing tips covered are:
 - Short and simple sentences
 - Clear concise language
 - Avoiding unnecessary repetition
 - Strong verbs
 - Using bullet points

When to use email

- Even though email is quick and easy to use, sometimes another form of communication might be more suitable. Think about your message and the purpose it is meant to achieve. If a phone call would be better, don't use email. It would be better to **think of an alternative to email when:**
 - Your message is **personal or confidential**
 - The news you have to give is bad. It is easy to sound unconcerned when you deliver **unpleasant news** by email
 - You are worried that **your message might not be clearly understood**
 - You need an **immediate response**

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- **Language barriers and time difficulties** may also be factors to consider.
- Use the **checklist** to think about whether it would be appropriate to use email in the following situations.
- **Description (Yes /No)**
 1. You need to confirm travel arrangements for a work conference to someplace.
 2. Your friend's mother has sadly passed away.
 3. You need to remind your colleagues of a forthcoming meeting.
 4. You need to inform an employee that their services are no longer needed

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Workplace email policy & security

- You are not allowed to send emails that offend another person. You need to be aware of the legal risks of email. These are
 - If you send emails with any unfounded, defamatory, offensive, racist or obscene remarks, you and your company can be held liable
 - If you forward emails with libelous, defamatory, offensive, racist or obscene remarks, you and your company can be held liable
 - If you unlawfully forward confidential information, you and your company can be held liable

- if you unlawfully forward or copy messages without permission, you and your company can be held liable for copyright infringement
- if you send an attachment that has a virus, you and your company can be held liable.
- Legal requirements
 - Do not forge or attempt to forge email messages.
 - Do not disguise or attempt to hide your identity when sending email.
 - Do not send email messages from someone else's account
 - Do not copy a message or an attachment belonging to another person without the permission of the originator

Rules for writing an email

- **Think** before you write. Plan your message.
- **Use the subject line** to capture your reader's attention.
- **Keep your message short and clear**. Remember that the screen shows only about half of what you see on hard copy.
- If your message is long, give a **summary** at the start.
- **You are accountable for what you write**. Always write your message as if your boss were going to read it.

- Do not send **angry messages**. Take a few minutes to cool down before you start your email.
- Don't type your **message in capitals**. Capitals are considered to be SHOUTING and are rude.
- Respect **common grammar & spelling conventions**. Don't type your entire message in lower case, and run a spell / grammar check over the message.
- Send messages only to people **who need to read them**. Respect other people's time and don't forward junk email to them. Use CC: and BCC: sparingly.
- **Proofread your** message before sending it. You should always reread your message before you send it and correct any mistakes.

Structure of emails- The beginning

- A successful email has a good first paragraph. Why?
 - It tells the reader why you have written the email so they can decide whether to keep reading.
 - It is concise and to the point.
 - It gives the most important information first.
 - If it is a long email, it should give an overview of the entire message, so it holds the reader's attention

Example

- Read through the following email and decide if the beginning is successful.
- Check List
 - **Does this tell you why the sender has written the email so you can decide whether to keep reading?**
 - **Is it concise and to the point?**
 - **Does it give the most important information first**

From: [REDACTED]
Subject: freshman engineering
Date: September 28, 2010 10:47:41 PM PDT
To: Gerald Recktenwald

Vague subject line

Too casual. No capitalization.

hey professor
its me [REDACTED] from your freshman engineering on mondays and wednesday
i apologize that im emailing you pretty late but im not understanding the homework at all
also i obtained Sparkfun inventor's kit from the bookstore

hey professor

its me [REDACTED] from your freshman engineering on mondays and wednesday

i apologize that im emailing you pretty late but im not understanding the homework at all

also i obtained Sparkfun inventor's kit from the bookstore

Too lazy to punctuate.

No capitalization.

Is this a request for help? I can't tell.
Am I supposed to reply and ask this person to clarify? If you want help, ask for it, and BE SPECIFIC.

Structure of emails- Email model

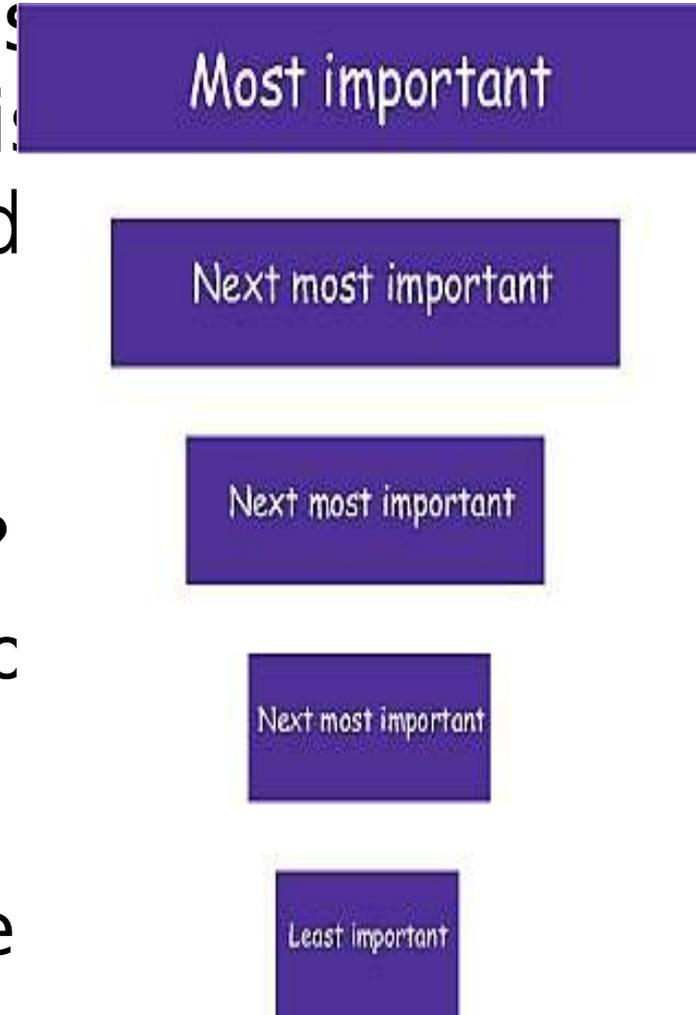
- As emails are short pieces of communication, there is a set structure you should use.

- Email model

- Why use this approach?

- People are busy and do not have enough time to read everything.
- The reader will look at the

beginning and decide



Steps to writing easy emails

- Use the following model as a way to write good emails. Imagine you start the email with 'I am writing to tell you...'.
 - This will automatically make you write the most important information next.
 - Write your email, then go through it and take out any unnecessary words, including the beginning, 'I am writing to tell you'.

Reference

- Raman Meenakshi, Singh Prakash, Business Communication, Oxford University Press, 2006
- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.