



Email and its informal nature

ในอีเมลจะมีความเป็นทางการน้อยกว่าภาษาเขียนในจดหมายธุรกิจ



Activity 19.14

Starting or finishing emails often indicates an informal nature. Look at the comparison table below showing some formal language and informal languages.

	Formal style	Less formal & informal styles
Starting emails (Opening emails)	- Dear Sir(s), Dear Madam - Dear Sir or Madam - Dear Mr. Sripratak - Dear Ms. Rojanasunand	Dear Tony, Dear Kraiwan, Dear all, Hi Jack, Hi all, Hello Ben
Finishing emails (Closing emails)	Yours faithfully, Yours sincerely, Yours truly, Faithfully yours, Sincerely yours, Sincerely	(With) best wishes, (With) kind regards, Regards, Best regards, Good wishes, Many thanks, Lots of love

Activity 19.15

Look at two email messages.
Which one uses formal language?
And which uses less formal language?
Explain why.

< Email message No. 1

Hi Kraiwan,

Thank you for your message. I also got your phone message. Yes, you can submit on Wed 20 April. You can also submit on Friday 22 April if you wish.

Regards,
Andrew

Formal style

Informal style

อีเมล แสดงให้เห็นว่า formal language และ informal language มีความแตกต่างกันในส่วนของการขึ้นต้นและลงท้าย เช่น การขึ้นต้นด้วยคำว่า Hi หรือ Hello เป็นการใช้ภาษาแบบไม่เป็นทางการ



< Email message No. 2

Dear Ms. Leechaoenkiat,

We are an importer of home furniture based in Australia and are looking for an exporter who can supply us with high-quality home furniture from Thailand. We saw product list on your website and would like to know more about products.

Could you please send us your product catalogue and price list?

We hope to hear from you soon.

Yours sincerely,
Shane McGrath
Purchase Manager
Australasian Trading Company
Tel.: +61 (0) 3 4230 1966
Fax: + 61 (0) 3 4230 1988

Formal style

Informal style