UNIT 3: FORMAL EMAILS

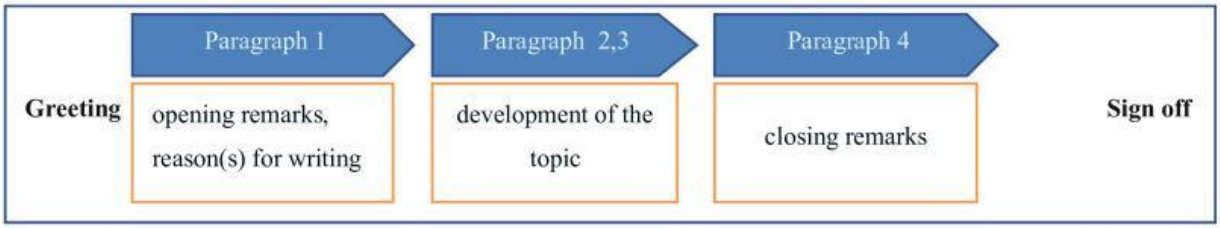
OBJECTIVES

- Analyze a formal email
- Develop ideas for a formal email
- Different types of formal emails
- Write a formal email

I. WHAT IS A FORMAL EMAIL?

A formal email is an email sent to someone either you don't know well or in a position of authority. Formal emails require proper format, language, and tonality. They serve a clear purpose and get the message across in a professional and polite manner.

II. GENERAL OUTLINE FOR A FORMAL EMAIL



LIVEWORKSHEETS

III. USEFUL LANGUAGE AND EXPRESSIONS

The register of an email (how formal or informal it is) depends on the type of message you are writing and who you are writing to. So an email about rescheduling a meeting might be less formal than an enquiry or an apology. Similarly, an email to a new customer or the CEO of your company would probably be more formal than an email to an old customer or a colleague.
You can tell how formal an email is by its…

Salutation: As in letter-writing, the salutation can be formal or informal, depending on how well you know the person you are writing to.

Dear Mr, Mrs, Ms …	*A formal form of address. also used when first contacting a person.*
Dear John,	*Less formal. Either you have had contact with this person before, or they have already addressed you by your first name.*
Hi/Hello Mary, (or just the name)	*Informal, usually used with colleagues you often work with. In the U.S.A. and the U.K. also sometimes used at first contact.*
(no salutation)	*Very informal, usually used in messages which are part of a longer email exchange.*

Opening sentence: This is used to explain why you are writing. (Remember: the opening sentence should always start with a capital letter.)

I'm writing to ...	*More formal introduction to say why you are writing.*
Just a quick note to …	*Friendly, informal way to say why you are writing.*

Conclusion: This is where you tell the reader what kind of response, if any, you expect.

Looking forward to your reply.	*Friendly ending, can be used in formal or informal correspondence*
Hope to hear from you soon.	*Informal ending to indicate a reply is necessary*

Close: Like the salutation, this can vary from formal to very informal.

Yours sincerely,	*Very formal, rarely used in email correspondence.*
Regards/Best wishes,	*Most commonly used close, can be used in formal and informal emails.*
Bye/All the Best/Best,	*Friendly, informal close.*
James/Mary	*Name only (or initials) is also common when writing to close colleagues.*

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Colloquial phrases: These are phrases normally used in conversation which make an email less formal. Examples are *How's it going?* for *How are you?* or *See ya* for *See you later*.

Vocabulary: The words and expressions used in an email can make it formal or informal. Some examples are:

formal	to receive	to inform	to assist	to contact
less formal	to get	to tell	to help	to get in touch

Abbreviations: The use of abbreviations and symbols (*eg* for *for example*, *info* for *information* and *&* for *and*) are more common in informal emails. although some standard abbreviations used in letter-writing – like *asap* – are also found in formal emails.

Emoticons: These written forms of body language or gesture are often used in less formal emails

ACTIVITY 1:

Can you show emotion in an email? Match the emoticons to the correct meaning or description.

1.	:-)	a	I'm angry or shocked (shouting face)
2.	:-(	b	I've just made a sweet remark (face like an angel)
3.	;-)	c	I'm happy (smiley face)
4.	:->	d	I'm unhappy (sad face)
5.	O:-)	e	No comment (neutral face)
6.	:-O	f	I've made a joke or said something funny one eye closed)
7.	:-I	g	Sarcastic comment — more powerful than ;-)

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ACTIVITY 2:

Mark the following F (formal) or LF (less formal).

1. if you are able to
2. Dear Mr. Chopin,
3. Hiya
4. if you can
5. if you like
6. Dear Pete,
7. Love
8. Give me a call
9. Respond by email
10. We look forward to seeing you
11. Cheers,
12. If you wish
13. Kind regards,
14. We're having some friends round
15. Yours sincerely,
16. It'd be great to see you
17. Let us know
18. Please contact us on 020-034-501
19. We are delighted to announce
20. I would be most grateful if …

ACTIVITY 3:

Match the vocabulary used in informal emails with the less formal vocabulary below.

to answer	to ask	to get in touch with	help	to need
OK	to put off	to be sorry	to set up	to tell

1. convenient = OK
2. assistance = _____
3. to inform = _____
4. to reply = _____
5. to regret = _____
6. to contact = _____
7. to postpone = _____
8. to arrange = _____
9. to enquire = _____
10. to require = _____

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ACTIVITY 4:

Now complete the emails below with words from above. Be careful of the register.

1

New Message

Dear Mr. Bass,

I am writing to **1.** _____ about your range of less exclusive products.
Our company has diversified recently and, in addition to the professional equipment we have previously purchased, we now **2.** _____ products for the hobby golfer.

Could we **3.** _____ a meeting to see one of your sales reps who can **4.** _____ about your products? The week of 19 August would be **5.** _____.

As I will be out of the office from 2 to 6 August, please **6.** _____ my assistant, Sylvie Jouet, directly.

Best regards,
Simon Pilgrim

2

New Message

Hi Sylvie,

Just a quick note to say we are very **7.** _____ for the delivery delay.
I'm afraid we'll have to **8.** _____ the delivery date for 10 days because of the truck drivers' strike.
When exactly do you **9.** _____ the goods? If it's very urgent I'll **10.** _____ the manager of the forwarders whether we can **11.** _____ a special delivery somehow.

I'll **12.** _____ asap, but please let me know the latest date for the goods.

Despite this, have a nice day!

Rgds,
Jean

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IV. TYPES OF FORMAL EMAILS

1. Invitations

ACTIVITY 5:

a. Read the two emails and decide if you would accept the invitation or not. Then explain your decisions to a partner.

Email 1.

To:	**Salma.Aba@ozmail.com**
From:	**Carlos66@ozmail.com**
Subject:	**Housewarming!**

Hi Salma!

How're you? It's been so long since we last talked! What's new with you? I've just moved into a new flat in Bondi. It's great to live near the beach.

I'm having a housewarming party next Saturday. I hope you can come. Bring your brother if you like - he's really funny! Unless it rains, we'll have a barbecue in the garden! I'm going to make some salads, and there'll be drinks, but I'm asking people to bring something to cook on the barbecue, if that's OK.

Send me an email and let me know if you can come. It'd be great to see you.
Love,
Carlos

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Email 2.

To:		**Marketing@BLTLtd.com**
From:		**Bmarchant@BLTLtd.com**
Subject:		**Reception for Simone Lacroix**

Dear Colleagues,

I hope this email finds you well.

You are invited to a reception to mark the retirement of our business manager, Simone Lacroix. The reception will take place in the main boardroom on the first floor at 4 o'clock on Friday afternoon. Drinks and snacks will be served.

Simone has been with us for the last fifteen years and has helped us through some difficult times. I am sure you would like to join us in giving her a proper good-bye as she returns to her native France.

If you are able to attend, I would be grateful if you would respond to this email so that we can confirm numbers.

Simone has asked if people could make a donation to the charity Southern Cat Rescue rather than give her a leaving present. If you wish to donate, please contact Ken in Sales.

Yours,
Ben Marchant

b. One email is more formal and the other is more informal. Decide if the following indicate formality or informality:

1. contractions (I'm, he's etc.)
2. longer, more complex sentences
3. dashes (-) and exclamation marks (!)
4. direct questions
5. more passives

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ACTIVITY 6:

a. Read Email 2 again and tick the things Ben has included.

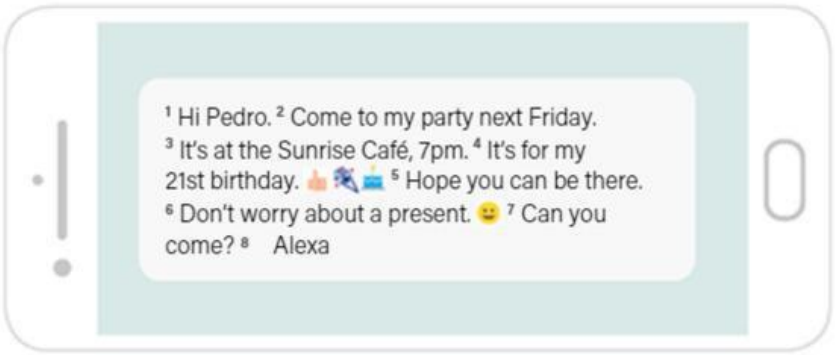
1. a greeting	□	5. details about the food	□
2. the reason for the party	□	6. told the readers to keep a secret	□
3. the time the party starts	□	7. asked the readers to reply to the invitation	□
4. the date of the party	□	8. formal expressions	□

b. Match the items to make a plan.

1.	Greeting	**a**	Give the reason why you are writing
2.	Paragraph 1	**b**	Yours, Ben Marchant
3.	Paragraph 2	**c**	Ask the readers to reply to your invitation
4.	Paragraph 3	**d**	Ask about the readers
5.	Paragraph 4	**e**	Dear Colleagues,
6.	Sign off	**f**	Give more details about the party

ACTIVITY 7:

a. Read the text message. Match each informal phrase (1 – 8) with a more formal phrase (a – h).



1____ 5____

2____ 6____

3____ 7____

4____ 8____

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a.	The party is taking place at the Sunrise Café at 7 p.m.	e	Best wishes,
b.	Please let me know if you are able to attend.	f	I hope you will be able to come.
c.	I would like to invite you to my party next Friday.	g	Dear Pedro,
d.	The event is to celebrate my 21st birthday.	h	Please don't feel you need to bring a gift.

b. Read the email and underline two sentences that are informal. Rewrite the sentences more formally.

New Message

Dear Amelie,

Come to my house-warming party. I have just moved into a new apartment and I thought it would be a good chance to get to know everyone in the office. The party is taking place on the 15th after work. I hope you will be able to come. Don't bring any gifts.

Please let me know if you are able to come so that I know how many people to expect.

Sincerely,

Millie

Send

1. _____

2. _____

LIVEWORKSHEETS

c. Read the information. Then write an email to a colleague you don't know very well inviting him or her to the event.

Event: a party to celebrate my birthday
Time and place: my home, 4th, 8:30 p.m.
Comments: no gifts, I need to know who's coming

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d. Swap emails with a partner. Check for the correct spelling and punctuation and the right level of formality.

LIVEWORKSHEETS

2. Enquires

ACTIVITY 8.

Look at the ad below. Then read parts of the email requesting information about the training courses in the ad. Connect the sentences and put them in the correct order.

Net-train
Computer/ Internet training
267 London Road
Norwich
Norfolk
NR35 6QY
Tel. no. 01603 5167421
Fax no. 01603 6177421
Email: training@net-train.co.uk
www.net-train.co.uk

1. I am interested in …
2. I look forward to ...
3. Could you please send me
4. I saw your advert in

a. … information on the length, cost, and contents?
b. … the *Financial Times* of 5 January.
c. … hearing from you soon.
d. … your Internet training courses.

ACTIVITY 9.

Complete the table with the phrases below.

• Can you help?	• We hope you are happy with this.	• Let us know if you need any more help.	• Please answer asap.
• I'm sending you the … in an attachment.	• I'm sending you …	• Thanks for choosing …	• We are working on your request
• Can you please send me …?	• Thanks for your email/request.		

LIVEWORKSHEETS

More formal	Less formal
Requesting information - I'd appreciate a reply asap. - Would you be able to help ...? - Could you please send me ...?	 _____ _____ _____
Replies - Please find the ... in an attachment. - I'm pleased to send you … - Thank you for your email/enquiry. - Do not hesitate to contact us if you require further assistance. - We hope you find this satisfactory. - Thank you for your interest. - Your request is being processed.	 _____ _____ _____ _____ _____ _____ _____ _____

ACTIVITY 10.

Use (parts of) the phrases in Activity 9 to complete the request and reply emails below.

From: reachel.beamish@wells.co.uk	**To:** request@chnagingrooms.co.uk
Subject: Request for brochures	
Our company is currently looking for accommodation for some overseas colleagues who will be transferred to Southampton for 12 months. **1.**_____ me some brochures showing the various houses and flats you have to offer. We also need to find locations near schools; **2.** _____? As our employees are arriving next month, I **3.** _____. Thank you very much. Best regards, Rachel Beamish HR assistant Wells Ltd	

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From: Brian Pearson Brian@changingrooms.co.uk	**To:** rachel.beamish@wells.co.uk
Subject: Re. Request for brochures **Attachment:** Southampton.pdf	

Dear Ms. Beamish,

4. _____. Unfortunately, the brochure you requested is being reprinted at the moment, but **5. _____.** Prices and location have remained the same, however, so you'll find the requested information **6. _____.** The new brochure will be sent by post as soon as it's available.

We **7. _____.**

8._____.

Regards,

Brian Pearson

Relocation Specialist

Changing Rooms

Brian@changingrooms.co.uk

www.changingrooms.co.uk

V. ADDITIONAL TOPICS FOR WRITING

Here are some ideas for formal emails. You should spend about 25 minutes on each task. Write an email (120-150 words).

TOPIC 1: You are organising a seminar for your company. Write a letter to the manager of another department inviting them to give a presentation at the seminar. In your letter:

- give details of the seminar
- invite them to give a presentation and say why you are inviting them
- say what the presentation should be about

TOPIC 2: You are the hotel manager. Write a letter to the director of the city council to invite him/her to the official opening of its 20th hotel outlet.

TOPIC 3: You are the sales representative for Bigtop electric drills and saws. Write to James Baker (your colleague Sarah Miller gave you his name) to order some brochures on Bigtop's after-sales service. You need the English version of the brochures for a trade fair in the Czech Republic. The trade fair is next week!

LIVEWORKSHEETS