UNIT 1: INTRODUCTION TO EMAILS

Objectives

- Understand the fundamental components of an email, including subject lines, greetings, body, and signatures.
- Differentiate between formal and informal email styles based on context and audience.

I. Email addresses

An **email** is the same as a letter, but instead of using paper, you use a computer or a phone. An **email address** is the same as a home address. It is made up of a username, the "@" symbol, and a domain name.

ACTIVITY 1: *Match the following email symbols with how they are pronounced. Use a dictionary if necessary.*

1/ @	a/ underscore
2/ -	b/ at
3/ _	c/ dot
4/ .	d/ hyphen

ACTIVITY 2: *Now work with a partner. One of you looks at Table 1 below, the other looks at Table 2 on page 12. Take turns dictating the email and website addresses to each other, then check your answers.*

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Table 1:

1/ jason.carter@gmv.de	6/
2/ h.marlow@freeserve.com	7/
3/ p-onigl@fib.si	8/
4/ nikolai@smartsat.ru	9/
5/ munir.khan@gomail.ly	10/

ACTIVITY 3: *Survey 3 friends and fill out the table (ask for name, phone number, email address).*

Family name	First name	Phone number	Email address

II. Subject line

The subject line of an email is crucial for capturing the recipient's attention and encouraging them to open the email. A well-crafted subject line should be short and provide specific information about the contents of your message.

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ACTIVITY 4: *Look at the following excerpts from emails and write the suitable subject line.*

1

Subject: _____

Just wanted to let you know that I'm super excited about the concert next week! It's going to be amazing, and I can't wait to rock out with you!

2

Subject: _____

It's been a while! I'd love to catch up over coffee soon. Let me know when you're free!

3

Subject: _____

I am writing to request time off for personal reasons from May 15 to May 20. I appreciate your understanding and support.

4

Subject: _____

I would like to express my gratitude for your support during my graduate thesis. Your guidance was invaluable, and I truly appreciate it.

5

Subject: _____

I'm planning a movie night at my place this Saturday! I'd love for you to come. Let me know if you can make it!

6

Subject: _____

I am writing to confirm our meeting scheduled for Tuesday, March 10, at 2 PM. Please let me know if you need to make any changes.

7

Subject: _____

I am writing to inquire about the job opening for the Marketing Assistant position at your company. I would love to discuss my qualifications further.

8

Subject: _____

I really wanted to join you for the weekend trip, but I have family commitments that I can't miss. Let's plan something for another time!

9

Subject: _____

I'm throwing a birthday party next Friday, and I'd love for you all to come! There'll be cake, games, and music. Hope to see you there!

10

Subject: _____

I hope this message finds you well. I am writing to follow up on the proposal I submitted last week. I would appreciate any updates you may have.

11

Subject: _____

I'm hosting a game night at my place this Friday at 7 PM! Bring your favorite snacks and board games. Let me know if you can make it!

12

Subject: _____

I am writing to apply for the internship position at your organization. I believe my skills and experiences align well with the requirements.

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II. Email structure

For emails, to be most effective, it is a good idea to give them a clear logical structure.

ACTIVITY 5: *Use words from the table below to label parts of the following emails. After that, check out the* ***General outline for an email*** *on the next page to see if your answers are correct.*

Closing remarks	Reason for writing	Greeting
Sign-off	Development of the topic	

Email 1:

(1) Hi Oliver,

(2) How are you? I hope you're OK. I'm staying in a holiday cottage with my family in the first week of August. It would be great if you could come with us. Will you be free then?

We're staying in a cottage in a village called Seahouses. It's on the coast with lots of sandy beaches. I've heard that it's very beautiful! We can share a room. It'll be great fun.

(3) There are lots of fun things we could do. We could learn to surf, and we could go on a boat trip to a nearby island. In the evenings, we could play games and have a barbecue on the beach.

(4) Please let me know if you can come as soon as possible. It would be great to see you!

(5) Best wishes,

Charlie

1/ _____ 3/ _____ 5/ _____

2/ _____ 4/ _____

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Email 2:

(1) Dear Colleagues,

(2) 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.

(3) 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 goodbye as she returns to her native France.

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

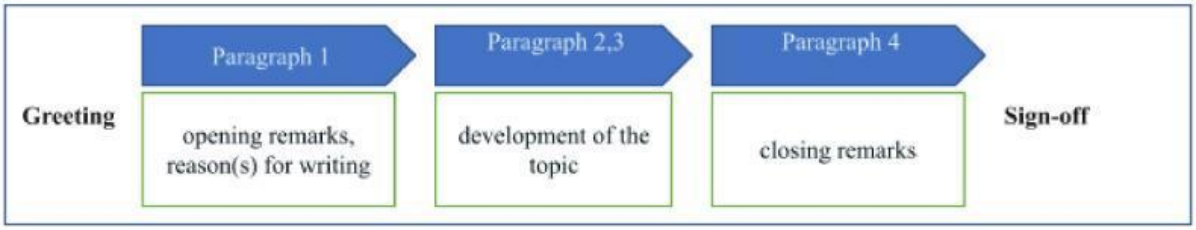
(5) Best regards,

Ben Marchant

1/ _____ 3/ _____ 5/ _____

2/ _____ 4/ _____

- **General outline for an email:**



While the **development of the topic** in emails usually differs, other parts have **commonly used phrases or sentences** that you will almost always see in any email. Complete the following activity to familiarize yourself with them.

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ACTIVITY 6: *Put the following phrases or sentences in the correct stage of an email.*

1. Dear [receiver], 2. Best wishes, 3. Yours sincerely / faithfully, 4. I look forward to your reply / hearing from you. 5. Hope this email finds you well. 6. It'd be great if you could come with us. 7. Thank you so much for inviting me. 8. Can't wait to see you. 9. Talk to you soon! 10. Have a nice one!	11. We are delighted to announce … 12. How are things going? 13. Love, / Cheers, 14. I would like to … 15. Please let me know as soon as possible. 16. (Best / Kind) regards, 17. Again, I'm really sorry I can't make it. 18. See you then. 19. Hi / Hey [receiver], 20. Just a quick note to tell you …

Greeting	Opening remarks	Closing remarks	Sign off

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III. Formal and informal emails

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.

An informal email is an email written with a casual tone. Typically, informal emails are written to someone you already know. The language we use in an informal email is more similar to the way we speak.

ACTIVITY 7: *Discuss in pairs whether the following situations need formal (F) or informal (I) emails.*

- **Example 1:** You are inviting your friends over for a movie night and want to know what snacks everyone will bring. I
- **Example 2:** You are applying for a position and need to send your cover letter and resume to the hiring manager. F

1. You just got a new job and want to tell your best friend about it.
2. You would like to schedule a meeting with your direct supervisor to discuss your progress on a marketing project.
3. You need to borrow your best friend's car for a day.
4. You are the senior business analyst and need to inform your team about a change in project deadlines.
5. You are asking the HR department about the details of a workshop your company is hosting next month.
6. You have a hilarious story from work that you want to share with your siblings.
7. You are planning a weekend camping trip with friends and need to coordinate who's bringing what.
8. You are looking for a good book to read and want to ask your cousin for suggestions.
9. You are asking a former employer for a reference for a new job application.
10. You need to inform your IT department about a technical issue affecting your work.

ACTIVITY 8: *Turn back to **ACTIVITY 6** and label the phrases 'F' for formal and 'I' for informal.*

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ACTIVITY 9: *Are the following emails formal or informal? Use phrases from* ***ACTIVITY 6*** *to complete them.*

(1) _____ Ann,

I hope you're well. Sorry it's taken me so long to reply. I've been really busy recently. (2) _____ let you know how I'm getting on.

I have worked at a children's summer camp in the south of France for four weeks. I arrived a week ago and I'm having a great time! Every day I have to organize games and craft activities for the children. It's great fun!

I love helping them draw, paint and make things. My supervisors are very helpful. This week I'm going to help the children make a collage as we are having a competition for the best one next Friday! Tomorrow we're going on a day trip to Paris.

Well, I need to go now. Write back soon and let me know what you've been doing this summer.

(3) _____,

Tammy

(4) _____ Mr. Braithwaite,

(5) _____ enquire about the monitors you informed us of last month (April). Please could you send us a brochure and price list?

We would also appreciate a visit from your rep in order to get more information about the products. Could you ask one of them to contact us, please?

(6) _____ to your reply.

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(7) _____,

Euan Davis

Purchasing Assistant

IV. Closing remarks and sign-offs

Just like your greeting, the way you end an email is very important. The final words you write before your name are called the **sign-off**. The sign-off should match the style of your email (formal or informal).

A good closing has two parts:

1. **A closing remark/phrase:** A short, friendly sentence.
2. **A sign-off:** The final word or phrase before your name.

Useful language: Closing and signing off

This table shows common phrases for informal and formal emails. Notice how the tone changes.

Type	Closing Phrase	Sign-Off	When to Use It
Informal	Hope to hear from you soon.	Best wishes,	For friends, family, and close colleagues. The tone is warm and friendly.
	Looking forward to seeing you.	Cheers,	(UK English) Very common and friendly.
	Take care,	All the best,	A safe and friendly option for most informal situations.
	Speak soon.	Best,	A slightly more neutral, but still friendly, option.
		Love, / Lots of love,	Use only with very close friends and family.

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Formal	I look forward to your reply.	Yours sincerely,	Use when you know the person's name (e.g., Dear Mr. Smith).
	I look forward to hearing from you.	Yours faithfully,	(UK English) Use when you do not know the person's name (e.g., Dear Sir/Madam).
	Thank you for your time and consideration.	Kind regards, / Best regards,	The most common and safe sign-offs for professional or formal emails.
		Regards,	A bit shorter and more neutral than "Kind regards."

ACTIVITY 10: *Look at the list of sign-offs in the box. Put them into the correct category below:* ***Formal*** *or* ***Informal****.*

Cheers, | Yours sincerely, | Love, | Best regards, | Take care, | Regards, | All the best, | Yours faithfully,

Informal Sign-Offs	Formal Sign-Offs

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ACTIVITY 11: *Read the situations below. Choose the most appropriate sign-off from the options provided.*

1. You are writing an email to your close friend to invite them to your birthday party.

a) Yours sincerely, b) Best regards, c) Lots of love,

2. You are writing to a company to apply for a part-time job. You started the email with "Dear Sir/Madam."

a) Yours faithfully, b) Cheers, c) Best wishes,

3. You are writing to your teacher, Ms. Evans, to ask for an extension on your homework.

a) Love, b) Kind regards, c) Speak soon,

4. You are writing to a colleague you work with but don't know very well to thank them for their help on a project.

a) Yours sincerely, b) Best, c) All the best,

V. Discussion and reflection

QUESTION 1: *Rewrite the following email addresses in the correct form.*

1/ jeremyunderscoresmithathansondotkz	
2/ nawafdotsharifataecconstructiondotiq	
3/ tomhyphen74atcargodotbjdotcn	
4/ fellaunderscorejoneshataccountingdotcom	
5/ fudailhataglantdotnet	

QUESTION 2: *What is the general outline of an email?*

QUESTION 3: *When should formal or informal emails be used?*

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