WRITING EMAILS



1 Email vocabulary

Match the terms on the left with the correct definitions on the right:

1. spam	a. a combination of symbols, e.g. ‿¨ used in an email to express a particular emotion
2. an attachment	b. a file, e.g. a document, photo or computer programme, which is joined to an email
3. a read receipt	c. a formal statement saying that you are not legally responsible for something
4. an emoticon	d. an angry email
5. a disclaimer	e. confirmation that you have read something
6. a message thread	f. the history of correspondence
7. flame mail	g. unwanted emails, usually advertisements

Study the following rules for writing effective emails. In pairs, discuss and tick which ones you think are most important:

1. Be concise and to the point. Avoid long emails that are discouraging to read.
2. Try to reply to your customers' emails within 24 hours.
3. Do not write in CAPITALS - it seems like you are shouting and you might get a flame mail in response.
4. Leave the message thread in your email to save the recipient time and frustration looking for earlier messages.
5. Add disclaimers to your emails to protect you and your company from liability.

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6. Proof-read your email before you send it.
7. Only copy in other people if they know why they are receiving a copy of the message.
8. Do not overuse abbreviations and emoticons - the recipient might not know what they mean.
9. Do not request read receipts - this will annoy your recipient.
10. Do not reply to spam - this will generate even more spam.

2 Email language - Formal vs. Informal

Email language can be formal or informal depending on who you are writing to. Complete the following tables with phrases from the emails on the next page.

FORMAL - Common phrases	INFORMAL - Common phrases
I am writing to inform you that ...	
	Good news:
	I've attached ... /I'm attaching .../Here is the ...
	Don't forget to ...
	Can you ...?
I look forward to seeing you on ...	
Dear John	
How are you?	
	Just to follow up from our chat on ...,

FORMAL - Full forms	INFORMAL - Abbreviations
Kind regards	
By the way	

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FORMAL - Verbs/phrases	INFORMAL - Verbs/phrases
... is arriving	
require	
rather interesting	
discuss	
return	
	drop by

EMAIL:

SUBJECT: New office

Hi John,

How are things? Hope you're settling in your new office.

Just to let you know that the laptop we ordered for you is on its way. I'm going to be away for a few days, so get in touch with Mike if you need anything else.

Btw, I had a look at your ideas for the new project and they seem pretty interesting. We'll talk about them when I get back.

See you on Monday.

Rgds,

Phillip

EMAIL:

SUBJECT: Loan application

Dear Mr Johnson,

Following our phone conversation on Monday, I am delighted to inform you that your application for a business loan has been approved. Please find attached the credit agreement. Would you please visit our bank tomorrow so that we can sign the paperwork? I would like to remind you to bring with you all relevant company documents.

Kind Regards,

Duncan Smith

Accounts manager

Reale Bank

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3 Phrasal verbs v. formal language

Phrasal verbs are often used in informal emails as well as spoken English. Look at the informal sentences and match the underlined phrasal verbs to their formal synonyms below.

1. It looks like we really need to **do up** the office.
2. Shelley **is off** at the end of the month.
3. Don't worry. I'll **back** you **up** during the meeting.
4. Good news. It looks like our application finally **went through**.
5. If sales keep dropping, we are very likely to **go under**.
6. I haven't **got around to** contacting the client yet. I'll do it first thing tomorrow.
7. I tried to call him several times but I couldn't **get through**.
8. I'm afraid I have to **call off** tomorrow's meeting.

a. cancel
b. found the time to
c. go bankrupt
d. is taking leave
e. make contact
f. renovate
g. support
h. was formally approved

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