

Starting an Email



I. WARM-UP

Vocabulary


Complete the sentences using the words in the box.

expertise	advised	reference
lease	appointment	designed

1. His _____ in sales has greatly helped our company's economic status.
2. A client has to call to make an _____ with the CEO.
3. The HR _____ the new employee to resign due to his poor work performance.
4. They plan to _____ a bigger building since their employees are increasing in numbers.
5. Our engineers _____ a project which is beneficial to the masses.
6. Please make sure to give everyone a copy of our company manual for future _____.

II. DIALOGUE BOX

Read the email below and fill the subject line.

	To...	<input type="text"/>
Account ▾	Cc...	<input type="text"/>
	Subject:	<input type="text"/>

Subject _____

Dear Ms. Dominique Brown,
I have heard from Angela that you have designed many offices and have been advised to contact you. The pictures that Angela showed me during our last meeting clearly show that you have the expertise in designing offices.

We are planning to open a new office branch in San Diego, California. As of the moment, the building that we have leased is very plain. Our CEO is asking me to find a designer for it. With reference to Angela's information about you, I would like to ask you to be the designer of our new office. I understand that you are quite busy with your schedule. I'd be happy to have an appointment whenever is most convenient for you. Please let me know when I can meet you through confirming this email. I look forward to hearing from you.

Yours sincerely,

Reese Green
Office Manager, Ross Marketing
Tel: 0501 3652961

Starting an Email

Comprehension Check

1. What is the purpose of the email?
To ask someone design a flat for a colleague's birthday party
To invite a colleague for an out-of-town activities
To ask someone to design a new office branch
2. Which title best fits the subject line?
Office Design- new branch (San Diego)
Design a flat- Angela's birthday
Out-of- town- San Diego, California

III. LANGUAGE BOX

How to start

*Thank you for sending us the requested information about our organization.
 I have been advised to contact you regarding our previous orders.*

New Information

As you may be aware of...
 We're hoping to...

Action

I would be grateful if you could give us the detail as soon as possible.
 Please let me know if you can't make the delivery.

How to end

Thank you again for your help
 We hope to hear from you soon.
 I'm looking forward to doing business with you again.

IV. SAY IT!

If you have to write an email for the first time, to whom will you address it?
 What's the purpose of your email?
 What kind of first time emails do you receive?



Writing a Formal Email



I. WARM-UP

Vocabulary

Read the words/phrases and their definition. Try to explain them using your own words. Finally, Make your own sentences using the words/phrases.

1. draw someone's attention to someone or something – to attract someone to notice or focus on someone or something
2. unsatisfactory – it is not good as it should be, and cannot be considered acceptable
3. notify – to officially inform
4. grateful – appreciative of benefits received; thankful
5. oblige – doing something necessarily because of a certain situation, rule or law
6. foolproof – never – failing

II. DIALOGUE BOX

	To...	<input type="text"/>
	Cc...	<input type="text"/>
Account ▾	Subject:	<input type="text"/>

Dear Mr. Fukoka,

I am writing to draw your attention to the technical problems that we have been experiencing with your software. We have called your office several times already, and I find it most unsatisfactory that we have not been notified of the reason for the said problem.

I would be grateful if you would offer me an explanation and assure me that this problem will not arise again.

If I do not hear from you, I regret to inform you that I will be obliged to find another type of software that is foolproof.

Always,

Peter Mitchell
Marketing Manager Speakspeak International
New York

Writing a Formal Email

Comprehension Check

1. What does Peter Mitchell write to Mr. Fukoka?
2. What action does he want from the other party?
3. What action would Peter Mitchell make if he will not receive any reply?

III. LANGUAGE BOX

How to write a formal email

A. use a formal vocabulary

I am afraid I will find another type of software that is foolproof.
 Not: *I'm sorry I will find another type of software that is foolproof.*

B. use fewer phrasal verbs

If any problems arise...
 Not: *If any problems come up...*

C. do not contract the verb forms

I am writing to inform you...
 Not: *I'm writing to inform you...*

D: use the passives

The stocks will be sent next week.
 Not: *We will send the stocks next week.*

IV. SAY IT! Using the expression in Language Box, write this email in a more appropriate style. Invent any extra information you need.

Hi there Xavier

I'm writing to you about the orders I made last month. You said that they would arrive a week after we made the order but we haven't received them. I'm sad that nobody called to tell us why the orders have been delayed for this long.

I would be happy if you could give me a call and explain why such thing happened.

If not, I will be forced to cancel my order and get my pay back.

Alicia



Writing an Informal Email



I. WARM-UP

Vocabulary

Match the words in Column A with their meanings in Column B.

A

1. off
2. memos
3. away
4. post
5. points

B

- a. refers to letters or parcels that are delivered to you
- b. a detail, aspect, or quality of something or someone
- c. not in the place where people expect you to be
- d. a short official note that is written from one person to another within the same company or organization
- e. in absence from work, service, a job, etc.

II. DIALOGUE BOX

	To...	"Darren Thoren" <darren.thornten@odt.com>
Account ▾	Cc...	"Hallwell, Tanya" <tanya.hallwell@odt.com>
	Subject:	Subject: Holiday

Hey Darren,

How was the holiday? I'll already be away on mine when you get this! I'm off to Sunny Florida. :-)

This is just a note telling you that all the information updating you on the last couple of weeks is with Tanya. She's collected memos and post for you and also a list of important points from me.

Hope you had a great time. I can't wait to get away myself!

Speak to you when I get back, as I won't be checking my emails while I'm gone.

See ya!

Always

Jina

Writing an Informal Email

Comprehension Check

1. Where will Jina go on a holiday?
2. Why does the sender write a note to Darren?

III. LANGUAGE BOX

You can often omit, I'm and It's in a friendly email:

- Will call you tomorrow after lunch.
- Pleased to hear you got back safely.

Sometimes you can omit the verb clause completely:

- Speak to you when I get back.
- Great night last night.

In most cases the words that can also be omitted:

- Just to let you know (...) I'm thinking about your proposal.
- Sorry to say (...) you're leaving the company.

IV. SAY IT!

Write an email to Sarah, a Filipino friend you are hoping to meet at the World English Conference you are in charge of next month. You are enclosing the conference information and you want to meet one night for dinner.



Writing Assertive Emails



I. WARM-UP

Vocabulary

Match the words in column A with their meanings in column B.

A

1. rectify
2. alternative
3. look forward
4. allocate
5. legal action

B

- a. to set apart for a particular purpose
- b. expect or hope for
- c. one party prosecutes another for a wrong done or for protection of a right or prevention of a wrong.
- d. to make, put, or set right
- e. a possible or remaining course or choice

II. DIALOGUE BOX

Dear Jina,

I feel I should make you aware of the problem, being that one of your employees use the parking spaces allocated for our office. This has resulted in the delay of jobs being completed due to the fact we have to find an alternative parking area.

If immediate steps are not taken to rectify the situation, we will be forced to consider legal action.

I look forward to hearing from you at your earliest convenience.

Sincerely,

Xavier

Comprehension Check

1. What problem does Xavier mention in his letter?
2. What action will the sender take if the problem is not rectified?

Writing Assertive Emails

III. LANGUAGE BOX

A. Getting the recipients attention

1. I am writing to remind you that...
2. I feel you should be made aware of...
3. I would like to point out that...

B. Making the consequences of the problem clear

1. This has resulted in...
2. This has led to...
3. This has caused...
4. As a consequence / result of this...

C. Making clear what the consequences will be if there is no action

1. If immediate steps are not taken to rectify the situation, we will be forced to consider legal situation.
2. Unless we receive the parts by Friday, it will be necessary to contact another agent.
3. Please send us an assurance that this will not happen again, otherwise we will have no option but to cancel the contract.

IV. SAY IT!

A. Which sentences do you think are assertive, and which are aggressive? What's the difference?

- Take your car out of our park and don't put it there again!
- Please send me a full refund, and erase my name from your customer's list.
- The clients are questioning the quality of your work.
- I'd like to point out that as an employee, we have to be cognizant of our work responsibilities.
- Please send us assurances that this will not happen again

B. Write an email to the manager of a computer store where you purchase your new LCD desktop computers. The screen is blurry and the sound is not clear. Tell them what actions you want them to take.



Writing Like a Native Speaker of English



I. WARM-UP

Vocabulary


Emails – especially those from native speakers of English – can contain a lot of acronyms and abbreviations. How many do you know? If you have trouble finding the answers, look at the clues below.

- | | |
|--------------|---------------|
| 1. Thx _____ | 7. Rgds _____ |
| 2. Tia _____ | 8. BTW _____ |
| 3. Re _____ | 9. Fwd _____ |
| 4. FAQ _____ | 10. REQ _____ |
| 5. CU _____ | 11. IMO _____ |
| 6. FYI _____ | 12. ATB _____ |

Clues:

1. You write this to someone who has helped you.
2. You write this to someone who is going to help you.
3. This is used in the subject line and in the body of an email and means “about”.
4. You see this on websites to give more information on the typical things people ask about.
5. You write this at the end of your email.
6. You write this to show no reply is necessary.
7. This is the short form of a common close.
8. You write this when you want to give some additional information.
9. You do this when you send the same email on to another colleague.
10. You write this when you want someone to do something for you.
11. You write this when you say what you think
12. You write this as a close, to wish someone well.

II. DIALOGUE BOX


Send

To...

Account ▾

Subject:

Hi all

I'd like you to send me the figures from the last quarter first thing tomorrow morning. Pls let me know if you have a problem with this deadline.

Pascal: Have you coordinated your team & their results yet? Can you send the report to me by Thurs 4th?
 Babs: Have you finished your sales report yet? By Tues 2nd June Pls.
 Thilo: Have you contacted Hungary about the new account details? Gerry needs this info asap.

Please reply asap.

Best wishes,

Simon

Writing Like a Native Speaker of English

Comprehension Check

1. What tasks would Simon like Pascal, Babs, and Thilo to do?
2. What do you think is the working relationship between the four colleagues?

III. LANGUAGE BOX

Abbreviations and acronyms are used to make messages short and also eliminate articles, pronouns, or auxiliary verbs. Check the sentences below and write the complete sentence in the blank provided.

1. I have a meeting tmrw at noon, fyi.
_____.
2. Looking fwd to meeting you soon.
_____.
3. Tia for the gift.
_____.
4. Will get back to you later with the update info.
_____.
5. Pls send me the update re our agenda last week
_____.
6. Got any news re your job application?
_____.
7. No info on the party this w/e. Hope to hear sth from the organizers.
_____.

IV. SAY IT! Rewrite the email just like native English speakers do.

The image shows a portion of an email client's 'Compose' window. It features a blue header bar. Below it, there are several elements: a 'Send' button with a paper plane icon, a 'To...' field, a 'Cc...' field, an 'Account' dropdown menu, and a 'Subject:' field. The fields are currently empty.

Hi Thomas

First of all, it's fantastic to hear the news about your new job – congratulations. I am really pleased for you.

I am just emailing to say thank you for getting back to me so soon with the agenda for next Tuesday. I am glad to say I can make the whole meeting after all, so I'll be joining you for lunch.

I just want to let you know that my plane gets in at half nine, so is there any way you can get someone to pick me up?

And do you think you could send me the names of who else will be there when you have a moment?

Thank you for everything. I am looking forward to seeing you.

All the best,

Maurice

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