**Written Comprehension and Expression 6 Teacher: KHELEF Embarka (2022)**

**Writing Effective Emails – TD Paper**

**Read the text carefully then answer the questions:**

In American business, the use of e-mail is exploding, with 110 million Americans having access to e-mail. The typical office worker sends and receives an average of 40 e-mails daily, according to a Gallup poll. Too few business people recognize that this revolution in communication has resulted in a need to flush away old-fashioned phrases, get to the point quickly, keep messages brief, and motivate the recipient to read the message itself.

E-mail and postal mail have similarities and differences. … Basically, e-mail has much the same structure and style as a business letter. There is a beginning or introduction, a middle, and an end or close. As for the major differences, e-mails have some requirements postal mail does not. These include a “from” line, subject line, electronic distribution list, embedded links, and sig files.

ISPs (Internet Services Providers) set up customer accounts so that every e-mail a user sends carries his particular “from” line. Typically the “from” line is your name (“Joe Schmo”) or more commonly your e-mail address (“joeschmo@joeschmo.com). People tend to open e-mail from people they know, and delete e-mail from people they don’t know. Therefore, your “from” line will gain the attention of people you already have a relationship with. If the reader doesn’t know you, the only hope you have of him opening and reading your message is a compelling subject line.

Next to the “from” line, the most important part of your e-mail is the subject line. These are the words the reader sees when the e-mail hits her in-box. Based on the “from” line and “subject” line, readers make a quick decision whether to open the e-mail, save it for later reading, or delete it. The less likely the recipient is to recognize your “from” line, the more important your subject line. The best subject lines contain a few words that arouse the reader’s interest or promise a reward for opening and reading the e-mail. … Since e-mail programs cut off subject lines, keep your subject lines short. Thirty to 40 characters is the recommended length for subject lines, with 50 the absolute maximum (that count includes spaces).

The message area is that big, blank area on the screen where, when you hit the button to create an e-mail, you type the message you want to send. You will notice that the message area is limited, so that when you type a longer e-mail, it often scrolls down onto two or more screens. E-mail experts use the term “above the fold” to refer to the part of your message visible on the first screen. .. Therefore, if you are writing longish e-mail messages, make sure you lead with your most important points above the fold. A good way to do this is to use the “inverted pyramid style” taught in journalism school.

Personalized salutations in the message area are optional. You can simply begin your message in the message space. Or you can type in “Dear Bob,” first. Some people feel the latter warms up the message. The only exception we see is that people who would not be reluctant to use “Dear Bob” as the opening of a letter are leery of carrying “Dear” into the somewhat more intimate realm of e-mail. And, although “Dear” has, traditionally, not carried any connotation of extra intimacy in a business letter, it does sometimes seem a bit chummy for e-mail style, so let the use of “Dear” in your e-mail be governed by what feels comfortable to you. A close is also optional. You can simply end your message with the last sentence. Or you can type “Sincerely,” leave a few spaces, and then type your name. It’s up to you.

A signature (sig) file is an “electronic letterhead” that automatically appears at the bottom of every e-mail message you send. A sig file contains information similar to letterhead: your name, company name, street address, city, state, ZIP code, phone number, fax number, and Web site, for instance. Some people like to add the company slogan under the company name. There are two reasons why you should set up a sig file for all your outgoing e-mail. First, it saves you from having to type all that information each and every time. Second, the sig file makes it easy for the recipient to contact you through channels other than e-mail — phone, postal mail, fax — when you include that information on all your communications.

Be careful about sending attached files, especially to people you don’t know. People worry about catching a computer virus from files. If they don’t know you and your e-mail includes an attached file, they are likely to delete the whole message without opening it. …

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Adapted from : Webster's New World Letter Writing Handbook Robert W. Bly (2004)

1. What is the difference between a postal mail and an email?
2. What are the advantages of email correspondence?
3. Label the basic parts of an email giving a short definition for each.
4. Find the main ideas and draw the outline of the text.
5. The reading passage lacks a conclusion, write one of 4 to 5 sentences.
6. Write an essay comparing/ contrasting snail mails to emails.
7. What do the underlined parts refer to in the passage?
8. In 7th paragraph, the writer uses two differently-punctuated illustrations; what is the difference between them?
9. From the passage, pick out cases of appositives?
10. Identify the different parts of the following e-mail samples.

**Sample 1:**

Dear Sir/ Ma'am,

I am interested in applying for the job as a Management Trainee in your company. I have cleared my CS executive in June 2009 and appeared for CS Professional exam last group in June 2013 and Cost accountant inter and hereby Would like to start my training, This training Would provide me with the ideal opportunity to assist at your organization and to expand my skills .My Resume, which is attached, provides information on my qualification and academic details.

As your company is registered for imparting training to us so please let me know , if I can provide you with any further information on my background and qualifications,

I look forward to hearing from you.

Thanking you in anticipation,

Sincerely,

Puja Singh

M 9876543.210

[Epujas@gmail.com](mailto:Epujas@gmail.com)

Source: https://templatelab.com/professional-email-examples/#google\_vignette

**Sample 2**

**Business Email Sample**

To: "Anna Jones" <annajones@buzzle.com.>

CC: All Staff

From: "James Brown"

Subject: Welcome to our Hive!

Dear Anna,

Welcome to our Hive!

It is a pleasure to welcome you to the team of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. We are excited to have you join our team, and we hope that you will enjoy Working with our Company.

On the last Saturday of each month we hold a special staff party to welcome any new employees. Please be sure to come next Week to meet all of our senior staff and any other new staff members who have joined\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ this month. You will receive an e-mail regarding the same with further details.

If you have any questions during your training period, please do not hesitate to contact me. You can reach me at my email address or on my office line at OOO-OOO1.

Warm regards,

James

Jackie Brown, Manager, Staff

jamesbrown@abcd.com

Tel: OOO-OOO1

Source: https://templatelab.com/professional-email-examples/#google\_vignette

**“Let your hopes, not your hurts, shape your future.”**