# Introduction

Discuss your answers to these questions with a partner.

* Do you follow a particular structure when writing an email? If so, what is it? If not, why not?
* When you receive an email, how fast do you read it?
* What part/s of the email do you focus on the most? Do you always read the entire email (including any text after the final salutation)?’

# Rule 1 - Plan your email and be sensitive to the recipient’s point of view

Fill in the gaps with words from the box:

|  |  |  |  |
| --- | --- | --- | --- |
| attention | minimum | formal | know |
| response | goal |  |  |

Some questions to ask yourself before you write an email:

1. What is the \_\_\_\_\_\_\_\_ of my email?
2. Who is my recipient?
3. What is their position in the academic hierarchy? How \_\_\_\_\_\_\_\_\_ do I need to be?
4. How busy will my recipient be? How can I get his / her \_\_\_\_\_\_\_\_\_\_\_\_ ?
5. What does my recipient already \_\_\_\_\_\_\_\_\_\_\_ about the topic of my email?
6. What is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ amount of information that my recipient needs in order  
   to give me the response I want?
7. Why should my recipient do what I want him / her to do?
8. What is my recipient’s \_\_\_\_\_\_\_\_\_\_\_\_\_ likely to be?

# Four other rules

Rule 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ + recipient’s name.

Rule 3: Assume that no one will read more than \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Rule 4: If there has been no previous contact, give reason for your email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Rule 5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the recipient who you are when previous contact has only been brief

# Is this a good email?

Dear Sirs,

I am an enthusiastic and motivated 24 year-old Electronics Engineer with a special interest in RF. I have spent the last six months doing an internship at XTX Semiconductors Inc in Richmond. This internship was part of my Master’s and regarded the characterization and modeling of a linear power amplifier for UMTS mobile handsets. While at XTX I studied linear power amplifier architectures and worked on RF measurements. I will be getting my Master’s diploma in March next year.

Thank you for your time and consideration.

Best regards  
Kim Nyugen

# 2 More rules

Rule 6: Make it clear \_\_\_\_\_\_\_\_\_\_ should read your email and what it is you are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Rule 7 : Indicate to multiple recipients \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ needs to read the mail .

# Is this a good email?

Dear Session Organizers

At the moment we are not able to submit the draft manuscript within the deadline of 10 October for the SAE Magnets Congress.

The paper is the following: Manuscript #: 08SFL-00975  
Paper Title: Rejection System Auto-Control for a Hybrid BX Motor  
Authors: Kai Sim, Angel Sito, Freidrich Sommer – University of Rochdale; Gertrude Simrac, Kaiser Ko – Mangeti Industries S.p.a.

We are very sorry, but we underestimated the overall effort required to collect the results to include in the paper. We would be very grateful to you if we could obtain a delay of a couple of weeks for the draft submission. We are confident that we will be able to complete and submit the draft manuscript by 21 October.

Best regards

# Another rule:

Rule 8: Organize the information in the most \_\_\_\_\_\_\_\_\_\_\_\_\_ order and only include what is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# What do you notice about this email?

I’m Carla Giorgi, a PhD student from the University of Pisa, Italy.

I’m the author of a paper at ISXC16.

Yesterday, I booked my hotel room using the forms on ISXC16 website.

I’m waiting for confirmation from you.

Please could you tell me if there are some problems with my reservation, if it was not successful, and when I’ll be contacted.

I apologize for my scholastic English; I hope to clearly have explained my problem.

Thanking you in advance, I look forward to hearing from you soon.

Best regards,

Carla Giorgi

Rule 9: Avoid \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for beginnings and endings