

Reading Genre: Email “Professional Email Etiquette”

(HOP pgs. 91 – 95)

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Email Activity (HOP pg. 95)

As a group, write an email message to the screenwriter (Nathaniel Nauert). Your email should follow **email etiquette guidelines** and **include**

- a compliment or thank you
- your reaction to the movie, or
- a specific part of the movie that challenged you or made you think
- a question
- the names of your group members at the end of your email

Goals of E-mail

- ❖ Communicate **quickly**
- ❖ Communicate with **multiple people**
- ❖ Create a **record** of your **correspondence** (unlike a phone call)
- ❖ If a response is required, make it as **easy** as possible for the recipient to **reply**

Content

Consider whether

- ❖ what you have to say is **best said through email**
- ❖ the person you are writing to **needs to hear** what you are saying
- ❖ **others should be included** in the conversation

PARTS OF AN EMAIL MESSAGE



From: Your Name
To: Bethany Parsons
Subject: Question about your novel
Date: Oct. 8, 2012

← Subject Line

Dear Ms. Parsons,

← Salutation

I am a student in an Academic Development class at Bakersfield College in California. I am writing to you to find out ...

Sincerely,
 Your full name

← Closing

← Body

Who

To

- The main recipient goes in the **TO** box
- Type this **last**, in case you **accidentally** click **SEND** before your message is perfect

CC and BCC

- Send a **CC** ("carbon copy") to **others** who **need to know**, but don't need to respond
- Use **BCC** ("blind carbon copy") when you don't want the other readers to know about this recipient **OR** to keep readers' **email addresses private** from each other

Reply

Reply to Sender

- Send a response **just** to the **person who sent** the original message
- **Careful:** If the message came from a "list serve" or distribution list, clicking **Reply** may send to **all readers**

Reply to All

- Send a **response to everyone** who **sent** or **received** the original message
- Ask yourself whether **EVERYONE** needs to hear what you have to say

What (Subject)

- ❖ Always **include** a **SUBJECT** for your email
- ❖ The subject should tell **what** the **message is about**
- ❖ Keep it **short**

Subject Line

Emails that get answered begin with a subject line that makes sense and is findable.

- ✓ Many people **sort** their email **by subject** instead of sender or date.
- ✓ Busy people don't answer email immediately. A **descriptive subject** line helps them find and respond to your message **efficiently**.
- ✓ **NEVER** leave the subject line blank. Your message could be viewed as **spam** and be **deleted** before it is read.

SUBJECT LINES

Weak or Confusing	Strong and Clear
Question	Question about your film, "The Street Cleaner"
Hi	Greetings from a former student
Need feedback	Feedback for Challenged Book project
Absent	Absent on Monday due to family emergency

SALUTATIONS/GREETINGS

Too informal or general	Appropriate for professional correspondence
Hi, Hello, Hey, Yo, SUP, Dude, Mody	Dear Mr. / Ms. Last Name,
Dear Pat, Chris, Bobby,	Dear Pat Reynolds, Chris Evans, Bobby McHugh,
Dear sir or madam,	(Better to find a specific name or address it to "Dear Customer Service Department" etc.)

The Body of the Email Message

- ❖ **Be brief**
 - ❖ one screen full of information
- ❖ **Introduce yourself** and the **topic**
- ❖ **Get to the point** by the second or third sentence.
- ❖ **What do you want the recipient to do?**

The Body (continued)

General Pattern	Optional
State who you are	What connection you have to the recipient
What you want the recipient to do	State a time constraint
Check tone (emotional level) Avoid emoticons	Read it out loud
Check spelling and grammar	Ask someone else to take a look/edit it

WHO YOU ARE



I am a student at Bakersfield College.

I live at the Oak Tree Apartments in Delano.

I work as an assistant at Toso Bio-Science Labs.

Don't say "My name is ..." Your name should be obvious by reading the "from" line or the closing. Consider using an email address that shows your actual name instead of a hard-to-read or humorous handle (prettykitten99@hotmail.com)

YOUR CONNECTION TO THE RECIPIENT

I am a student at Bakersfield College. Our instructor, Professor _____, suggested I contact you as a source for my research paper.

I live at the Oak Tree Apartments in Delano. The manager mentioned that I could contact you about a maintenance request.

I work as an assistant at Toso Bio-Science Labs. Susan Osman, my colleague, gave me your name as a possible source of information about jobs in the bio-tech industry.

WHAT YOU WANT



I am a student at Bakersfield College. Our instructor, Professor _____, suggested I contact you as a source for my research paper. I am wondering how you came up with the title for your novel. What was your inspiration?

I live at the Oak Tree Apartments in Delano. The manager mentioned that I could contact you about a maintenance request. My dishwasher has not been working properly for the past two months and I would like to schedule a service call.

I work as an assistant at Toso Bio-Science Labs. Susan Osman, my colleague, gave me your name as a possible source of information about jobs in the bio-tech industry. I will be in your city next month and am wondering if you are available for a 20-minute informational interview.

TIME CONSTRAINTS



My essay is due Oct. 31. (This message should be sent at least two or three weeks before then.)

The warranty on my dishwasher expires at the end of this month.

I am hoping to set up informational interviews before my visit on Nov. 5.

Attachments

- Identify any attachments in the body of your message
- Check file size – some email servers can't handle large files
- If sending multiple attachments, consider sending them in more than one email
- Send attachments in standard file formats: .DOC, .PDF, .JPG, .RTF

Closing

- You can never go wrong with "Sincerely"
- Sign your name appropriately for the recipient
 - Use your full name (first and last) for emails with professors, potential employers, companies, etc.
 - Consider adding your mailing address and phone number
 - Use only your first name when sending a reply to a previous email (the recipient already knows who you are)

Before You Send It

- Double check your email before sending it (You cannot retract an email once it sails)
- Simplify.
- Spell check.
- Ask yourself if the message does what you set out to do: Get a response.

Other Tips:

- Set your email options to keep a copy of all emails that you send
- Sort and save, or delete old emails from your Inbox and Sent folder
- Check your email frequently if you are expecting a response
- Write back in a timely manner

EMAIL SCAMS: BAD ETIQUETTE

Dear sir or madam,

I am Becky Ofori, a Ghanian from Ashanti region Kumasi, Ghana. I am contacting you in respect of a family treasure of Gold deposited in my name by my late father who was a Gold and Diamond merchant.

As a well known businessman, and a strong politician, my father was brutally murdered during the regime of J. J. Rawlings, the ex-president of the federal republic of Ghana, as he was accused of ...

I want you to come to Ghana to see for yourself what I am talking about as my beneficiary or help us effect the sale overseas. ...

Source: <http://upload.wikimedia.org/wikipedia/commons/9/93/Africansting.jpg>

YOUR TURN

1. Go to the movie's web site <http://hdsavannah.com/thestreetcleaner/>
2. Read the "Director's Statement."
3. Open the BC email account of ONE student in your group. Working with your group, write an email message to your professor .
4. Begin with a compliment about the film
5. In your email include the following:
 - Your reaction to the movie
 - A specific part of the movie that challenged you or made you think
 - Suggest a different conclusion
6. Ask a question.
7. In the closing, include the full name of each person in your group.
8. Send the email to michelle.hart@bakersfieldcollege.edu.