**EMAILS**

**Email** (short for electronic mail) is a means of sending messages between computers.

**Email Icons:**

**inbox –** containsemail waiting for you to read

**subject** – what the email is about

**cc** – copy this email to…

**bcc** – blind copy this email to … (so that the other people you are sending the email to don’t know you are sending this copy)

**fwd** – allows you to forward an email ( to send an email you have received to someone else)

**delete** – allows you to get rid of an email you don’t want to keep

**reply** – allows you to send an answer back to the person who sent the email

**reply to all** – allows you to send the answer to the person who sent the email, plus all those who received copies of it

**attach** – allows you to send an attachment ( a document that you attach to and send with an email

**contact information** – can be inserted automatically at the end of an email with your contact details

**address book** – allows you to store the email addresses of people that you write to

**Advantages.** It is personal and easy to use. It is an effective way to communicate quickly and easily with people all over the world. It is especially useful for short messages and for everyday correspondence.

**Disadvantages.** The disadvantages of email include technical problems which may result in the unexpected non-delivery of messages or attachments arriving in unreadable form. A major drawback is the lack of privacy and security. Don’t use email to communicate confidential information.

The presentation of the text in an email is usually less formal than in a letter. As for the signature, you can program your email software to add it automatically to the end of outgoing messages.

There are some basic tips about the style of email messages:

- In general, email messages follow the style and conventions used in letters.

- Don’t confuse personal messages with business messages. In a business message, the same rules of writing apply as for a letter: write clearly, carefully, and courteously.

- Use correct grammar, spelling, capitalization, and punctuation.

- Don’t write words in capital letters in an email message. If you want to stress a word, put asterisks on each side of it, e.g.\* urgent\*.

- Keep your email messages short and to the point.

- Check your email message for mistakes before you send it.

**TLAs (three-letter acronyms)**

In order to keep email messages short, people sometimes use abbreviations for common expressions. These are known as TLAs (three-letter acronyms), although some of them are more than three letters long. Use TLAs with great care, and only when you have established a friendly, informal relationship with your correspondent. They should not be used in letters and faxes. Examples:

AFAIK as far as I know

AAMOF as a matter of fact

ASAP as soon as possible

HTH hope this helps

BFN bye for now

B4 before

BTW by the way

FYI for your information

IOW in other words

IWBNI it would be nice if

NRN no reply necessary

IMO in my opinion

THX thanks

TIA thanks in advance

CU see you

NRN no response necessary

RGDS regards

*Emoticons* (a combination of the words *emotion* and *icon*), also known as *smileys*, are often used in informal email correspondence. For example,

:-) a smile

:-( a frown

On the whole, it is better not to use them in business messages, as they may be considered unprofessional, especially if you do not know the recipient well or are not sure that he/she will understand them.

**The rules of using email:**

1. Respond to all personal messages promptly (“Thank you for …”).

2. Be careful about forwarding personal messages.

3. Check outgoing messages before posting them.

4. Use the subject line to indicate the topic.

5. Do not overuse conversational openings and closings.

6. Express business requests politely.

7. Learn common abbreviations.

8. Sort out the email beginnings ranging them from formal to informal: **Dear Sir or Madam** (when you don’t know the person’s name), **Dear** Ms Caxton, **Dear** Zoe, **Hi** Zoe and the email endings ranging them from formal to informal: **Best regards, Regards, Best wishes,** to people you know well, you can end with: **All the best** or even just: **Best.**

**Sample Emails**

**Email 1**

Robert,

Thank you for your email asking for ways of reducing the sales force.

Please find attached a Word document with specific plans for this.

Please let me know if you can’t read this attachment. I’m copying Ruth Mitchell in on this. Do forward it to the rest of the board if you feel that’s appropriate.

Looking forward to your reaction.

Best wishes,

Tina

**Email 2**

22 June 2016

Dear Mr Lee,

It was very nice meeting you at the trade fair last week. I hope you had a smooth trip back to Shanghai. Please find attached a Word document with the specs that I mentioned. Georg Berling is our technical development director for networks: I am copying him in on this. I will also forward your details to Anders Peterson as he always follows client relations closely. I hope you find the specs interesting. Please don’t hesitate to contact me if you require any further information.

Best wishes,

Lin Weng