

UNIT 8

EMAIL

Objectives: at the end of the lesson, students will be able to:

1. familiarize with the format of emails;
2. practice drafting professional responses to emails, demonstrating proper tone and content based on the message received;
3. compose a concise email.

Lead-in: Discuss the answers

1. How is email helpful to people and businesses?
2. What are some problems with email?

Vocabulary Building

Key Terms

Attachment – a file that is sent with an email

Example: Attachments are files embedded within online communication channels such as emails, instant messages, or social networks.

Domain name – a set of words and letters that identify a company or address on the Internet

Example: A domain name is a unique, easy-to-remember address used to access websites, such as 'google.com', and 'facebook.com'.

Password – a set of letters and/or numbers that allow someone to use or access something on a computer

Example: A password is a string of characters used to verify the identity of a user during the authentication process.

SMTP – (Simple Mail Transfer Protocol) is a method that allows computer users to send emails to other users

Example: The Simple Mail Transfer Protocol (SMTP) is a technical standard for transmitting electronic mail (email) over a network. Like other networking protocols, SMTP allows computers and servers to exchange data regardless of their underlying hardware or software.

POP3- (Post Office Protocol) is a method that allows computer users to receive email from a server

Example: *POP3 is an older protocol that was originally designed to be used on only one computer. Unlike modern protocols that use two-way synchronization, POP3 only supports one-way email synchronization, only allowing users to download emails from a server to a client.*

ISP – (Internet Service Provider) is a company that gives its customers access to the Internet, email addresses and data storage

Example: *An internet service provider (ISP) is a company that provides access to the internet. ISPs can provide this access through multiple means, including dial-up, DSL, cable, wireless and fiber-optic connections.*

Activity: Match the words (1-5) with the definitions (A-E).

1. ____ attachment
2. ____ domain name
3. ____ password
4. ____ email client
5. ____ SMTP

- A. A method allowing a computer to send email.
- B. A program that saves, sends and receives email
- C. Letters/words used to identify companies and addresses
- D. Letters/numbers that let a person access something
- E. A file that is sent with an email

Reading

Activity: Go through each guideline listed in Mr. Khabirov's email. Discuss why each guideline is important for effective communication within the company.

Subject: Guidelines for Using Email Effectively at Company Brown. inc

Dear Team,

I hope this message finds you well. As part of our efforts to enhance communication efficiency and clarity at Brown.inc, I would like to provide you with some guidelines on how to use email effectively. Clear and professional communication via email is crucial in our daily operations, so please take a moment to review the following recommendations:

Use Clear and Informative Subject Lines:

- Always use a concise and descriptive subject line that summarizes the content of your email. This helps recipients prioritize and understand the context at a glance.

Be Mindful of Tone and Language:

- Maintain a professional tone in all communications. Avoid using informal language, emojis, or abbreviations that may be unclear or misinterpreted.

Keep Emails Brief and to the Point:

- Respect your colleagues' time by keeping emails concise and focused on the main message. Use paragraphs and bullet points to break down information if necessary.

Proofread Before Sending:

- Always proofread your emails for grammar, spelling, and clarity before hitting "Send." This helps to maintain professionalism and avoid misunderstandings.

Reply Promptly and Acknowledge Receipt:

- Respond to emails in a timely manner, even if it's to acknowledge receipt and indicate when a detailed response will follow. This shows respect for the sender's time.

Use Email Signatures:

- Include a standardized email signature at the end of your messages. This typically includes your full name, job title, contact information, and any relevant links or disclaimers.

Consider Confidentiality and Security:

- Exercise caution when discussing sensitive information via email. Use encryption or secure channels if necessary, and be mindful of company policies on data protection.

Use Reply vs. Reply All Appropriately:

- Use "Reply All" only when all recipients need to see your response. Avoid unnecessary email clutter by replying directly to the sender when the response is not relevant to all.

File and Organize Emails Efficiently:

- Maintain organized email folders to store and retrieve messages easily. Use meaningful labels or categories to categorize emails by project, client, or topic.

Follow Up as Needed:

- If you're waiting for a response or action from someone, don't hesitate to follow up politely after a reasonable period. This helps to keep workflows moving smoothly.

These guidelines are designed to help streamline communication and ensure that our emails are effective tools for collaboration and information exchange. If you have any questions or need further clarification on these guidelines, please don't hesitate to reach out.

Thank you for your attention to these recommendations. Let's continue to work together to maintain clear and efficient communication across Brown.inc company.

Best regards,
Mr. Khabirov
Project Manager at Brown.inc

Activity 1: Read again the provided email and discuss the format of it.

Subject: [Brief and Clear Subject Line]

Dear [Recipient's Name],

[Opening greeting or polite introduction]

[Body of the email, which includes the main message, details, and any necessary information]

[Closing remarks, such as a call to action, request for feedback, or next steps]

[Closing greeting (e.g., Best regards, Sincerely, Regards)]

[Your Name]

[Your Position]

[Company Name]

[Contact Information]

Activity 2: Analyze the letter. What's wrong with it?

Find 5 grammar mistakes in this letter

Subject: Importance of Networking Infrastructure

Dear Team,

I hope you're all doing good. I wanted talking about how important it is to have a strong networking setup in our company. Networking really helps us communicate better and work more efficiently together.

To make sure everything run smoothly, we should thinking about upgrading our current network equipment. This will reduce downtime and make us more productive. Also, using secure protocols and keeping everything maintained will keep our data safe from any problems.

We'll also organize training sessions to help everyone get used to the new network systems. This make it easier for us to use the networking tools well and do our work better.

Thank you for helping out with this. If you have any questions or ideas, please let me know.

Best regards,

Mr. Alisherov

Activity 3: Analyze the letter. What's wrong with it?

Subject: Important Networking Update

Dear Team,

I trust you are well. Networking is crucial for our company. It helps us work together.

We need to upgrade our network hardware. Don't you think so? Secure protocols and regular maintenance are also important.

Training sessions will happen to help everyone with the new network systems. This will help us use networking tools.

Any questions, please ask.

Best regards,

Mr. Anvarov

Writing

Activity 4: rewrite parts of the emails to reflect a more suitable tone

Activity 5: Writing concise emails

Arrange these jumbled sentences into a proper email format

1.To ensure a smooth transition, training sessions will be conducted next week.

2.Your feedback on the debugging program is valuable to us.

3.I hope this email finds you well.

4.It includes automated testing features and real-time error tracking to enhance our product's stability and reliability.

5. Please make sure to attend these sessions as they are crucial for understanding how to effectively integrate this new program into our workflow.

6. This program aims to streamline our software development process by identifying and resolving bugs more efficiently.

7. Together, we can make our development process more efficient and deliver higher-quality products to our customers.

8. If you encounter any issues or have suggestions for improvement, please don't hesitate to reach out.

Home assignment

Rewrite the letter from the previous activity in a more concise and focused email format by adding some more information. Check (✓) each box that you feel meets the criteria listed.

Email Self-Check Checklist:

1. Subject Line

- Is the subject concise and relevant to the content of the email?
- Does it clearly indicate the purpose of the email?

2. Recipient

- Is the recipient's email address correct?
- Is the salutation (Dear Mr. or Mrs) appropriate?

3. Opening

- Does the email begin with a polite greeting (e.g., Dear Mr. [Last Name], Dear Dr. [Last Name])?
- Does the opening sentence clearly state the purpose of the email (requesting an extension)?

4. Body

- Is the body of the email clear and concise?
- Does it provide a brief explanation for the request (reason for needing an extension)?
- Does it mention any relevant details (e.g., assignment title, original due date)?

5. Politeness and Tone

- Is the tone polite and respectful throughout the email?
- Are appropriate formalities used (e.g., "Thank you for your understanding," "Best regards")?

6. Closing

- Does the email conclude with a polite closing (e.g., "Best regards," "Thank you," "Sincerely")?
- Is your full name included at the end of the email?

7. Formatting and Grammar

- Is the email formatted correctly (paragraph breaks, spacing)?
- Are there any grammatical errors or typos?

8. Attachment (if applicable)

- If you mentioned an attachment (e.g., assignment details), is it properly attached and referenced in the email?

Sample of email

Subject: Introduction of New Debugging Program

Dear Team,

I hope this email finds you well.

I wanted to inform you about the new debugging program we are implementing. This program aims to streamline our software development process by identifying and resolving bugs more efficiently. It includes automated testing features and real-time error tracking to enhance our product's stability and reliability.

To ensure a smooth transition, training sessions will be conducted next week. Please make sure to attend these sessions as they are crucial for understanding how to effectively integrate this new program into our workflow.

Your feedback on the debugging program is valuable to us. If you encounter any issues or have suggestions for improvement, please don't hesitate to reach out.

Together, we can make our development process more efficient and deliver higher-quality products to our customers.

Best regards,

Mr.Khabirov