

21st Century English

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Course Content

- 5 Principles of Effective Writing
- Overview of Email
- The Subject Line
- 1st three lines of an email
- KIS & SECS
- Top 6 Malaysian errors
- Email Punctuation
- Types of Email
- Basics of WebPages

5 Principles of Effective Writing



Netiquette



Grammar



Structure



Purpose



Clarity

Exercise 1

In pairs discuss if and why these are important?

5 Principles of Effective Writing



Netiquette

Inoffensive yet assertive



Structure

Maximum readability in minimum time



Clarity

Can read this easily?



Grammar

You looks very cool with ya grammar



Purpose – Why?



The Basics

- To
- Carbon Copy (CC)
- Blind Carbon Copy (BCC)

Exercise 2 – Matching exercise
Are you going to the World Cup?



Subject Line

- David
- Package
- There is a package for delivery to KLCC at three thirty on the twenty-seventh of June
- Delivery: KLCC, 3.30pm 27th Jun



Subject Line

- Clear and simple language
- No jargon
- Benefit of reading the email
- Re / FYI / Urgent

Hint: Think of newspaper headlines

Exercise 3 – Improve the subject



1st Three Lines

The only three lines most people read!



1st Three Lines - ACTIONS

If you are writing an Email the BEST place to put ALL actions is at the beginning

ACTION: Teach Course – James

Exceptions

- You need to persuade them to do it
- Company policy to put actions at the bottom



1st Three Lines - Quoting

- > I've got the price quote for the Cobra subassembly ready; as soon as I get a decision on the packmaster selection, I'll be ready to go.
- > Have you talked to the thermo guys about whether they are ready to go with the left-handed packmaster or do they want to wait and check out the right-handed one first?



1st Three Lines - Quoting


- > Have you talked to the thermo guys about whether they are ready to go with the left-handed packmaster or do they want to wait and check out the right-handed one first?



1st Three Lines - Quoting

- > Have you talked to the thermo guys [about which handedness they want]?


I talked to them about it the other day, and they want to see the other one before they make up their minds.



1st Three Lines - Quoting

> Have you talked to the thermo guys [about which
> handedness they want]?

I talked to the thermo group on Wednesday, and they think the left-handed Packmaster will probably work, but they want to evaluate the right-handed unit before they make up their minds.



1st Three Lines


- Most important information
Actions / Executive summary / Answers
- Use > to quote for clarity
- Use [] to paraphrase

Exercise 4 – Rewrite the email




Let's KIS!

Keep It Simple – Which of these KIS?
(Exercise 5)



Keeping It Simple


<p>Do</p> <ul style="list-style-type: none"> Bullets & Numbered lists Short paragraphs Graphs Short sentences Diagrams Active Actions at Top Simple terms 	<p>Don't</p> <ul style="list-style-type: none"> Commas & Conjunctions Long paragraphs Numerical descriptions Long sentences Clipart Passive Actions throughout email Jargon
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Email Paragraphing (SECS)

- **Shorter** - 1 – 4 sentences
- **Emphasis** – Use more lists, Bold and Italics for easy scanning
- **Colour** – Stick to Black (blue for links)
- **Subject** – Max 1 subject

Don't UNDERLINE – it looks like a link



Exercise 6

Work out where the paragraphs are!



Top 6 – Manglish Statements

- 1) **I am going to _____ the airport?**
- take you to
 - send you to
 - follow you to
- 2) **I have _____ dinner?**
- taken
 - had
 - have
- 3) **When is it appropriate to use Lah?**
- At the end of every sentence
 - At business meetings
 - Hanging out with intelligencia
 - Hanging out with your Malaysian friends who also say it.



Top 6 Manglish Statements

- 4) **Is Next time?**
- Any point in the future
 - Your next meeting / turn / event
- 5) **Can you use last time to mean any point in the past?**
- Yes
 - No
- 6) **When do we normally use the past perfect?**
- When talking
 - When writing a report
 - When writing a story / novel



Reducing Your Mistakes!

- Use Microsoft Word, it has a basic grammar and spelling checker (Then copy and paste)
- Leave each email for 15 minutes, check it and then send it
- If the email is important get somebody to proof read it!
- Don't use complicated language!

Email Punctuation

- How do you write the British Council web address in an Email?
- How do you quote a previous email?
- How do you use quotes in emails?



Web Addresses





- Keep them short
Ask for a shortened Web address. E.g.
<http://www.britishcouncil.com/james/>
- Always include the http
Some clients don't recognise www.
- Some parts of SOME web addresses ARE case sensitive.
- Email addresses ARE NOT case sensitive



Quoting

- DO NOT SAY "refer to email below"
Quote it using >
- If you are quoting an individual word speech marks are fine, but for anything longer use >
- If the material is NOT from an email then use speech marks.
- If you are quoting from a Web page, always include the URL.
- When quoting, always keep the punctuation outside the speech marks e.g. your password is "James". (British style)

Types of Email

 response	 sales
 request	 information

Response Email




- Most common email replies / responses
- ALWAYS answer all questions Don't know / need time – SAY SO!

Why didn't you answer my question?

He's too stupid to read the whole email!

Request Email

How to Convince people (2 year olds know)

 Benefit	 Thanks	 Threaten
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Request Email

- Please can you give me a cup of tea Yes I can, but I am not going to
- Would you get me a cup of tea No, you didn't say please.
- Will you please get me a cup of tea You don't command me...
- Please *may* I have a cup of tea

IN ENGLISH YOU CAN NOT BE **TOO** POLITE!

Exercise 7 – Approaches to Email writing

Information Emails

- What info is needed?
- No Action - Put FYI
- Long Email? Include summary
- If it is more than 4 screens use PDF / Word


Consider

- Your time to improve it / use of a secretary
- People it will go to
- How important it is

Sales Emails

- If it looks like a sales email (SPAM) then it's going to be binned/bounced...
- If I think you are going to try and sell me something I don't want, I'm going to bin it...

Exercise 8 - How can you send out 5000 emails and not be considered SPAM?



Sales Emails

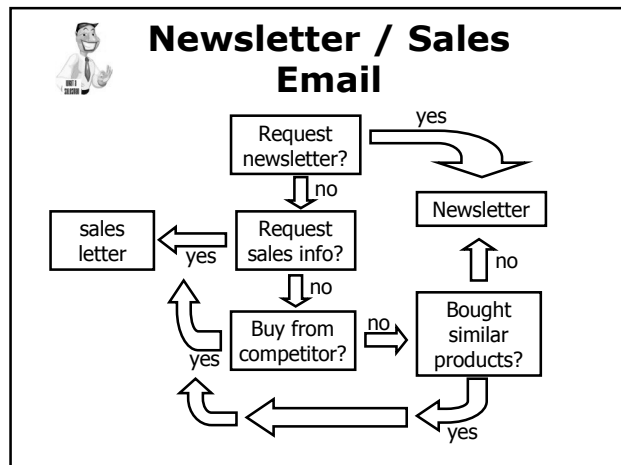

Are they expecting? (Opt-in / Opt-out)

- Special offers
- Price updates
- Account info
- Product tracking
- New product info

Valuable information


- Must be interesting (Newsletter/personal email)
- Personalize (Don't BCC)

Respond personally if people write back

Sales Emails

H – Headline
 O – Offer
 P – Proof
 P – Persuade
 P – P.S.



Exercise 9 – Improve the Email

FINAL: Write A Web Page

Use your new Email skills to write a WebPage!