


Presentation 1 Look at the e-mails on page 32 and answer these questions.
Factors to consider

- 1 What are typical features of (a) informal and (b) formal e-mails?
- 2 What factors are important to consider when deciding whether to write an informal or formal e-mail?

2  4.1 Listen to Catherine Piper, a Communications Manager, and compare your answer to question 2 above.

Guidelines 3 Look at the three extracts below taken from company guidelines. Match each extract with one of the e-mails on page 32.

1

You should always use an informal style in all e-mails to appear friendly and approachable. This means that you can start an e-mail with *Hi/Dear* and end *Best regards*. You may also use contractions (*don't*, etc). Avoid passive forms where possible (*It has been said* ..., etc).

2

An e-mail can be read and forwarded to anyone in the world, so make sure yours leaves a positive impression, both of you and the company. If you wouldn't say it in a letter, don't say it in your e-mail.

3

Although it's safer to be more rather than less formal, especially in external e-mails, there are no hard-and-fast rules. Be guided by the other person. If they use an informal style to you, it's acceptable for you to use a similar style when responding. However, use Internet abbreviations (CU, etc.) and emoticons (:-) etc.) in informal internal e-mails only.

Tip Passives are often used in more formal e-mails.


4 Does your company have any guidelines for the level of formality you should use in internal and external e-mails? If so, what do they say? If not, what would you include in them?

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