*Lecture Four:* ***Email Writing***

 Email stands for electronic mail. It is the easiest and the cheapest way of communication. It is used in formal, semi-formal as well as informal way of expression or writing.

***1. What is a formal email:***

 A formal email is typically sent to someone you don’t know well or to someone who’s in authority. Examples of someone who you might sent a formal email to include your professor, a public official, or even a company you’re doing business with.

***2. Proper email formatting:***

There are five elements to consider when formatting an email. Here is a breakdown of each:

1. ***Subject line:***

This is a short phrase that summarizes the reason for your message or the goal of your communication and it is what the reader sees in their inbox. It is important to include a subject line when sending a professional email so your audience knows exactly what to expect and is able to locate the message easily if needed.

Example: “Required Student Meeting: April 5th, 9.30 a.m”

1. ***Salutation:***

This is the first line of your email and generally acts as the greeting. For example:”Dear Students,”

1. ***Email body:***

Just like the body of a letter, this is where you’ll share your full message. The body of an email is the meat of your message, and it must have a clear and specific purpose. It should also be concise. That way, people will be more inclined to read it, rather than skimming it.

1. ***Closing:***

This is the last line of your email before your signature and how you end a formal email is equally important. Since the email closing is the last thing your recipient looks at. This is also where you may reiterate any requests you’ve made in the body of your message.

1. ***Signature:***

The signature is where you identify yourself by name, title and any other information relevant to your communications. For example:

“Sincerely,

Meera Bedjaoui

Professor of Scientific English

Abdelhafid Boussouf University”

***3. How to Properly write a Formal Email***

 Every email you write has the same basic structure: subject line, greeting, body message, and closing. But as with every written form of professional communication, there’s a right way to do it and standards that should be followed. Here’s how to write a proper email:

1. ***Begin with a greeting:***

Always open your email with a greeting, such as ***“Dear Lillian”***. If your relationship with the reader is formal, use their family name (Eg: ***“Dear Mrs. Harich”***). If you don’t know the name of the person you are writing to; use: ***“To whom it may concern”*** or ***“Dear Sir/Madam”***.

1. ***State your purpose:***

Begin by stating your purpose. For example, ***“I am writing to enquire about …”*** or ***“I am writing in reference to …”***

make your purpose clear early in the email, then move into the main text of your email.

* Remember, people want to read emails quickly, so keep your sentences short and clear. You’ll also need to pay careful attention to grammar, spelling and punctuation so that you present a professional image of yourself.
1. ***Add your closing remarks:***

Before you end your email, it’s polite to thank your reader and add some polite closing remarks. You might start with “***thank you for your patience and cooperation”*** or ***“thank you for your consideration”*** and then follow up with, ***“if you have any questions or concerns, don’t hesitate to let me know”*** and ***“I look forward to hearing from you”***.

1. ***End with a closing:***

The last step is to include an appropriate closing with your name. ***“Best regards”***, ***“Sincerely”***, and ***“Thank you”*** are all professional. Avoid closing such as ***“Best wishes”*** or ***“Cheers”*** unless you are good friends with the reader. Finally before you hit the send button, review and spell check your email one more time to make sure it’s truly perfect.