

PROFESSIONAL EMAIL WRITING

IN MES CONTEXTS



TASK I

- **WRITE AN EMAIL TO YOUR SUBORDINATE REPRIMANDING HIM FOR NOT SUBMITTING THE REPORT/FILE ON TIME.**
 - state the facts
 - describe the outcome/consequence of his lapse
 - tell him what he can do now

PROFESSIONAL COMMUNICATION

- **SPECIFIC AUDIENCE**
- **SPECIFIC PURPOSE**

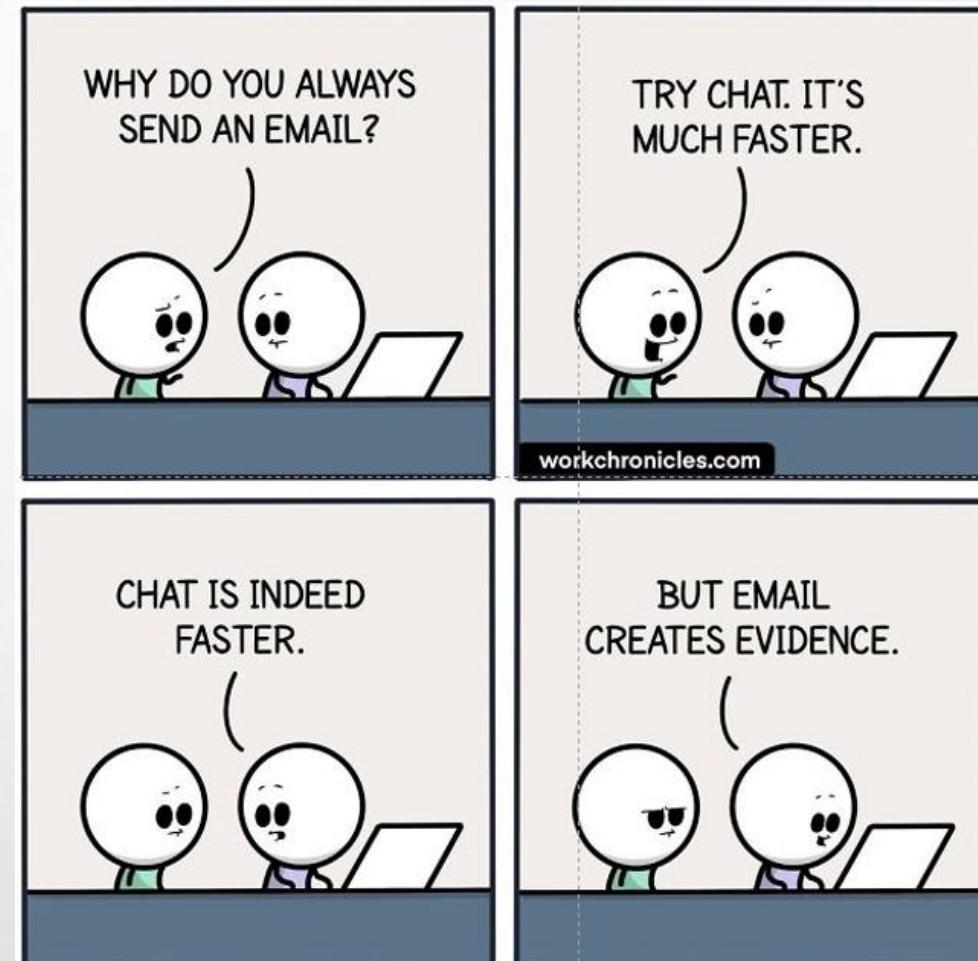
WRITING IS A PROCESS

Pre-Writing

Drafting

Post-Writing

CHOICE OF MEDIUM



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Provide an informative, specific subject line. Readers use this line to decide whether to open an email and to find emails they want to review after reading them the first time.

Highlight main points and make reading easier by using bullets.

In some organizations, writers include a greeting inside the email. In others, writers don't. Observe the custom where you work.

State your topic in the first sentence. If you have a recommendation, state it there as well, just as Armin does in this example.

New Security System Needed for Research Labs – Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Cut Copy Format Painter

Paste Address Book Names

Basic Text

Address Book Names

Attach File

Attach Signature Item

Follow Up

High Importance

Assign Policy

Low Importance

Tags

Zoom

Apps for Office

Send

To:

Subject:

New Security System Needed for Research Labs

Armin Weiss (armin.weiss@abcast.com)

Elena Gambaro (elena.gambaro@abcast.com)

Fazil Najafi (fazil.najafi@abcast.com)

Dear Elena,

I strongly recommend that we install a new security system for all research labs.

Last week a technician from the Plastics Lab entered the Enzyme Lab without security authorization. This event resulted from an innocent mistake. However, it indicates that we need a greatly improved means of regulating entry into labs.

- We are vulnerable to the loss of company secrets.
- Untrained persons could accidentally expose themselves to very harmful substances in the Enzyme Lab and several others.

Use short paragraphs and place blank lines between them to promote reading ease.

- Untrained persons could accidentally expose themselves to very harmful substances in the Enzyme Lab and several others.

Tell readers how to contact you by using your email system's "signature" feature.

- My quick research suggests that fingerprint-recognition systems are far superior to the keypad-and-password system we now have. No one can steal a fingerprint. In addition, fingerprint systems retain fingerprints of unauthorized people who try to use them. Let me know if you'd like more information.
- I also have concerns about safety in some labs. I'll explain them in a separate email.

• Armin Weiss, Director
Enzyme Laboratory
Abcast Research
3700 Alcalá Parkway
San Diego, CA 92110-3429
619-267-6408

Keep your email to one topic. If you have a second topic, present it in a second email.

Even as a student, create a signature that is business-like when contacting employers.

INFORMATIVE SUBJECT LINE

- SPRINGER VALVES OR RECOMMENDATION FOR IMPROVING SPRINGER VALVES ?
- DATA OR ANALYSIS OF PROBE DATA?
- LEAVE?
- MEETING?
- ACTION REQUIRED?
- PICNIC?

MAIN COMPONENTS OF THE MESSAGE

Background and purpose

Introducing the content

Share background if necessary

State PURPOSE clearly

Main message

Provide all necessary information

Be accurate yet brief

Highlight important information

If the message is too long, split it into more paragraphs

Action plan

Indicate clearly what action the reader must take.

Be specific with time, senders etc.

If there's no action needed, just sum it up.

Building goodwill

End with a line of Goodwill.

Thank, anticipate, etc.

SAMPLE MESSAGE

Lately, we have been missing laser repair files for our 16MB wafers. In this email I want to briefly describe the problem and recommend a method for solving it.

Here is what I think is happening. Some of the wafers have been probed under the correlate step; this method copies the data into the nonprod step and leaves the repair data uncopied. It remains under the correlate step.

To prevent this problem, please use the probing method outlined in Spec 344-012. If a wafer must be probed using a different method, rename the wafer in the CHANGE file to the . format. Edit the wafer data file only as a last resort.

I'm sending along copies of Spec 344-012. Would you please pass along this email and the spec to all of your operators.

Thanks. Please get in touch with me if you have any questions.

PRESENTING YOURSELF EFFECTIVELY

- **USE THE APPROPRIATE LEVEL OF FORMALITY.**
- **COMMUNICATE CORRECTLY.**
- **AVOID CORRESPONDENCE CLICHÉS.**
- **COMMUNICATE HONESTLY.**

FORMALITY LEVELS

Unprofessional (Low-level diction)	Conversational (Middle-level diction)	Formal (High-level diction)
guts	nerve	courage
ticked off	upset	provoked
badmouth	criticise	denigrate
rat on	inform	betray
If we just hang in there, we'll snag the contract.	if we don't get discouraged, we'll win the contract.	If the principals persevere, they will secure the contract.

WHICH IS BETTER? WHY?

A. It was indubitably the case that our team was successful in presenting a proposal that was characterized by quality of the highest order. My appreciation for your industriousness is herewith extended.

B. I think we put together an excellent proposal. Thank you very much for your hard work.

WHICH IS BETTER? WHY?

- Our meeting with United went south right away when they threw a hissy fit, saying that we blew off the deadline for the progress report.
- In our meeting, the United representative expressed concern that we had missed the deadline for the progress report.

WHAT WOULD BE THE PLAIN VERSION?

CLICHE

attached please find

enclosed please find

pursuant to our agreement

referring to your ("Referring to your letter of March 19, the shipment of pianos ...")

wish to advise ("We wish to advise that ...")

the writer ("The writer believes that ...")

PRESENTING YOURSELF EFFECTIVELY CONTD

- **HELP YOUR READERS FIND WHAT THEY NEED QUICKLY.**
- **GIVE YOUR READERS THE BACKGROUND INFORMATION THEY NEED.**
- **BE COURTEOUS.**
- **FOLLOW FORMATS AND CONVENTIONS.**
- **PROJECT THE “YOU ATTITUDE.”**

YOU ATTITUDE

“I/We” View	“You” View
I need your account number before I can do anything about your claim.	Would you mind giving me your account number so that I can locate your records and help you solve this problem?
Our experienced staff has created a webinar that teaches how to promote our business on LinkedIn.	Now you can get more LinkedIn followers, shares, likes and views by joining an upcoming webinar.

FOCUS ON READER BENEFITS

Sender Focus	Audience Focus
Our warranty on our mobile device becomes effective only when we receive an owner's registration.	Your warranty on your mobile device begins working for you as soon as you return your owner's registration.
We are proud to announce our new real-time virus scanner that we think is the best on the market!	Now you can be sure that all your computers will be protected with our real-time virus scanner.

WAYS OF SHOWING YOUR ATTITUDE

- **LOOK FROM THE READER'S POV**
- **SHOW READER BENEFITS**
- **FOCUS ON THE POSITIVE**
- **PROTECTS THE READER'S EGO**
- **EXPRESSES APPRECIATION FOR YOUR READERS**

EXPRESS WITH A YOU-ATTITUDE:

- I have granted you permission to attend the seminar.
- Of course, we want to give you every possible service that you might need or want.
- At the meeting, we'll explain to you how the new prescription drug plan will work.
- I think my background and my education match the description of the manager trainee position you advertised.
- Your audit papers did not convert Canadian revenue into US dollars.
- Housing applications that arrive on December 1 or later cannot be processed.

BE PROFESSIONAL

- KNOW YOUR ORGANIZATIONAL PREFERENCE
- AVOID TEXTING STYLE ABBREVIATIONS, SLANG
- HELP YOUR READERS FIND WHAT THEY NEED QUICKLY
- REMEMBER THE ABCS OF COMMUNICATION
- USE POSITIVE LANGUAGE AND BE COURTEOUS

BE PROFESSIONAL

Unprofessional



Hey, boss, Gr8 news! Firewall now installed!! BTW, check with me b4 announcing it.

Professional

Mr. Lopez, our new firewall software is now installed. Please check with me before announcing it.

BE COURTEOUS

Less Courteous



Can't you people get anything right?
This is the second time I've notified
you!

Reena, you must complete all
performance reviews by April 1.

More Courteous and Helpful

Please credit my account for \$340.
The latest update of my online
account shows that the error noted
in my email of May 15 has not yet
been corrected.

Reena, will you please complete all
performance reviews by April 1.

NETIQUETTE

- **STICK TO BUSINESS**
- **ONE MAIL, ONE TOPIC**
- **WRITE CORRECTLY**
- **DON'T FLAME**
- **EASY ON THE EYES**
- **CAUTIOUS FORWARDING**
- **MAIL ONLY WHEN YOU HAVE TO SAY STH.**

To: Supers and Leads
Subject:

LATELY, WE HAVE BEEN MISSING LASER REPAIR FILES FOR OUR 16MEG WAFERS. AFTER BRIEF INVESTIGATION, I HAVE FOUND THE MAIN REASON FOR THE MISSING DATA.

OCCASIONALLY, SOME OF YOU HAVE WRONGLY PROBED THE WAFERS UNDER THE CORRELATE STEP AND THE DATA IS THEN COPIED INTO THE NONPROD STEP USING THE QTR PROGRAM. THIS IS REALLY STUPID. WHEN DATE IS COPIED THIS WAY THE REPAIR DATA IS NOT COPIED. IT REMAINS UNDER THE CORRELATE STEP.

TO AVOID THIS PROBLEM, FIRST PROBE THE WAFERS THE RIGHT WAY. IF A WAFER MUST BE PROBED UNDER A DIFFERENT STEP, THE WAFER IN THE CHANGE FILE MUST BE RENAMED TO THE "" FORMAT.

EDITING THE WAFER DATA FILE SHOULD BE USED ONLY AS A LAST RESORT. IF THIS BECOMES A COMMON PROBLEM, WE COULD HAVE MORE PROBLEMS WITH INVALID DATA THAT THERE ARE NOW.

SUPERS AND LEADS: PLEASE PASS THIS INFORMATION ALONG TO THOSE WHO NEED TO KNOW.

ROGER VANDENHEUVAL

a. Email that violates netiquette guidelines

The writer does not clearly state his purpose in the subject line and the first paragraph.

Using all uppercase letters gives the impression that the writer is yelling at his readers.

The writer has not proofread.

The writer's tone is hostile.

With long lines and no spaces between paragraphs, this email is difficult to read.

| **To:** Supers and Leads
| **Subject:** Fix for Missing Laser Repair Files for 16MB Wafers

Supers and Leads:

Lately, we have been missing laser repair files for our 16MB wafers. In this email I want to briefly describe the problem and recommend a method for solving it.

Here is what I think is happening. Some of the wafers have been probed under the correlate step; this method copies the data into the nonprod step and leaves the repair data uncopied. It remains under the correlate step.

To prevent this problem, please use the probing method outlined in Spec 344-012. If a wafer must be probed using a different method, rename the wafer in the CHANGE file to the “.” format. Edit the wafer data file only as a last resort.

I'm sending along copies of Spec 344-012. Would you please pass along this email and the spec to all of your operators.

Thanks. Please get in touch with me if you have any questions.

Roger Vandenheuval

• **IS THIS A
BETTER
VERSION?
JUSTIFY.**

FINAL TASK

- **REVISE THE EMAIL THAT YOU WROTE AS TASK I, APPLYING WHAT HAS BEEN DISCUSSED SO FAR.**

REFERENCE

- MIKE MARKEL, *TECHNICAL COMMUNICATION*

THANK YOU

- **KEEP COMMUNICATING PROFESSIONALLY**