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UNIT THREE

WRITING BUSINESS EMAIL

For most of us, email is the most common form of business communication so it's important to get it right.

► How to write an effective email?

1. Use a subject line that tells the other person what the email is about. Don't just write information or your email. E.g: Subject: Meeting
2. If you are writing to someone you don't know, start by saying who are you and why you are writing.
3. Use written greetings e.g : dear Mr. Smith and endings such as: yours sincerely
4. Use short clear sentences.
5. Use paragraphs for different subjects. Leave a space between paragraphs.
6. In business emails always use a formal and polite tone.
7. Don't use emotions (e.g ☺) or acronyms e.g: BTW= by the way.
8. Don't write in capital letters
9. Don't repeat yourself; try not to use the same word more than once in a paragraph.
10. Check your spelling and punctuation.

► **In sum**, Begin with a greeting, Thank the recipient, State your purpose, Add your closing remarks, End with a closing.

● How to greet in an email?

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. Price"). If the relationship is more casual, you can simply say, "Hi Kelly". If you don't know the name of the person you are writing to, use: "To whom it may concern" or "Dear Sir/Madam".

● How to thank the recipient?

If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "Thank you for contacting ABC Company". If someone has replied to one of your emails, be sure to say, "Thank you for your prompt reply" or "Thanks for getting back to me". Thanking the reader puts him *or* her at ease, and it will make you appear more polite.

- ***How to state your purpose?***

If you are starting the email communication, it may be impossible to include a line of thanks. Instead, 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 on in the email, and 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 and your company.

- ***How to add your closing remarks?***

Before you end your email, it's polite to thank your reader one more time 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".

- ***How to end an email 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 closings 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!

► **What is the format of a business email?**

Format your email just like a business letter, with double-spaces between paragraphs and no indentation.

Use a proper email format. Structure your email so that the first few sentences of the body text explain what the email is about.

The last few sentences should be a conclusion that summarizes the business email.

The conclusion is also a good place to include a call to action.

→ **Here is a sample of a business email**

Dear All,

We are writing to invite you to a project meeting on 16th February between 12-16 at Eerikinkatu E301.

We are to discuss about the progress of every team and evaluate the size of the budget. Andy Best will give his opinions about the models we made with Catia and decide what model we will work with in the future. We will also decide what we should do next and the time of the next meeting.

Every team should be ready to demonstrate their progress and ideas.

Be kind to confirm your attendance.

If you have something to ask, don't hesitate to contact me. Agenda is attached to this mail and it should be brought to the meeting.

Yours sincerely,

Samu Kinnunen

Samu Kinnunen
Designer

VOCABULARIES :

The word	The meaning in Arabic
Business email	بريد عمل إلكتروني
Business communication	علاقات عمل
Email communication	التواصل عبر البريد الإلكتروني
Formal and polite tone	لهجة رسمية ومهذبة
Spelling and punctuation	الأخطاء وعلامات الترقيم
State the purpose	اذكر الغرض
Closing marks	ملاحظات ختامية
Casual relationship	علاقات عارضة
Prompt reply	الرد الفوري
Pay attention	انتبه
Appropriate closing	خاتمة ملائمة
conclusion	الخلاصة أو الاستنتاج
Call to action	دعوة لاتخاذ إجراء
acronyms	اختصارات حرفية