

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

Listen and Watch: Effective Business E-mail
Email Etiquette
Video length 5:07s

Obtain video and Materials from:

<http://englishforofficeapplications.wordpress.com/2012/01/22/netiquette-effective-business-email/>

Original Source: youtube: <http://www.youtube.com/watch?v=rHaeL2mQSWw>

Video Author: Debora W. Carlson

Materials by María Zabala Peña and Beatriz Papaseit Fernández

Materials:

To carry out this activity you need the following materials:

1. Video: Effective E-mail: Lesson2: Email Etiquette. You can download the video and other materials from the following site:

<http://englishforofficeapplications.wordpress.com/2012/01/22/netiquette-effective-business-email/>

2. Students' handout

3. Teacher's Instructions and script, which you are reading right now.

Original Video Source: youtube: <http://www.youtube.com/watch?v=rHaeL2mQSWw>

When to carry out this video exercise:

If you are using the textbook **English for Office Applications**, you can carry out this activity **any time after you have dealt with the first section of unit 5 (Text Processor Basic Concepts)**. Alternatively, you can use this video **at the end of the unit**, before or after the vocabulary revision as final review/extension.

If you are not using the textbook **English for Office Applications** feel free to use these materials as you think fit but please, quote us when you do.

Procedure:

The handout contains a series of exercises to do before watching the tutorial, while watching it and after watching it. Look at the teacher's version of the handout below and follow the instructions.

Help for Teachers:

1. Pay attention to the word **billion**

In Spanish a "billón" is an American trillion (AmE) and a British billion (BrE). The text uses the American billion, which is the equivalent of one thousand million.

American Billion= 1000.000.000

British Billion=1000.000.000.000 = American trillion

Billón (Spanish) = 1000.000.000.000.

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

2. **Revenues** or **revenue** (ingreso) is income that a company receives from its normal business activities.
3. Remember that the option “**All Caps**” means all letters in capital letters.
4. **Break down** (in text: “break them down”) means “desglosar”.
5. Remember that **acronyms** (UFO = OVNI) is the same as **abbreviation** in English.
6. Remember that the preposition **within** + period of time means “antes de” or “dentro del plazo de”.

Video script

Effective E-mail: Lesson2: Email Etiquette

Note that:

- Answers to exercises are **in blue bold**.
- Words explained in the teacher’s help section are in **black bold**.
- There are indications of the minutes throughout the script.

From beginning to minute 0.52

Text on slides

Slide 1: Did you know? 35.9 % of US teens bought cell phones just to use text messaging

Slide 2: Did you know? 82% of adults aged 18-24 are avid text message users

Slide 3: Did you know? Worldwide mobile messaging **revenues** are expected to reach \$212 **billion** by the year 2013.

Slide 3: Text-speak... ... is everywhere.

00:33 to 0:52

Text speak, that abbreviated form used to send text messages from a cell phone, is everywhere and it is becoming more and more acceptable and some day soon it may be the standard. But when it comes to business communications, we are not there yet. That’s why it’s best to skip the text-speak at work. Save that for communicating with your family and friends.

From 0:52 to 1:08

That’s just one of the fine points of business E-mail etiquette that you will learn in this video. Actually there are 8 of them but don’t worry if that sounds like a lot. We are going to **break them down** so that they’re easy to understand. You’ll also learn why they are important. So what are the 8 fine points of e –mail etiquette?

1:08 -1:30

They are turn it around fast, include a subject, include a greeting, add a signature, avoid text-speak and acronyms, avoid **All Caps**, avoid jokes and questionable language, and don’t go negative.

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

From 1: 30 to 1:52

To make it easier to remember, we've broken down these E-five points into dos and don'ts. Let's start with the don'ts. We have already talked about text-speak and that it's not appropriate for the workplace. But why not? What's wrong with it? Well for one thing not **everyone understands it. To some it's a foreign language.** They just don't understand what you are saying and the **same thing goes for acronyms.**

1:52 to 2:42

Our second don't is don't use **All Caps**. In cyber space using **All Caps for letters is the same thing as yelling.** It is especially important to avoid using **all caps** when you are trying to correct a situation. If you use all caps it is way too easy for the recipient to take what you are saying the wrong way.

Don't number 3 involves jokes and questionable language. For one thing most of us aren't professional comedians and it **is very difficult** to tell a joke through E-mail and know in advance how **it is going to come on.** In the business world you have to deal with all kinds of people and not all of them have the same sense of humor as you do. It's easy to write something that a reader may take the wrong way. To be safe, it's best to **avoid jokes, political statements and off-key remarks.**

2:42 to 03:03

Our last don't is don't go negative: **Don't criticize others, don't make negative comments** about your boss or the company. **Don't talk about problems with other customers.** Don't complain about your job. Remember, what you say in a private E-mail can end up as the most viewed posting on the Internet. That takes care of the don'ts.

03:03 to 0:3:44

Now let's take a look at the Dos. Top on the list is the fast turn around. E-mail is meant to be fast. In most cases you should respond to an E-mail **within 24 hours or less.** Do number 2 is do include a subject in the subject line. Remember all those E-mails we get everyday and how easy is it¹ (sic) to ignore them when we are busy with other things? Without a good subject line **you run the risk that your message will get ignored or deleted.** And if it is an urgent issue that needs attention now, that can make a bad situation even worse. So tell them what your E-mail is about and your E-mail will stand a much greater chance of being read.

0:3:44 to 4:28

Our next do is do include a greeting. Why? Because a greeting makes it more personable and friendly. Without one, you risk coming of as abrupt, cold and even rude. Almost any greeting will do "**Hello**" "**hi**" "**dear sir or m'dam**" you get the idea. Our final do is do include a signature. What we are talking about here is your signature line. **At the minimum, you should include your name, title, E-mail address, phone number, and the company's name and web address.** You can set this up through the E-mail system so that your signature is automatically added to each of your E-mails.

4:28 to end: Credits and musi

¹ Note that the structure "how easy is it" is grammatically incorrect. It should be "how easy it is"

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

Listen and Watch:

Effective E-mail: Lesson2: Email Etiquette (Video length: about 5 m)
based on Debora W. Carlson's video presentation

Original source: youtube: <http://www.youtube.com/watch?v=rHaeL2mQSWw>

Student's Handout **Teacher's version**

You are going to watch a video about Netiquette, the etiquette of cyberspace.
Follow the instructions below.

Step A) How good are you at guessing percentages?



Before watching, make a wild guess at the percentages. See if you get close to the figures in the video.

Write the students' answers on the board and after watching the video allow students to decide who was:

1. Closer to the figure seen on the video.
2. Farther from the figure seen on the video.

1. What is the percentage of US teenagers that bought cell phones just to use text messaging?
35.9 %
2. What is the percentage of adults aged 18-24 who send text messages very often? 82%
3. How many billion dollars can companies make with text messaging in one single year?
\$212 billion

Now watch the video from beginning to minute 00:33 and check your answers. Did anybody get real close?...

STEP B) Step B.1) Match the words in A with the definitions or examples in B.

A	B
1. Avoid c	a. Separate into pieces or parts.
2. Break down (verb) a	b. Accepted model
3. Etiquette f	c. Keep away from ("evitar")
4. Greeting j	d. Omit/ignore ("saltarse". Also "saltar a la cuerda")
5. Matter (verb) i	e. -"I really hate color fuchsia. Only really tacky people like it" - "Really? It's the color of our company and slogan". ("comentario inapropiado o fuera de tono")
6. Off-key remark e	f. Practices and forms prescribed by social convention.
7. Skip d	g. Abbreviated form of language for quick messages (also called just "text")
8. Standard b	h. Shout/scream
9. Text-speak g	i. Count/be important ("importar")
10. Yell (verb) h	j. Hi, Hello, Dear Ms. Laughlin ("saludo")

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

Correct exercise B.1.)

Now answer these questions about your personal E-mail choices:

1. Does cyber etiquette or netiquette matter to you?
2. Do you think text-speak will become the standard soon?
3. Would you skip text-speak at work?

Now watch the video from 00:33 to 1:08 and compare answers to previous questions with the video speaker's answers.

Did you agree with the video speaker?

The speaker says YES to question 1. She doubts about 2 (it MAY be the standard"). She says YES to question 3.

Step B.1.2) Before watching next section of the video, reorder the words in each sentence.

The characteristics of a good E-mail are:

- a. it turn fast around
- b. subject include a
- c. a greeting include
- d. a add signature
- e. and text-speak avoid acronyms
- f. avoid Caps All
- g. questionable jokes or avoid language
- h. go negative don't

- | |
|--|
| <ol style="list-style-type: none">a. turn it around fast = answer quicklyb. include a subjectc. include a greetingd. add a signaturee. avoid text-speak and acronymsf. avoid All Caps= all upper case or capital lettersg. avoid jokes or questionable languageh. don't go negative |
|--|

Now watch the video from 1:08 -1:26 and check your answers to B.1.2).

Make sure students don't see minute 1:27. It would spoil next exercise.

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

Step B.1.3) The video divides the characteristics of a good E-mail into DOs (positive items) and DON'Ts (negative items). Can you write them in the correct category?

include a subject	go negative	all caps
turn it around fast/ Answer fast	include a greeting	add a signature
jokes or questionable language	text-speak and acronyms	

Do	Don't
turn it around fast/ Answer fast	all caps
include a subject	jokes or questionable language
include a greeting	text-speak and acronyms
add a signature	go negative

Watch video from 1:28 till 1:42 to check your answers to B.1.3)

STEP C) The DON'TS

Step C.1) Before watching next section, read the following sentences and predict if the answer will be:

1. True (T) 2. False (F) or 3. Non Mentioned (NM)

1. Everybody understands text-speak **False: Not everybody**
2. Dogs don't understand text-speak. **NM but seen on the picture so True**
3. Text-Speak is a foreign language. **False: To some it is a foreign language.**
4. There are people who don't understand acronyms. **True: The same goes for...**
5. Using upper case for letters is similar to shouting at somebody **True: All Caps for letters is the same thing as yelling.**
6. If you use all caps the reader will think that you are joking. **NM or False. All caps is the same as yelling or shouting**
7. Mr. Clooney did not like the capitalization of Mr. Pitt's sentence. **NM but you can see this on the slide: B.PITT =YOU MISSED A LINE (te saltaste una línea). G.CLOONEY= Are you calling me stupid?**
8. You know how a joke is going to come on because most of e-mail writers are very good at making off-key remarks. **False. You should avoid off-key remarks and jokes.**
9. Cats don't think water and soap is funny. **NM but you can see it on the slide. Therefore it is True.**

Now watch from minute 1:52 to 2:42 and check your predictions. Justify your answers. How well did you do?

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5

Step C.2) the 4th DON'T is DON'T GO NEGATIVE.

Guess which negative don'ts the video mentions:

DON'T:

	criticize others	X	eat and write at the same time
X	pick your nose	X	complain about the food at the canteen
	talk about problems with your clients		make negative comments about people in the company

Now watch video from 2:42 to 03:03 and check your answers.

STEP D) The DOs

Before listening to the next section, answer these questions (video answers provided under each question)

1. Fast turn around is a feature of E-mail? How long does it take you to answer to an E-mail?
Within 24 hours or less
2. Why do you think it is important to change/include a subject for your email in the subject line? If you don't, the receiver may ignore it or delete it. With a good subject line the E-mail stands a better chance of being read.
3. What are the most common greetings you use in an E-mail? Depending on the student: Hi, hello, name of the person, Dear Ms/Mr. + last name, Sir /Madam...
4. What information should you include in your signature line? Your name, title/position, E-mail address, phone number, and the company's name and web address.

Now watch the video from 03:03 to 4:28 and check your answers

Post video activity

Look at these possible subjects for an E-mail. Which ones are good and which ones aren't? Justify your answers.

1.	Subject:	By the way
2.	Subject:	Answer to your E-mail
3.	Subject:	Complain about product
4.	Subject:	Problem with hairdryer HP56
5.	Subject:	Open this. Important
6.	Subject:	Message about trip to France on 07/04 received
7.	Subject:	Document 345/ new model enclosed
8.	Subject:	When you get the chance...

Numbers 1, 2, 3, 5, 8 are not good subject titles. They don't give any information or the information is too vague. The person who receives this email does not know what their content is. Compare subject 3 and subject 4. Subject 4 goes to the point.

English for Office Applications
Text Processors: Netiquette and Effective Business E-mail.
RP Unit 5
