

### Student's Handout

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

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

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.**

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

**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 ...	<b>a.</b> Separate into pieces or parts.
2. Break down (verb) ...	<b>b.</b> Accepted model
3. Etiquette ...	<b>c.</b> Keep away from
4. Greeting ...	<b>d.</b> Omit/ignore
5. Matter (verb) ...	<b>e.</b> -“I really hate color fuchsia. Only really tacky people like it” - “Really? It’s the color of our company and slogan”.
6. Off-key remark ...	<b>f.</b> Practices and forms prescribed by social convention.
7. Skip ...	<b>g.</b> Abbreviated form of language for quick messages
8. Standard ...	<b>h.</b> Shout/scream
9. Text-speak ...	<b>i.</b> Count/be important
10. Yell (verb) ...	<b>j.</b> <i>Hi, Hello, Dear Ms. Laughlin</i>

**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?

**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 .....

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

**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 |                 |

<b>Do</b>	<b>Don't</b>

**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
2. Dogs don't understand text-speak.
3. Text-Speak is a foreign language.
4. There are people who don't understand acronyms.
5. Using upper case for letters is similar to shouting at somebody
6. If you use all caps the reader will think that you are joking.
7. Mr. Clooney did not like the capitalization of Mr. Pitt's sentence.
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.
9. Cats don't think water and soap is funny.

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

**Step C.2) the 4<sup>th</sup> DON'T is DON'T GO NEGATIVE.**

**Guess which negative don'ts the video mentions:**

**DON'T:**

criticize others	eat and write at the same time
pick your nose	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**

1. Fast turn around is a feature of E-mail? How long does it take you to answer to an E-mail?
2. Why do you think it is important to change/include a subject for your email in the subject line?
3. What are the most common greetings you use in an E-mail?
4. What information should you include in your signature line?

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

### Post video activity

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

---

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

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