

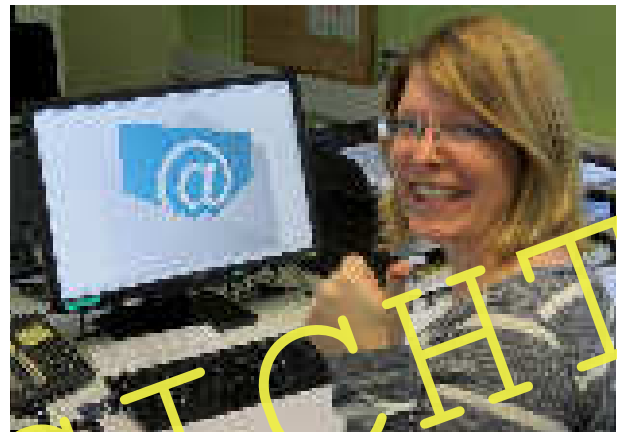
Please find our price list attached – how to write effective business emails

Von Paulene Grabenkamp-Frayne, Flensburg

E-Mails sind aus der heutigen Geschäftswelt nicht mehr wegzudenken. Im Zeitalter der Globalisierung werden sie zunehmend in der Verkehrssprache Englisch verfasst. Auch für viele Auszubildende gehört dies zum Alltagsgeschäft.

Die fünf unabhängig einsetzbaren Bausteine dieses Unterrichtsvorschlags bieten umfangreiches Übungs- und Vertiefungsmaterial zum Schreiben von geschäftlichen E-Mails. Die Schüler erfahren, wie man elektronische Nachrichten kurz und trotzdem gut verständlich verfasst. Sie lernen formelle und informelle Standardphrasen kennen und wenden diese beim Schreiben von eigenen E-Mails an. Ein Multiple-Choice-Quiz zu den gängigsten englischsprachigen Abkürzungen bietet Abwechslung.

Ideal für Vertretungsstunden



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Mit den passenden Redemitteln an der Hand kann man beim Schreiben von englischen E-Mails viel Zeit sparen.

VORANSICHT

Das Wichtigste auf einen Blick

<p>Kompetenzen</p> <ul style="list-style-type: none"> – über die Bedeutung von E-Mails im Alltag sprechen – formelle und informelle Standardphrasen zum Schreiben von geschäftlichen E-Mails kennen und anwenden – E-Mails einfach und gut verständlich formulieren (KISS-Prinzip) – prägnante Betreffzeilen schreiben 	<p>Dauer</p> <p>mind. 1 Schulstunde, je nach Auswahl der Materialien</p> <p>Niveau</p> <p>B1 (mit Differenzierungsmaterial für A2)</p> <p>Ihr Plus</p> <p>mit zwei Quiz zum Thema</p>
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Übersicht über die einzelnen Bausteine

Baustein 1: Talking about emails – an introduction to the topic	
Material	Verlauf
M 1 (Qz)	What do you know about emails? – A quiz / ein Multiple-Choice-Quiz rund um das Thema „E-Mails“ ausfüllen
M 2 (Tx)	The role of emails in daily life – a discussion / Fragen zur Bedeutung von E-Mails im Alltag diskutieren
<i>Schwerpunkt:</i> Die Schüler reflektieren die Bedeutung der E-Mail im Alltag.	

Baustein 2: Writing effective subject lines	
Material	Verlauf
M 3 (Tx/Ws)	How to write good subject lines / Infos zum Formulieren von Betreffzeilen anhand eines Texts erarbeiten und in schriftlichen Übungen anwenden
<i>Schwerpunkt:</i> Die Lernenden formulieren angemessene Betreffzeilen auf Englisch.	

Baustein 3: Formal and informal expressions in emails	
Material	Verlauf
M 4 (Tx/Ws)	Language in business emails – reading an info text / Wichtiges zum Gebrauch von Anrede- und Schlussformeln erarbeiten und in schriftlichen Übungen anwenden
M 5 (Ws)	Formal or informal? – helpful phrases for emailing / formelle sowie informelle Redemittel in einer Einsetzübung und beim Umformulieren einer E-Mail anwenden
<i>Schwerpunkt:</i> Die Schüler wenden verschiedene formelle sowie informelle Redemittel korrekt an.	

Baustein 4: Keeping emails short and simple	
Material	Verlauf
M 6 (Tx/Ws)	The KISS principle – how to keep your emails simple / einem Info-Text über das KISS-Prinzip Informationen entnehmen und Sätze in einer Übung kürzen
M 7 (Qz)	Abbreviations in emails – a quiz / ein Multiple-Choice-Quiz zu gängigen Abkürzungen bearbeiten
M 8 (Ws)	Ref, enc and e.g. – abbreviations in emails / gängige Abkürzungen in der schriftlichen Korrespondenz anhand von Einsetzübungen erarbeiten
<i>Schwerpunkt:</i> Die Schüler wissen, wie sie E-Mails einfach und gut verständlich formulieren.	

Baustein 5: Practise writing business emails	
Material	Verlauf
M 9 (Ws)	Dear Ms Turner – practise writing business emails / anhand von Vorgaben eine geschäftliche Email verfassen
M 10 (Vs)	Writing business emails – useful expressions / Liste mit Redemitteln zum Schreiben von geschäftlichen E-Mails
Schwerpunkt:	Die Lernenden schreiben selbstständig geschäftliche E-Mails und wenden das Gelernte im Kontext an.

Bedeutung der Abkürzungen

Qz: Quiz; **Tx:** Text; **Vs:** Vocabulary sheet; **Ws:** Worksheet

Zusatzmaterialien auf CD bzw. in der ZIP-Datei

M3_Zusatz_A2	(Materialien mit vereinfachtem Infotext und Übungen)
M4_Zusatz_A2	(Materialien mit vereinfachtem Infotext und Übungen)
Zusatz_grammar_emails	(Übersichtsblatt zu häufig verwendeten Zeitenformen in E-Mails)
Zusatzbaustein_Formatting	(zusätzliche Infotexte und Übungen zum Thema „Formatieren“)
Zusatzbaustein_Layout	(zusätzliche Infotexte und Übungen zum Thema „Layout“)
Zusatzbaustein_Proofreading	(zusätzliche Infotexte und Übungen zum Thema „Korrekturlesen“)



Auf der **CD 21** finden Sie alle Materialien im veränderbaren Word-Format sowie Zusatzmaterialien und Materialien zur Differenzierung.

The role of emails in daily life – a discussion

M 2

Take part in a discussion about emails.

Task

Discuss the following points in a group or in class. Use the language support below.

- How many emails do you receive/send in a week (at work? at home?)
- Can you imagine¹ a life without emails? Why (not)?
- What kind of spam messages do you receive?
- How do you think (spam) firms get hold of your email address?
- Have you ever sent/received an email in English? What was it about? Who did you send it to?
- Do you reply to every email? Why (not)?

Giving your opinion – language support

When giving your opinion there are many ways to start your sentence.

- In my opinion, ...
- I think that ...
- I'm sure that ...
- I'm convince^{1,2} that ...

You may not have thought about the subject before so find it difficult to give an opinion.

- Perhaps it would be ...
- I've never thought about that, it might ...
- Maybe that's right, but ...
- I suppose ...

You may also agree or disagree³ with something or someone.

- I agree that emails ...
- I disagree with you, I think ...
- I don't agree with you about ...
- I have a different opinion. I ...



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Vocabulary

1 to imagine sth.: sich etw. vorstellen – 2 to convince so.: jmdn. überzeugen – 3 to disagree with sth.: gegen etw. sein

M 4 Language in business emails – reading an info text

Find out which expressions to use when writing business emails.

Tips for writing emails

General information

- When you are writing an email you must always remember that this is a formal piece of correspondence, even if an email is faster and shorter. An email may get printed out and passed on to customers or colleagues¹, so you must consider whether your words are suitable² for printing out or being read by others.
- Slang, emoticons and abbreviations should be avoided and it is also important to address³ the recipient correctly and not be over-familiar⁴ with a person you do not know well. It is also better to use the full verb forms and not contractions e.g. "we will" and not "we'll".



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Using the right beginnings and endings

- Let's start by considering the salutation⁵ in an email. For example, if you are making an enquiry⁶ and do not know the person at all you would start with "Dear Sir or Madam" and finish with "Yours faithfully".
- If you know the person's name, then by all means⁷ use it. In this way you would address the person as "Dear Ms Banks" and finish with "Yours sincerely". These are the same rules as with a business letter.
- If you have corresponded with a person a number of times and if they are in agreement⁸, then it is acceptable to use their first name. However, before you end up by treading on someone's toes⁹ it might be a good idea to wait and let the other person take the first step¹⁰.
- If you start your email with "Dear Judith", then the close would be "Kind regards/Best regards". Do not use "Best wishes", "Cheers", "love", "Greetings" etc. for business.
- At times you may be addressed only with your name alone e.g. "Jane Richards" without the "Dear". However, using the recipient's name alone can sound harsh and hostile¹¹.

Vocabulary

1 **colleague**: der Kollege, die Kollegin – 2 **suitable**: geeignet, passend – 3 **to address sth.**: etw. ansprechen – 4 **over-familiar**: zu vertraut – 5 **salutation**: die Begrüßungsformel – 6 **enquiry**: die Anfrage – 7 **by all means**: durchaus – 8 **in agreement with ...**: übereinstimmend mit ... – 9 **to tread on someone's toes**: jmdm. auf den Schlips treten – 10 **to take the first step**: die Initiative ergreifen – 11 **harsh and hostile**: hart und unfreundlich

Task 1: Read the tips on salutations and complimentary closes again. Then look at the examples below. Which are positive and which are negative example(s)? Say why.

a) Dear Tom

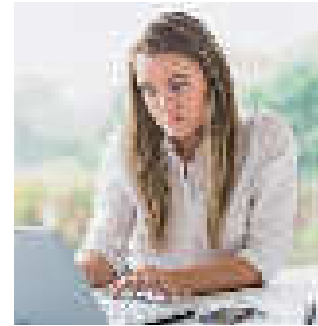
I hope you are well.

I've just realised I don't have your latest catalogue. I wonder if you could send it as soon as possible as we need it urgently.

Thank you for your help.

Best regards

Sandra



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b) Tom Parker

I need the latest catalogue by Friday. Please send it directly to me.

Cheers Ben

c) Tom

Send me the catalogue this week, I'm desperate for it. My boss will be angry with me if you don't.

Thanks a lot

Trevor

Task 2: Which salutation and close would you use for these emails? Write the answer on the lines.

a) You are writing to Barbara Thomson, a colleague who you know quite well, although you do not meet her outside of the company.

b) You want to make an enquiry about delivery conditions with a company with whom you have not done business before.

c) You have received an offer for conference facilities from Ms Deidre Murdoch of the Carlton Hotel in London and would like to confirm your dates.

Task 3: Show that you have understood the text: Match an expression from the left hand column to an expression from the right hand one to make a full sentence.

1. <u>e)</u> An email ...	a) ... avoided in a formal email.
2. ____ When you write an email ...	b) ... if you use the first name.
3. ____ Be careful, ...	c) ... are unacceptable in formal e-mails.
4. ____ Slang should be ...	d) ... if you are sure that it is acceptable for the recipient.
5. ____ Emoticons ...	e) ... is normally shorter than a letter.
6. ____ Only use the first name, ...	f) ... might sound very harsh.
7. ____ Kind regards is a good ending, ...	g) ... you must consider your target reader.
8. ____ Omitting "dear" ...	h) ... because your email may be read by a complete stranger.

M 5 Formal or informal? – Helpful phrases for emailing

Here is a list of some formal and informal expressions to help you when writing your emails.

Formal or informal style?

There are many verbs and phrases which need to be adapted¹ when writing a formal email. Here are some ideas for better ways of saying what you want. However, it is often difficult to decide in a second language whether a word or phrase is formal or informal, but remember that written business English tends to be more formal than spoken (business) English.



General expressions

Informal expression	Formal expression
Thanks	Thank you very much/Thank you
Great to see you again at ...!	It was good to see you at ...
Let's start off ...	Firstly/first ...
What about meeting ...?	Perhaps we could meet ...?
Don't forget to ...	Please remember to ...
Please give me a call.	Please contact me.
Let's fix a date.	We should make an appointment ² .
We need the delivery ³ now.	We require the delivery immediately.
You're wrong!	I am afraid you are mistaken ⁴ . / I am afraid ⁵ that is incorrect.
We've lots of ...	We have a great amount ⁶ of ...

Using formal and informal verbs

Informal verbs	Formal verbs
to say sorry	to apologise
to think about	to consider
to call so.	to contact so.
to tell so.	to inform so.
to like sth. better	to prefer sth.
to buy	to purchase
to get	to receive
to end	to terminate
to want	would like to

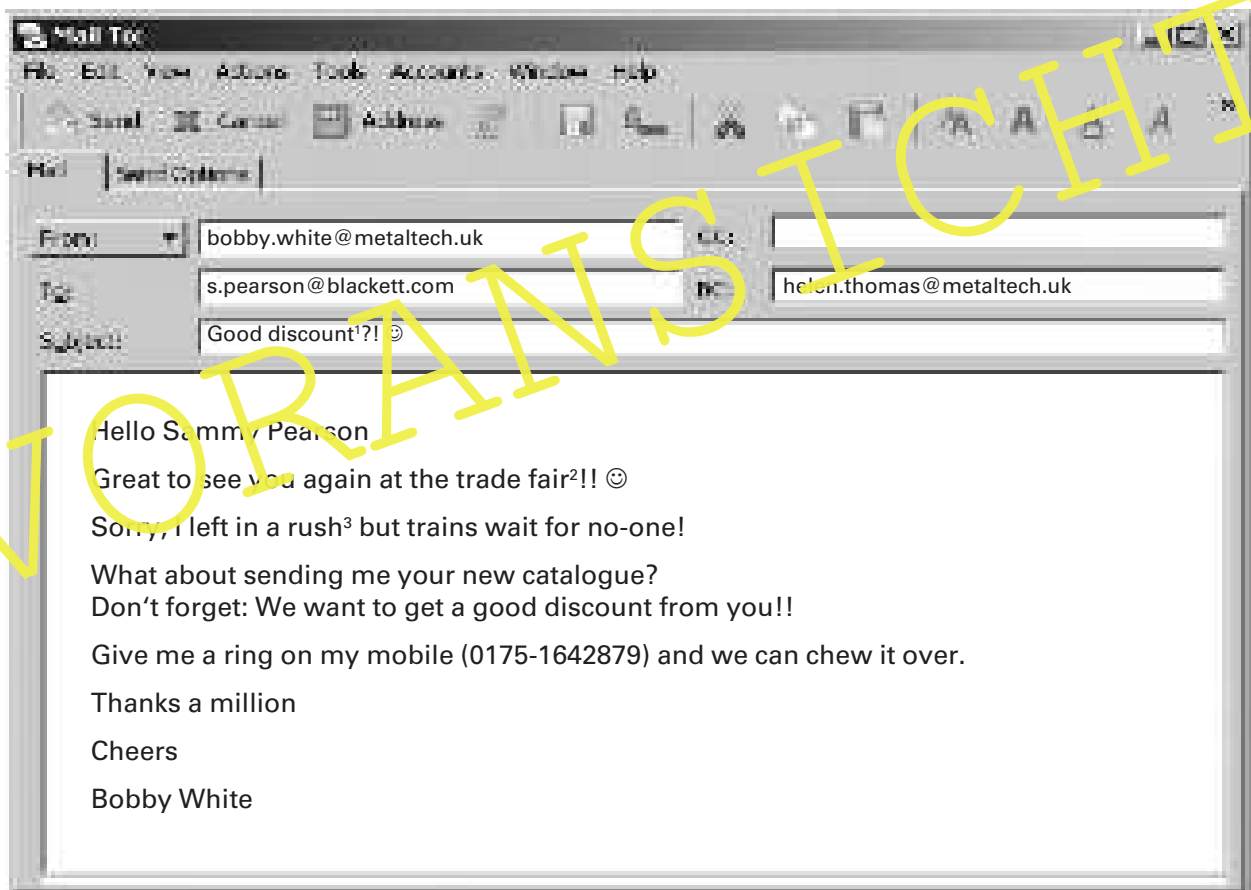
Vocabulary

1 **to adapt sth.:** etw. anpassen – 2 **appointment:** der Termin – 3 **delivery:** die Lieferung – 4 **to be mistaken:** sich irren – 5 **I'm afraid ...:** Leider ... – 6 **amount:** die Menge

Task 1: Complete the following sentences using the formal verbs from the table. Remember to use the correct tense.

- a) We would like to _____ you that the invoice must be paid by the end of the month.
- b) We _____ your letter yesterday.
- c) We would like to _____ 10 pieces, article no. 23516.
- d) John says he _____ writing a letter to writing an email.
- e) You can _____ me at the office any time after 10 a.m.
- f) Sally said she _____ give the presentation at the next meeting.
- g) We _____ for the delay. The flight will now take off at 14.15.

Task 2: Look at the following email which has been written in a very informal way. Can you re-write it?



Vocabulary

1 **discount:** der Rabatt – 2 **trade fair:** die (Handels-)Messe – 3 **to be in a rush:** in Eile sein (ugs.)

Abbreviations in emails – a quiz

M 7

Do you know the abbreviations? Do the multiple choice quiz.



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Task: Tick the correct answer for the abbreviations.

<p>1. K.I.S.S.</p> <p><input type="radio"/> a) Keep it short and simple.</p> <p><input type="radio"/> b) Keep important structures short.</p> <p><input type="radio"/> c) Keep improving sentences and style.</p>	<p>2. ASAP</p> <p><input type="radio"/> a) all solutions and possibilities</p> <p><input type="radio"/> b) as soon as possible</p> <p><input type="radio"/> c) all suitable and possible</p>
<p>3. p.m.</p> <p><input type="radio"/> a) past morning</p> <p><input type="radio"/> b) popular melodies</p> <p><input type="radio"/> c) post meridiem (after noon)</p>	<p>4. e.g.</p> <p><input type="radio"/> a) easy going</p> <p><input type="radio"/> b) example given</p> <p><input type="radio"/> c) early goal</p>
<p>5. i.e.</p> <p><input type="radio"/> a) id est (that is)</p> <p><input type="radio"/> b) I enclose</p> <p><input type="radio"/> c) in envelope</p>	<p>6. enc</p> <p><input type="radio"/> a) encased</p> <p><input type="radio"/> b) encircled</p> <p><input type="radio"/> c) enclosed</p>
<p>7. p.p.</p> <p><input type="radio"/> a) per proxy/on behalf of someone</p> <p><input type="radio"/> b) postponed</p> <p><input type="radio"/> c) post paid</p>	<p>8. etc</p> <p><input type="radio"/> a) always</p> <p><input type="radio"/> b) ethnic</p> <p><input type="radio"/> c) et cetera (and so on)</p>
<p>9. PTO</p> <p><input type="radio"/> a) Please turn over.</p> <p><input type="radio"/> b) Please target others.</p> <p><input type="radio"/> c) Please take over.</p>	<p>10. PIN</p> <p><input type="radio"/> a) personal identity name</p> <p><input type="radio"/> b) private identification number</p> <p><input type="radio"/> c) personal identification number</p>
<p>11. Re/Ref</p> <p><input type="radio"/> a) Referendum</p> <p><input type="radio"/> b) Refill your drink.</p> <p><input type="radio"/> c) Reference</p>	<p>12. RSVP</p> <p><input type="radio"/> a) Please don't let me wait.</p> <p><input type="radio"/> b) Please reply.</p> <p><input type="radio"/> c) Please come here.</p>

M 8 Ref, enc and e.g. – abbreviations in emails

You can often find abbreviations¹ in business emails. Do you know what they all mean?

Abbreviations in emails

When you are sending an email or a text message to a friend you often use abbreviations instead of writing the full word. For example, you may write BTW to replace the words "by the way".



However, when writing an email for your company you should always write the full forms even if this takes longer, as in this way you will avoid misunderstandings² especially if you are not completely sure of the abbreviation for a particular phrase.

There are naturally some standard abbreviations which are possible to use, even in business correspondence. For example, you would not need to write the full name of a global organisation such as UNICEF, or for universally recognised³ abbreviations such as e.g. (for example) or p.m. (afternoon/evening).

Task 1: Below is a list of more acceptable standard abbreviations used in correspondence. Do you know what they all mean? Complete the table.

Abbreviation	Full form/meaning	German expression (abbreviation)
e.g.	example given/for example	zum Beispiel (z. B.)
ASAP		
i.e.		
enc/encl		
c/o		
PTO		
P&P		
CC		
PS		
PIN		
RSVP		
Re/Ref		
pp		
attn		
etc		

Task 2: Here are some examples of colloquial⁴ abbreviations you should not use in formal emails. Do you know what they mean? Look up the abbreviations you don't know on the Internet.

ad/advert	_____	CU	_____
info	_____	L8R	_____
intro	_____	2nite	_____
LOL	_____	B4N	_____
OMG	_____	OTT	_____
BTW	_____		

Vocabulary

- 1 **abbreviation:** die Abkürzung – 2 **to avoid misunderstandings:** Missverständnisse vermeiden –
 3 **universally recognised:** allgemein anerkannt – 4 **colloquial:** umgangssprachlich