Writing Effective Email
A Workshop for International Students

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Agenda

- Email Style
- Your email goals, your email identity
- Making a positive impression
- Politeness strategies
- Email details: subject lines, greetings, closings
- Language for polite requests
- Thank you emails
- Summary/Takeaways
- Questions
Email Style

- What features of email are more like speech?

- What features are more like writing?
What are your goals for your own academic or professional email?
What does your email address say about you?
The bottom line:

Email is a key way we create a (positive) first impression.
Task One: Making a Positive Impression

- How effective is the message, and why? (p. 3)
- Discuss with a partner
to me

... 

Do you have any like opportunities for research in Ann Arbor during the Summer?

Sincerely,
[Omitted email signature]
Conversational Cooperation Principles

- **Quantity**: Include the right amount of information
- **Relation**: Exclude irrelevant information
- **Manner**: Be unambiguous, clear, brief, and orderly
- **Quality**: Tell the truth

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Conversational Cooperation Principles cont.

- How well does the message in Marin Fuhrman’s email in Task One follow these rules of conversational cooperation?
Politeness Strategies

- **Tact:** Don’t ask too much.
- **Generosity:** Don’t focus on *you*.
- **Sympathy:** Don’t *annoy* people!

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Task Two

- Find the politeness strategies in Katie Armstrong’s message.
The Details

- Subject Lines
- Greetings
- Closings

 ↔ *Purpose*
Task Three:

- What major factors helped you decide on subject lines?
Task Three: Greetings

- Subject Lines
- Greetings
- Closings
Language for Polite Requests

- Modals
- “I was wondering whether…”
- What else can we add to this list?
Task Four: Job Search Cover Email

- What info would you include in an email cover letter to apply for an internship?
Task Five: Thank-You Emails

- What do you like about this template?
- What changes would you suggest?
Task Six: Thank You Emails cont.

- What is your reaction to the first email?
- How effective is the second one?
Summary

- What are your key takeaways from today’s workshop?
Questions?
Thank You