



Unit 10 The modern world

Before you read

This article offers suggestions on how to write successful emails. Think about this question. What are some “rules” that you follow when writing both formal and informal emails?

Read the article

“Netiquette” Do’s and Don’ts

For many people all over the world, email is the best way of communicating quickly and easily. But because it’s so fast and simple, it is also very easy to miscommunicate. The following network etiquette—or *netiquette*—rules will help you write and send clear, easy-to-understand emails. Happy emailing!

Do’s

1. Write short emails and separate your ideas into different paragraphs. Some people receive hundreds of emails a day. They want to receive short, easy-to-read messages.
2. Check your message before you send it and make sure it says what you really want to say. Remember that you are writing, not talking. For example, how can you show in writing that you are joking? You can use emoticons. These are pictures made with punctuation marks, like :>). The colon makes eyes and the parenthesis is a mouth.
3. Check your spelling or use the spell check feature on your computer before clicking send. There is no reason for poor spelling, even in email.
4. Include clear and helpful information in the subject line. This helps people organize emails and find old ones. If someone has hundreds of emails to read, he or she might not read one without a subject line, just to save time.

Don’ts

5. Don’t use all capital letters. This is the same as SHOUTING. It is rude.
6. Don’t send a copy to everyone when you want only one person to receive your message. Often people send messages as a cc (carbon copy—the old word for copy of a letter). Reply only to the person or people you want to read your message.
7. Don’t send emails when you are angry or upset. These messages are called flames. Wait until you are calm. Also, don’t send emails that will get you flamed. Be polite and try not to make anyone angry or upset.
8. Don’t think email is private. Email is written communication. Never write something in an email that you wouldn’t say in public.

Source: Adapted from *Northstar: Focus on Reading and Writing, Basic, 2nd ed.*
by Natasha Hagunes and Beth Mayer, Longman



Build your reading skills: Supporting general statements

Read the article again. Decide if each statement is true or false. Write *T* for true and *F* for false. Then write the number of the rule to show where you found the supporting information.

1. The subject line should say what the main idea of the email is. T4
2. Sending messages in writing is clearer than speaking. _____
3. Short emails are easier to read than long emails. _____
4. Sending emails when you are angry is a bad idea. _____
5. Email is a private form of communication. _____

Check your comprehension

Circle the letter of the answer that completes each sentence.

1. Following email netiquette rules will help you _____.
 a. communicate clearly
b. express your emotions
c. keep your job
2. Keep your emails _____.
a. formal
b. long
c. short
3. It's important to write an informative _____ for the reader.
a. copy
b. subject line
c. emoticon
4. Don't _____ when writing your email message. It is rude.
a. review the information
b. check the spelling
c. use all capital letters
5. Send copies of your message to _____.
a. everyone in the office
b. people who need the information
c. your boss