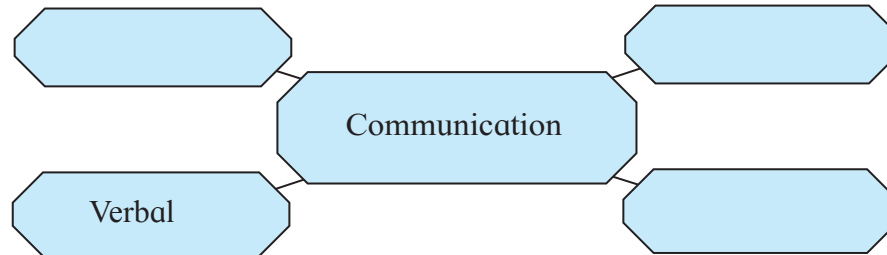


## 3.3 E-mails

### ICE BREAKERS

- There are different kinds of communication. Write some of them to complete the given boxes. Discuss the importance of each one of them with your partner.



- **Dos and Don'ts for Email Etiquette. Discuss and add one or two Dos and Don'ts on your own.**

Sr. No.	Dos	Don'ts
1.	Have a clear subject line.	Don't forget your signature.
2.	Use a professional salutation.	Don't use humour and sarcasm.
3.	Recheck your e-mail.	Don't assume the recipient knows what you are talking about.
4.	Keep private material confidential.	Don't punctuate poorly.
5.	Keep your email short and flawless. Stay concise.	Don't hit 'Reply All'.
6.	Check your attachments before sending.	Don't think that no one but the intended recipient will see your email. (No predictions)
7.	Include your name or a signature with additional details and contact information.	Don't forward email without permission.

# E-mails

- **What is an Email?**

Electronic mail (also known as email or e-mail) is one of the most commonly used services on the Internet, allowing people to send messages to one or more recipients. Email was invented by Ray Tomlinson in 1972.

- **Why use Email?**

The operating principle behind email is relatively simple, which has quickly made it the most popular service used on the Internet.

As with a traditional postal service, for your message to reach your recipient, all you need to know is their address. Its two main advantages over “paper mail” are the speed at which the email is sent (practically instantaneous) and the lower cost (included with the cost of an Internet connection).

What’s more, email can be used to instantaneously send a message to several people at once.

- **E-mail Basics**

Make sure that your emails stand out because of the content, and not because of sloppy mistakes, poor formatting, or casual language.

Use a readable font in a 10 or 12 point size in your emails. Send job search-related emails from a professional email address - ideally, your email address should just include some combination of your first and last name or first initial and last name.

Here’s what to include when sending job search correspondence and the email message format you should use when you are sending employment related email messages.

- **E-mail Message Template**

The following email message template lists the information you need to include in the email messages you send while searching for a job. Use the template as a guideline to create customized email messages to send to employers and connections.

- **Subject Line**

Don’t forget to include a clear Subject Line in your email.

Use the subject line to summarize why you are emailing. Some examples of strong subject lines:

- Application for Marketing Associate - Jane Smith
- Informational Interview Request
- Thank You - Marketing Associate Interview
- Referred by [Person's Name] for [Informational Interview, Discuss XYZ, etc.]

- **Salutation**

Use an appropriate salutation.

Dear Mr. /Ms. Last Name or Dear Hiring Manager:

- **First Paragraph**

The first paragraph of your email should include information on why you are writing. Be clear and direct — if you are applying for a job, mention the job title. If you want an informational interview, state that in your opening sentences.

- **Middle Paragraph**

The next section of your email message should describe what you have to offer the employer or if you are writing to ask for help, what type of assistance you are seeking.

Keep it concise and flawless with relevant punctuation.

- **Final Paragraph**

Conclude your email by thanking the employer for considering you for the position or your connection for helping with your job search.

### **Email Signature**

**First Name, Last Name**

**Email address**

**Phone**

### **How to CC and BCC properly:**

The carbon copy (CC) and blind carbon copy (BCC) tools are tricky. Sometimes they're useful, but if used improperly, they can be problematic.

Read the following sample email format and prepare your own.

### Sample Email format

The screenshot shows a web browser window with the URL `mail.seize.com/mail/inbox`. The page header includes the "Seize Mail" logo, a search bar, and a "Search Mail" button. A "COMPOSE" button is visible in the top left. The email body contains the following text:

To: Rohini / Rohit Chopra  
Subject: Invitation for Annual Day Event

Dear Madam / Sir,

We would like to tell you how much we admire your work on screen and how much we appreciate you as a person, off screen. The recognition and popularity you have received is very well deserved. You are a youth icon in the true sense.

We therefore invite your gracious presence as the Chief Guest for our annual function 'MEGH '19', scheduled on Friday, December 20<sup>th</sup>, on our college grounds.

I am sure, your presence will inspire our young students, many of whom look forward to acting as a career in their future.

Please find attached the invitation card.

Looking forward to your favourable reply.

Thanking You.

Yours sincerely,  
Smitha / Smith Vaz,  
The Principal,  
Zenith College,  
Bandra (West),  
Mumbai 50.

An attachment "Invitation.jpeg (100K)" is shown at the bottom of the email body. A "Send" button and a rich text editor toolbar are also visible.

The screenshot shows the same email client interface, but now displaying a received email. The email header shows the sender as `rohith/rohinichopra@seizemail.com` and the time as "10:30 AM (1 hour ago)". The subject is "Subject: Re: Invitation for Annual Day Event". The email body contains the following text:

Dear Madam / Sir,

I have recieved the invitation letter asking me to be the Chief Guest for 'MEGH '19', which is scheduled on Friday, December 20<sup>th</sup>.

I want to thank you for your kind words. I am indeed very happy to inform you that I will remain present for the event.

I look forward to seeing you very soon.

Thanking you.

Yours sincerely,  
Rohit / Rohini Chopra

The interface also shows a "COMPOSE" button, navigation arrows, and action buttons for "Archive", "Spam", "Delete", and "More". The email is shown as "1 of 100" in a list.

We have learnt how to compose E-mails. In the present age, applications for jobs are expected to be sent through E-mails. For such purposes preparing a Bio-data/ CV/ Resume is required.

## Bio-Data / CV / Resume

### Resume

Resume is a French word meaning “summary”. A resume is ideally a summary of one’s education, skills and employment when applying for a new job. A resume does not list all details of a profile, but only some specific skills customized to the target job profile. It thus, is usually 1 or at the most 2 pages long. A resume is usually written in the third person to give it an objective and formal tone.

### C.V. – Curriculum Vitae

Curriculum Vitae is a Latin word meaning “course of life”. It is more detailed than a resume, generally 2 to 3 pages, or even longer as per the requirement. A C.V. lists every skill, all the jobs and positions held, degrees, professional affiliations the applicant has acquired, and in chronological order. A C.V. is used to highlight the general talent of the candidate rather than specific skills for a specific position.

### Bio-data

Bio-data is the short form for Biographical Data and is an archaic terminology for Resume or C.V. In a bio-data, the focus is on personal particulars like date of birth, gender, religion, race, nationality, residence, marital status, and the like. A chronological listing of education and experience comes after that.

## BRAINSTORMING

- (A1) Write an email to your friend who has not contacted you for a long time. Use the hints/language support from the text to compose your email.
- (A2) (i) Browse through the net and find out various types of emails and their formats.
- (ii) Create your email account on any one of the email service providers (gmail, yahoo, rediff) and send at least 3/4 emails to your contacts.
- (A3) Given below is a list of words used to develop a CV or a Resume. Prepare a CV/Resume of your own.
- **Personal Information**

Name	Address
Telephone / E-mail	Date of birth
Nationality	Marital status

- **Work Experience**

Experience/ Occupation / Position	Employer / Employment History
Internships	Activities and responsibilities

- **Education**

Education and Training	Primary school
Secondary school	Other qualifications

- **Personal Skills and Competencies**

Competencies / Personal Competencies / Personal Skills/ Computer Skills  
Mother tongue/ Other Languages / Foreign Languages

**(A4) (i) Browse on the net and gather a variety of templates to write a ‘Curriculum Vitae’.**

**(ii) Multinational companies expect a different type of Professional CV. Browse through the net to gather information about it.**

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