



Introduction

This is a learning as well as an exam preparation video.

At the end of the video are practice assignments for you to attempt.

Please go to www.eastpoint.intemass.com/ or click on the link at the bottom of this video to do the assignments for this topic.

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Chapter 13: E-mail Writing

Chapter 13: E-mail Writing

What is an E-mail?

An e-mail is the fastest way to communicate in writing. The word e-mail simply means electronic mail, which we send across the Internet or other computer networks. An e-mail can be sent from a computer or from a smartphone which has access to the Internet.

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Some Facts about E-mail

- An e-mail is sent using an account which stores all your sent and received messages online.
- E-mail accounts can be created with e-mail service providers such as Gmail, Yahoo! and AOL.
- Most of these service providers do not charge you to create an email account.
- An e-mail account is operated through a personal e-mail address (e.g. abc@xyz.com) which can be accessed only with a password (a series of letters or numbers).

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Some Facts about E-mail

- Your password is a secret and should never be shared with anyone!
- You can send written messages, photos, videos and audio files through e-mail.

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What does an E-mail Look Like?

Most e-mail service providers allow users to customise their online profiles. Each user can choose from a variety of themes and set their preferences. It is similar to setting themes on your computer.

An e-mail looks like a letter except that it is not handwritten. Let us examine the differences between a letter and an e-mail.

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What does an E-mail Look Like?

E-mail	Letter
Printed or typed	Printed or handwritten
Sent via the Internet	Sent via the post office
Is received instantly	Takes days to reach the recipient

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Components of an E-mail

An e-mail consists of two main sections:

- The header
- The body

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Components of an E-mail

The following fields are part of the header:

- The To field
- The Cc field
- The Bcc field
- The Subject line

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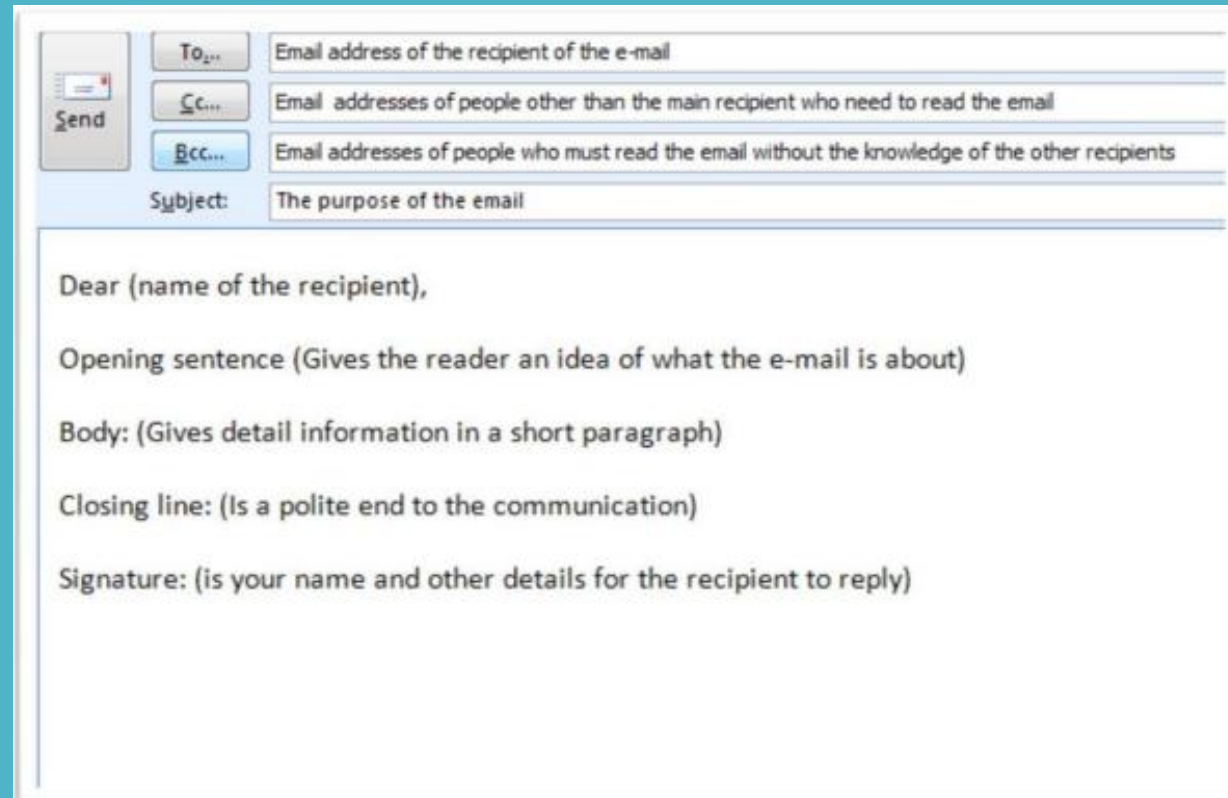
Components of an E-mail

The body of the e-mail consists of an introductory paragraph and a short description in writing. It consists of

- A salutation
- An opening sentence
- The information in detail
- Closing line
- Signature line

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Components of an E-mail



The image shows a screenshot of an email composition window. On the left side, there is a 'Send' button. The main area contains several fields:

- To:** Email address of the recipient of the e-mail
- Cc:** Email addresses of people other than the main recipient who need to read the email
- Bcc:** Email addresses of people who must read the email without the knowledge of the other recipients
- Subject:** The purpose of the email

The body of the email contains the following text:

Dear (name of the recipient),

Opening sentence (Gives the reader an idea of what the e-mail is about)

Body: (Gives detail information in a short paragraph)

Closing line: (Is a polite end to the communication)

Signature: (is your name and other details for the recipient to reply)

An e-mail can be formal or informal. Let us read a few samples.

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E-mail Samples

SAMPLE 1

You haven't received the refund of the defective product you sent back to an online shopping company two weeks ago. Write a letter to the Sales Head of the company explaining the matter and asking him to investigate the delay at the earliest. Sign the e-mail as Chandran Iyer.

From	chandranier@vepmail.com
To	vikasSaluja@fleepkart.com
Cc	
Bcc	
Subject	Refund Status

Dear Mr Saluja,

I am writing in regard to my order number A4731.

I had ordered *Puma Carlos Running Shoes* from your site last month. The product delivered to me was defective; the soles were worn out and the colour faded. I immediately called the customer service desk and had the items taken back. I was told that the money I paid would be refunded within a week. However, it has been more than fifteen days and I haven't received any update about the refund.

I would appreciate it if you would look into the matter at the earliest and assure me of the immediate refund.

I look forward to your earnest response.

Regards,

Chandran Iyer

E: chandranier@vepmail.com

M: 9089765432

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E-mail Samples

SAMPLE 2

You recently visited a live concert of your favourite singer. Write an e-mail to your younger brother describing the event. Sign the e-mail as Gaurav Pawar.

From	gauravpawar@uommail.com
To	akashpawar@uommail.com
Cc	
Bcc	
Subject	Arijeet – Live in concert

Hi Akash,

I can't tell you what a great time I had at the concert yesterday! Watching Arijeet Singh live in concert was a magical experience. The stadium was filled with his fans—children, teenagers, youngsters and even old people had come from all over the city to see Arijeet perform live.

As he performed, the whole crowd cheered for him. I was mesmerised by his soulful slow numbers and got a high when he performed on his peppy fast tracks. It was a memorable experience, and I wish you could attend it as well.

I hope Arijeet Singh soon performs live in your city so that you can experience the brilliance of this singing sensation yourself.

Waiting for your reply!

Wishes,

Gaurav Pawar

E: gauravpawar@uommail.com

M: 9089765432

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SAMPLE 3

Your apartment has problems of leakage and peeling paint because of exterior seepage. Write a letter to the secretary of your society requesting him to mend the exterior wall that is leaking. Attach some photographs of the damage in the apartment. Sign the e-mail as Ravi Yadav.

From	ravi.yadav@opqmail.com
To	secretary.ramchandranivas@gmail.com
Cc	
Bcc	
Subject	Exterior seepage

Dear Sir,

I am a resident of C-41, Ramchandra Nivas. For the past one year, I have been struggling to treat the damp kitchen walls of my apartment caused by external seepage.

Every monsoon, the wall adjacent to our kitchen starts seeping and causes internal leakage, which has been peeling the paint off my kitchen walls. I had raised this issue in the society AGM last year, but since there was a deficit budget, the repairs couldn't be carried out. However, this year, in addition to seepage and peeling paint, I have also had to manage moulds on the walls and a short circuit of the kitchen exhaust system.

As you may have understood how important it is to fix the problem, I request you to kindly get the repairs done as soon as possible, before it causes any harm to my family.

I look forward to your prompt action.

Regards,
Ravi Yadav
C-41

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E-mail Samples

SAMPLE 4

Write an e-mail to the editor of a daily expressing strong contempt over a gender-biased piece written by one of his correspondents titled 'Working women destroy families'.

From	nitinsayed@geemail.com
To	editor@miday.com
Cc	
Bcc	
Subject	Do working women indeed destroy families?

Dear Editor,

With due respect, I would like to draw your attention to the article titled 'Working women destroy families' published on 9 September, 2015. The piece was insensitively written and expressed strong prejudice against women who manage both their careers and homes.

The article mentions that working women lack affection for their family as they are only concerned about climbing the career ladder. It further stated that children whose mothers are career oriented are left to fend for themselves. The writer painted a disillusioned picture of women by concluding that working women destroy their families by giving importance to their jobs.

The high cost of living compels both parents to work so that the family and the children can get the best facilities. I have been brought up by a mother who was a working woman, and at no point of time did I feel that she was neglecting me. Although the possibility cannot be denied, it was grossly inappropriate to allow such a biased piece to be published in your prestigious daily.

Educated women are crucial to a better tomorrow, and I think that instead of being misjudged, they should be treated as equals in society.

I hope your publication takes care henceforth before publishing articles that are poorly researched and drafted.

Yours sincerely,
Nitin Sayed
A31
Karuna Apartments
Vasant Vihar
Thane
Maharashtra

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SAMPLE 5

Write a reply to a thank you e-mail written to you by a man whose injured brother you rushed to the hospital and paid the admission charges. Sign the e-mail as Vijay Shetty.

From	vijayshetty@lmomail.com
To	prasadrao123@hotmail.com
Cc	
Bcc	
Subject	Re: Thank you for your timely help
<p>Hi Prasad,</p> <p>It was my moral duty to help your brother the other day. In fact, I am happy to have gotten the opportunity to help someone in need. Often, we avoid taking accident victims to the nearest hospital to shirk formalities. However, we don't realise that we may also fall in a similar situation someday, and will wish for timely assistance as we lie helpless on the road.</p> <p>Thank you for taking the time out and writing to me. I now have two friends, and let's hope that we continue to stay in touch.</p> <p>Regards, Vijay</p>	

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