

How should I set up e-mail messages? LO 13-1

► Formats are still evolving.

Because there are so many different e-mail programs and formats, for the sake of the discussion here, focus on the general concepts they all share. Then, adapt them to your specific e-mail program.

Most e-mail programs prompt you to supply the various parts of the format. For example, a blank Eudora screen prompts you to supply the name of the person the message goes to and the subject line. *Cc* denotes computer copies; the recipient will see that these people are getting the message. *Bcc* denotes blind computer copies; the recipient does not see the names of these people. Most e-mail programs also allow you to attach documents from other programs. Thus you can send someone a document with formatting, drafts of PowerPoint slides, or the design for a brochure cover. The computer program supplies the date and time automatically. Some programs allow you to write a message now and program the future time at which you want it to be sent.

Some aspects of e-mail format are still evolving. In particular, some writers treat e-mail messages as if they were informal letters; some treat them as memos. Even though the e-mail screen has a "To" line (as do memos), some writers still use an informal salutation, as in Figure 13.1. The writer in Figure 13.1 ends the message with a signature block. You can store a signature block in the e-mail program and set the program to insert the signature block automatically. In contrast, the writer in Figure 13.2 omits both the salutation and his name. When you send a message to an individual or a group you have set up, the "From:" line will have your name and e-mail address. If you post a message to a group someone else has set up, such as a listserv, be sure to give at least your name and e-mail address at the end of your message, as some listservs strip out identifying information when they process messages.

Figure 13.1 A Basic E-Mail Message in Eudora (direct request)

The screenshot shows an Eudora email window with the following content:

To: larenzor@artemis.com *The writer can type in the e-mail address directly.*

From: Sacha Zevchik <zevchik.2@acme.com> *System puts in writer's name and e-mail address.*

Subject: Please Protect Computers

Cc:

Bcc:

Attached: *Write your message below the line.*

Roger-- *Some writers use an informal salutation to make the message friendlier.*

Just a reminder: when your workers install the ceiling insulation next week, be sure to have them put plastic sheeting over the desks and computers to protect them from sawdust, insulation, and debris.

Thanks!

Sacha Zevchik *The writer creates the signature block once, then can use it automatically. Some e-mail programs permit you to store several signature blocks with different levels of formality.*

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No need to indent paragraphs.



With smartphones now accounting for 54% of the U.S. cell phone market, options to check e-mail and the web continue to evolve and increase. More than half of the smartphones purchased today use the Android operating system.

Source: Nidhi Subbaraman, "Smartphone Sales on the Rise in the U.S., Half of Those Are Androids," *Fast Company*, July 13, 2012, <http://www.fastcompany.com/1842795/smartphone-sales-on-the-rise-in-the-us-half-of-those-are-androids>.



After one date and then ignored text and voice-mail messages, a rebuffed man tracked down the woman's e-mail address and sent her a 1,600-word screed on the matter. Among his assertions were that she must have found him physically attractive or she would have turned him down in the first place, that she gave all of the classic flirtatious "preening" signs, such as playing with her hair, and that she said, "It was nice to meet you" at the end of the date, an inconclusive statement that contributed to his confusion as to whether they had the potential for a serious relationship. Despite his requests for a second date, the only outcome was the e-mail message went viral on the Internet.

Source: Tara Kelly, "Investment Manager's Embarrassing e-mail Lands on Reddit, Goes Viral," December 9, 2011, http://www.huffingtonpost.com/2011/12/07/investment-manager-embarrassing-email_n_1135279.html.