

Business email writing

Besides playing a major role in most individuals' personal lives, technology plays a major role in most businesspersons' professional lives, as it's convenient, reliable, and efficient. From text messaging to emailing and scanning files to Skypeing, high-tech practices are common in companies.

To benefit as much as possible from these practices, businesspersons must craft and send professional business emails, or emails that serve an official, company-related purpose and are appropriately written. Professional business emails are appreciated by coworkers, customers, and potential clients alike.

Professional general emails are carefully worded and concise messages about any company subject. For example, one can send a professional general email to a coworker in regards to supply information, to a customer in regards to purchase needs, and so on and so forth. It's important that professional general emails be attentively worded and as brief as possible, to help receivers digest the enclosed information and requests.

Professional response emails are courteous and useful messages sent to a person or organization that sent an initial message. For example, a business manager who's asked about his company's outlook in an email would send a professional response email to address the sender's questions and concerns. This type of email should provide answers and data that're useful to the recipients, based upon what he or she stated initially.

Perhaps the most considerable difficulty in sending professional business emails is remaining calm and official. For example, it might be tempting to send an angry email in response to a customer complaint, but doing so would negatively impact one's company, reputation, and performance. Instead, one should form an email response that is collected, helpful, and useful.

The short-term benefits of sending professional business emails are enhanced productivity, optimal cooperation, and a minimal amount of wasted resources. In the long-term, however, someone who consistently sends professional business emails will likely develop a professional reputation.

Answer the following questions:

- 1- What are professional business emails?
- 2- What are professional general emails?
- 3- What are professional response emails?
- 4- How should professional response emails be composed?
- 5- What are the benefits of sending professional business emails?

- 6- In the phrase "carefully worded and concise messages," what do the words "carefully" and "concise" imply about the style of communication in professional emails?
- 7- Identify a synonym for the word "courteous" as used in the context of "professional response emails" and explain its significance in business communication.
- 8- What is an antonym for "calm" in the phrase "remaining calm and official," and how could failing to be calm affect the outcome of a professional email response?
- 9- In the sentence "Professional business emails are appreciated by coworkers, customers, and potential clients alike," identify the subject, verb, and object.
- 10- Rewrite the sentence "Professional response emails are courteous and useful messages sent to a person or organization" in active voice.
- 11- What tense is used in the sentence "It's important that professional general emails be attentively worded," and why is this tense appropriate for the context?
- 12- Identify and explain the conditional sentence structure in the phrase, "If one sends an angry email in response to a customer complaint, it would negatively impact one's company." What does this structure imply? What is the effect of using the word "transport" in

13-Oral discussion:

- A- **The Role of Technology in Business Communication:** Discuss how advancements in technology, such as email and instant messaging, have transformed the way professionals communicate in the workplace. What are the benefits and potential drawbacks?
- B- **The Importance of Professionalism in Email Correspondence:** Explore why professionalism is crucial when writing business emails. How can the tone and structure of an email impact a company's reputation and relationships with clients?
- C- **Challenges in Email Communication:** Identify common challenges businesspersons face when crafting emails, such as maintaining a professional tone in difficult situations (e.g., responding to complaints). How can these challenges be effectively addressed?
- D- **Long-term Impact of Effective Email Practices:** Discuss the long-term benefits of consistently sending professional business emails. How can this practice contribute to an individual's career growth and a company's overall success?

