

ภาษาอังกฤษ Writing

CEFR C1

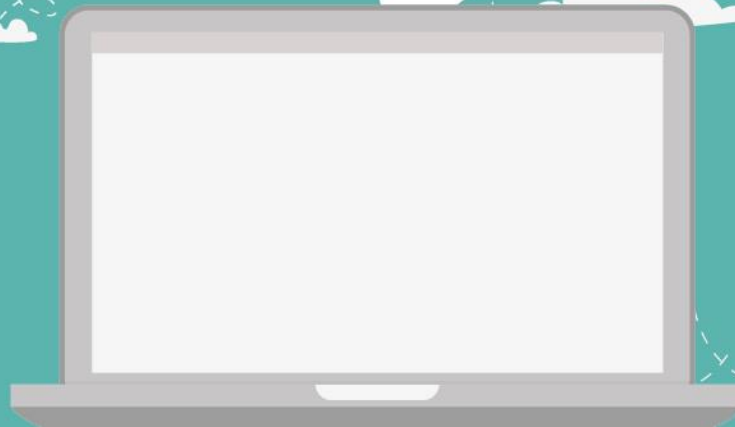
Writing for Email

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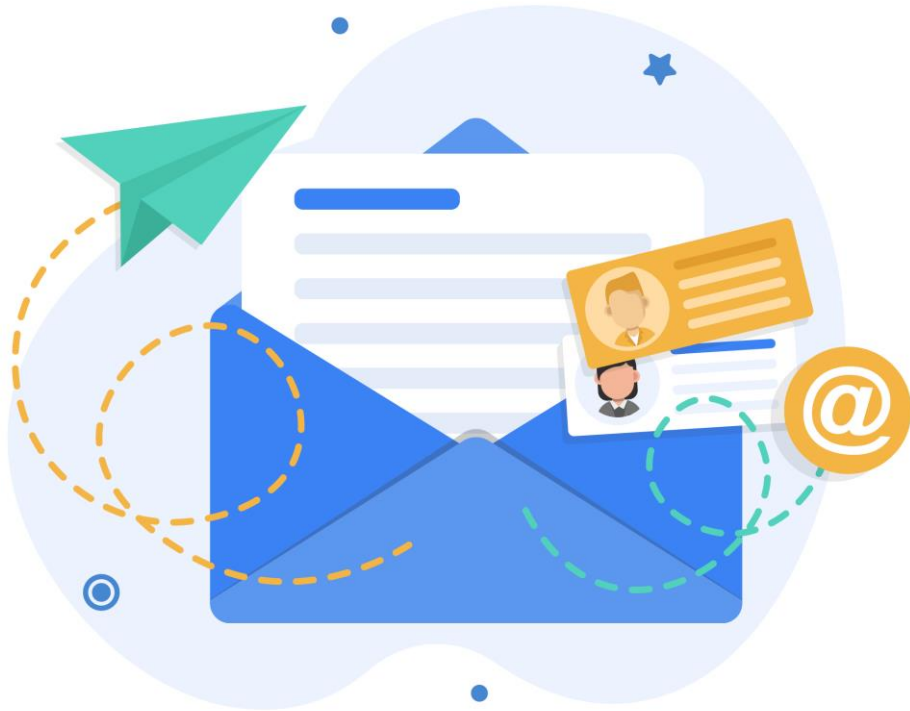
A

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C



Writing for Email



- 1. Information or Action Requests**
- 2. Negative Messages**
- 3. Complaint or Claim**
- 4. Useful phrases for writing email**

Writing for Email

1. Information or Action Requests

Writing for Email

1. Information or Action Requests

The messages must be well organized and clear about expectations, opening directly with a clearly stated general request and proceeding with background and more detailed instruction if necessary

To: nicharee@abcd.go.th

From: preecha@abcd.go.th

Subject: Adding new hires personnel page

Hello, Nicharee,

Could you please update the website by adding the new hires to the personnel page.

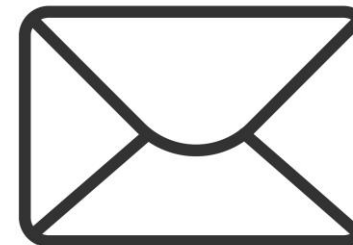
We've hired three new officers in the past few days. With the contents of the attached folder that contains their bios and pictures, please do the following:

- 1. Proof the bios using Track Changes.**
- 2. Post the proofed bios on the site and call me as soon as they're up.**
- 3. Downsize the pics to 72dpi and crop them so they're the same dimensions as the other portraits on that page before posting them along with the bios.**

Sorry for the short notice, but could we have this update all wrapped up by Monday? We're meeting with some investors early next week, and we'd like the site to be fully up to date by then.

Sincerely,

Preecha



To: nicharee@abcd.go.th

From: preecha@abcd.go.th

Subject: Adding new hires personnel page

Hello, Nicharee,

Could you please update the website by adding the new hires to the personnel page.

We've hired three new officers in the past few days. With the contents of the attached folder that contains their bios and pictures, please do the following:

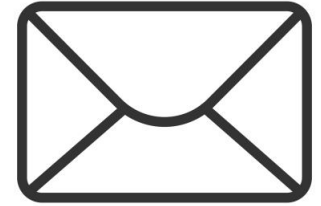
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as the other portraits on that page before posting them along with the bios.

Sorry for the short notice, but could we have this update all wrapped up by Monday? We're meeting with some investors early next week, and we'd like the site to be fully up to date by then.

Sincerely,

Preecha



Opening:

Main question or action request.

Body:

Information or action request context, plus further details

Closing:

Deadlines and/or submission details

Writing for Email

1. Information or Action Requests

- Because you're expecting action to come of the request rather than a Yes or No answer, the opening question doesn't require a question mark.
- The importance of saying "please" when asking someone to do something.
- Notice also that lists in the message body help break up dense detail so that request messages are more reader-friendly.
- All of the efforts that the writer of the message made to deliver a reader-friendly message will pay off when the recipient performs the requested procedure exactly according to these clearly worded expectations.

Writing for Email

Replies to Information or Action Requests

- Deliver the needed information or confirm that the action will be completed unless you have good reasons for refusing.
- Such responses should follow the 6 Cs of effective business style (**clarity, conciseness, coherence, correctness, courtesy, and conviction**),
- Prioritizing the “you” view, audience benefits, and saying “please” for follow-up action requests.
- Such messages are opportunities to promote your company’s products and services.
- Ensure the accuracy of all details, however, because courts will consider them legally binding, even in an email, if disputes arise

To: Alisa@GGmail.com

From: Suda@BBhotel.com

Subject: Re: Questions about conference capability



Dear Alisa,

Thank you so much for choosing the BB Hotel for your annual sales conference. We would be thrilled to accommodate 150 guests and set aside four conference rooms next July 25 through 29.

In answer to your other questions:

- Yes, all 150 of your guests can dine together in our Raja Hall in a variety of table configurations to suit your needs.**
- Certainly, you can choose from among six conference rooms with 100-seat capacities, as well as a variety of other smaller rooms.**

Each has a large screen with a podium equipped with an audio-visual presentation console; presenters can either plug their USBs into the computer or connect their laptops with the HDMI cable.

• Yes, we have a fleet of five shuttles that can transport 12 guests at a time from the airport as flights arrive and back as they depart.

You can visit our website at www.bbhotel.com for additional information about our facilities such as gyms, a spa, and both indoor and outdoor swimming pools. Call us at +66-002-7384 if you have additional questions.

Again, we are very grateful that you are considering the BB Hotel for your conference.

We look forward to making your stay memorable.

Rufus Killarney

Booking Manager

Vancouver Hilton

To: Alisa@GGmail.com
From: Suda@BBhotel.com
Subject: Re: Questions about conference capability



Dear Alisa,

Opening: Provides main information or action confirmation

Thank you so much for choosing the BB Hotel for your annual sales conference. We would be thrilled to accommodate 150 guests and set aside four conference rooms next July 25 through 29.

In answer to your other questions:

Body: Responds to request in details

- Yes, all 150 of your guests can dine together in our Raja Hall in a variety of table configurations to suit your needs.
- Certainly, you can choose from among six conference rooms with 100-seat capacities, as well as a variety of other smaller rooms.

Each has a large screen with a podium equipped with an audio-visual presentation console; presenters can either plug their USBs into the computer or connect their laptops with the HDMI cable.

- Yes, we have a fleet of five shuttles that can transport 12 guests at a time from the airport as flights arrive and back as they depart.

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Again, we are very grateful that you are considering the BB Hotel for your conference.

We look forward to making your stay memorable.

Rufus Killarney
Booking Manager
Vancouver Hilton

Closing: Highlights deadlines and/or action details. Ends the communication on a positive note, looking towards the future.

Writing for Email

Goodwill Messages

Specific: Crafting the message around specific references to the situation

Sincere: A goodwill message will come off as genuine if it's near to what you would say to the recipient in person.

Selfless: Refer only to the person or people involved rather than yourself.

The spotlight is on them, not you. **Short:** Full three-part messages and three-part paragraphs are unnecessary in thank-you notes, congratulatory messages, or expressions of sympathy.

Spontaneous: Move quickly to write your message so that it follows closely on the news that prompted it.

Writing for Email

2. Negative Messages

Writing for Email

Bad News Messages

1. Be clear and concise to avoid being asked for additional clarification.
2. Help the receiver understand and accept the news.
3. Reduce the anxiety associated with the bad news as much as possible by expressing sympathy or empathy.
4. Maintain trust and respect between you and your audience to ensure the possibility of good future relations.
5. Deliver the bad news in a timely fashion in the appropriate channel(s).
6. Avoid the legal liability that comes with admitting negligence or guilt.
7. Achieve the designated business outcome.

Writing for Email

Indirect Bad News Messages

1. Buffer Opening	Include a statement that doesn't mention the bad news.
2. Justification	Explain the reasons for the bad news without mentioning the bad news.
3. Bad News + Redirection	Deliver the bad news and redirect the receiver to a solution if one is available.
4. Positive Action Closing	End with a forward-looking statement. Avoid repeating the bad news.

Writing for Email

Message Buffer

Good news: If there's good news and bad news, start with the good news.

Compliment: If you're rejecting someone's application, for instance, start by complimenting them on their efforts and other specific accomplishments you were impressed by in their application.

Gratitude: Say thanks for whatever positive things the recipient has done in your dealings with them. If they've submitted a claim that doesn't qualify for an adjustment, for instance, thank them for choosing your company.

Facts: If positives are hard to come by, starting with cold, hard facts, is the next best thing.

Writing for Email

Message Buffer

Agreement: Before delivering bad news that you're sure the recipient is going to disagree with and oppose, start with something you're sure you both agree on.

Start on common ground by saying,

“We can all agree that”

Understanding: Again, if there is no positive news to point to, showing you care by expressing sympathy and understanding is a possible alternative (Guffey et al. 2016, p. 194)

Apology: If you're at fault for any aspect of a bad-news message, an apology is appropriate as long as it won't leave you at a disadvantage in legal proceedings that may follow as a result of admitting wrongdoing.

Writing for Email

Positive Action Closing

- Ensure that the reader understands the bad news without rehashing it
 - Remain courteous, positive, and forward-looking
 - End the conversation in such a way that you don't invite further correspondence
- *You don't want the reader to respond asking you to clarify anything.
- *You ultimately want to appear respectable and avoid giving the reader a reason to smear your reputation in social media or proceed with legal action against you.

To: thana@omg.com

From: jina@brb.org

Subject: Order #2232



Dear Mr. Thana,

Buffer: Express gratitude

Thank you for your order. We appreciate your interest in our product and are confident you will love it.

We are writing to let you know that this product has been unexpectedly popular with over 10,000 orders submitted on the day you placed yours. **Explanation: Give reasons for the problem without mentioning bad news**

This unexpected increase in demand has resulted in a temporary out-of-stock/backorder situation. Despite a delay of 2-3 weeks, we will definitely fulfill your order as it was received at 11:57 pm on October 9, 2019, as well as gift you a \$5 coupon towards your next purchase. **Bad news & redirect: Explain bad news and solution**

While you wait for your product to ship, we encourage you to use the enclosed \$5 coupon toward the purchase of any product in our online catalog. We appreciate your continued business and want you to know that our highest priority is your satisfaction.

Regards,

Positive action closing: Remain courteous, positive, and forward-looking

Jina

Writing for Email

Direct Approach Bad-news Messages

- When the bad news isn't that bad
- When you know that the recipient prefers or requires the direct approach
- When you're short on time or space
- When the indirect approach hasn't worked
- When the reader may miss the bad news

In the above situations, structure your message following the same three-part organization we've seen elsewhere:

1. **Opening:** State the bad news right up-front.
2. **Body:** Briefly explain why the bad news happened.
3. **Closing:** Express confidence in continued business relations with a goodwill statement and provide any action information such as contact instructions should the recipient require further information.

Writing for Email

3. Complaint or Claim

Writing for Email

Complaint or Claim Message Organization

Complaints and claims take the direct approach of message organization even though they arise from dissatisfaction.

- 1. Opening:** To be effective at writing a complaint or claim, be clear, precise, and polite about what you want in the opening.
- 2. Body:** Be objective in writing the account because an angry tone coming through in negative words, accusations, and exaggerations will only undermine the validity of your complaint or claim. Be precise with details such as names, dates and times, locations (addresses), and product names and numbers. Wherever possible, provide and refer to evidence.
- 3. Closing:** No matter what prompted the complaint or claim, the closing must be politely worded with action requests (e.g., a deadline) and goodwill statements.

To: customerservice@abcomputers.co.th

From: simon@foris.com

Subject: Refund for unwanted warranty purchase



Dear Customer Service:

Please refund me for the \$100 extended warranty that was charged to my Visa despite being declined at the point of sale.

This past Monday (August 14), I purchased an Sony laptop at Sony Shop of Central Chidlom and was asked by the sales rep if I would like to add a 2-year extended warranty to the purchase. I declined and we proceeded with the sale, which included some other accessories. When I got home and reviewed the receipt (please find the PDF scan attached), I noticed the warranty that I had declined was added to the bill after all.

Please refund the cost of the warranty to the Visa account associated with the purchase by the end of the week and let me know when you have done so. I have enjoyed shopping at Sony Shop for the great prices and customer service. I would sincerely like to return to purchase a printer soon.

Much appreciated!

Simon

To:customerservice@abcomputers.co.th
From: simon@foris.com
Subject: Refund for unwanted warranty purchase



Dear Customer Service:

Opening: Main action request.

Please refund me for the \$100 extended warranty that was charged to my Visa despite being declined at the point of sale.

Body: Narrative of events justifying the claim or complaint

This past Monday (August 14), I purchased an Sony laptop at Sony Shop of Central Chidlom and was asked by the sales rep if I would like to add a 2-year extended warranty to the purchase. I declined and we proceeded with the sale, which included some other accessories. When I got home and reviewed the receipt (please find the PDF scan attached), I noticed the warranty that I had declined was added to the bill after all.

Please refund the cost of the warranty to the Visa account associated with the purchase by the end of the week and let me know when you have done so. I have enjoyed shopping at Sony Shop for the great prices and customer service. I would sincerely like to return to purchase a printer soon.

Much appreciated!

Simon

Closing: Deadlines and/or submission details. Action regarding the information. Ends the communication on a positive note.

Writing for Email

Replying to Complaints or Claims



When a company responds to the complainant or claimant, this communication is called an adjustment message.

An adjustment letter or email is heavy on courtesy in letting the disappointed customer know that they are valued.

Writing for Email

Adjustment Message Organization

- An adjustment message is a written response to a claim letter.
- If the response is positive, the response takes the direct approach by immediately delivering the good news about granting the claimant's request.
- Tone is also important here; resist the urge to shame the customer- even if they're partly to blame or if part of you still suspects that the claim is fraudulent- with begrudging, passive-aggressive language.

To: simon@foris.com

From: customerservice@abcomputers.com

Subject: Re: Refund for unwanted warranty purchase

Hello, Simon:

Absolutely, we would be happy to refund you for the \$100 warranty mistakenly charged along with your purchase of the Acer laptop. For your inconvenience, we will also offer you a \$20 gift card for future purchases at our store.

To receive your refund and gift card, please return to our Belleville location with your receipt and the credit card you purchased the computer with so that we can credit the same card \$90. (For consumer protection reasons, we are unable to complete any transactions without the card.)

We are sorry for inconveniencing you and will speak with all sales staff about the importance of carefully checking the accuracy of any bill of sale before sending the order for payment. To ensure that this doesn't happen again, we will also instruct sales staff to confirm with customers whether an extended warranty appearing on the sales bill is there with consent before completing any transaction.

We appreciate your choosing Future Shock for your personal electronics and look forward to seeing you soon to credit your Visa card and provide you with the best deal in town on the printer you were looking to purchase.

Have a great day!

Preechaya

To: simon@foris.com

From: customerservice@abcomputers.com

Subject: Re: Refund for unwanted warranty purchase

Hello, Simon: **Opening: Main point about granting the request.**

Absolutely, we would be happy to refund you for the \$100 warranty mistakenly charged along with your purchase of the Acer laptop. For your inconvenience, we will also offer you a \$20 gift card for future purchases at our store.

To receive your refund and gift card, please return to our Belleville location with your receipt and the credit card you purchased the computer with so that we can credit the same card \$90. (For consumer protection reasons, we are unable to complete any transactions without the card.)

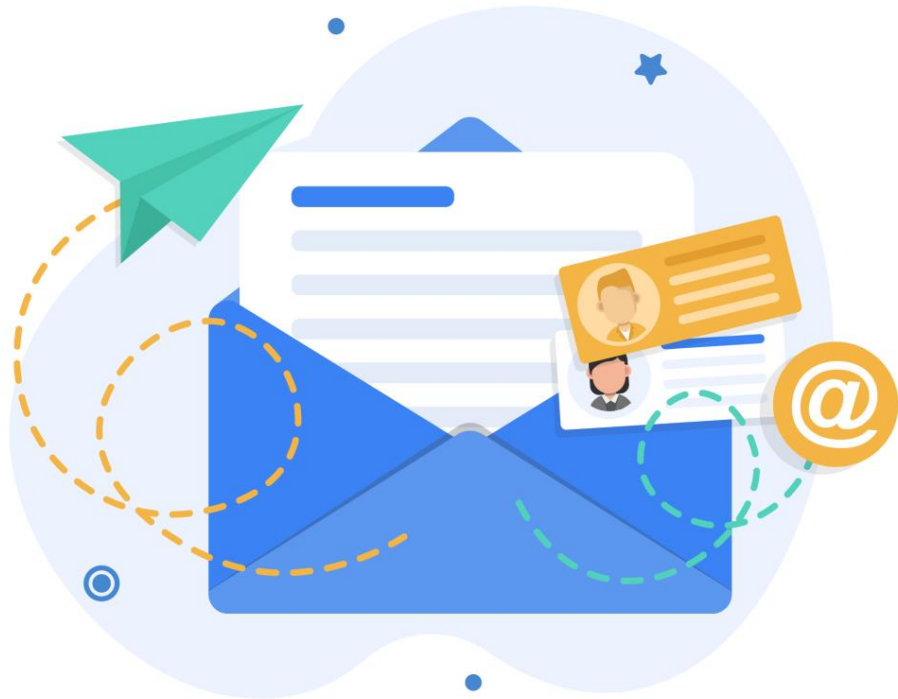
We are sorry for incident. **Body: Details of compliance and/or assurances of improved processes.** of carefully checking the accuracy of any bill of sale before sending the order for payment. To ensure that this doesn't happen again, we will also instruct sales staff to confirm with customers whether an extended warranty appearing on the sales bill is there with consent before completing any transaction.

We appreciate your choosing Future Shock for your personal electronics and look forward to seeing you soon to credit your Visa card and provide you with the best deal in town on the printer you were looking to purchase.

Have a great day! **Closing: Courteous statements expressing confidence in future business relations.**

Preechaya

Writing for Email



- ~~1. Information or Action Requests~~
- ~~2. Negative Messages~~
- ~~3. Complaint or Claim~~
- 4. Useful phrases for writing email**

Writing for Email

4. Useful phrases for writing email

Writing for Email

Opening Lines

Being social

I hope you had a good weekend.

I hope you had a great trip.

I hope you are well.

I hope all is well.

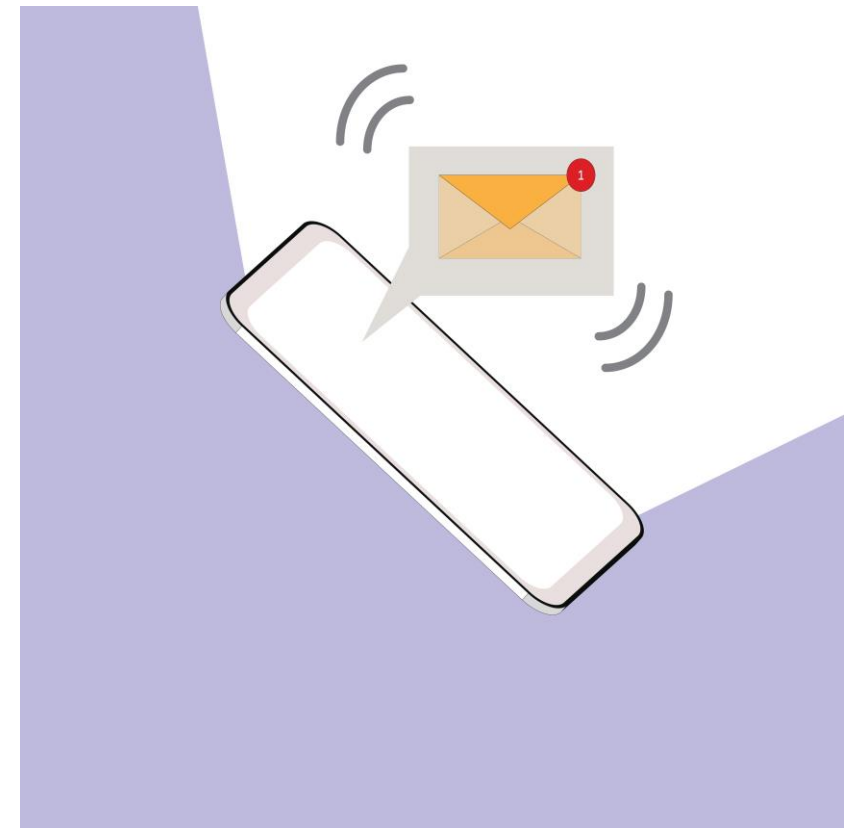
Hope you're enjoying your holiday.

I hope you enjoyed the event.

I'm glad we had a chance to chat at the convention.

It was great to see you on Friday.

It was a pleasure to meet you today.



Writing for Email

Opening Lines

Reason of the email

I am writing to you about our last meeting/your presentation yesterday/our next event.

I am writing to you with regards to/regarding/concerning/in connection with...

I am writing to ask/enquire/let you know/confirm/check/invite you to/to update you on/ask for a favor...

I am writing you to follow up on...

I am contacting you to inform...

I am reaching out because...

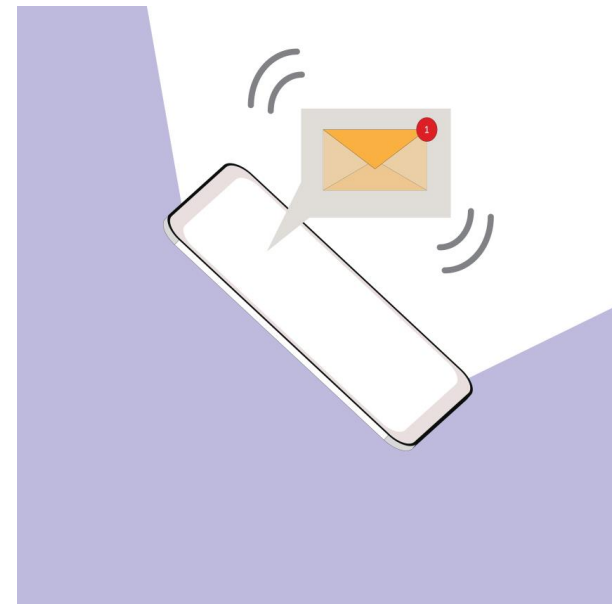
This is just a quick reminder...

I wanted to let you know that...

Might I take a moment of your time to... (formal)

It's _____ from _____

This email is just to let you know that...



Writing for Email

Body Lines

Requests and inquiries

Could you please...?

Could you possibly tell me...?

Can you please fill out this form?

I'd really appreciate it if you could...

I'd be very grateful if you could...

It would be very helpful if you could send us/me...

I was wondering if you could/if you would be able to...

If possible, I'd like to know (more) about...

Please find my two main questions below.



Writing for Email

Body Lines

Attachments and information

I've attached...

Please find [file] attached.

I'm enclosing [file].

Please see the information below for more details about...

Here's the document that you asked for,

I'm sending you [file] as a pdf file.

The attached file contains...

Here's the [document] we discussed.

Please take a look at the attached file.

Take a look at the [file] I've attached to this email.

I've attached [file].

More information is available at www.data-th.com.



Writing for Email

Closing Lines

When something is expected

Looking forward to hearing from you soon.

I look forward to hearing from you soon.

I look forward to seeing/meeting you.

I would appreciate your help in this matter.

See you on Thursday/next week.

Thanks.

Thank you in advance.

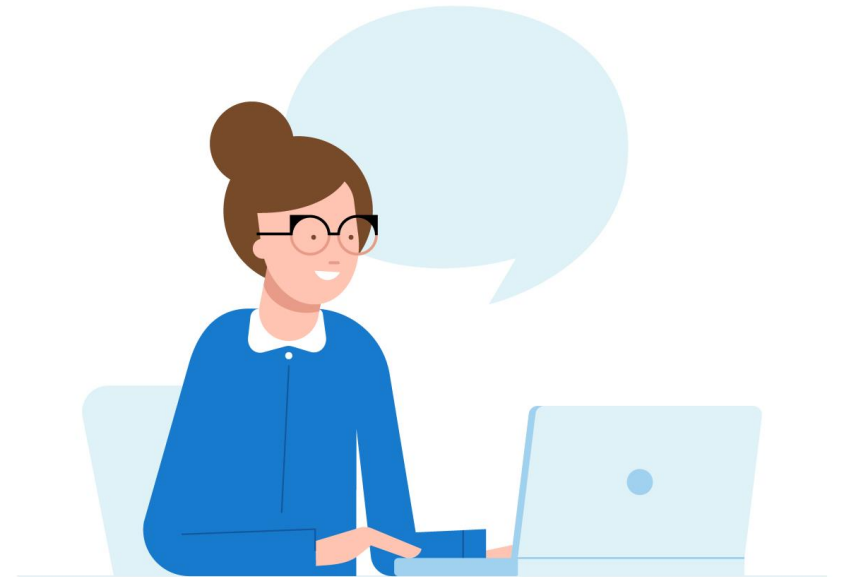
Thank you for everything.

Cheers.

Any feedback you can give me on this would be greatly/highly/much appreciated.

If you could have it ready by tomorrow/the end of next week, I would really appreciate it.

Please let me know if this works/if you are available/if that sounds good/if you can/if you can help/if you need to reschedule...



Writing for Email

Closing Lines

Friendly ways to say 'bye'

Best regards,

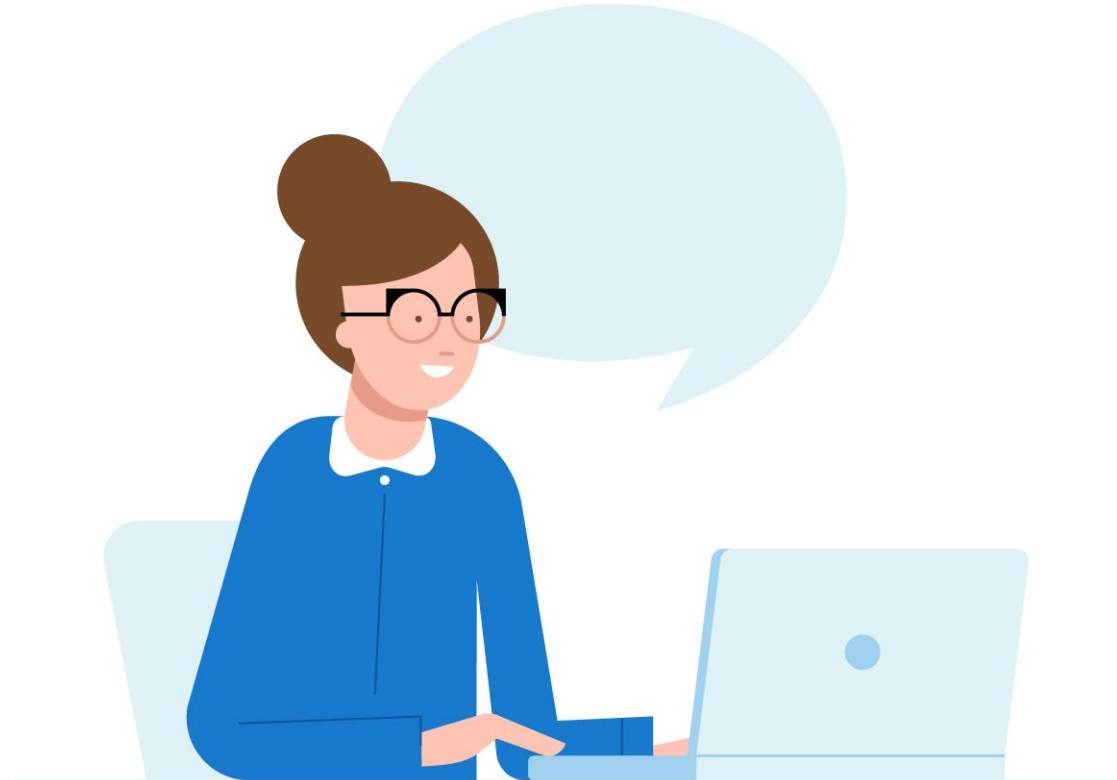
Best wishes,

Regards,

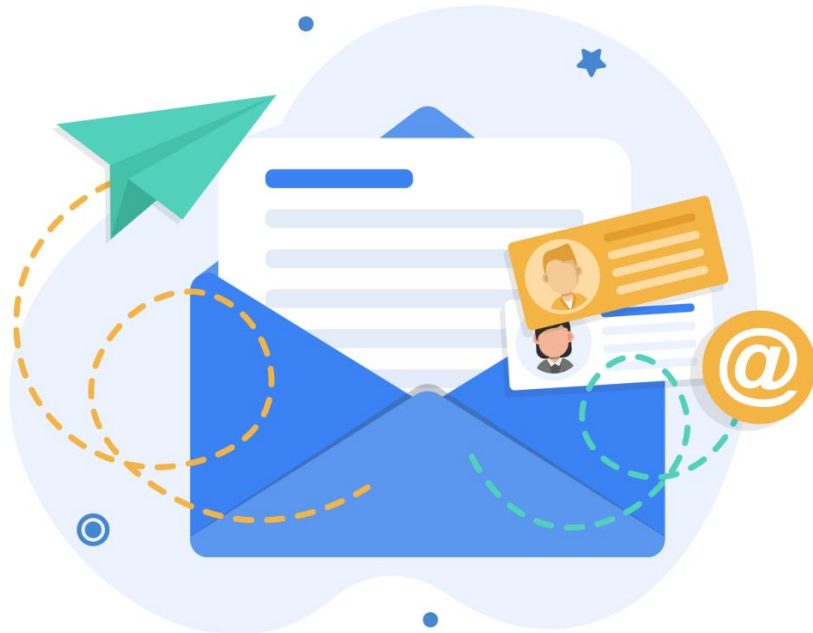
Kind regards,

Sincerely,

Sincere yours,

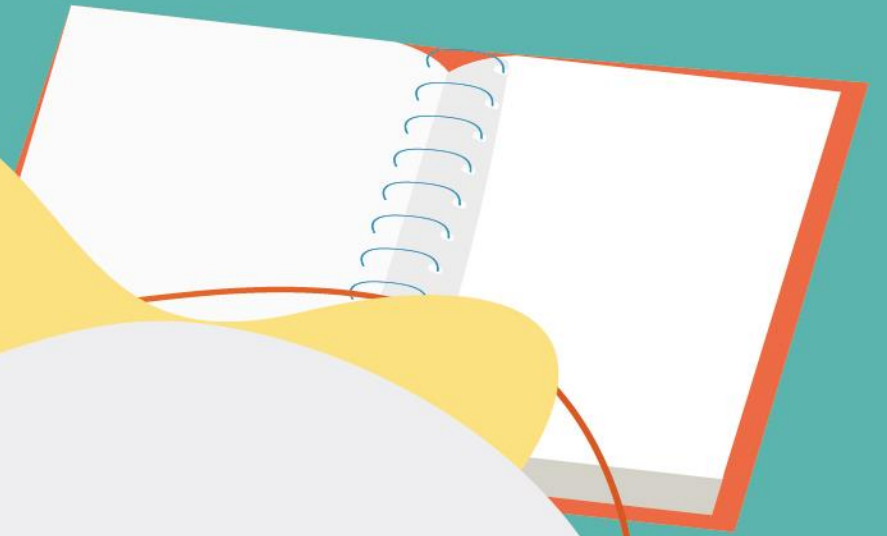
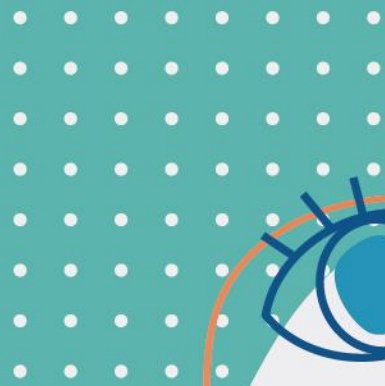


Writing for Email



- ~~1. Information or Action Requests~~
- ~~2. Negative Messages~~
- ~~3. Complaint or Claim~~
- ~~4. Useful phrases for writing email~~

Exercise



To: thana@omg.com

From: jina@brb.org

Subject: Order #2232



Dear Mr. Thana,

Thank you for your **Buffer: Express** ____ (1) ____ interest in our product and are confident you will love it.

We are writing to let you know that this product has been unexpectedly popular with over 10,000 orders submitted on the day you placed yours. **Explanation: Give** __ (2) __ for the problem without mentioning __ (3) __

This unexpected increase in demand has resulted in a temporary out-of-stock/backorder situation. Despite a delay of 2-3 weeks, we will definitely fulfill your order as it was received at 11:57 pm on October 9, 2019, as well as gift you a \$5 coupon towards your next purchase. **Bad news & redirect: Explain bad news and** __ (4) __

While you wait for your product to ship, we encourage you to use the enclosed \$5 coupon toward the purchase of any product in our online catalog. We appreciate your continued business and want you to know that our highest priority is your satisfaction. **Positive action** __ (5) __: Remain courteous, positive, and forward-looking

Regards,

Jina



Write an email to the program director of your university in the UK and inform that you are experiencing the delayed entry due to the VISA problem.

ภาษาอังกฤษ Writing

CEFR C1

Writing for Email

ครูพี่ออม

A

B

C

