

Technical writing - emails (self-reading) ...

* People regularly report 25-100 emails a day.

* To create an effective email; consider your audience and use the elements of e-mail effectively.

⇒ Consider Your Audience (singular or plural)

1. arrange your email so audience can quickly grasp what you want. Put the most imp. points at the top.
2. personalize the email with a quick personnel comment. Add your name to the end even though your signature name appears.
3. use appropriate level of formality, if it is formal don't use "text style" eg How r u?

⇒ Use the elements of e-mail effectively

Attention on how you ~~add~~ handle e-mail elements such as subject line, address, attachments, and paragraphs.

⇒ Write a Clear Subject Line "Subject line is the most important item when trying to connect." messages are often displayed in a dictionary that lists the sender's name, date, subject.

1. start with an information bearing word. e.g. (Hi-meet me at 1). rather than (Hi)
2. keep the subject line relatively short. Be judicious in your phrasing of the info. bearing word or phrase.
3. don't change the subject when you reply.
4. make the subject line a short summary of your message.

⇒ Use To and CC Lines Effectively

↳ To : only the names of persons who are asking to do something.

↳ CC : People who should know about the message or getting email for information purpose "抄送"

⇒ Check addresses

many email addresses are remarkably similar. It can be a major embarrassment if the content is sensitive or classified.

⇒ Consider Whether to send an Attachment

- if you send an attachment, be sure that the document contains such info. as title and the person who send it (since it is easily become separated from the original email).
- if it is long; consider posting it on website or company wiki and sending it's URL to that space.
- paste it in the email content, it'll be long so in the introduction establish a context for the content.
- be sure to give it a meaningful file name.

⇒ Keep Message Short and to the Point

- To-Do message require some action from the recipient, often they stay in in-box as a reminder
- To-Read message

* E-mailing reports :-

Often the goal of an email is to send report to the audience. (the report is attached). But how should you handle To/From/Subject and other routing material contained in the email?

Turn the email into a cover letter. In several sentence name the report (and include its filename), its content, and why the reader(s) are receiving it.

⇒ Establish the Content

- In the body, repeat questions or key phrases. Briefly explain why you are writing, then go on with your message.
- Avoid the temptation to use one line speeches. Don't just write one word but explain the topic.

⇒ Remember to Use Paragraphs

- Email's format has a kind of hypnotic quality that encourage people to write as speaking.
- Chunk into manageable paragraphs. Use key words to establish the context of sent. or paragraph.

⇒ Signal the end

- Unlike a hard copy, email exist in scrolling screen form; no obvious cue to its end.
- signal the end by typing your name, with or without a closing. You may use the words the end or a line of asterisks.

⇒ Avoid mind dumps

- Do not ramble. Plan for a moment before you start to write.
- If you have online fear, type your message on a familiar word processing program.

⇒ Don't Type All in Caps

it is harder to grasp and gives the impression that you're shouting.

⇒ Get Permission to Publish

email is the intellectual property of its creator.

⇒ Be Prudent

Be careful about sending sensitive or personal information. Any one can see what you sent.

⇒ Use email as Cover Letter for Attachments

when you send a document as an attachment to an email, briefly reference the document.

** Ethics and email

- "If it unethical in real life, it's unethical in email"
- The ethical way to indicate wording deletions ~~is~~ is to use ellipsis (...) or <snip>
- Confidential information cannot be guaranteed to remain confidential.

[1] Analyze the situation

1. understand your goals
the goal is to get interview and provide topics for discussion at that interview.
2. understand your audience
a. The readers time b. skill expectation c. professional expectation.
3. assess your field
a. what are the basic activities b. skills needed to perform them
c. basic working conditions, salary ranges, long-range outlook for interested areas
You can talk to professionals, visit your college, use library (OOH & DOT books)
4. assess your strength
review all work experience, your college courses, extracurricular activities...
5. assess the need of employers
read annual report and company brochures...

[2] Planning the resume 1-2 pages, summarize your skills, experience, qualifications.

1. info. to include in the resume
Personal info., educational info., work history, achievements
2. chronological resume ; to know where to find info. by employers.
 - Job description is the most important part in the entry.
 - ↳ Personal data top : name, address, telephone
bottom : place to contact for credentials, willingness to relocate, ...
 - ↳ Career objective type of position, well written objective.
 - ↳ Summary (optional) if there is no room put it into your accompanying letter.
 - ↳ Education list your college or university, years, major, minor, GPA, relevant courses
 - ↳ Work experience according to time or importance. 1. Title 2. Description 3. company name 4. date
 - ↳ Order of entries on the page
the top of any section is the most visible position, put the most imp. info. at top.
3. The Functional resume : allow candidates whose work experience is not relevant to job
 - co-op intern experience skills
 - 1. Personal data 2. Objective 3. Summary 4. education
 - 5. work & skill sections in work section give just job title, company, date for each position
short list Paragraph skills in categories, relevant topic heading, how you obtain it, level of expertise.

[3] Writing the resume

drafting includes generating, revising, and finishing it. It must be easy to read.
use highlight strategies.

- Guidelines : bold announcement, major sections, bold face, main division at the far left margin, bullet lists, single space entries & double above and below (white space), control margin and type size (1" left margin, 10-12 point), treat items consistently, good quality printed, use resume software program

[4] Planning a letter of application, the goal of letter is to be invited to an interview

1. Analyze the employer's needs

analyze ad (advertisement) or typical needs, read it for key terms. If you don't have an ad., analyze typical needs for this type of job.

2. Match your capabilities to the employer's needs.

show you satisfy their needs. Develop a list of items, discuss the most imp.

[5] Writing a letter of application.

1. Apply in the introduction (introductory application)

must be short and to the point, inform specific position, tell the source ^{advertis.} person, put a brief preview that summarizes your qualification.

2. Convince in the body your goal is to show convincingly meeting needs.

why you are qualified (section of 3 paragraphs), list details that illustrate your experience. You can write paragraphs about skills, background, education.

3. Request an interview

ask for interview, explain how you can be reached, when available you are, thank your reader for his/her time.

4. Select a form

white paper, black ink, sign with black or blue ink. Folded twice, proofread the letter carefully.

[6] Interview

1. Prepare well investigate the company and analyze how you can contribute.

2. Use social tact

behave professionally, in appropriate manner, first impression is extremely imp.

Find out & use interviewers' names, shake hands firmly, body lang., dress --

3. Perform well

answer questions directly and clearly.

be yourself, be honest, include facts in your experience, ---

4. Ask questions

You have the right to answer questions if no one has explained the following training method, responsibilities, support types available, promotion possibility and probability, policies about relocating, salary and fringe benefit.

5. The offer

position & salary with starting ^{date} at end of interview or few days, usually accept the offer verbally and sign a contract within few days.

[7] Writing Follow up letters (one more step to distinguish yourself)

Thank the interviewer and express your continued interest in the job.

explanatory
body is the
heart of
the letter.