



Email Writing Essentials

Learn how to write clear and brief email messages that leave your readers impressed and well informed.

Course duration: 7 hours

PLANNING AND WRITING EMAILS

Planning helps you decide what you want to say and how to say it. It helps ensure all relevant information is included and the message flows logically. Learn how to plan and structure emails using an easy to use, step by step model for planning.

Estimated duration: 1 hour 10 minutes

LESSON 1: PLANNING MODEL (30 MINUTES)

- Learn why it is important to plan your emails and know the steps to the Planning Model.
- Learn how to use the Planning Worksheet to help plan written work.
- Use the planning steps to effectively plan a document.

LESSON 2: INTRODUCTION AND CLOSING (30 MINUTES)

- Learn about the three sections of all documents.
- Practise identifying complete and incomplete communication purpose statements.
- Practise identifying effective and ineffective introductions.
- Learn what to include in the closing.
- Practise identifying effective and ineffective closings.

LESSON 3: SUBJECT HEADING (10 MINUTES)

- Learn how to write a descriptive subject heading and understand why it is important to do so.
- Identify descriptive and non-descriptive subject headings.

GRAMMAR

Learn about the four most common grammatical errors and how to check for and correct them.

Estimated duration: 35 minutes

LESSON 1: PRONOUN REFERENCE AGREEMENT PROBLEMS (10 MINUTES)

- Define pronoun reference agreement problem.
- Identify when pronoun reference agreement problems exist in text.
- Practise correcting faulty pronoun reference agreement problems.

LESSON 2: SUBJECT VERB AGREEMENT PROBLEMS (10 MINUTES)

- Define subject verb agreement problem.
- Identify when subject verb agreement problems exist in text.
- Practise correcting faulty subject verb agreement problems.

LESSON 3: VAGUE PRONOUN AND WORD PROBLEMS (10 MINUTES)

- Define vague word and pronoun reference problem.
- Identify vague word and pronoun problems in text.
- Practise correcting vague word and pronoun reference problems.

LESSON 4: DANGLING AND MISPLACED MODIFIERS (5 MINUTES)

- Learn the difference between dangling and misplaced modifiers.
- Identify dangling and misplaced modifiers in text.
- Practise correcting dangling and misplaced modifiers.

PUNCTUATION AND CASE

Learn how to edit emails according to the rules for punctuating words, sentences and paragraphs. Also learn how to use case correctly and consistently.

Estimated duration: 1 hours 20 minutes

- LESSON 1: APOSTROPHES (15 MINUTES)**
- Learn the rules for correct use of apostrophes.
 - Identify and correct faulty apostrophe use.
- LESSON 2: COMMAS (20 MINUTES)**
- Learn the rules for correct use of commas.
 - Identify and correct faulty comma use.
- LESSON 3: COMMONLY USED PUNCTUATION MARKS (15 MINUTES)**
- Learn the rules for correct use of full stops, semicolons, colons, hyphens, dashes and slashes.
 - Identify and correct faulty use of these punctuation marks in text.
- LESSON 4: QUESTION MARKS AND EXCLAMATION MARKS (10 MINUTES)**
- Learn the rules for correct use of question marks and exclamation marks.
 - Identify and correct faulty use of these punctuation marks in text.
- LESSON 5: SALUTATIONS AND COMPLIMENTARY CLOSERS (10 MINUTES)**
- Learn the rules for correct punctuation and case in names, salutations and complimentary closes.
 - Identify and correct faulty punctuation and case usage.
- LESSON 6: CASE IN COMMON AND PROPER NOUNS (10 MINUTES)**
- Learn the rules for correct use of case in common nouns, proper nouns and titles.
 - Identify and correct faulty case usage

SENTENCES

Learn how to edit to ensure good sentence construction and parallel construct in text. Also learn how to check for correct use of the active voice. Practise editing your writing to ensure an overall consistent style.

Estimated duration: 55 minutes

- LESSON 1: SENTENCE CONSTRUCTION (25 MINUTES)**
- Learn what the read aloud test (RAT) is and how to use it effectively.
 - Understand the importance of good sentence construction in business writing.
 - Define the three elements of a complete sentence (or independent clause).
 - Learn the three basic sentence construction faults.
 - Identify and repair the three sentence construction faults.
- LESSON 2: PARALLEL CONSTRUCT (20 MINUTES)**
- Learn what parallel construct means.
 - Understand why using correct parallel construct is important.
 - Identify and main grammar forms used in parallel construct.
 - Learn the five main parallel construct situations.
 - Identify faulty parallel construct using a set of guidelines.
 - Learn how to repair faulty parallel construct.
- LESSON 3: ACTIVE AND PASSIVE VOICE (10 MINUTES)**
- Learn what active and passive voice means.
 - Understand why the preference in business correspondence is the active voice.
 - Learn the situations where it is more appropriate to use the passive voice.
 - Learn to identify the active and passive voice.
 - Practise identifying active and passive voice and their appropriate use.

WORD CHOICES AND SPELLING

Learn to use correct word choices in commonly abused, misused, confused and misspelled words.

Estimated duration: 35 minutes

- LESSON 1: WORD CHOICES (20 MINUTES)**
- Identify the commonly abused, misused and confused words when writing business emails.
 - Practise identifying and correcting faulty word choices and spelling mistakes.
- LESSON 2: SPELLING AND TYPING ERRORS (15 MINUTES)**
- Identify the most common spelling, typing and word use mistakes when writing emails.
 - Identify and correct faulty spelling.

PLAIN ENGLISH WRITING

Learn how to edit long sentences and to check for precise language (plain English). Practise correcting messages to ensure an absence of complicated vocabulary, long-winded phrases, redundancy, colloquial language, clichés and repetition of words. Also learn how to check paragraphs for their core idea and length, and how to keep the message polite and professional.

Estimated duration: 1 hour 20 minutes

- LESSON 1: SENTENCE LENGTH (5 MINUTES)**
- Learn why it is important to use short, well constructed sentences when writing for business.
 - Learn how to reduce sentence length without changing the main of the sentence.
- LESSON 2: PRECISE LANGUAGE (30 MINUTES)**
- Learn how readers expend energy when reading and how this knowledge will help you write effective sentences.
 - Learn how to write brief sentences that don't include unnecessary words and phrases.
 - Learn how to write clearly and precisely to avoid misinterpretation.
 - Change long unwieldy sentences into brief and clear, short sentences.
- LESSON 3: PARAGRAPHS LENGTH AND CONSTRUCT (5 MINUTES)**
- Learn the rules for correct paragraph construction.
 - Learn how to ensure you use short paragraphs when writing.
- LESSON 4: POSITIVE TONE AND LANGUAGE (40 MINUTES)**
- Learn how to maintain a positive, professional and polite tone.
 - Use positive language and make careful word choices to reduce alienation and misunderstandings.

INTERACTIVE TUTORIALS

Estimated duration per tutorial: 30 minutes

- TUTORIAL: GRAMMAR (30 MINUTES)**
Complete an interactive tutorial that tests grammar knowledge.
- TUTORIAL: PLAIN ENGLISH (35 MINUTES)**
Complete an interactive tutorial that tests ability to write using the plain English guidelines.