Lesson Plan © Easy Access English

E mail Experience



EAE Learning objectives for this lesson

Improve your written English in e mails. Learn and practice new e mailing expressions. Check and improve your spelling in English.

Activity One - Shared Experience

Please bring to this lesson an example of an e mail you wrote in English and an e mail you received in English. Let's discuss the difficulties, if any, you experienced, and more ideas for your answer. Let's make a list of useful vocabulary related to the tasks you are managing through your e mail correspondance.

Activity Two - **Common Spelling Errors in English.**.

Spelling is quite difficult to get right in any language. **Spell** checking on your browser or e mail server can help you. However reliance on such tools can make you unconfident when you do need to write something by hand. Some of the most difficult words to **spell** in English are those with double vowels, double ll's for example or double n's. There are rules for these words but also a lot of exceptions. Sometimes it's easy to remember a rule, such as 'i, before e, except after c'. Again the problem is that there are exceptions to every rule. It might be useful to familiarize yourself with commonly misspelt words. The Oxford Dictionary publishes a list of such words. It will help you to know how to **spell** them if we review the information quickly. Let's have a look at how these words are **spelt (Eng) spelled (US)**. Do you know the alphabet in English so that you can spell out names and places when someone asks you to, over the phone, for example?



Here is the list of common **spelling** errors:
https://en.oxforddictionaries.com/spelling/common-misspellings

Activity Three - Wall dictation. In pairs - one of you has to go to the wall and remember a line of the text. Then you have to go back to your partner and dictate the line. This is a race and also a competition to see who makes the least errors.

Email subject line psychology

It's important to think of a subject line the right way. It is like a headline, but not quite. The difference between a headline and an email subject line really falls to how we interact with each of them. Headlines need to grab and hold attention. Email subject lines do this too, but what they really have to do is to survive your subscribers' culling process.Every day, your subscribers get a hundred or more email messages. If they're in a busy B2B environment, they may get several hundred emails per day. Because of the crush on information coming into our inboxes, we've all had to get really good at deleting what we don't need.Without a compelling and clickable subject line, your email will fail the split-second test your subscribers put it through. It will be deleted on the spot. Your email subject line has to hook them enough so that they just can't quite bear to cull it. It has to make them want to find out just a little bit more.

Source *- to read the rest of this article -* *https://blog.mailup.com/2015/02/email-subject-lines-tested-rules/*

Activity Four - **Brainstorm**



Which expressions could you use in an e mail to say the following things.. work in a team, let's see who can find the most examples.



Activity Five - **Spelling test.**
Let's see who can correctly spell the e-mailing expressions.

Activity Six - **Being Concise**

We all receive a lot of e mails and we don't often get much time to read them. Being concise and to the point is particularly important in e mails. Experts advise us to use specific short words. Have a look at the list below. Can you think of any other examples of common things you have to explain in e mails, which we could try to make more concise together?

Don't say: == When you can say:

At the time == when
Currently == now
Is able to == can
Requirements == needs
Approximately == about
Increase == gain
Consume == use
Consumption == use
In order to == to
Reduced == cut
In favor of == for
During == in
However == but
Production == output
Myself == me
As yet == yet
Is a person == who is
In the near future == soon
Utilize == use
Numerous == many
Facilitate == ease
Individual == man or woman
Remainder == rest
Initial == first
Initiate == begin or start
Implement == do
Sufficient == enough
Attempt == try
Referred to as == called
With the possible exception == except
For the reason that == because
Lacked the ability to == couldn't
At this (that) point in time == now (then
At a later date == later
Is going to == will
Take into consideration == consider
Has the capability == can
Voiced opposition (support) == opposed (supported
On a daily basis == daily (same for weekly, etc)
In addition to== also
In excess of == more than
Calls into question == questions
Prior to == before
The fact that == that
Pointed to the fact == noted
In light of the fact that == since
In the near term == soon
Determined the truth of == verified
Gave permission to == permitted
Held a meeting == met
Proved of benefit to == benefited
Put in an appearance == appeared
Reached an agreement == agreed
Submitted his resignation == resigned
Take into consideration == consider

Source: *https://www.marketingsherpa.com/article/how-to/useful-lists-short-words-strong*



