

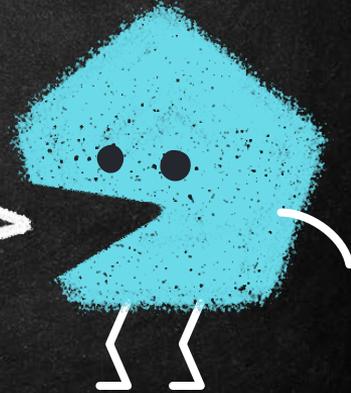
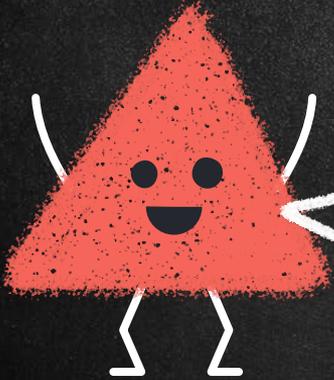
Writing for Your Audience

Emails
and
Memos



Parts to a Message

- Salutation
- Statement of issue
- Requested action
- Closing

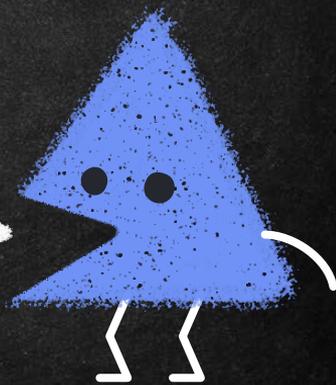


Salutation

→ Used to greet your reader and set the tone

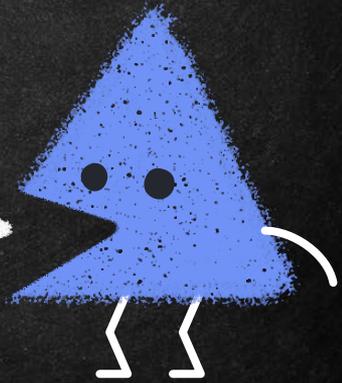
→ “Good morning”

→ Dear Steve,



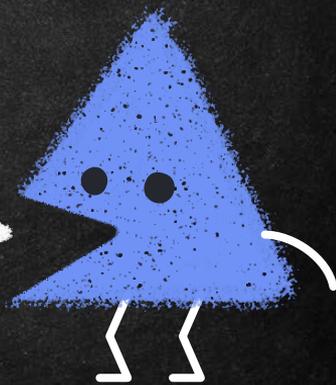
Statement of Issue

- Gets to the point of why you sent the email or memo
- There's a leak in the bathroom



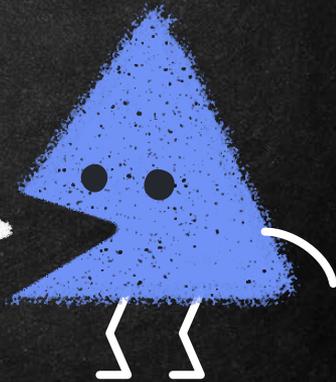
Requested Action

- Tells the reader what they should or can do
 - Please repair it if you can.



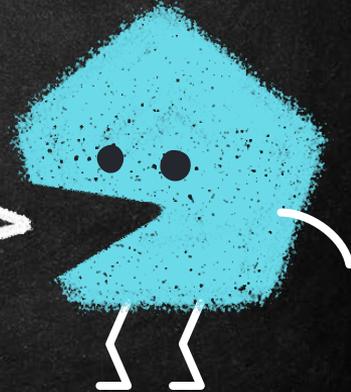
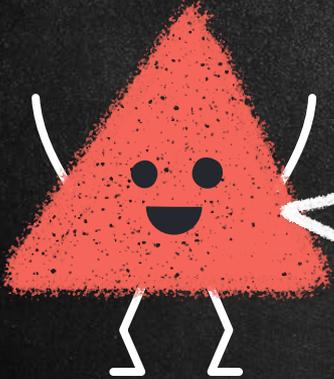
Closing

- Wraps up the message politely
 - Good afternoon!
 - Sincerely, Maegan
 - Thank you!



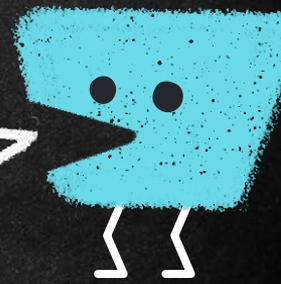
Your Audience is Important

- Right impression
- Understand your points
- Take you seriously



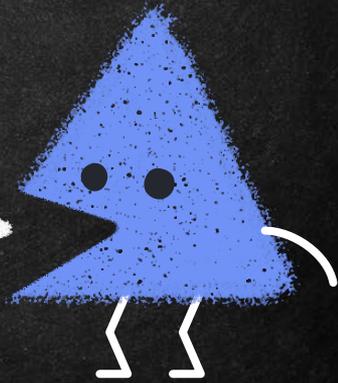
Different Audiences

- 
- A yellow, textured, circular character with two black dots for eyes and a simple curved line for a smile. It has two thin white legs.
- Friends
 - Family
 - Coworkers
 - Supervisors
 - General

- 
- A blue, textured, irregularly shaped character with two black dots for eyes and a simple curved line for a mouth. It has two thin white legs.
- Style
 - Structure
 - Word choice
 - Type of communication

Coworker/Classmate

- Friendly
- Direct
- Not too personal

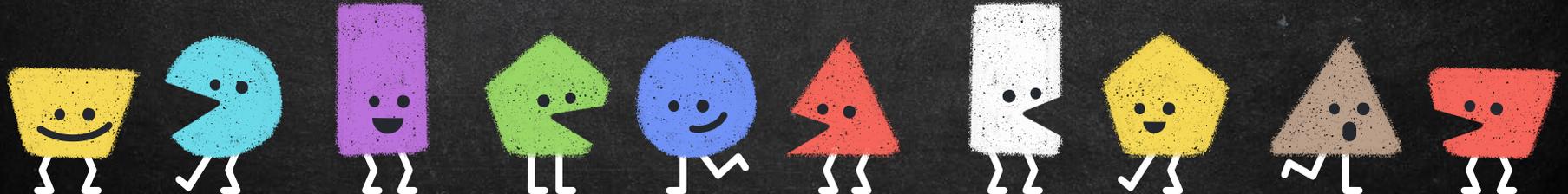


Hello!

Did you get the note I left on your desk? I thought you might want to talk to Steve.

Anyway, don't forget to bring the file on the Johnson case to the meeting tomorrow.

-- Sarah



Supervisor/Instructor

- Formal
- Detailed
- Impersonal
- Doesn't make assumptions



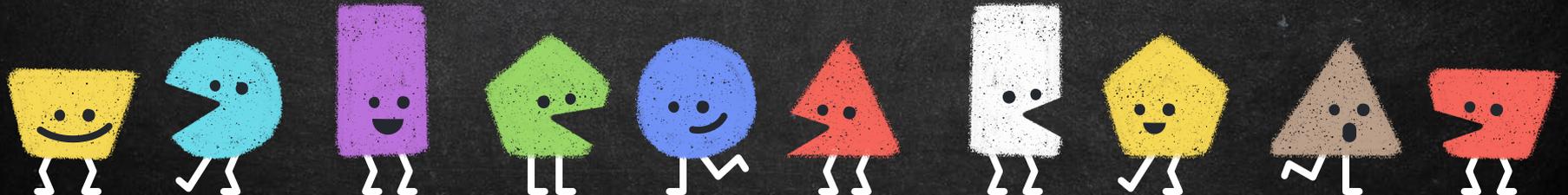
Good Afternoon,

I hope you received the message I left for you yesterday regarding the office prank that Steve played. I wanted to explain what occurred so that you could address it.

Additionally, please remember to bring the finance file on the Johnson's divorce case with you to our meeting with the lawyer tomorrow.

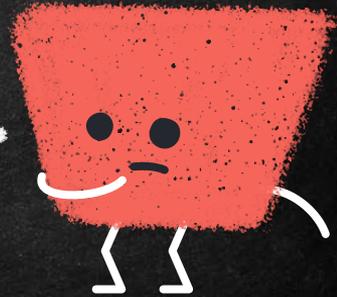
Thank you!

-- Sarah Garrett

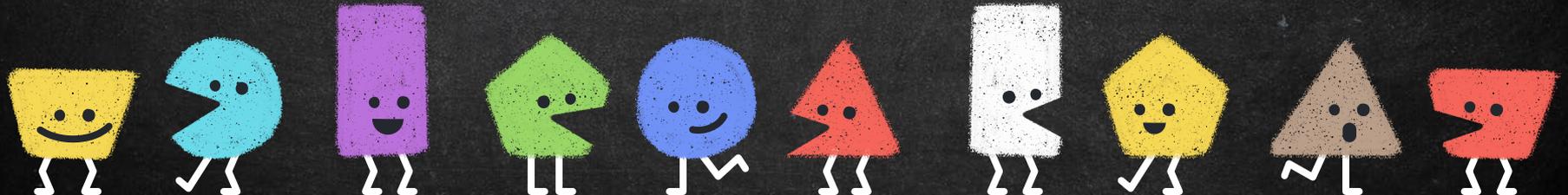


General Audience

- Formal
- Impersonal
- Broadly applicable
- Not specific

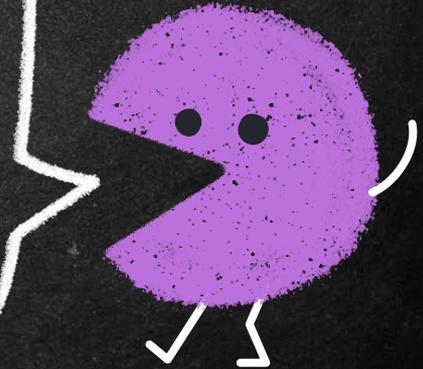


Workplace jokes and pranks can sometimes distract from productivity and should be discouraged.



Family and Close Friends

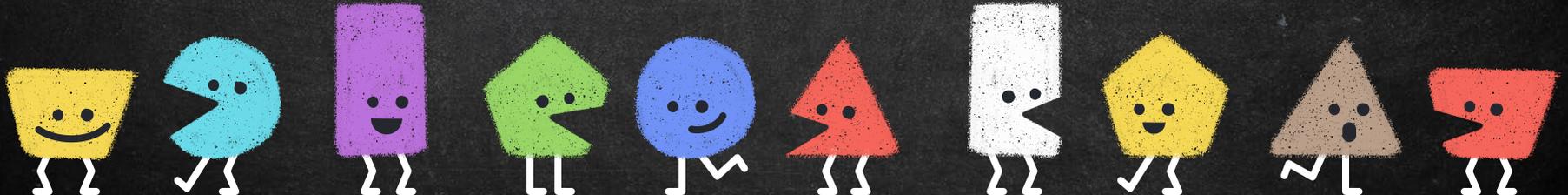
- Personal
- Makes assumptions
- Less/more details
- Slang, shared language



Juanita!

Oh my gosh. Steven did the craziest thing yesterday. He glued all of Martin's office supplies to his desk. I gotta tell Lisa. She's going to freak out.

I'll talk more about it later when we're done with the Johnson's case.



Texting

Abbreviations, emojis or other texting conventions are not usually acceptable for professional communication.

Hey!

G2G to the store

Want somethin'?

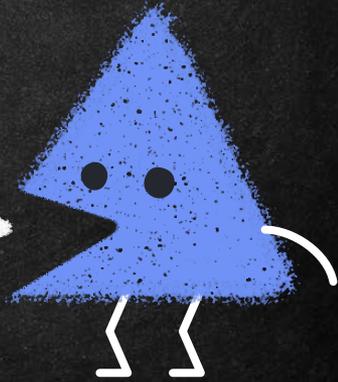
Additional Suggestions

- Have a relevant subject line—but don't type your whole message in the subject
- Use a signature that contains information about who you are:

Sarah Jones

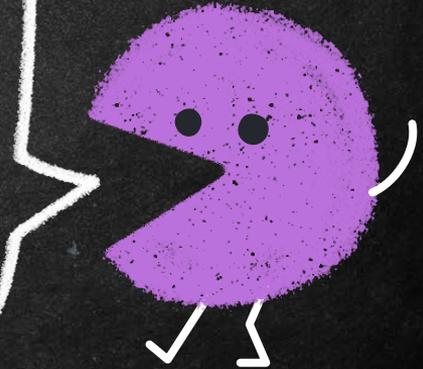
Writing and Study Skills Virtual Tutor
Individualized Learning Center
Wake Tech Community College

- Include a salutation and a closing, especially when contacting someone you don't know



Let's Practice!

- Supervisor/instructor
- Asking a question about an assignment
- Greeting, statement of issue, requested action, closing



Summary

- Include all parts of a message
- Be aware of who you are writing to and how that should shape your language
- Avoid text-speak in formal communication
- Make sure to use your subject line properly

