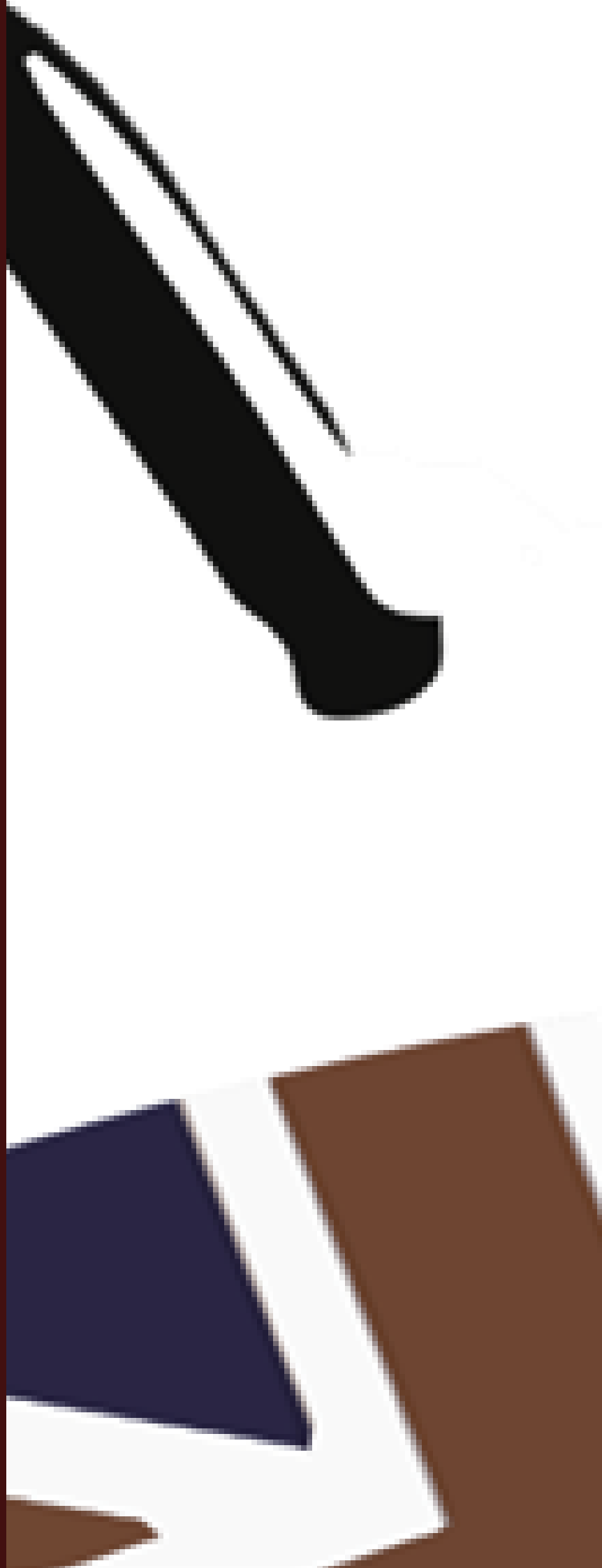


SYLLABUS

The Essentials
for Writing
Better Emails
in English

An online mini-course by
Stephen Gowlett
www.stephen-gowlett.com
2020



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Purpose of the course:

This course deals with international communication and is aimed at English learners who communicate regularly via email, mostly for professional reasons. The goal of the course is to improve the quality of emails. using appropriate tone and levels of expression, for the learner to gain confidence and respect from these improvements.

The course also lays out key fundamentals for improving writing skills in general, with a range of resources, useable templates and idiomatic expressions.

Specific Objectives:

- Maximize your possibilities of building great working relationships with peers, customers, suppliers, superiors, etc...
- Increase your level of written expression.
- Grow your confidence in writing.

Course requirements:

- An intermediate English level.
- Internet access
- PC / Laptop or tablet

(Smartphones can be used for elements of the course)

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Introduction + course intro

Welcome and Overview of the course.
Best way to follow the material.
How you can consult with the tutor
during the course.

Module One: Getting Started

Lesson One: Setting out an email.

Lesson Two: The **TRACE** checklist

Lesson Three: Tone - appropriate levels of formality.

Lesson Four: Repetition - avoid repeating the same words. Finding alternatives.

Lesson Five: Accuracy - Dealing with mistakes, corrections & translations

Lesson Six: Clarity - Making our message clear, addressing the issues & avoiding unnecessary questions.

Lesson Seven: Expression - Improve your vocabulary range & express yourself clearly and correctly.

Lesson Eight: The "shitty" first draft

Lesson Nine: Abbreviations + acronyms

Module Quiz + Feedback

Module Two: The Beginning

Lesson One: The subject line and Spam.

Lesson Two: Greetings and setting the tone.

Lesson Three: Icebreakers + pleasantries.

Lesson Four: The reason for the email.

Lesson Five: Module summary.

Module Quiz + Feedback

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Module Three: The Middle

Lesson One: Paragraphing - avoid blocks of text.

Lesson Two: Punctuation: The power and necessity of the comma.

Lesson Three: Processes + sequences - describing steps without repetition.

Lesson Four: Reporting results - key expressions for results, trends and information.

Lesson Five: Contrasting + contradictions - critical expressions for discussions, improvement plans, etc...

Lesson Six: Condition, cause purpose - transitional phrases to present specific conditions or intentions.

Lesson Seven: A sense of urgency - expressing urgency without appearing rude.

Lesson Eight: Diplomacy + complaints - review examples of complaining while maintaining polite tone; being diplomatic when writing about negative issues.

Module Quiz + Feedback

Module Four: The End

In this final module we will look at the elements to end an email:

Calls to action (CTA) + next steps (- *what the reader can do after reading your mail.*)

Expectations + offering further assistance (- *What you hope will happen next + offering more help or information.*)

Expressing gratitude.

Any other Business (AOB) + final pleasantries.

Signing off

Module Quiz + Feedback

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Bonus Module and reference material

More tips for writing improvements.
Using adjectives correctly.
How to write a cover letter for a CV or resumé.
Spelling rules.
Common mistakes to avoid.
Useable templates + reference material.

Method of instruction:

The course is divided into several modules, each one containing a variety of different lessons.

The lessons include input from the tutor via video and audio files contained within the module folders and files.

Slides are embedded in the video, but can also be found in the materials folder to be printed separately for people wishing to use the audio recordings instead of the video.

Instruction is as non-technical as possible, and there will be activities to complete, quizzes and practice emails to write. The tutor will provide example answers to compare your work with.

During the course, the learner will be able to contact the tutor via email to clarify any doubts related to the course material.

The course is self-paced and although it is recommended to follow the lessons in order, you may check out any element of the course at any moment.