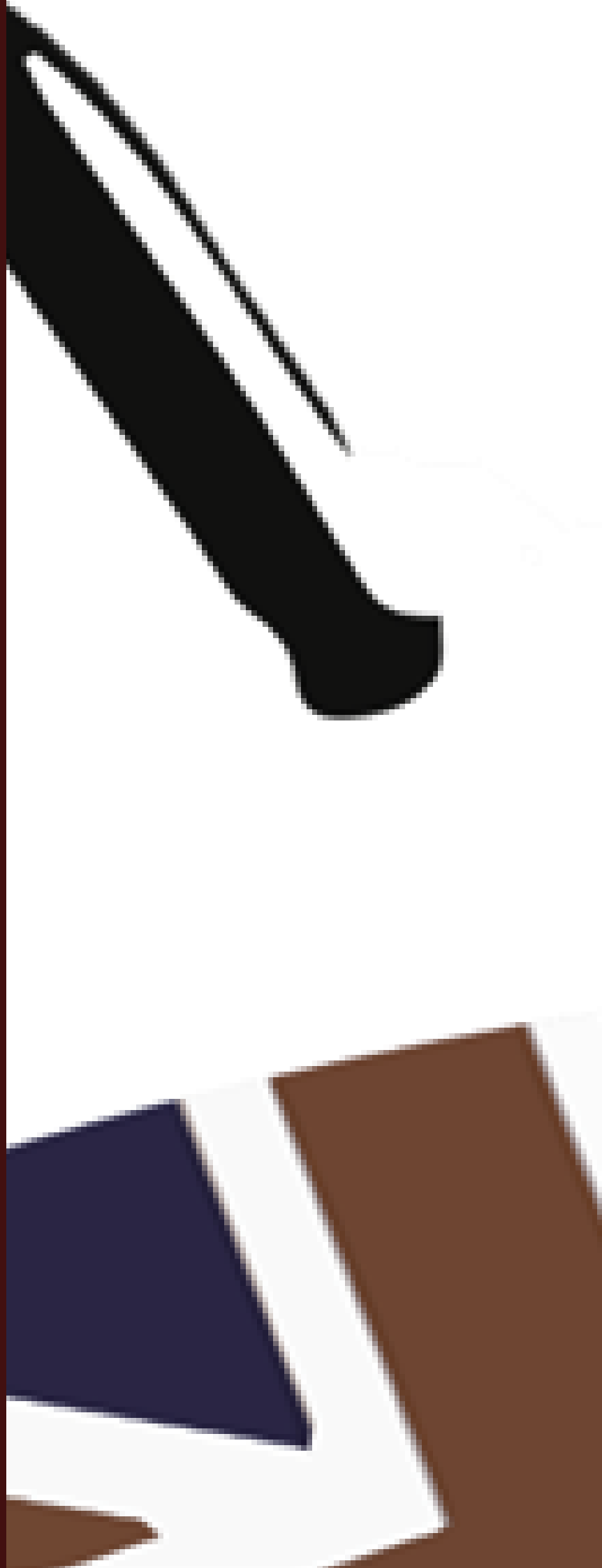


# SYLLABUS

The Essentials  
for Writing  
Better Emails  
in English

An online mini-course by  
Stephen Gowlett  
[www.stephen-gowlett.com](http://www.stephen-gowlett.com)  
2022



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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**

**Webcam Session with Tutor**

**Written assignments for corrections**

### 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

**Webcam Session with Tutor**

**Written assignments for corrections**

### 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

**Webcam Session with Tutor**

**Written assignments for corrections**

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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.

After each module, enjoy a **30-minute webcam session with the tutor**.

There will also be additional writing practice activities at the end of each module you can send to the tutor for corrections and comments.