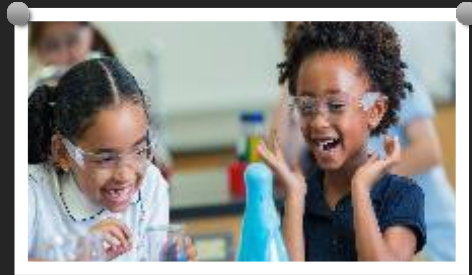


Teaching Note



Define:
Define the purpose of using correct tone in emails



Identify:
Identify the causes of different tones



Practice:
Practice using proper tones in various situations

Teaching Objectives:

This Scenario Study aims to learn the use of tone in business emails in order to effectively deliver messages to the audience. Students are encouraged to spend break time to practice. The instructor should prepare various materials for students to practice in different circumstances.

Learning Outcomes:

After this course, students should be able to:

- Develop awareness of digital communication
- Format emails for readability
- Consider word choices carefully
- Learn to avoid ambiguities in emails
- Understand readers' needs
- Learn to write for the reader

Target Audience:

The target audience is students who are currently in their first or second year at the university. These students have a fundamental knowledge of communication and will be continued to study business communications to qualify a business position in their career.

Recommended Readings:

Comparing the Communication Tone and Responses of Users and Developers in Two R Mailing Lists: Measuring Positive and Negative Emails: <http://tinyurl.com/ts56pp8>

Email Essentials: How to Write Effective Emails and Build Great Relationships One Message at a Time: <http://tinyurl.com/sjp4gke>

Tone in Business Writing:

https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/tone_in_business_writing.htm

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