



Unit 5. Digital Communication Chapter 1. Understanding professional email etiquette

PAPER 01 — Communicative Skills

Unit 5 · Digital Communication

Chapter 1 · Understanding Professional Email Etiquette

(Structure · Tone · Clarity)

1 Why Email Etiquette Still Rules the Digital Workplace

Dimension	Email's Advantage	Etiquette Pay-off
Permanence	Creates a time-stamped record	Clear etiquette prevents misinterpretation in audits
Reach	Delivers to any device, any time-zone	Correct structure & tone ensure global readability
Scalability	One message can inform hundreds	Clarity avoids reply-all storms and follow-up clutter
Professional Identity	Writing style = brand proxy	Polished emails build trust, sloppy ones erode it

Guiding Premise A well-crafted email is *as binding* as a handshake and *as searchable* as a database.

2 Structural Blueprint — From Subject to Signature

2.1 The 7-Segment Layout

#	Segment	Purpose	Best-Practice Tip
1	Subject Line	Secure reader attention & prioritisation	<50 chars, action + topic + time: "Approve Q3 Budget by 25 Aug"
2	Greeting	Set relationship tone	Use proper title or preferred name: "Dear Dr Kumar," / "Hi Sneha,"
3	Opening (BLUF*)	<i>Bottom Line Up Front</i> — state reason in 1 sentence	"Requesting your sign-off on revised layout."
4	Context	Supply <i>only</i> need-to-know background	Bullet past decisions, attach deep detail
5	Action & Details	List tasks, data, deadlines	Numbered list, one action per line, bold verbs/dates
6	Closing Courtesy	Express thanks, offer help	"Thanks for your quick review. Happy to clarify."
7	Signature Block	Provide identity & contact	Full name · role · phone · timezone · LinkedIn (optional)

*BLUF ensures busy readers grasp value in ≤ 8 seconds.

2.2 — Quick Format Checklist

- Blank line between paragraphs
- 11-12 pt sans-serif font (Arial, Calibri)
- Left-aligned text; avoid centred or justified blocks
- Use **bold** sparingly for key items; never underline (looks like link)
- Attachments ≤ 10 MB; larger \rightarrow cloud link with permissions set



3 Tonal Precision — Hitting the Professional Sweet Spot

Tone Spectrum	When to Use	Sample Phrases	Watch-Outs
Formal	First contact, regulators, senior leadership	“Kindly find attached...”, “We would appreciate...”	Over-formality can feel cold
Neutral-Professional	Peers, cross-functional teams	“Please review the draft by Tuesday.”	Maintain courtesy, avoid slang
Friendly-Professional	Long-term colleagues, small wins	“Great job on the launch—could you...”	Emojis minimal ☐, exclamations sparing!

Tone Tuning Knobs

1. **Pronouns** - Use *we/you* more than *I* to signal collaboration.
2. **Modal Verbs** - Prefer *could, would, please* over commands.
3. **Hedges vs. Clarity** - Avoid “just checking” or “sort of”; be direct yet polite.
4. **Cultural Sensitivity** - Refrain from idioms or humour that may not cross borders.

4 Clarity — Making Every Word Earn Its Spot

4.1 — Sentence-Level Tools

Weak Version	Clear Version
“We are writing in order to let you know that the meeting has been postponed.” “Kindly revert back with your feedback.”	“The meeting is postponed.” “Please send your feedback by Friday.”

Tips

- Aim for ≤ 20-word sentences.
- Place the **main noun + verb** within first seven words.
- Replace vague quantifiers (*soon, many*) with specifics (*by 3 p.m., 12 files*).

4.2 — Paragraph-Level Tools

Element	How to Apply
Topic Sentence	Start each paragraph with the key point.
Bullets & Numbers	Break lists of 3+ items.
White Space	One blank line after each logical chunk.
Plain-Language Test	Could a new intern grasp it at one read?

4.3 — Visual Clarity

- Em-dash or colon for emphasis, not ALL CAPS.
- Highlight critical dates/numbers in **bold**.
- If data table is essential—attach as Excel or screenshot, don’t paste raw rows.

5 Common Etiquette Scenarios & How to Nail Them

Scenario	Etiquette Must-Dos	Example
Requesting Information	Subject states ask; bullet questions; deadline	“Info Needed – Supplier Costs by 10 Aug”
Sending a Follow-Up	Reference original; gentle nudge; new deadline	“Gentle Reminder: Feedback on Policy Draft”



Scenario	Etiquette Must-Dos	Example
Escalation	CC manager only after two attempts; stay factual	List dates of prior emails, attach chain
Thank-You Note	Same-day send; specify contribution	"Thanks for resolving the server issue within two hours."
Out-of-Office Reply	Dates absent; backup contact info; brief	"I'm away 14-18 Aug. For urgent issues contact Ara (x123)."

6 Pitfalls & Quick Fixes

Pitfall	Symptom	Immediate Fix
Vague Subject	"Update"	Rewrite: action + topic + date
Emotional Leak	Sarcasm, exclamation overdose	Draft, pause, re-read next day, neutralise
Reply-All Chaos	20-thread inbox explosion	Move discussion to shared doc; summarise decisions
Attachment Oops	Forgot file	Add " <i>Attachment included</i> " to body; attach before writing body by default
Tone Drift	Opening formal, ending chummy	Re-read; harmonise greeting and closing

7 Editing Workflow (5-Minute Pass)

1. **Purpose Scan** - Is the ask obvious in first line?
2. **Brevity Trim** - Cut 10 % extra words.
3. **Tone Check** - Does greeting ↔ closing match relationship?
4. **Visual Pass** - Bullet lists? Key data bold?
5. **Technical Check** - Names spelled correctly; dates right; attachments present.

Set up email client to delay send by 2 minutes for last-second catches.

8 Self-Practice Corner

1. **Subject Line Sprint** Craft five subject variations for the same memo; pick clearest.
2. **Tone Shift Drill** Rewrite the same request three times (formal, neutral, friendly).
3. **Clarity Compressor** Take a 150-word email; reduce to 90 words without losing meaning.
4. **Blind Edit Swap** Exchange emails with a peer; each edits for structure, tone, clarity using Track Changes.
5. **Inbox Audit** Review last 20 sent emails; score 1-5 on BLUF presence, tone appropriateness, attachment accuracy. Target one recurring flaw next week.

Chapter Takeaways

- **Structure:** Subject-Greeting-BLUF-Context-Action-Closing-Signature forms a reader-friendly roadmap.
- **Tone:** Match relationship & culture; choose words that invite cooperation, not compliance.
- **Clarity:** Use short sentences, precise language, and visual cues to guide busy eyes.

Master these pillars and every email you send will project competence, earn quicker responses, and keep digital conversations crisp and productive.