Chapter 13	The Basics of Business correspondence	/

We have learned about the telephone and the document as a business tool. In this class, we learn about something else that many companies use in business communication: email.

Email has become a necessary and useful tool in our daily life.　But its ease of use mean it can sometimes cause problems.　Let's learn the basics of email communication to help us master writing effective emails.

1. Email

♫ work ♪

Q1：Talk in a group about any email blunders that you have made before.

MEMO

1.1 Characteristics of email, written document and telephone

It is necessary to use these tools with 'business' very much in mind, and so we should first understand the distinct characteristics of each one.

▼Advantages and Disadvantages of Business correspondence

	Email	Document	Telephone
A d v a n t a g e s	・Easy to use. ・Accessible from anywhere, at any time. ・You can reach the recipient almost immediately. ・You can send messages to people all over the world. ・You can send data. ・You can keep a record of messages and replies. ・Reasonable cost	・Easy to use. ・You must depend on the delivery system. ・It takes time for messages to reach the recipient. ・You can send messages to people all over the world. ・You can send data. ・You can keep a record of messages and replies. ・Cost varies depending on the volume. ・You can confirm if the addressee has	・Easy to use. ・You can reach the recipient immediately. ・Messages can be sent to people all over the world. ・You can confirm the recipient.

			received your message.	
D i s a d v a n t a g e s	・Security issues may arise. ・You may mistakenly send the message to the wrong person. ・Difficult to convey personal feeling ・You don't know if the recipient has read your message.	・You must trust the mailing or delivery system. ・You may mistakenly write the wrong address. ・You must deal with many kinds of physical documents, depending on the size of the organization.	・You must confirm if it is convenient for talking. ・Your call may be intercepted by outsiders. ・You cannot send data. ・You cannot keep a record of messages and replies. ・Long-distance and overseas calls cost a lot. ・You may mistakenly call the wrong number. ・You cannot see the person you're calling.	

1.2 Choosing a tool depending on business situations

Let's see how each tool can work for different business situations.

▼A tool depending on business situations

	Email	Document	Telephone
F o r	○ You can send data if necessary. ○ You can send a short and simple message. ○ You can send your message even if the intended recipient is busy.	○ You can send an official or important document. （A written document is an important record if a dispute arises, particularly a legal one.） ○ A written document conveys a higher degree of politeness to the recipient. (a gratitude or apology letter) ○ You can send written data.	○ You can use it for an urgent matter. ○ You can use it as a temporary contact tool if your main intention is to meet the person you are calling. ▽You can use it when you contact the person for the first time.

C h o o s i n g	× It's better not to send an important or confidential document. × It's better not to use it for an urgent matter. × It's better not to use it to send a polite message such as a thank you letter or apology letter.	× It's better not to use it for an urgent matter.	× It is difficult to explain a complicated matter on the phone. × It's better not to use it when you want to apologize or express gratitude politely. × It's better not to use it when you want to embark on a business negotiation involving a large amount of money.

In any case, you must always consider each business situation carefully to help you choose the most appropriate method of communication.

1.3 Points to note when using an email

In business, it is now the norm to use personal computers (PCs). To become an efficient worker, you should deepen your knowledge about the various functions of a PC.
Using the following example, let's learn some important points about writing an email.

◆Email example: from a student to a company

Subject: Participation in the internship (○○, third year in the Department of ××, Setsunan University)   ·   a) subject, sender

From : ●● ▲▲
To   :   *****@::::::::.::::.jp
cc   :   ＋＋＋＋@＋＋＋＋.＋＋.jp
bcc :

b) recipient

Dear Mr. ○○,

c) salutation

I'm ●●, a third-year student of the Department of ××.
I received a notification indicating that it is possible for me
to participate in your internship program.
I'm contacting you as directed in the notification.
I would therefore like to visit your company at 13:00 next Friday.
Thank you very much in advance.

d) body

e) closing

●●▲▲ (junior student, Department of ××, Setsunan University)
Email: ●● ▲▲ 1234567@×××. ne.jp
Cellphone: 080-1234-5678

f) signature

◆Business Email Structure

a)	①	Subject	・It is essential to write a subject. ・It is better to add your name and affiliation after the subject. ・About/ Regarding ○○ ：Be sure to write a subject that clearly indicates the content of the email, such as the request. ・'Re:' refers to a reply to the sender. Leave it blank if the topic is the same. If you write your name in place of 'Re.:', the recipient will immediately understand the identity of the sender.
	②	Recipient, sender	・Sender's name should be written in full. ・Do not use a nickname or first name only. Confirm the configuration. It's better to write your affiliation (company or university). ・Put 'Mr.', 'Ms.' or 'Mrs.' before the name of the recipient when putting him or her in your email address book so that you won't forget to use the appropriate title. ・Do not send a business message using your private email as a security issue may arise. ・You must consider the time when you send an email. In some companies, the hours when you can use the company's PC is limited due to labor management.
	③	Date of sending an email	・As the sending time is subject to the time set on your PC, confirm that the time setting is correct.
	④	cc./bcc. ・cc. : carbon copy ・ bcc : blind Carbon copy	Keep in mind that writing many addresses in the recipient or cc. fields means that you are leaking personal information. A cc. message is an email that is copied to one or more recipients. Both the main recipient (whose address is in the "To:" field) and the cc'd recipients can see all the addresses the message was sent to. Cc'd recipients do not reply to the sender.
About writing an email in general			・Try to write a short and brief message. You can bullet points to make it easier to read. ・Insert a blank line between paragraphs. ・Use polite expressions. ・It's better not to use pictographs. ・Be aware that some characters may appear garbled depending on a PC's settings. ・Send attached files in PDF format. Attached files in PowerPoint or Word format can be altered or added by the recipient. ・Be careful about the size of the attached file. Compress a large file, if necessary. ・Recognize that the contents of emails are important materials, and save them properly. File them in print form, if necessary. ・Make it easy to find emails later by using an efficient storage system on your PC network.
b)		Recipient's address	Be sure not to write the wrong name, affiliation, or company.
c)		Salutation:	Dear

d)	Body 主　文	Consider the reader and make your message clear and concise.
e)	Closing	
f)	Signature	・Make sure to write your name, affiliation and contact details. ・Email signatures: a block of text that is automatically appended to the end of an email message, providing the recipient with your name, email address, business contact information, etc.

1.4 Information processing systems useful in office environments

We'll learn about two typical systems that facilitate smooth business operations by utilizing information processing. However, you should keep in mind that information processing plays a part in effective business operations, but it is not the essence of work.

1) **Enterprise information system and end-user information system**
　・Enterprise information system: a system that supports information processing for sales management, production management, inventory management, customer management, financial management and human resource management
　・End-user information system: a system that allows the end user to utilize the data of the enterprise information system and individual data to accomplish business tasks.

2) **Intranet**
　・A private enterprise network system that shares important information and data via the internet.
　・Employees enter the ID and password when using the office network system.　You must take care to use your ID and password securely.

♬ work ♪

Q2：What should we be aware of when using information systems?
　　①About care about handling the system.

　　② About how to communicate.

2.1How to use postal and courier services

With the development of e-mail, you may think that mail is unnecessary, but sending documents is also an important task in the business scene.　The following is the basics you need to know, so let's check it out.

If you use mail, there are post offices in every town and you can ask questions at the counter.

Charges vary depending on size, shape and weight.

The postage is lower compared to ordinary registered mail. The amount of compensation is the amount of actual damage up to 50,000 yen as a general rule. Of course, we can send a maximum of 2 million yen via registered or insured mail. However, the mailability of cash and the maximum amount vary with individual countries.

As a matter of course, you can send it overseas, it will respond in case of hurry, and you can check whether it has arrived.

There is not only a window but also an HP, so let's use it to find the best way.

（https://www.post.japanpost.jp）

♬ work ♪

Q3：Your superior said to you, 'This is an important document regarding a business deal. Send it in a way to be able to confirm the content of the document.' What kind of transmission method would you choose?

Method:

Reason:

Q4：You are requesting a company brochure by email. Write a title and message.
Company that you are contacting: Setsunan Bussan Co., Ltd.
Recipient: Personnel division

【Title】

【Post-learning task】

◆You would like to visit a laboratory to ask a question. Write an email to make an appointment with a teacher at the laboratory.

Title :
From :
To   :
cc   :
bcc   :
- - - - - - - - - - - - - - -

【Pre-learning task】

◆Congratulations and Condolences（慶弔/けいちょう）

Keiko is a word that shows congratulations and unhappiness, such as joyful things such as marriage and childbirth, and sad things such as death.

①Find out about ceremonial occasions.

②There is a custom of wrapping cash when going to a ceremonial occasion. At that time, an envelope called "Noshibukuro" is used, but the writing differs depending on the application.

Let's check "Noshibukuro", "Mizuhiki", "Table writing" and so on.