

**Developing Soft Skills and Personality**  
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**Lecture – 30**  
**Technology and Communication: E-Mail Etiquette**

Hello, and welcome everyone to the last lecture of this week for the course on developing soft skills and personality, week 5, module 6, lecture number 30. So, the entire week we spent on technology and communication and we focused on various aspects of how technology has contributed to facilitate communication and at the same time to shrunken the human personality as such how mobile technology; for example, has affected our personality how netiquette norms should be followed, how email should be used in an effective manner as a concluding lecture I am going to focus specifically on email etiquette in this lecture.

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**Highlights**

**Highlights of the Last Lecture**

**Netiquette is polite and acceptable mannerisms for communicating with someone using the internet.**

**Why Netiquette?**

- People become insensitive while using computers
- No formal training is given for using the internet and sending e-mails
- The 5 Ps of Soft Skills are often ignored

**SOME BASIC NETIQUETTE NORMS**

- The Receiver is human beings, fully alive and kicking!
- It's all about showing emotions, indicating you are not a robot by using emoticons and apt language.
- Be careful in choosing right words since they can be stored permanently!
- Receiver controls e-mails sent!
- Be correct, ethically!

And before I start let us take a quick look at what I did in the previous lecture. in the previous one I talked about netiquette as a polite and acceptable form of mannerisms for communicating with someone using the internet.

Now, why netiquette I focused on some reasons why you should use it, when it looks like almost you can be a very free to use the net people become insensitive while using computers. They behave like machines and then they forget that the person at the other side is a human being. While formal training has been given for writing letters business letters and all that those days, nowadays no formal training is given for anybody to use internet or to send emails. So, you need to know the netiquette norm and you should train equip yourself with some basic fundamental rules the 5 p's of soft skills which we have talked about are completely ignored by most of the people when they use the net. In that context I also introduced to you some basic netiquette norms, for instance I started with the first cardinal rule that the receiver is actually human being fully alive and kicking. So, the other person is there fully alive and this side you should not think that that is an inert, inanimate object sitting there and then will we cold and have no response to whatever kind of communication that you sent.

So, remember that in your mind first, netiquette is all about showing emotions showing that you are a human being and not a robot you can use emoticons. Where appropriate in even in formal communication it is allowed now, but to be on the safe side always use appropriate language as much as if you can use polite expressions like the once that we have discussed before simple things like thank you, please and then explaining using would you like to and then polite forms as much as possible in your communication and appropriate language, not expressing negative emotions like anger, frustration then using proper language that will always keep you on the safe side of netiquette norm be careful also in choosing the right words since they can be stored permanently anything that you write. So, think about what you are writing.

So, that can be stored permanently and that can be used against you at a later stage and you should also keep in mind that it is the receiver who controls emails once they are sent. You think that you have absolute control no they receiver can do so many things the receiver can actually put you to shame the receiver can humiliate you with the mail that you thought that the receiver should delete immediately, but receiver decides to use against you. And overall while concluding I suggested you should be always correct and in particular you should be ethically correct when you are sending emails.

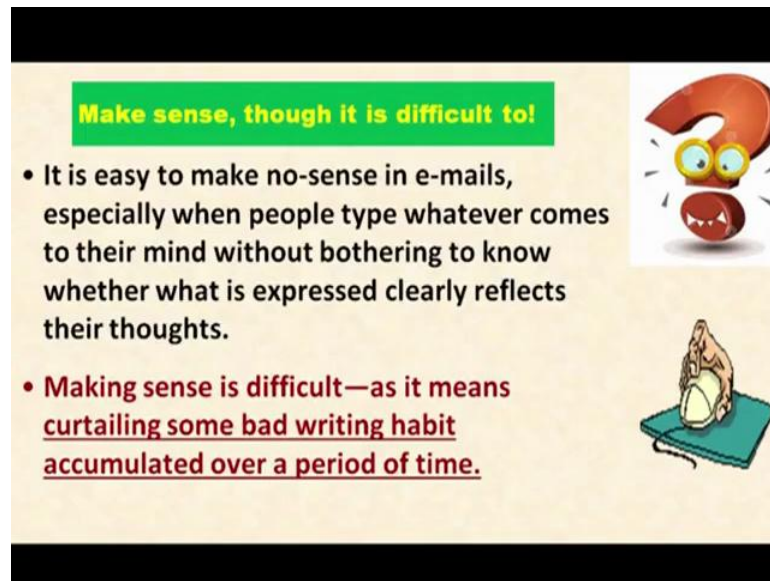
So, by being ethically correct I said that you may think that it is your right to do something, but you should always keep in mind what is right, what is appropriate and then you should do that thing. So, you always know what is morally right or what is morally bad and do not use bad communication especially the unethical ones, do not load unethical ones on the internet which can catch you unawares and then leave you with a lot of embarrassment at a later stage. And this participants who wish to develop soft skills that is totally un-required, unwarranted. Now in this lecture the concluding lecture on technology and communication let us focus on email etiquette the kind of norms that you need particularly with regard to using emails.

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Now, the most important thing that I want you to follow, I would rather even request you to make sense, when you send an email make sense. You have seen the examples that I shown to you in the last one, some of which dint make any sense to me or to you and then those where send by people and then thinking that they have actually made sense.

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**Make sense, though it is difficult to!**

- It is easy to make no-sense in e-mails, especially when people type whatever comes to their mind without bothering to know whether what is expressed clearly reflects their thoughts.
- **Making sense is difficult—as it means curtailing some bad writing habit accumulated over a period of time.**

So, try to make sense, I mean give some meaning give a proper message though it is difficult to because you sent thoughtless ones. So, that is why it is becoming difficult when it comes to emails it is rather. So, easy to send no sense or nonsense emails because of the reason that people just type, whatever comes to the mind without bothering to know whether what is expressed clearly reflects their thoughts. Making sense is difficult as it means curtailing some bad writing some habit accumulated over a period of time. again it is a choice between giving up old bad habit's which refuse to die and then choosing to adopt good right habit's, which will take time only in practice will be able to invite them. So, try to invite the good habits in terms of email writing which I am going to specify in the next few slides.

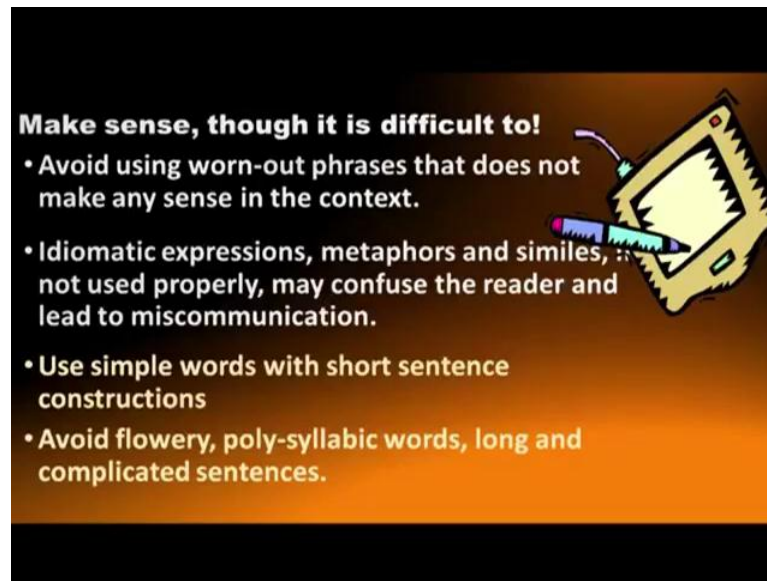
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Overall in order to make sense in order to make sense some meaning out of what you are sending plan your email beforehand even a worthwhile exercise to note down what you want to convey. Note down the important points you want to convey check your email whether the points have come clearly or not, also you decide the sequence which you want to convey the points which one you want to tell first, which one you want to tell in the middle. So, plan the beginning, middle and end.

Sometimes an important thing can be said at the end after talking simple normal once, sometimes you think that the most important thing has to come as the first one and then you try to argue or you try to substantiate your view point based on that. So, you decide the sequence also and it will really help you if you prepare yourself by writing a rough draft. Write the rough draft on a word document and then present it in a readable manner you have seen paragraph divisions, checking the spelling and all that and ensuring that you are clear, you are concise, then you are coherent. In coherence that is order is not decided properly, the sequence is not maintained properly it will also completely (Refer Time: 08:08) the reader it will confuse your receiver.

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**Make sense, though it is difficult to!**

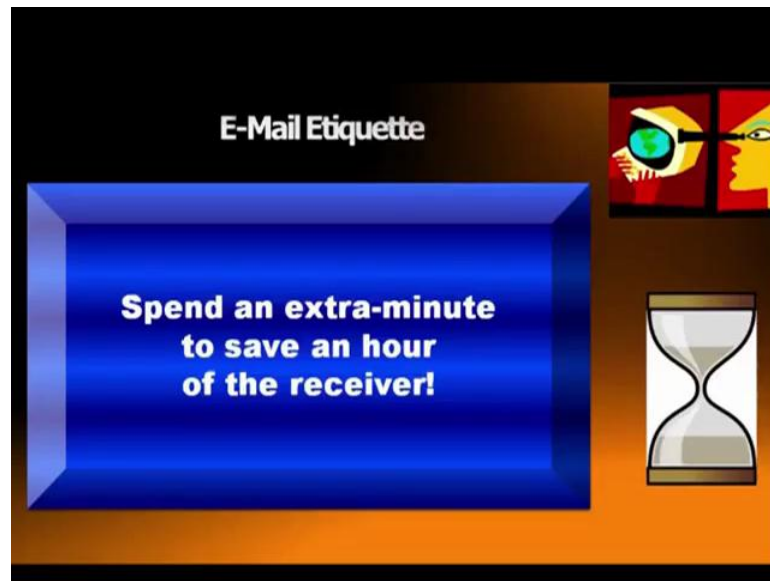
- Avoid using worn-out phrases that does not make any sense in the context.
- Idiomatic expressions, metaphors and similes, not used properly, may confuse the reader and lead to miscommunication.
- Use simple words with short sentence constructions
- Avoid flowery, poly-syllabic words, long and complicated sentences.

So, be coherent what are the other simple steps we can follow in order to make sense? Avoid using worn out a phrase that does not make any sense in the context.

So, some old idiomatic expressions, idiomatic expressions which have no meaning for example, in your own context in a local context some idiomatic expressions have originated from some culture somewhere and then they do not have any relevance to you similarly metaphors and similes the comparisons. If they are not used properly they may confuse the reader and lead to miscommunication. The most important thing you should avoid in email communication is miscommunication and it is not worth causing it by wrong use of expressions by over use of metaphors and similes. Thinking that it will look nice for the reader, but actually causing confusion and miscommunication is not required.

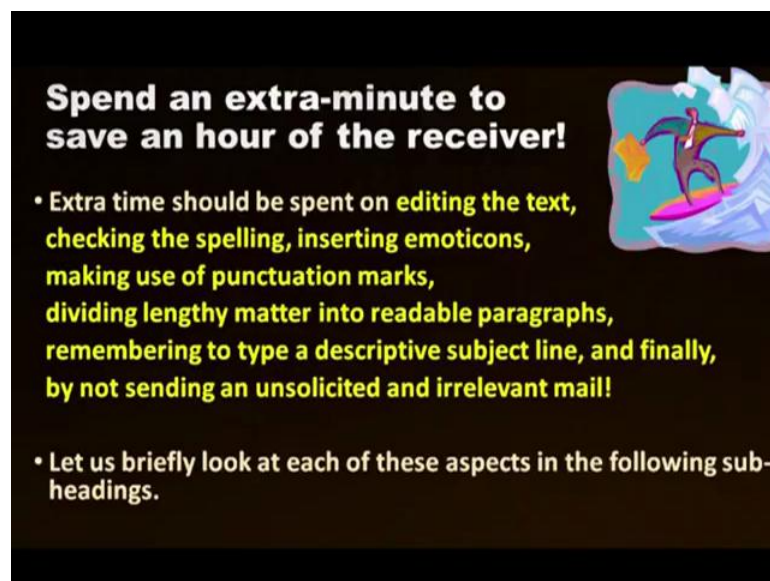
Use simple words, with short sentence construction. Do not go for very flowery decorative poly syllabic words that are many syllabic words long word and even long and complicated sentences even that you should be avoiding. If you can keep these things in your mind your mail will become very clear and it will be cross the barrier of machine very easily and reach the other person in a very human manner.

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The next one that you should keep in mind is spend an extra minute, just a minute to save an hour of the receiver. You say you just spend one more minute, in doing some checking very quickly, but it can save an hour for the receiver. How? Because you did not bother certain things, but the other person took about one hour to figure out what you actually want to convey.

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Let us see how you can spend that extra minute. So, that you can save an hour of the receiver you should spend extra time on editing the text, checking the spelling grammar, inserting emoticons. If it is likely to confuse the receiver, making use of punctuation marks dividing lengthy matter into readable paragraphs. Remembering to type a descriptive subject line and finally, by not sending an unsolicited and irrelevant mail.

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Now, let us briefly look at each of these aspects in the following sub headings one by one, first keep it short, how can you keep it short?



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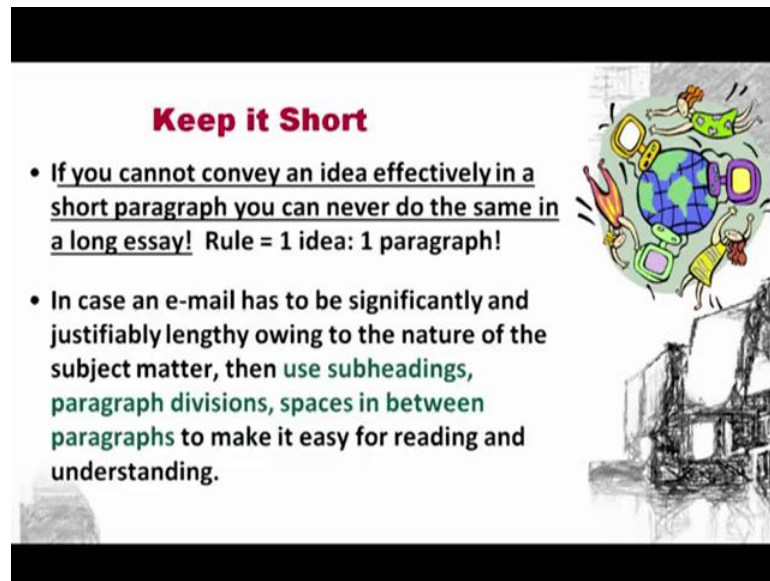
**Keep it Short**

- Keep your e-mails focused in content and short in length.
- People generally do not have time to read long mails.
- Some by default delete lengthy mails!

The slide features a cartoon illustration of a person with a large head reading an email on a computer screen. The background is a light, textured surface with some faint sketches of architectural structures on the right side.

keep your e mails focused in content, that is what is meant by short it is very focused no extra phrase are attached and it should be short in length should not write long emails. People generally do not have time to read long emails I know people who by default delete length mails they do not read that at all sometimes they look at the subject, sometimes they quickly browse one or two lines they just delete they do not think it is a right way to send an email, they do not give a damn they just delete it when you send length emails and you keep wondering why despite the 10-page mail you wrote there is not even one sentence reply coming from the other person. The other person is just in disguise deleted the email that was taking. So, much time of this person and he is not able to figure out what is there in the mail.

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**Keep it Short**

- If you cannot convey an idea effectively in a short paragraph you can never do the same in a long essay! Rule = 1 idea: 1 paragraph!
- In case an e-mail has to be significantly and justifiably lengthy owing to the nature of the subject matter, then use subheadings, paragraph divisions, spaces in between paragraphs to make it easy for reading and understanding.

The slide features a cartoon illustration of a globe with several people holding hands around it, and a building in the background.

So, keep it short and do not think that you will write an essay you will write so many pages to impress the receiver. Thumb rule is that if you cannot convey an idea effectively in a short paragraph you can never do the same in a long essay in a long essay you keep on writing convoluted sentences then you want to convey one simple idea and you are not able to convey that in. So, many paragraphs, but if you tell yourself the other rule that one idea you will convey in paragraph and then stick to that idea in that paragraph you would have conveyed everything that you wanted to convey in about 10-pages.

So, there is no merit in writing 10-pages, when you can say the same thing in one paragraph in just one-fourth of the page. In fact, people will appreciate you people will be very great full to you, if you can convey the thing in just 3, 4 simple sentences than writing three four pages your email will always be read instead of sending it to the trash can immediately or putting filter.

So, that your mail automatically goes to the trash can, in case an email has to be significantly and justifiably lengthy going to the nature of the subject matter. Sometimes you give a report sometimes you present a very lengthy argument, now in that case also do not give the impression that it is one long email you are writing. It is a long essay use subheadings divide them into paragraphs let each paragraph may have subheading. Use

sufficient spaces in between paragraphs in email there is a tendency to write without any paragraph space people are not able to distinguish between one paragraph and the other 1. So, give sufficient space to make it easy for reading and understanding. So, the eyes or happy they feel very pleased to look at those emails, where there are blank spaces in between the paragraphs.

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So, the eyes are not strain to look at an identify the main content the next important, now pay attention to subject lines that is there is a subject line on the top where you type what is the subject, what is the topic, what is the core idea? Now many people do not pay attention to the subject lines.

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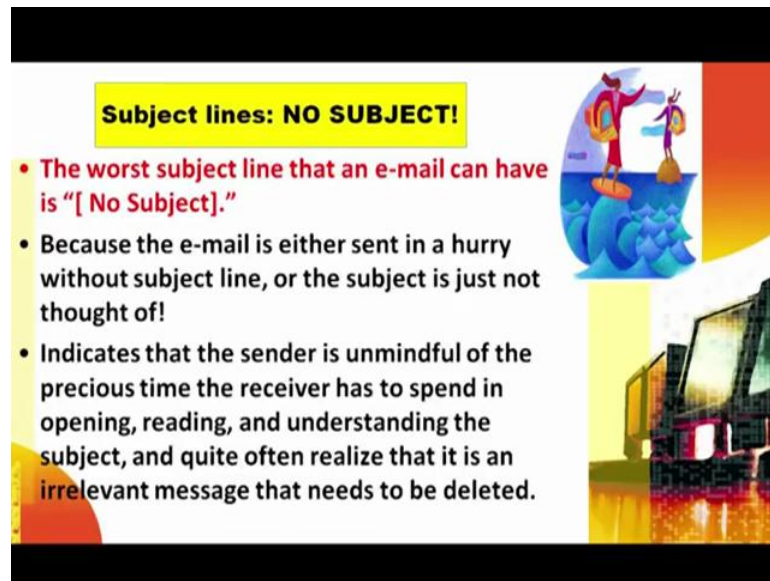
**Subject Lines**

- *Tell me the subject lines that you keep sending, I can tell you who you are!*
- Subject lines, apart from describing the inner content of the matter, have much to tell about you as a person—whether you are **sloppy, casual, flippant, uncouth, lazy** or **sincere, serious, meticulous, dedicated, professional, sophisticated and stylish.**

And I would rather tell you this if you tell me this subject lines that you keep sending or if you give me fifty emails to sent, and if I can analyze the subject lines I can tell you who you are, because subject lines tell me. So, much about the kind of person that you are what kind of personality you have. Subject lines apart from describing the inner content of the matter have much to tell about you as a person whether you are sloppy, that I can see from the subject line, casual flippant uncouth, uncivilized or just lazy uncaring unmindful or are you sincere that also can be seen from the subject line.

Serious meticulous that is paying attention to detail that can also be observed from the subject line dedicated to the job to whatever mail that you are communicating professional sophisticated and even stylish, you can have a personality you can have a style in which you write emails and that will also attract people towards you do. You have that that can be seen from the subject line itself whether you have that style or not.

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**Subject lines: NO SUBJECT!**


- The worst subject line that an e-mail can have is “[ No Subject].”
- Because the e-mail is either sent in a hurry without subject line, or the subject is just not thought of!
- Indicates that the sender is unmindful of the precious time the receiver has to spend in opening, reading, and understanding the subject, and quite often realize that it is an irrelevant message that needs to be deleted.

Now, in subject lines, the worst subject line that an email can have is no subject often you will see an email coming to you and on the top it is written no subject, because the email is either sent in a hurry without subject line. So, the person is just in a hurry. So, he wrote something and then sent or the subject is just not thought of something is written, but the person whose sent it is not having time to think about what is the subject. Now this indicates that the sender is unmindful of the precious time the receiver has to spend in opening reading and understanding the subject and quite often realize that it is an irrelevant message that needs to be deleted. So, so much time is spent by the receiver just to open it.

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**Subject Lines . . .**

- Story: Manager's standard subject line:  
"URGENT MATTER: RESPOND IMMEDIATELY."  
*Employees never responded!*
- When you repeat the same subject matter it loses its sense of urgency and emphasis!




And check whether it is the right one and then after that the person realizes that it should be deleted. So, that is again not required at all.

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**Subject Lines**

- ✓ Should clearly express the content
- ✓ Should give freedom to the receiver to exercise an option of opening the mail or deleting it.
- × Should not use tempting subject lines like:  
"Free holiday trip to Goa"; "Open and become Bill Gates!"; "Stay young forever."
- × Should not over-emphasize the subject by capitalizing them or by creating a false sense of urgency.



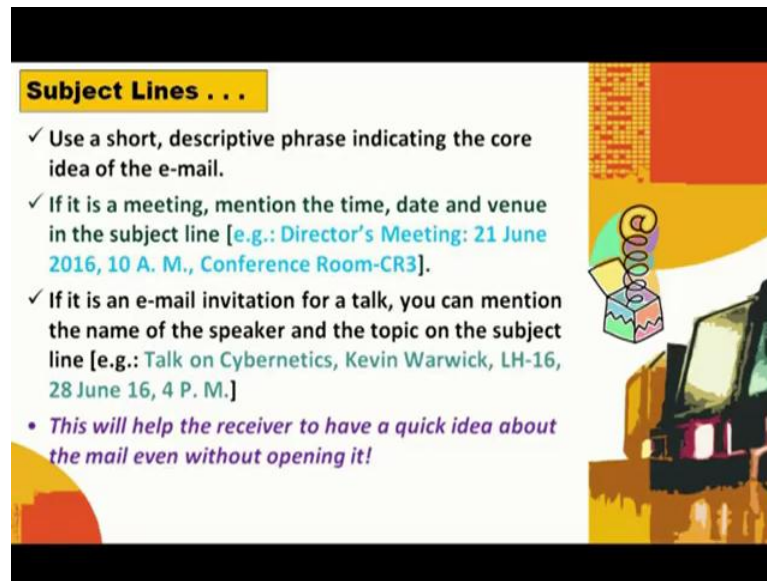
Subject lines should clearly express the content whatever is inside should be expressed outside in the subject line there is also another principle in which you respect the receiver by giving freedom to the receiver to exercise an option of opening the mail or deleting it.

Suppose in the subject line itself it is clearly written the person knows whether it is relevant to him or her and then the person can delete it immediately, but you should not use tempting subject lines like free holiday trip to Goa. So, the person opens and then you advertise you say something about yourself, but inside it does not mean anything or you write open and become bill gates, and you say something about working hour and all that and nothing to do with the becoming rich quickly. Stay young forever, now these are tempting subject lines, but then people after sometime if they start getting this kind of things from you they will again not even open the mail and they will form a notion that at the same time, you should not over emphasize the subject by capitalizing them or by creating a fall sense of urgency, repeat whatever I have done and then send it immediately.

So, the use of word immediate kind attention immediate attention and then even using capital letters will give a impression to the other person that you are creating urgency which is not really required. I heard of story of a manager, who thought that you should gain the attention of his employees all the time. So, he had a standard subject line and all the time it is written in caps also, and he wrote urgent matter. So, any mail that will go from him will have this urgent matter and the next two words respond immediately urgent matter respond immediately.

Now in due course of time, initially employees thought that this is a serious one they looked at they realize that, even if they respond to that after a month nothing will happen and even if they do not respond to it nothing will happen. So, in due course what happen the employees never response they just stop responding to the email at all, now you can understand. When you repeat the same subject matter it loses it sense urgency and emphasis the same subject matter that is repeated will also loses it is emphasis and then, false sense of urgency urgent matter and then using capital letters for over emphasis. So, everything is completely losing the purpose if it is repeated endlessly unmindful and thinking that it will create overall importance and it is not happening.

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**Subject Lines . . .**

- ✓ Use a short, descriptive phrase indicating the core idea of the e-mail.
- ✓ If it is a meeting, mention the time, date and venue in the subject line [e.g.: **Director's Meeting: 21 June 2016, 10 A. M., Conference Room-CR3**].
- ✓ If it is an e-mail invitation for a talk, you can mention the name of the speaker and the topic on the subject line [e.g.: **Talk on Cybernetics, Kevin Warwick, LH-16, 28 June 16, 4 P. M.**]
- *This will help the receiver to have a quick idea about the mail even without opening it!*

What can you do in subject lines; use a short descriptive phrase indicating the core idea of the email. If I ask you what is your email about can you tell me in a sentence you tell me in a sentence then, I tell you in the sentence can you identify, 2, 3 input words key words you say yes these are the three important words and those words should be there in the subject line you yourself can ask this, what is that I want to convey what should be my subject line and the subject line is something that you tell somebody about your email in just 2 to 3 words sometimes a single word not more than four then 5 words. If you are going to add details it can go beyond that, but then the some examples which I am going to show you does beyond 4, 5 words, but fine because they are also done with the purpose for the sake of clarity. For example, if it is a meeting is not enough just to say meeting or directors meeting it will be helpful to the receivers, if we can specify the time the date and venue in the subject line itself look at the example I have given directors meeting.

So, that is the whole email about, but in the subject line itself you can say it is on twenty first June 2016 date and then time 10 AM, when you conference room. So, assuming that there are 5 conference rooms, which one you are saying that is CR3, conference room number 3. Now people need not even go through that immediately, they can just take a



look and understand that there is a meeting, after sometime wherever they get a time they can read the contents and find out why the meeting is to be conducted.

Similarly if you are inviting people for a talk for a lecture you can even mention the name of the speaker and topic on the subject line, as to attract the people and so, as to alert the people and give the very basic information that is needed. Look at the example people I have given talk on cybernetics. So, that is a subject the topic is a itself talk on cybernetics by whom Kevin Warwick LH-16. Now in institutes especially like IIT Kanpur LH is known to everybody it is lecture hall 16, but in a place where this abbreviation is not known if it is sent outside IIT Kanpur. So, then you have write in full form you have to write lecture hall then write the date and the time.

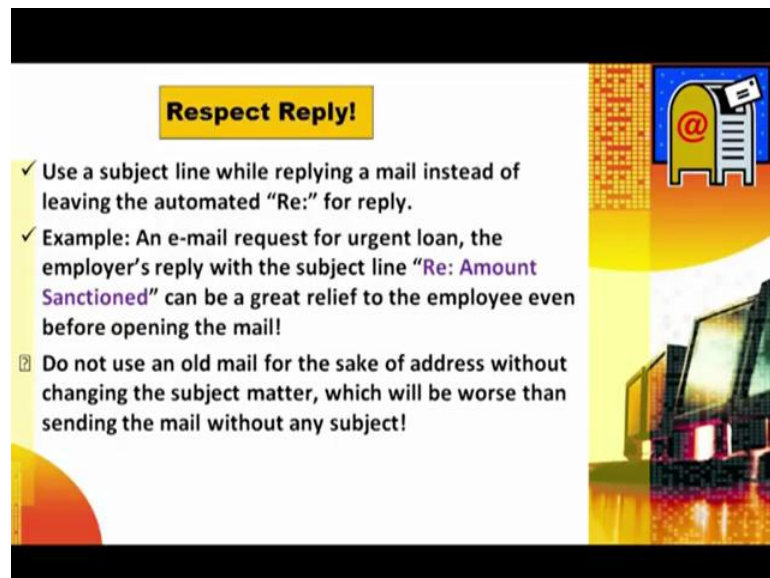
So, this makes it very clear and it your giving a choice freedom to the receiver whether to open the email or not whether to attend to the lecture or not let us say somebody in like literature or fine arts or economics decides or thinks that this is purely a lecture on computer science and then I have no interest in this the person need not even open the mail and read it is save. So, much time. So, over all this will help the receiver to have quick idea about the mail even without opening it. So, this way people will be very grateful to you happy to receive your emails, if you are very clear in the subject line.

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The next one you should keep in mind is, you should respect reply you should respect reply in the sense you should not over use the same mail again and again with the subject line where it comes like re: re: re. So, avoid this re: re: re: re: re and so on, indicating that it is a reply for a, reply for a, replay for a, replay for a, replay endlessly. Now this again completely occupies the subject line nobody knows what is that getting repeated. If you are in the chain decide to break the re-monotonous loop and then just even either you keep one re and then say what is the subject or even you remove that re and then make it a new subject. You can even say follow up of this activity continuation of this idea, use a subject line while replying a mail instead of living automated re for replay.

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**Respect Reply!**

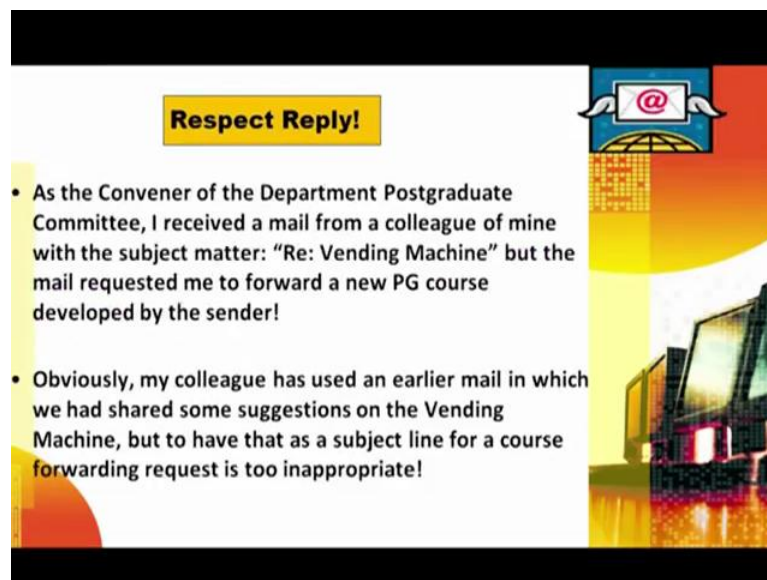
- ✓ Use a subject line while replying a mail instead of leaving the automated "Re:" for reply.
- ✓ Example: An e-mail request for urgent loan, the employer's reply with the subject line "Re: Amount Sanctioned" can be a great relief to the employee even before opening the mail!
- ⓘ Do not use an old mail for the sake of address without changing the subject matter, which will be worse than sending the mail without any subject!

The slide features a yellow header with the title "Respect Reply!". Below the title are three bullet points. The first two are marked with checkmarks, and the third is marked with an information icon. To the right of the text is a vertical decorative bar with a yellow-to-orange gradient and a blue icon of an envelope with an '@' symbol. The background of the slide is white with a subtle grid pattern.

Now, when you remove all extra re's and then just add the most important content of your email it will again give lot of relief to the person who is reading it. Look at the example I have given an employee applied for loan and it is urgent loan he needed some amount and he it is a medical emergency he needed that for the treatment of his son who is hospitalized and he wanted money from the employer, now he was greatly tensed whether he is getting the amount or not whether the higher authorities will sanction or not whether the higher authorities will sanction or the not.

The employers reply with the subject line re that is reply amount sanctioned can be a great relief to the employee even before opening the mail. So, even by looking at it amount sanctioned he feels. So, relieved stress is relieved then he opens and reads how much amount is sanctioned. So, it is being done what how should he repay and all that, similarly do not use an old mail for the sake address without changing the subject matter, this indicates (Refer Time: 26:52) laziness which will be worst than sending the mail without any subject. Look at another example as a convener of the department postgraduate committee sometime before.

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**Respect Reply!**

- As the Convener of the Department Postgraduate Committee, I received a mail from a colleague of mine with the subject matter: "Re: Vending Machine" but the mail requested me to forward a new PG course developed by the sender!
- Obviously, my colleague has used an earlier mail in which we had shared some suggestions on the Vending Machine, but to have that as a subject line for a course forwarding request is too inappropriate!

The slide features a decorative background with a blue and white '@' symbol icon in the top right corner, a yellow and orange gradient, and a stylized image of a building or structure on the right side.

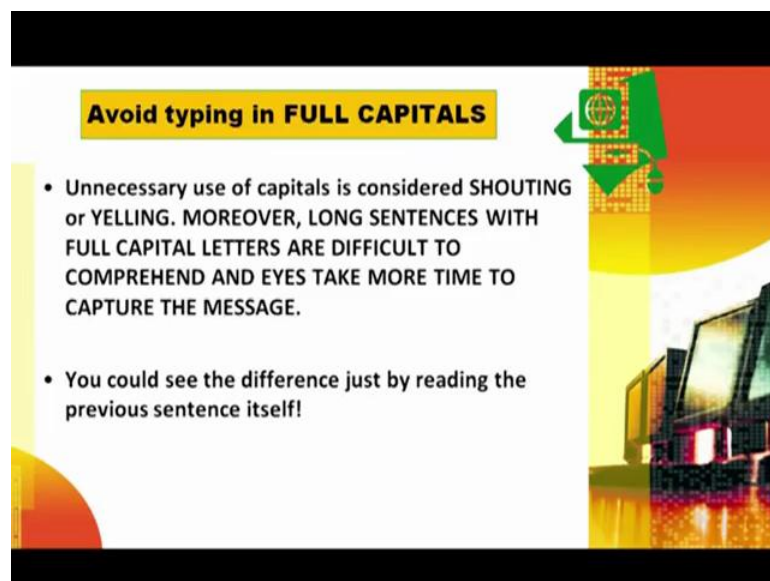
I received a mail from a colleague of mine with a subject matter re vending machine. So, the mail is sent with a request to me to forward a new PG course developed by the sender, but the subject line is vending machine. So, informally I was also involved in procuring a vending machine for the department and I was also in the committee related to this, but the person just to take my address used this as re to that, but said that could you just forward this course. So; obviously, what is happened my colleague used an earlier mail which we had shared some suggestions on the vending machine, but to have that is a subject line for course forwarding request. So, you know that this too inappropriate. So, knowing what should be the subject line and then removing what is inappropriate and carrying the time of the receiver will make you actually respect reply.

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The next email etiquette you should keep in mind that you should avoid typing in full capitals, either the subject as I gave the example before, where the employee used fully caps nobody considered it as a serious one. Now people have a tendency to use full caps even in the body of the mail that you should avoid, unless it is very important and even in that case it may be word or a phase or a sentence.

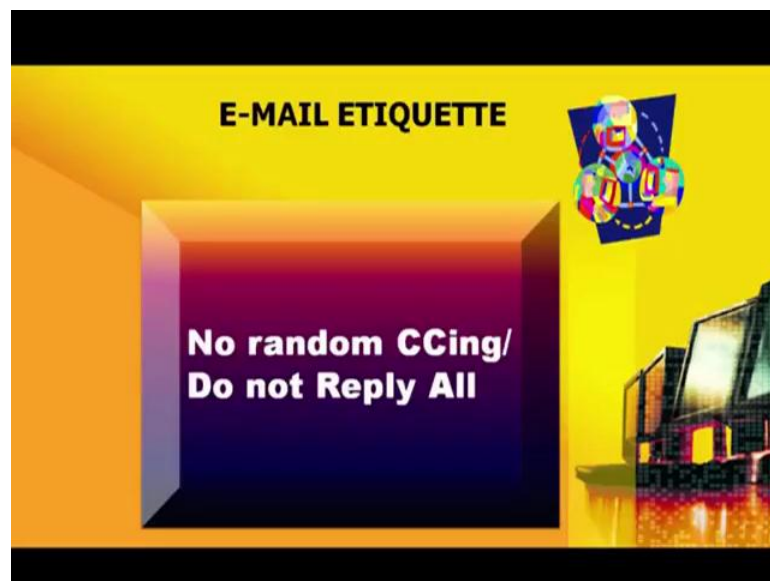
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Why should you avoid this, unnecessary use capitals is considered shouting. So, the capital letters give over emphasis and gives a feeling that your shouting or yelling more over long sentences with full capital letters, or difficult to comprehend and eyes take more time to capture the message.

Now, you could see the difference just by reading the previous sentence itself even when I am reading, I am trying read it is very difficult for me to read capital letters at one go, but if they are mixed with small letters and capital are used only at the beginning of the sentence or for proper nouns or for names or for some terms, where it should be begin with capital or some abbreviations which are used for combining some terms and making it an acronym. Otherwise you do not have to use full capitals thinking that it will create some kind of emphasis and importance to your mail.

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The next email etiquette that you should keep in mind this no random CCing it is CC actually means carbon copy, those days in type writer they use to keep a carbon copy and send it to the person copy of that original one. Now a day's CC actually sending you the original mail, but in the CC column, you indicate that you are not the main person, but do not random CC somebody has replied to you with copy to others, but you have to

decide whether you should also reply to the person directly or you should reply all and you should send copies to all these a very decision you have to make

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**No random CCing/Do not Reply All**

- ❗ Do Not Copy to many or reply all when the message seeks the attention of a single receiver.
- ❗ It is considered rude, bad-mannered, discourteous, and even uncouth because the sender is taking for granted the time of unsolicited receivers.
  - Even just the time it takes to identify that the mail is unwarranted and then to delete it is unworthy.
  - Hence, habitual or inadvertent copying to many or replying all should be avoided at all cost!

The slide features a yellow header with the title, a list of points with warning icons, and an illustration of a person sitting at a desk with a computer monitor. The background of the slide is a soft-focus image of a building at night.

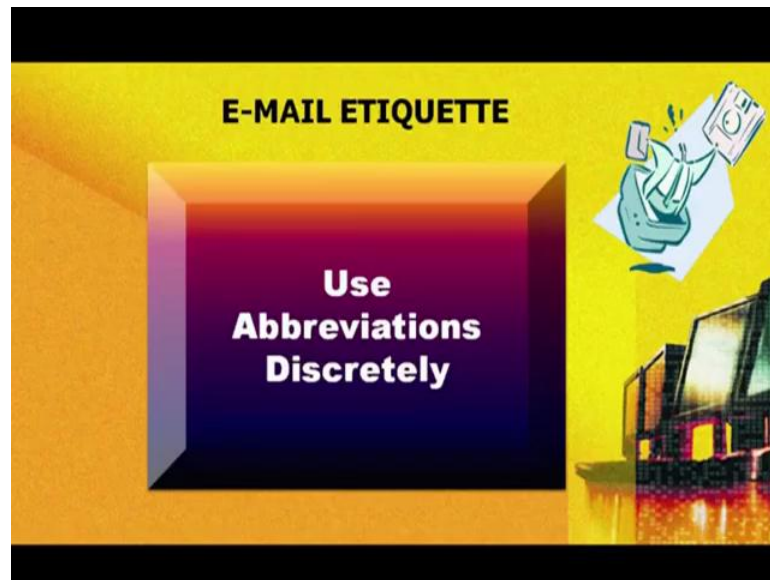
Do not copy to many or reply all when, the message seeks the attention of a single receiver I showed you one email where the person wanted internship, but has CCd to almost all the email ids available at IIT Kanpur.

So, do not copy to many or reply all when the message seeks the attention of a single receiver if you do that that single receiver will fail to notice it and you will not get a reply it is also considered root bad mannered, e mannered, discourteous and even uncouth because the sender is taking for granted that time unsolicited receivers. Everybody looks at it and then deletes and even just the time it takes to identify that the mail is unwarranted, it is a spam and then to delete it. It is unworthy just wasteful hence habitual that is people just reply all and they realize oh I forgot, I just spent the replay all button instead of just replay. So, this habitual one inadvertent copying without even knowing that you are committing a mistake unintentionally coping to many.

So, there you put a check you ask should it go to all this people or should it go to only one person avoid this CCing and replaying all when, it is not required at all cost. So, that

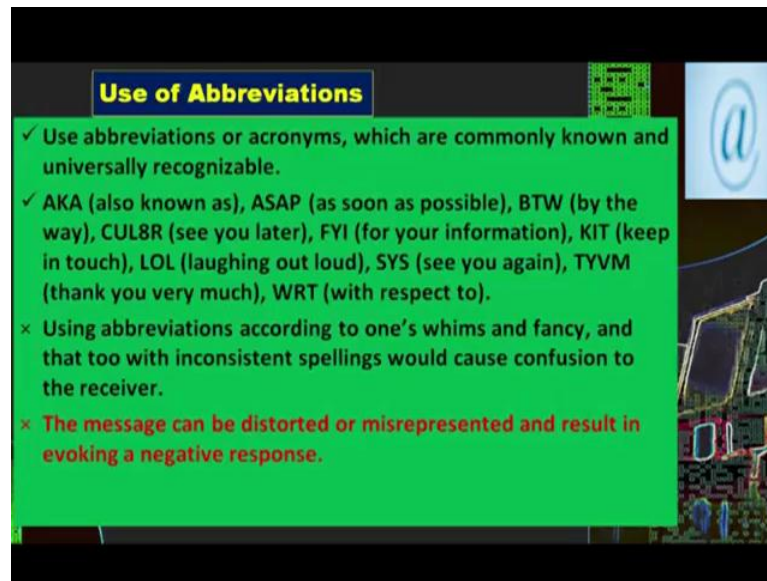
again gives a very good profile about you as a person who is using email etiquette on the net with regard to use of abbreviations.

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Another tendency in email is they use all kinds of abbreviations, especially the chat language and the abbreviation which are used in chat in social network they try to use in email also. So, you have to use abbreviations discretely; that means, you have to use judiciously you have to know what is appropriate and known to all and avoid that which is not known to so, many people.

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**Use of Abbreviations**

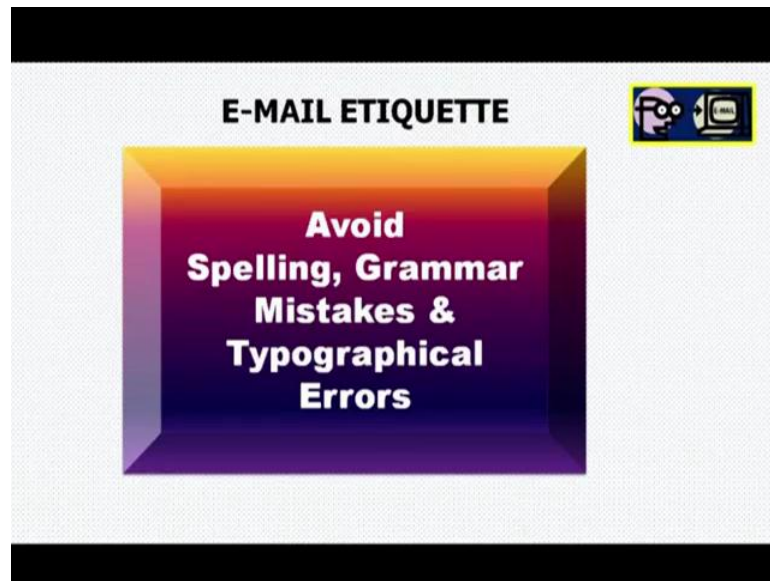
- ✓ Use abbreviations or acronyms, which are commonly known and universally recognizable.
- ✓ AKA (also known as), ASAP (as soon as possible), BTW (by the way), CUL8R (see you later), FYI (for your information), KIT (keep in touch), LOL (laughing out loud), SYS (see you again), TYVM (thank you very much), WRT (with respect to).
- × Using abbreviations according to one's whims and fancy, and that too with inconsistent spellings would cause confusion to the receiver.
- × The message can be distorted or misrepresented and result in evoking a negative response.

So, use abbreviation or acronyms which are commonly know and you know and universally recognizable, some examples if you look at it AKA-also known as; ASAP-as soon as possible; BTW-by the way and even like for see you later people write CUL8R-later; FYI-for your information; KIT-keep in touch; LOL-laughing out loud; SYS-see you again; TYVM-thank you very much; WRT-with respect to.

Now some people even do not know this, but what I am trying to tell you is that at least these are commonly known and universally recognizable people at least can recognize this easily, but using abbreviations according to one whims and fancy the person decides I just abbreviate these words and use it in the manner, that I like and that to with inconsistent spellings already have abbreviated and spellings in somewhere for between you write BETN in some other place you write BN. So, that inconsistent in the spelling you use even for abbreviation can cause huge confusion to the receiver.



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So, the message can be distorted or misrepresented and result in evoking a kind of negative response which, can be easily avoided. If you pay attention to the use of abbreviations is careful when you use them now, the other email etiquette which I would say as a teacher of English and language and literature. I would say that it is very important email etiquette and you should pay enough attention in order to develop your soft skills. This is to tell you that you should avoid spelling grammar mistakes and typographical errors typographical errors are errors which come as you type. So, instead of one key, you press the other one, but then in your hurry you do not have time to check them. So, you send it as it is and think that people will understand.

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**Spelling Mistakes/Typographical Errors**

- ✓ Check your e-mail for **spelling**, **grammar** mistakes and typographical errors.
- ✓ Use in-built spell checker that underlines errors while typing itself.
- ✓ Pay attention to those underlined words, you will not only save plenty of the receiver's time but also ensure that your message is communicated effectively!

**Bad spelling and frequent typographical errors reflect illiteracy and lack of professionalism!**

The slide features a purple header, a list of three checkmarks, and a yellow warning box. On the right side, there is a cartoon character holding a magnifying glass over an '@' symbol, and a background image of a person sitting at a desk with a computer monitor.

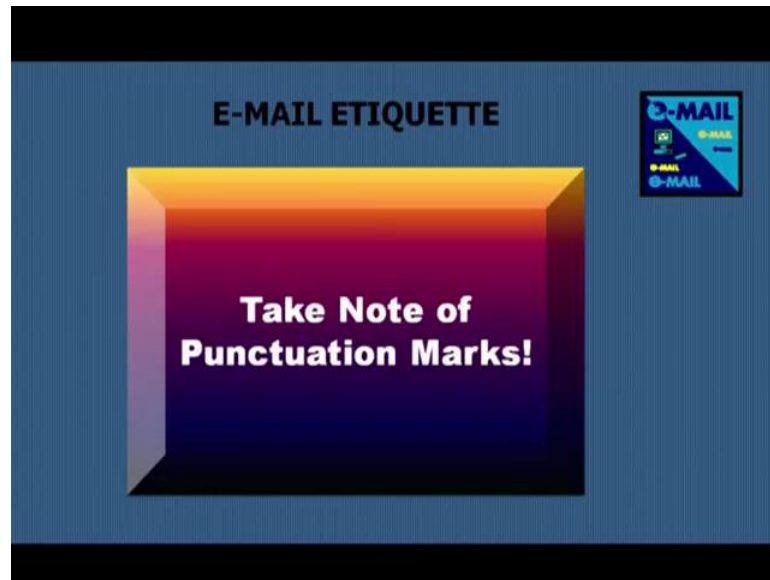
So, when you send it email finally, check your email for spelling grammar mistakes and typographical errors.

Now, today all emails have built in spell checkers grammar checkers and even as you type. So, they will underline if, they do not do it you can take it to word or other document and you can put it in see. So, the spelling mistake normally gets underlined by red color and grammar mistakes are underlined by green color or in some software it can be blue color whatever color is it shows you that it is a mistake and even by a right click you can easily change the wrong spelling to the right one why do not you do that use the spell checkers you do not have to go to dictionary, if only you spend that one minute extra you will save. So, much time you will avoid miscommunication and pay attention to those underlined words do not ignore them when the computer is underlining and telling you there is something wrong.

So, you pay attention by that you will not only save plenty of the receivers time, but also ensure that your message is communicated effectively and the receiver got the exact import of your communication more over bad spelling and frequent typographical errors, reflect illiteracy and lack of professionalism illiteracy in the sense not that you are uneducated, but it shows that you are totally ignorant of this netiquette norms and of

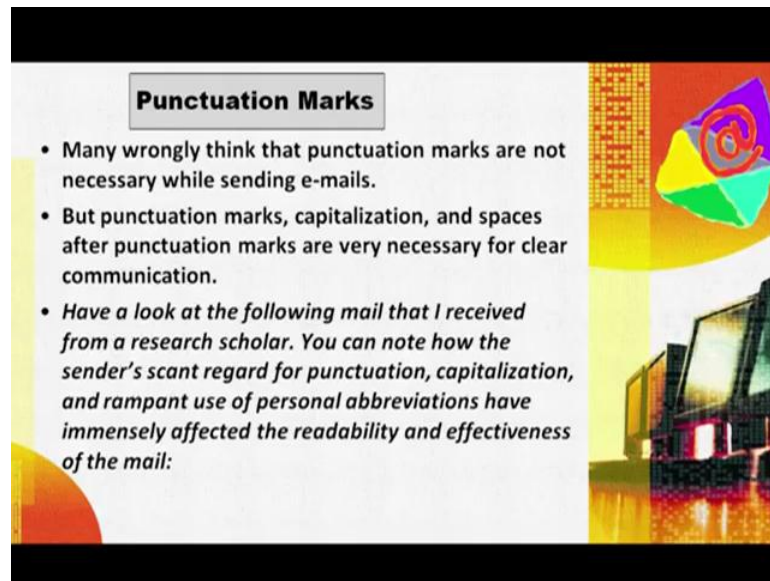
course, it will also indicate that you are not a professional using email communication and the next thing is equally important, where I suggest recommend to you that you should take note of punctuation marks.

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Because people think when they write email it is a wrong thinking it is a misconception that punctuation marks are not necessary while sending emails.

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**Punctuation Marks**

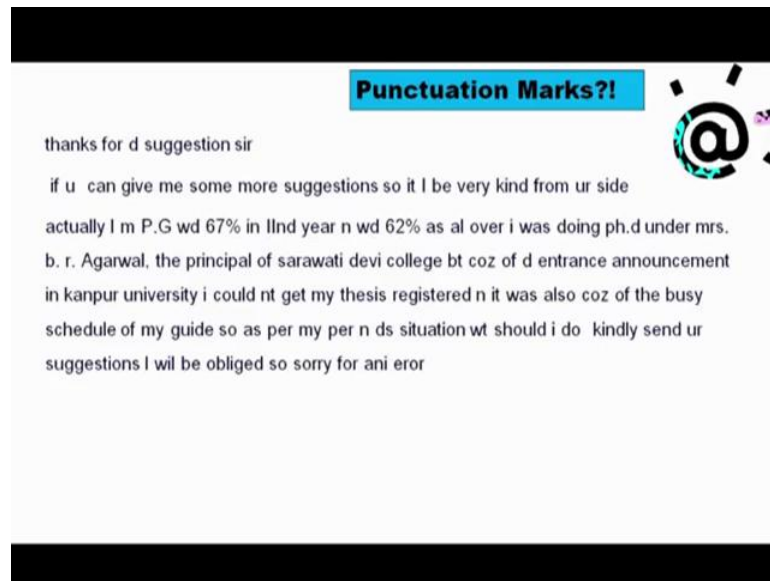
- Many wrongly think that punctuation marks are not necessary while sending e-mails.
- But punctuation marks, capitalization, and spaces after punctuation marks are very necessary for clear communication.
- *Have a look at the following mail that I received from a research scholar. You can note how the sender's scant regard for punctuation, capitalization, and rampant use of personal abbreviations have immensely affected the readability and effectiveness of the mail:*

The slide features a decorative background with a colorful 3D '@' symbol, a grid of numbers, and a computer monitor.

So, only when you write letter by hand or get it typed and not send it, but hand it over manually people think that punctuation is required. In fact, e-mail electronic mail is substituting you is manual efforts. So, whatever you do manually whatever norms structure that you follow should also be followed here apart from that for clear communication punctuation marks, capitalization spaces after punctuations are very necessary.

Now I am just going to show you one example again I received from a student who is; obviously, operating under this wrong notion misconception that punctuation marks are not required and the teacher will understand and it shows how the sender has no regard for punctuation or capitalization and then, personal abbreviations which greatly affect the readability and effectiveness of the mail.

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Take a look at this mail you are not going to analyze, but then you see there is absolutely no comma no full stop and then, you do not know when a sentence is started and very it is ending no capital letter to indicate that is sentence is beginning, no full stop to indicate that the sentence is ending look at the names. Like for example, b. r. Agarwal. So, the initials of the names which should capitalize are not capitalized, and even the name of something like Saraswati Devi college again it should be capitalized.

If you look at the abbreviations used BT COZ is it, but or between coz I understand it is because and for the D is used WT I do not know whether it is wait with regard to with respect to any error a and y, but a and a n I is written error word itself is written with a spelling mistake. What kind of impression the other person will have about this email? No regard for punctuation marks, no way of telling when the sentence is beginning where it is ending. So, this will definitely irritate annoy the other person and even if the person is carrying concerned about knowing what the person wants to convey it is very difficult to understand the actual message from this email.

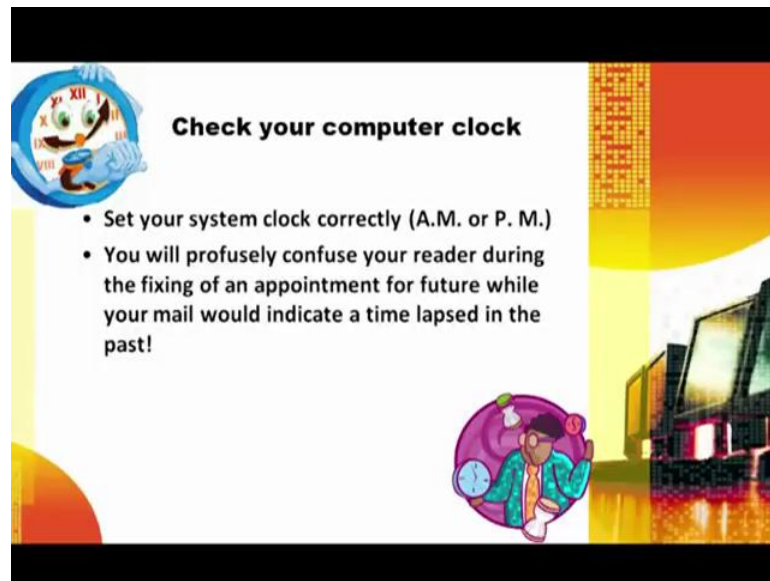
So, this is something that you should completely avoid, and pay attention to punctuation marks now towards the end I just want to conclude with the final etiquette norm that you should keep in mind.

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Which again is a very simple one, but most of you over look check your computer clock sometimes you reset your computer sometimes you reformat it and sometimes you ignore the timing that is shown on the computers, sometimes that is synchronized with the local time sometimes it is synchronized with some other time which you did not note, sometimes it is done in such a manner that it is showing indicating the past hour instead of the present hour. So, let your system clock correctly and decide whether it is A.M. or P.M. sometime it is showing A.M. where it should be P.M. Now you will profusely confuse your reader during the fixing up an appointment for future or even calling for the meeting while your mail would indicate time lapsed in the past.

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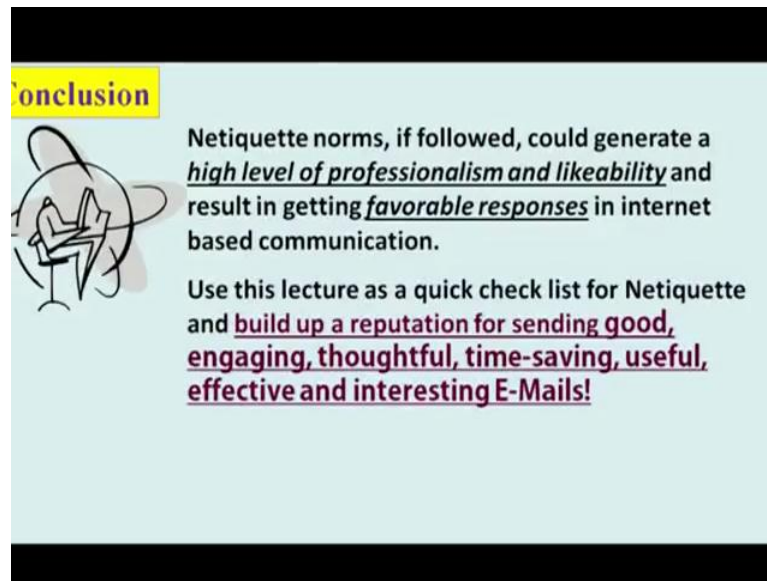
**Check your computer clock**

- Set your system clock correctly (A.M. or P. M.)
- You will profusely confuse your reader during the fixing of an appointment for future while your mail would indicate a time lapsed in the past!

Let us say you are sending an email by saying that let us meet tomorrow, and let us say today it is 9th and then you are saying that let us meet tomorrow. Now your mail time is indicating that it is sent on seventh and tomorrow actually means eighth and your sending on 9th assuming that they will meet you on tenth. Now most people will see that they saw the mail much later may be there email there was some problem internet connectivity there was some problem. So, they received your mail 1 or 2 days late and the meeting was already over. So, you go and sit for the people to come and the people if they are again inefficient communicators they presume and then they do not attend the meeting. If they are good communicators they would see clarifications, they will email you they will check with you they will call you on phone, they will message you, but most of the times as I said good communication needs lot of coordination, which in the next week I will try to talk to you about becoming good and effective communicator.

But at this time let us assume that most of people are busy most of the people presume things. So, they do not even bother to check the actual real time in which you might have sent it. So, avoid this and minimize the huge mistakes that you might be causing to the company or the organization or the people whom you represent.

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**Conclusion**

Netiquette norms, if followed, could generate a high level of professionalism and likeability and result in getting favorable responses in internet based communication.

Use this lecture as a quick check list for Netiquette and build up a reputation for sending good, engaging, thoughtful, time-saving, useful, effective and interesting E-Mails!

In conclusion I would like to tell you that netiquette norms you followed could generate the high level professionalism and likeability. People will not only look up to you as a person who is good following the norms, but also they will appreciate you and result in getting favorable responses in internet based communication. Whatever you are sent you receive a favorable response and that is one hall mark of effective communication, which as I said again will discuss in the next week. Now use this lecture and the previous one as a quick check list for netiquette and build up a reputation for sending good engaging thoughtful, time saving, useful effective and interesting e-mails, your mails should be read, your mails should be responded to, your mails should not directly go to the trash can your mails should not be filtered for reading it later or for not reading it at all.

So, whether you use the priority or not whenever people see your mail they should get the impression that this persons sends email only when there is an important content and only when it is necessary. So, I should check this mail first, this person never sends a spam. So, very sensible person knows all the netiquette norms. Hopefully this lecture will help you to do that and use this there is a kind of check list, as a concluding talk to the entire week on technology and communication, remember we have talked about basically on. So, many technological inventions which have actually facilitated



communication and most of these gadgets whether it is mobile or email they were all invented for using the net for using it for communication in order to save time.

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But the moral we learn, when we understand that they are actually being misused or they are not being properly and effectively used is that thanks to technology. We can now waste time then efficiency unless, until now unimaginable. All in the name of saving time just remember once again, thanks to technology we can now waste time with efficiency until now unimaginable. We never thought of this before these inventions that we can use gadgets which we are invented for saving time, but we are wasting time like anything all in the name of saving time. But the entire week's content is to tell you to use effectively and save not only your time, but the time of other who is involved with you in communication.

Thank you. So, much for being with me for this entire week and then benefiting from the videos on technology and communication, in the next week we will focus on communication as such thanks once again for watching this video.