



## Course Outline

Theme	Contents
1	<p><b>Major e-Mail Writing Techniques for Various Circumstances</b></p> <ul style="list-style-type: none"> <li>• Writing for Conciseness</li> <li>• Developing Goodwill Messages</li> <li>• Breaking Negative News</li> <li>• Addressing Complaints</li> </ul>
2	<p><b>Switching Between Tones</b></p> <ul style="list-style-type: none"> <li>• From Casual to Formal</li> <li>• From Formal to Semi-formal</li> <li>• Skills of Rewriting Sentences</li> <li>• Accurate Word Choices for Different Occasions &amp; Audience</li> </ul>
3	<p><b>Pitfalls in Developing e-Mail Messages (Common Errors)</b></p> <ul style="list-style-type: none"> <li>• Collocations <ul style="list-style-type: none"> <li>▪ Verb-noun / Adj-noun / Noun-noun</li> <li>▪ Verb-adverb, etc.</li> </ul> </li> <li>• Implied Meanings</li> <li>• Lack of Unity</li> <li>• Lack of Emphasis</li> <li>• Zigzag Writing</li> <li>• Paragraph Coherence</li> </ul>
4	<p><b>Different Sentence Structures &amp; Writing Errors</b></p> <ul style="list-style-type: none"> <li>• Switching from Simple Sentences to Compound-complex Sentences</li> <li>• Switching from Clauses to Phrases</li> <li>• Dangling &amp; Misplaced Modifiers</li> <li>• Mixed Constructions</li> </ul>
5	<p><b>Strategic Writing Skills</b></p> <ul style="list-style-type: none"> <li>• Claiming Responsibility &amp; Pointing out Problems</li> <li>• Refusing Requests / Invitations, etc.</li> <li>• Asking about Late Payment / Actions, etc.</li> </ul>
6	<p><b>Putting All Learnt Skills into Practice</b></p> <ul style="list-style-type: none"> <li>• Adapting to Objective &amp; Audience</li> <li>• Conversational but Professional</li> <li>• Identifying Mistakes in Business e-Mails</li> <li>• Editing for Accuracy &amp; Fluency</li> </ul>