



MANAGING COMMUNICATIONS, KNOWLEDGE AND INFORMATION

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Lesson 7A



MANAGING COMMUNICATIONS, KNOWLEDGE AND INFORMATION

**LO3: Be able to develop
communication processes**

Email

- Email refers to messages send over computers and includes everything from causal notes to friends to multimedia presentations sent across the world.
- Electronic mail (email) lets you send a message to a person without your making direct contact or knowing where that person is located.
- Subscribers to electronic mail services are called ***users***, and as a user, you can access messages on your system from your home, office, hotel, or anywhere you happen to be.

Email

- Several basic components make up email systems, including
 - Users
 - Messages
 - Senders' and Recipients' Addresses
 - Protocols
 - Messaging Transports
 - Gateways
 - Value-added Networks
 - Directory Systems

Email

- Users
 - Users are often people, but users can also be other computer application programs.
- Messages
 - A message is the actual information send by one user to another.

Email

- Senders' and Recipients' Addresses
 - Part of the email information included in a message is the addresses of both sender and receiver, which include their unique identification codes along with another identifier such as the email systems, the mailbox number, or the organization.
- Protocols
 - Each email system uses a protocol that describes the structure of the message, generally with a header of TO; FROM and SUBJECT; followed by the body, which may include text, images, graphics, video and audio.

Email

- Messaging Transports
 - The software that moves the message from one system to another is called the transport.
- Gateways
 - If the message sent from one system must get to a user on another system, it must pass through a gateway to be delivered. A gateway is an application program that translates between two protocols of different email systems.

Email

- Value-added Networks
 - Valued-added Networks (VANs) are public telecommunication companies, such as LIME or FLOW, that handle email services to users for a fee.
- Directory Systems
 - As a user, you can access directory that contains names, addresses, and sometimes other information about each user to find the email address you need to send a message.

Using Email

- With email, you can
 - Reach individuals, groups, or other computers anywhere in the world to share information, files of data, Spread sheets, videos, music and anything else that can be sorted on a computer.
 - Save time in printing, copying and distributing your message. You can use email to send and receive faxes and telexes.
- Email is also useful in your personal communications.

Using Email

- Writing conventions for email are still developing, but one character is its being informal.
- The traditional conventions of writing are not followed in email.
- Capitalization can vary from one email user to another; all punctuation and capitalization except for
 - periods at the ends of sentences are omitted.
- The immediacy and perceived informality of email compose rambling messages.

Email Advantage

- Offers speed, low cost, increased access to other employees, portability, and convenience (not just overcoming time-zone problems but carrying a message to many receivers at one).
- It's best for communicating brief, noncomplex information that is time sensitive, but its effectiveness depends on user skill.
- Because the turnaround time can be quite fast, email tends to be more conversational than traditional paper-based media.

Email Disadvantage

- It can be difficult to distinguish between casual and formal messages because of their similar layout
- There may be a time lag if the receiver does not read their email for a few days
- The system is inaccessible to those who are computer illiterate or not online.
- Its contents may reappear later in a variety of printed forms.
- It lack nonverbal communication cues to add meaning
- It can be overused

Email Etiquette Planning

- Be clear, concise, and polite when you send an email message. Plan your email like letters and memos.
 - Decide on the purpose
 - Decide on the content
 - Write all the ideas in point form
 - Put these ideas into sequence appropriate to the purpose

Elements of a Good Online Writing Style

Elements of a Good Online Writing Style

Key element	Purpose	Strategies
Clarity	To communicate clearly	<ul style="list-style-type: none">• Create single-subject messages whenever possible• Open the email message with a sentence that either:<ul style="list-style-type: none">• Connects it to previous correspondence, or• Identifies its purpose, or• Reflects an awareness of the reader's needs.• Focus on the subject and purpose.• Show the reader how the content affects them.• Present new ideas clearly• Arrange ideas in a logical sequence

Elements of a Good Online Writing Style

Elements of a Good Online Writing Style

Key element	Purpose	Strategies
Readability	To make information accessible	<ul style="list-style-type: none">• Use about 15 to 20 words per sentence.• Limit each sentence to one idea.• Use complex sentences of 25 to 35 words sparingly as they require a high level of reading skill.• Vary the length of sentences to add rhythm and interest to your writing.• Use the active voice.• Avoid slang.• Remove ambiguous and unnecessary words• Avoid technical terms unfamiliar to the reader.

Elements of a Good Online Writing Style

Elements of a Good Online Writing Style

Key element	Purpose	Strategies
Positive language	To create a positive first impression	<ul style="list-style-type: none">• Use direct and courteous language• Choose positive rather than negative words.
Punctuation	To keep the meaning clear	<ul style="list-style-type: none">• Start a sentence with a capital and end with a full stop.• Check that the sentence is not too long.• Separate ideas by using paragraphs.• In general, use more full stops than commas.
Tone	To establish the communication climate	<ul style="list-style-type: none">• Avoid emotional responses (called 'flaming' in ITs).• Use a courteous and tactful tone.• Use an appropriate level of formality.

Advantages and Disadvantages of Email

- Disadvantages
 - It can be difficult to distinguish between casual and formal messages because of their similar layout
 - There may be a time lag if the receiver does not read their email for a few days
 - The system is inaccessible to those who are computer illiterate or not online.
 - Its contents may reappear later in a variety of printed forms.
 - It lacks nonverbal communication cues to add meaning
 - It can be overused