MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

UNIVERSITY OF KASDI MERBAH

FACULTY OF LITERATURE AND LANGUAGES

DEPATMENT OF ENGLISH -EDOLAS- OUARGLA

BUSINESS E-MAILING

A Case Study of an Import-Export Private

Company in El-Oued

Dissertation submitted in partial fulfillment of the requirements for the degree of Magistère in ESP

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2015

DEDICATION

I dedicate this work to those on whose shoulders I stand:

To my parents and my family

To my teachers

To my colleagues

ACKNOWLEDGEMENTS

ABSTRACT

The present study aims at investigating the area of deficiency that can exist in business e-mailing. The study is conducted in a private import-export company in El-Oued, 'Spring Company' (SC), working as a franchisee for important international franchisors. E-mail users in the workplace may be affected by the breach of the language norms and rules and by the linguistic oddities and anomalies and therefore causing the lack of proficiency business communication. A number of 200 e-mail messages from the routine communication in work context is volunteered by a participant, the owner of 'Spring company', to form the corpus for the analysis. 100 outgoing e-mails composed by the participant and 100 incoming e-mails written by the representatives of foreign companies (an Indian C, a Turkish C and a UAE C). A qualitative, descriptive and critical corpus analysis is followed based on linguistic and intercultural criteria. The outgoing and the incoming e-mails are analyzed separately so as to measure the proficiency aspect of the SC in comparison with the foreign ones.The findings reveal that the SC's e-mails are less professional than the foreign ones. The area of deficiency in SC's e-mails appears on syntactic generic and discourse levels. This deficiency consists in the overuse of linguistic shortenings, misuse of tenses, malformation of polite forms and requests, creative use of capital letters and punctuation, informal and conversational style, random use of salutations and closings as well as a failure to build successful subject lines. The lack of intercultural knowledge is also marked. Therefore, recommendations are suggested for adjusting and providing instructions and appropriate measures to reduce the rate of deficiency in the SC's e-mail language by suggesting an urgent syllabus to be used to teach the participant and others who have similar cases.

LIST OF ABBREVIATIONS

1- AOL…………   America Online

2- ARPANET….   Advanced Research Projects Agency Network

3- ASCII……….   American Standard Code for Information Interchange

4- BC…………...   Business Communication

5- BCC…………   Blind Carbon Copy

6- BE……………   Business English

7- BL……………   Bill of Loading

8- CC……………   Carbon Copy

9- CMC…………   Computer-Mediated Communication

10- CMD…………   Computer-Mediated Discourse

11- DA…………..   Discourse Analysis

12- e-…………….   Electronic

13- EAP…………   English for Academic Purposes

14- EFL………….   English as a Foreign Language

15- EOP………....   English for Occupational Purposes

16- ESP………….   English for Specific Purposes

17- FedEx……....   Federal Express

18- HTML……….   Hypertext Markup Language

19- ID……………   Identification

20- IM………….....   Instant Messaging

21- Indents……....   Indentations

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INTRODUCTION

INTRODUCTION

The development of technology led to the emergence of new types of written and spoken genres. They have been the subject of study by different discourse analysts in order to shed light on the effects of technology on the type of the language used.

One of those relatively new genres is the e-mail. It was used first for interpersonal communication. But its use soon extended to be a very important tool of communication among institutions and organizations.

Unlike ordinary letters which require a high competence in writing and a high conformity to the genre conventions to produce well structured letters, writing e-mails demands less writing competence since the language being used is "revolutionized" by technology and used by a great number of people as an effective form of Computer Mediated Communication (henceforth CMC).

E-mailing is a subject to different language oddities and anomalies. It breaches the norms and the rules of standard written communication. E-mail messages are not always well edited or revised. This language is characterized mainly by:

- A linguistic Economy: such as using chatting abbreviations, acronyms, structural reductions, ellipsis, clippings and orthographic reduction.

- A linguistic Innovation: such as the creative use of capitalization, spelling and punctuation to convey effects of gesture and tone.

- Oral Features and Informality: such as informal greetings and leave-takings.

E-mailing is replacing the written correspondence (memoranda) in the workplace. More and more companies are depending on e-mailing as an effective form of written business communication either internally between managers and their workers or among workers

themselves, or externally between two or more different companies. Therefore, business e-mailing becomes an integral part of the business activity.

However the efficiency of this tool is risked by the anomalies and the oddities illustrated above because, in the business world, the breach of the norms and the rules of standard written communication existing in this form of social media can lead to great difficulties concerning comprehensibility, persuasion and efficiency, difficulties which should be avoided in the workplace as they may lead to a waste of time and money as well as to the bad reputation of the company.

Consequently, business e-mails have to be professional in order to increase profitability, reliability and credibility. This can be achieved by reducing the oral features and informality and by increasing the awareness of the standard e-mailing rules that must be implemented and respected in the company.

With the development of the international franchise network, different Algerian private import-export companies are becoming franchisees for important international franchisors. In other words, they are working as distributors among others in different countries for the same manufacturer by providing localized outlets. The effective form of communication for those companies is e-mailing since it enables them to maintain permanent, quick and easy contact.

For this reason comes the importance of shedding light on the e-mailing form of communication in order to provide appropriate measures for those young private Algerian companies to make their language more professional and more competitive.

Statement of the Problem

With the development of the International Business Network, many Algerian companies, mainly the private ones, are dealing with international companies under different forms: subsidiaries, franchisees …etc. These companies are depending on e-mailing as a form of communication leaving the choice of old forms for rare cases only such as sending original documents.

Due to the status of English in Algeria, as a second foreign language, many e-mail writers in the workplace, namely small private companies, do not have good writing skills since most of those e-mail writers are the owners of their companies and refuse to hire professionals to write for them for reasons of confidentiality.

In addition to what is mentioned above, the breach of the linguistic norms and rules of standard written communication as well as the lack of awareness of intercultural and pragmatic issues by e-mail users in the business world may hamper the communication and decrease the proficiency, comprehensibility and efficiency.

Accordingly, this statement of the problem can be formulated: the private import-export company in El-Oued - The Spring Company: a pseudonym - is using e-mails for external communication that are characterized mainly by a linguistic deficiency in terms of oral features and informality; oddities and anomalies brought about this form of social media; as well as pragmatic and cultural deficiencies due to different cultural and social milieus between senders and receivers.

Purpose of the Study

The present study aims at investigating the area of deficiency in The Spring Company's e-mail language in order to provide appropriate measures to make it more professional and free from the oral features and informality. The objectives of this study are:

1- To show how e-mails' linguistic features can affect the professional aspect of business correspondence.

2- To draw attention to the importance of using a well structured language in running business.

3- How to make a compromise between the writing skills and the innovation brought by technology in order to establish a new "e-mail genre" that will satisfy the written business communication needs.

4- How to write effective business e-mails in terms of format and content.

Research Questions

The research problem of this study suggests the following research questions:

1- What are the linguistic, generic, discourse characteristics of The Spring Company's e-mails? Which features are considered as a breach of the language norms ?

2- What are the effects of those characteristics on the business e-mailing quality ?

3- To what extent are the pragmatic and the intercultural knowledge important for professional business e-mailing?

4- What remedy can be suggested to make The Spring Company business e-mails more professional?

Hypotheses

The present study aims at testing the following hypotheses:

1- The e-mails of the Spring Company, a young private Algerian Import-Export company, are less professional than those of the Indian and Turkish companies, the franchisors, and the United Arab Emirates Company, the shipping company responsible for transporting the goods to Algeria.

2- Oral features, informality, and some linguistic oddities besides the lack of the pragmatic and intercultural knowledge are the main factors that make the Spring Company's e-mails less professional.

3- In spite of these weaknesses, running business among those companies mentioned above is not affected.

Limitation of the Study

The impediments that are encountered in accomplishing the present study are:

1- Focus is only on linguistic, cultural and pragmatic issues when treating and analyzing the e-mails, neglecting the technical issues which would be beneficial in having complementary study on this topic. The reason is that the present researcher is a non-expert in technical issues such as how to organize and classify the e-mails in a company, or archiving them.

2- The choice of the samples, the e-mails subject to analysis, is done by the owner of the Company for a confidential reason. Therefore, the samples' selection is not based on objective criteria such as following a chronological order or a purpose order.

3- The present research may as it may not be representative for similar companies. Therefore the results obtained may not be useful for those companies which adopt different e-mailing policies.

Scope of the Study

The present research deals with generic, discourse, linguistic, cultural and pragmatic features of e-mailing in the workplace neglecting the technical features since they are not related to aspects of language on the one hand and they can be better treated by computer technicians on the other hand.

Furthermore, the study focuses only on external communication with foreign companies since it is the only type wherein e-mails are written in English in The Spring Company. Internal communication with employees and external communication with some national companies and the national authorities such as banks and ministry of commerce is conducted in Arabic via ordinary mail most of the times.

Research Methodology and Investigation Tools

A corpus consisting of 200 e-mails is compiled. E-mails are volunteered by the owner of the company. A qualitative, descriptive and a critical corpus analysis is followed, shedding the light on linguistic and intercultural elements that are considered as a breach of the laws.

Structure of the Dissertation

The research paper falls into five chapters.

Chapter One: it is concerned with defining e-mailing and locating it within the broad electronic world of CMC.

 Chapter Two: it is devoted to investigating the linguistic characteristics of the e-mail discourse. Different linguistic levels are dealt with, besides the aspects of innovation brought to this type of discourse.

Chapter Three: it focuses on identifying the characteristics of the business e-mail in terms of form and content.

Chapter Four: is divided into two parts.

 Part A: it is the field study. It is devoted to the detailed analysis of the corpus which consists of a number of 200 e-mails basing on the elements already dealt with in the theoretical part. The data analysis is also followed by interpretation and discussion of the results obtained.

Part B: it is devoted to the implications that can be resulted from the research study. It comprises suggestions and recommendations for the Spring Company as well as designing a syllabus for long term applications that can be used to teach ESP students notably BE students. This chapter also includes recommendations for further research on Genre- based instruction.

PART ONE: THEORETICAL ASPECT

CHAPTER ONE

E-MAILING AS A PART OF COMPUTER MEDIATED

COMMUNICATION

Introduction

Investigating specialized discourse is of a great benefit since it gives insights into how that variety of language or that genre will be taught to ESP students. Investigating electronic discourse has been the preoccupation of a new branch of linguistics "Netlinguistics". Results can be taken by ESP practitioners to design syllabuses that meet ESP students' needs. Investigating the e-mail discourse can be beneficial for EAP students and BE students since specified syllabuses will be designed to companies, for example, to improve the quality of writing e-mails.

1.1 ESP and Specialized Discourse

1.1.1   ESP

English for Specific Purposes is a sphere of teaching English language including Business English, Technical English, Scientific English, English for Medical Professionals, English for waiters, English for Tourism, English for Art Purposes, etc. ESP fits within the general landscape of English language teaching.

ESP emerged after the Second World War as a result of different factors. ESP has undergone changes in the course of its development

- Focus on special language: register analysis (sentence level).

- Rhetorical and discourse studies (beyond the sentence).

- Target situation analysis (needs analysis): identifying specialist situations and conducting rigorous analysis of their linguistic features /language itself.

- Skills and strategies (focus on thinking processes that underlie language use.

- The learning –centered approach.

ESP is often divided into EAP (English for Academic Purposes) and EOP (English for, Occupational Purposes). Further subdivisions of EOP are sometimes made into Business English, Professional English (e.g. English for doctors, lawyers) and Vocational English (e.g. English for tourism, nursing, aviation, bricklaying).

According to Dudley- Evans (2001) the absolute characteristics of ESP are:

- ESP is designed to meet the specific needs of the learners.

- ESP makes use of the underlying methodology and activities of the specialism it serves.

- It is centered not only on the language (grammar lexis, register), but also on the skills, discourses and genres appropriate to those activities.

ESP practitioners are also becoming increasingly involved in intercultural communication and the development of intercultural competence.

For Dudley- Evans (2001) the defining characteristic of ESP is that teaching and materials are based on the results of a needs analysis. The key questions are:

- What do students need to do with English?

- Which of the skills do they need to master and how well?

- Which genres do they need to master either for comprehension or for production purposes.

1.1.2 Specialized Discourse

Discourse has a variety of senses. One of them is: 'a type of language used in specific kinds of writing or speech'. It is also defined as any unit of connected speech or writing longer than a sentence.

> Discourse in context may consist of only one or two words as in stop or no smoking. Alternatively, a piece of discourse can be hundreds of words in length, as some novels are. A typical piece of discourse is somewhere between those two extremes.

Lawrence Erlbaum (2002 p:22)

Specialized discourse, however, is a term which reflects the functional view of language. It is a variety of language which is basically situational-contextual, i.e. it is related to registers of language. SD differs from general language at all levels of analysis quantitatively (frequency of occurrences) and qualitatively (specific use).

SD is designed for discourse community. Discourse communities can stretch across academic, professional or occupational areas of language. The features of specialized discourse can be analyzed according to the dimensions of style, mode and field, which form different registers. At these levels lexical and grammatical differences are detected. SD, then has distinctive lexical, morpho-syntactic and textual features which set it apart from general language.

It is possible to identify within each specialized language a set of genres (spoken or written) characterized by consistent features. Genres have conventionalized criteria and are culturally defined. Genres are analyzed in terms of moves. Knowledge of different genres can be exploited in EFL teaching at large and in ESP courses in particular.

1.1.3 Discourse Analysis

DA or discourse studies is a general term for a number of approaches to analyzing written, vocal or sign language use or any significant semiotic event. Discourse analysis is not only concerned with the study of language use "beyond the sentence" boundary; but also prefers to analyze "naturally occurring" language use and not invented examples.

DA is used in different fields: linguistics, education, sociology, anthropology, social work, cognitive psychology, social psychology, international relations, human geography, communication studies and translation studies, each of which is subject to its own assumptions, dimensions of analysis and methodologies.

Topics of DA include:

- The various levels of discourse such as sounds (intonations, etc.) , gestures, syntax, the lexicon, speech acts, style, moves…etc.

- Genres of discourse.

- The relations between discourse and the emergence of syntactic structure.

- The relations between text and context.

- The relations between discourse and power.

- The relations between discourse and interaction.

- The relations between discourse and cognition and memory.

1.1.4 Corpus-Based Analysis

A corpus may be defined as a body or collection of linguistic data for use in scholarship and research. Many define it as: "a collection of texts or parts of texts upon which some general linguistic analysis can be conducted" (Meyer 2002, xi).

There are two types of corpora- pre-electronic and electronic corpora. Pre-electronic corpora were created prior to the computer era. They are analyzed through time-consuming and tedious manual analysis. Electronic corpora re analyzed automatically basing on the frequency of occurrence of the items of analysis.

The Corpus-Based Analysis then is an analytical approach that has been useful for the study of register-variation. Corpora are real-world samples of language, spoken or written.

1.2   Computer Mediated Communication

1.2.1 Definition of CMC

CMC or Computer-Mediated Communication is defined as any communicative transaction that occurs through the use of two or more electronic devices. The term traditionally referred to the communications that occur via computer-mediated formats such as e-mail, instant messaging and chat rooms. Now this term is used to refer to other forms of text-based interactions such as text messaging.

December (1996) defines CMC as the asynchronous and synchronous creation and transmission of messages using digital techniques.

With the rapid progress of technologies CMC users are shifting from the text-based use of the internet toward the new, three- dimensional, multimedia-based world wide web. (Soukup 2000). Multimedia CMC involves communication and information with audio and video in chat room, WebPages, email and mobile phones. Most CMC used today, however, is text based.

1.2.2 Forms of CMC

Text-based CMC takes a variety of forms such as e-mails, discussion groups, real time chat, and virtual reality role playing games. CMC is divided into synchronous and asynchronous modes.

In synchronous communication, all participants are online simultaneously. In this type of communication, messages are exchanged during the same time interval (e.g. web chat, IM (instant messaging) and IRC. Synchronous CMC allows written communication to be interactive written discourse (Ferrara, Brunner et al. 1991). Most synchronous CMC is text-only. However, there exists clients for audio-and video chat.

The issue of synchronicity is relative since no synchronous CMC is fully synchronous in the way spoken face-to- face interaction is: there is always the lag and delay of typing and sending the message (cf.Kiesler, Siegel et al. 1984; Ferrara, Brunner et al. 1991). Herring (2001) argues that the level of synchronicity affects the type of message and how it is formulated.

On the contrary, the asynchronous communication occurs with time constraints. In this type of communication, messages are exchanged during different time intervals e.g. e-mail and mobile text messaging (SMS). It is worth mentioning that e-mail is delayed, controlled and long in comparison with other forms.

CMC varies according to the technology on which it is based, and according to its contexts of use. Thus synchronous CMC differs systematically from asynchronous CMC in message length, complexity, formality, and interactivity- due, in part, to temporal constraints on message production and processing (Ko, 1996; Herring, 2002)

Crystal (2001) identifies five broad text-based Internet using situations:

- Electronic mail (e-mail).

- Asynchronous discussion groups (bulletin boards).

- Synchronous real time chat groups.

- Virtual worlds.

- World Wide Web (WWW).
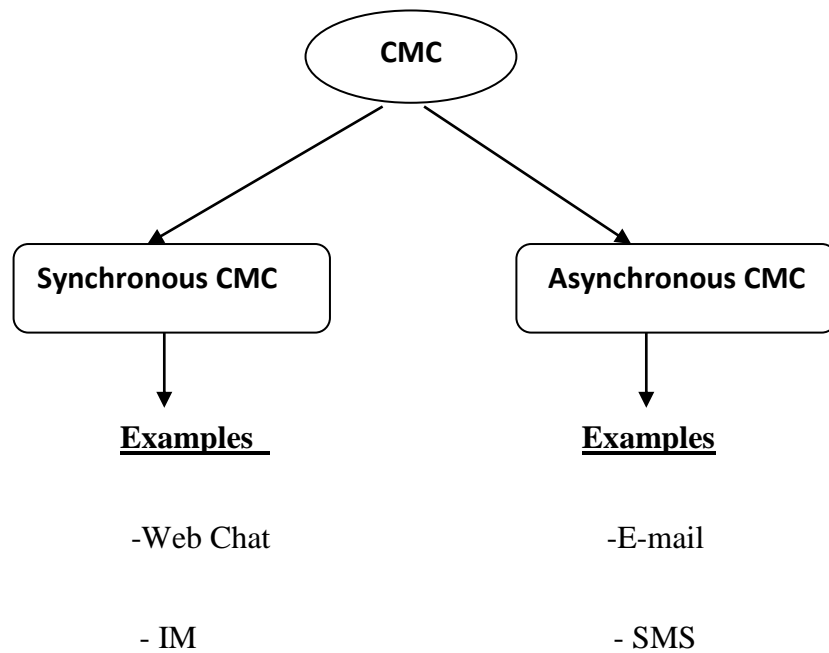
Figure 01: Forms of CMC.

1.2.3 CMC: A New Medium of Communication (A Third Medium)

The traditional way to look at the language has been completely changed with the emergence of the internet. The clear cut division between speech and writing do not take place in the electronic discourse. The internet led language to evolve a new medium of communication which is different from traditional conversational speech and from writing.

The properties which make CMC different from speech include the lack of simultaneous feedback found in conversations, the absence of non-segmental phonology (or tone of voice, replaced by emoticons) and the ability to carry on multiple interactions simultaneously.

The properties which make CMC different from writing include its dynamic dimension (through effects such as animation and page refreshing) and its ability to frame messages (e.g. Cutting and pasting in e-mail) and its hyper- textuality (footnotes in traditional writing). CMC is "(…) something fundamentally different from both writing and speech, as traditionally understood" (Crystal 2001: 238)

Ferrara, Brunner and Whittemore (1991), one of the first research teams to study computer-mediated textual communication, proposed to call it "Interactive Written Discourse".

1.2.4 Effects of CMC on Language

The general assumption is that CMC and the Internet have a bad influence on language. People are anxious about the quality of the people's written production since standards and norms of traditional written language will be lost and creativity and expressiveness will be diminished as globalization imposes uniformity (Baron 1984; Crystal 2001)

However, David Crystal (2006) signaled that people have to accept the new change brought to language and to consider it as a new phenomenon and that space and time constraints brought about technology are responsible for this change. This change is not necessarily negative as a lot of advantages are brought to people. He also puts the idea of the necessity of instructing pupils the characteristics of this type of writing in order to make them aware of that specificity and in order to use the medium properly.

According to him a pupil has to distinguish between writing a well constructed written expression for his teacher and writing an informal e-mail greeting his or her friend. This will make him use the new medium properly without feeling the fear from the new technology.

1.3 Computer Mediated Discourse (CMD)

CMD is the language resulting from the use of CMC which is generally text –based language. Other terms are used to indicate the same notion such as 'Netspeak', 'Electronic discourse' 'Online discourse', "Internet Discourse" 'Weblish' and 'Netlish'. This language came as the result of people's attempt to adapt their language to cope with the linguistic constraints and opportunities provided by the new technology.

Herring (2001) defines CMD as "Computer-mediated discourse is the communication produced when human beings interact with one another by transmitting messages via networked computers."

Herring (2001) argues that the study of CMD is to be regarded as a specialization within the broader interdisciplinary study of CMC. CMD is to be distinguished from the broader field of CMC by its focus on language and language use in computer-networked environments and by its use of methods of discourse analysis to address that focus. Crystal (2001) shares the same opinion and considers that CMC focuses on the medium itself whereas CMD which he prefers to call 'electronic discourse' focuses on the language. Brown and Yule (1983) observe that electronic discourse has brought about new conventions in use of graphic features.

The figure below illustrates the relation that exists among CMC, CMD and E-mail discourse, explaining how the one is resulting from the other.
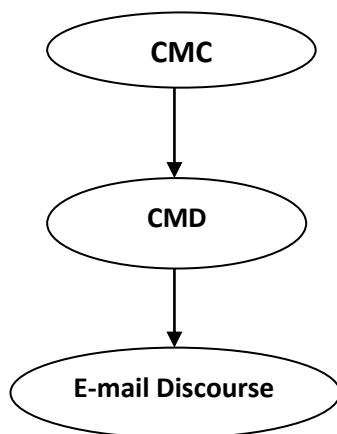
Figure 02: The Relation Between CMC and E-mail Discourse.

1.4 E-Mail and E-mail Discourse

1.4.1 E-mail

E-mail "electronic mail" is one of the most popular applications of online digital technologies. It is an asynchronous form of CMC. It is the electronic counterpart of traditional letters. E-mail is the use of computer systems to transfer messages between users- now chiefly used to refer to messages sent between private mail boxes (as opposed to those posted to a chat group). The first test e-mail was sent by US computer engineer Ray Tomlinson in 1971; he also used the keyboard @ sign as the locator symbol in electronic addresses having the meaning of someone being 'at' somewhere. Historically, the term electronic mail was used generically for any electronic document transmission, for example 'fax document transmission in the early 1970s.

To send and receive e-mails we need access to the internet. An ISP, Internet Service Provider, will provide us with connection software. This will give us Internet access, storage for incoming e-mail, and the capability to read our messages. We need also an e-mail software, generally already installed in modern computers, so that we can write, send, receive and read messages.

Messages are created by typing on computer keyboard and are read as text on computer screen. Files can be attached consisting of elements such as digital images, audio or text files. The e-mail software automatically adds a header to each message, giving information such as the sender's address, time and date of posting.

E-mail can be used as a noun (e.g. I received two e-mails yesterday), a verb (e.g. I have to e-mail that company to inform them about the meeting) or an adjective (e.g. e-mail messages are quicker than ordinary letters). Its purpose at the beginning was mainly maintaining social relations such as keeping in touch with family and friends but later it was used in academic

and professional settings to carry out different administrative tasks. Messages can be sent from one person to another, or from one person to multiple receivers.

E-mail has different spellings these are:

- **e-mail**: the most common form in edited, published American English and British English writing.

- **email**: is the most common form used online and appears in most dictionaries.

- **mail:** is a form used in the original RFC. The service is referred to as mail and a single piece of electronic mail is called a message.

- **eMail:** this form was common among ARPANET users and the early developers ofUnix, CMC, AppleLink, eWorld, AOL, Genie, and hotmail.

- **EMail:** is a traditional form that has been used in RFCs for the author's address

- **E-mail:** is used in similar abbreviations. e.g. E-learning, E-commerce.

The term has also a variety in the plural form. In US English e-mail is used as a mass noun as in the case of term mail which indicates items sent through the postal system. In British English it is commonly used as a countable noun with its plural form as e-mails.

1.4.2 E-mail Discourse: Literature Review

E-mail discourse refers to the language being used when exchanging the messages. This language has a number of characteristics which make it different from other types of discourse.

Different studies were conducted on e-mails, as an asynchronous form of CMC, basing on different perspectives to fulfill different purposes. Accordingly the approaches adopted by the researchers were also varied. E-mails were studied adopting linguistic, pedagogical,

psychological, communicative, social or organizational approaches where e-mails are considered as written texts and are analyzed accordingly.

The language of the e-mail communication genre was investigated by different researchers paving the way to different approaches to be adopted. Collot and Belmore (1996) have indicated that the nature of the language used in e-mails is closer to the spontaneous genres such as speeches and interviews than it is to the informational genres such as official documents. Baron (2000, 2002) has discussed stylistic features of the e-mails such as the length of the messages, the abbreviated and the elliptical forms as well as informality. These features, according to Baron, made the e-mail style closer to telegraphic language. (Baron 2002:410). Another important figure that provided valuable researches on the language of the new technologies is David Crystal. In his extensive study of internet language, he asserted that the electronic revolution has brought about a linguistic revolution, resulting in 'Netspeak', 'a genuine new media'. (Crystal 2001:238).

The findings of the above researchers are concerned with e-mails in general but they can be applicable for business e-mails as well. However, other researchers preferred to be more specific and conducted their researches on business emails.

Gains (1999), investigated the text features of business e-mails used for internal communication. He focused on generic features such as subjects, closings and openings as well as linguistic features such as compression, abbreviations, omissions and register. He found a high degree of consistency in using most of these categories. He found neither features of conversational discourse nor compressions or word omissions. This made him conclude that there was no evidence of the existence of a new business genre. The conclusion signaled by Gains (1999) may be due to the kind of company where the research was conducted. The standardization of the linguistic forms is due to the fact that e-mailers knew

beforehand that their messages could become legal records. So they did their best to conform to the standard composition of the messages.

Gimenez (2000) conducted a study in which he analyzed textual features of external business e-mails. Differently from Gains (1999), his data showed some relaxation in the style and register of business e-mails. The language in his data "contains simple, straightforward syntactic structures, showing a preference for coordinated rather than subordinated ideas" (p.241). His data also consisted of standard as well as personalized uses of abbreviations, contracted forms and capitalization and spelling mistakes. All of which made the style of e-mails more informal and more flexible. The reason behind this unexpected informality and relaxation in the style may be explained by the fact that the e-mails were exchanged between the export manager of a UK-based company and some of his long-established international customers.

Mallon and Oppenheim (2002) conducted a study where they attempted to form a list of 'e-mailisms', textual features that are exclusive to e-mail messages. They define e-mailisms as those features" associated with e-mail" which may or may not appear in other forms of communication (2002:9). The most common e-mailisms found in their data were contracted forms, within 100emails, they appeared 142 times, as well as spelling mistakes- appeared 57 times within 100 emails, and finally quoted text , used by 30% of 200 writers.

Gimenez (2005) argues that business e-mails have become a more complex genre, embedding a series of internal messages. He defines embedded e-mails as

> Messages which are made up of an initial message which starts
> the communication event; a series of internal, subordinated
> messages which depend on the first message to make sense; and
> a final message which brings the communication event to an end

(Gimenez (2005) pp. 235-36).

Concerning the length of the messages, Gimenez (2005) concluded that the first 'chain initiator' and the last "chain terminator' messages tend to be longer than the internal messages as they open and close the communicative event respectively. Gimenez (2005) also signaled that the lexical items of embedded e-mails also follow the same pattern of distribution and complexity. That is to say that the lexical items in the chain initiator and in the chain terminator are more complex than the lexical items found in the internal messages. Gimenez (2005) also signaled the feature of the embedded topicality that can be added and related to the above mentioned embedded e-mails. He suggests the macro topic stated in the subject line of an e-mail usually embeds other micro topics as the conversation develops.

The studies mentioned above were conducted in different companies. They were concerned with different types of e-mail used for different types of business communication such as internal communication and external communication. They were also concerned with different issues such as formality, informality. The results were sometimes contradictory and different from one research to another and different to what would be expected. This contradiction in their findings can be justified when attention is given to the purpose of the messages, to the relationship between e-mail correspondents as well as to the policy and the culture adopted by the company.

One example starting from a pedagogical perspective is the study conducted by Chi-Fen Emely Chen from the National Kaohsiung First university of Science and Technology entitled "The Development of E-mail Literacy: From Writing to peers to Writing to Authority Figures" which was a partial study to obtain her doctorate. This study was published in the LLT journal (Language Learning & Technology journal) Vol.10, NO.2, May 2006, pp.35-55.

It is a paper that presents a longitudinal case study of a Taiwanese graduate student's e-mail practice in English during her studies at a USA university to obtain the PhD, for a Period

of two and a half years. Chen investigated the development of e-mail practice and the problems encountered by this student to write appropriate e-mails to her professors such as the limited linguistic competence, unfamiliarity with the target culture's norms and values and appropriateness. Chen also investigated the student's socio-cognitive and the sociological factors affecting her language use in relation to power relations, identity construction and culture specific ideologies.

This case study aims at gaining a deeper understanding of how an L2 learner develops e-mail literacy, it focuses on a type of status-unequal e-mail practice in the academic context: student-to-professor e-mail communication. Chen based her research on previous empirical studies on e-mail exchange such as the works of Cummins & Sayers, (1995); Pennington, (1996); Liaw, (1998); Singhal, (1998); Lapp, (2000); Li, (2000).

The data collected consisted in 266 emails written by the student as well as 03 face-to-face depth interviews. Chen adopted a critical corpus analysis approach in analyzing the data. She came to the conclusion that despite being familiar with e-mail communication, there is a difficulty to use this medium appropriately for institutional status-unequal communication. A number of pragmatic problems were found in the participant's early e-mails sent to professors despite her linguistic competence and this can be noticed on many other international students in USA. Chen found that the process of changing and the development of language use habits was a slow one. Chen signaled that the awareness about the socio-cultural issues as well as the pragmatic competence are imperative for L2 learners to develop their e-mail literacy. Therefore, students should be taught explicitly how to communicate with higher-ups via e-mail because appropriateness rules are hidden and difficult to acquire.

A different example of a research on e-mails which is far from the pedagogical perspective, yet still within an academic setting- the university- is the study conducted by

Thomas Cho entitled "Linguistic Features of Electronic Mail in the Workplace: A Comparison with Memoranda", which was published in the journal of Language@Internet (volume 7, article 3 (2010)). It is an analytical research on the linguistic features of e-mail in comparison with written memoranda in an academic workplace, a university department in Australia.

Cho built his research on previous theoretical works of Chafe & Danielwicz (1987); Sherblon (1988, 1990); Ferrara, Brunner and Whittemore (1991); Murry (1991); Wilkins (1991); Coulmas (1992); Coupland and Robinson (1992); Uhlirova (1994); Werry (1996); Condon and Cesh (1996a, 1996b) experimental studies; Waldvogel (2001); Crystal (2001)…etc. Cho criticized the previous empirical researches for neglecting the linguistic approach and for not providing sufficient background information on subjects.

The participants in this study were 12 subjects; they are a working staff in an academic department of a multi-campus Australian university. Ten subjects contributed e-mail messages while the two others contributed university memos. Participants were from different gender, age, status and campus. The data consisted of a total number of 197 e-mail messages collected during the period from March 20, 1996 to April 3, 1996. Only 7,33 % of all the messages were external. Concerning the memos, they were of a total number of 71. Participants also filled a questionnaire via email which was aimed at eliciting information concerning the subjects' demography, use and attitudes towards e-mails.

For the data analysis, Cho used the grammar checker of the word-processing program Microsoft Word 6.0 in order to obtain statistics concerning grammar such as the use of passive sentences and other statistics such as the number of characters / words. In addition, indicators of linguistic economy were examined in terms of relative frequency accounts . These features are: abbreviation / clipping, use of lowercase in place of uppercase as well as

omission of pronouns, articles, forms of the verb be, essential punctuation and existential "there". Cho also calculated frequencies of greeting and leave-taking formulas to examine the use of phatic communication. The data from the questionnaire were coded and analyzed by means of the statistical program SPSS for Windows.

The results driven from the data analysis revealed that e-mail and memoranda are linguistically two different varieties of communication in the workplace. The results were represented in three categories: structural features, phatic features and linguistic innovation.

Cho also explained how the e-mail usage develops the competing forces at work of professional colleagues. He also argued that structural reductions lead to fast communication process since they save time keystrokes.

Before presenting his final conclusion, Cho acknowledged some limitations to his study. Contrary to the idea of linguistic economy, he found that the redundancy and the repletion of letters or punctuation is aimed at maintaining social contact. He also found that greetings and leave-taking formulas are widely present, contrary to what was claimed in previous theoretical works. The explanation he gave to this unexpected finding was that the subjects know each other and they do this to enhance workplace relations since the majority of the e-mail was directed to internal staff members. This is why Cho hoped that the next studies should be conducted on subjects who are not familiar to each other.

Another limitation signaled by Cho was that informality found in the e-mails is due to familiarity since the subjects and the recipients knew each other face-to-face. Moreover, he found that samples were varied and this limited the generalization of the findings. Furthermore, he considered that the small sample sizes were insufficient to show the occurrences of certain target linguistic features. The last limitation that Cho pointed out was that subjects who contributed e-mails and those who contributed memos were not the same

individuals so it would be difficult to measure the formality and the informality issues. He advised then future researchers wishing to conduct similar studies to avoid this limitation.

Finally, Cho gave a final conclusion in which he affirmed that in comparison with written memoranda in a workplace communication, the e-mail style is proved to be influenced by social and economical factors. He added that e-mails are also characterized by oral features and informality.

In short, Cho found that in this workplace, users prefer writing e-mails than writing memos because they are more readable, economical and maintain more social relations. Moreover, e-mails facilitate the transfer and the processing of information.

A very important issue mentioned by Julio C. Gimenez in his article entitled "The language of Business E-Mail: An Opportunity to Bridge Theory and Practice." Published in the 2005 SRIPTA MANENT (Journal of the Slovene Association of LSP Teachers ISSN: 1854-2042) is the importance of giving researches on business e-mails readability and reliability through exploiting the findings in different pedagogical applications.

According to him, many of the researches on the language of business e-mails were theoretical in nature. It is then the ESP teacher who is responsible for bridging the gap between theory and practice. He suggests that researchers should explore the pedagogical implications of their empirical research findings. Gimenez (2005) proposed the SAE (Selecting, Applying and Evaluating) model which can be used to design and evaluate activities in the business classes.

The present research can benefit from those mentioned researches in many ways. First, they can be useful in showing how data are collected, treated and analyzed through the compilation of a corpus for analysis that contains a number of e-mails. Moreover, they present valuable methods for analysis through the use of computerized programs or a detailed

qualitative analysis based on different criteria to achieve results that conform with their purposes such as focusing on linguistic, generic, social, pragmatic and cultural criteria for analyzing e-mails. A very important point that was signaled by Gimenez (2005) is the importance and the necessity to exploit the research results for pedagogical implications that are able to adjust to deficiency or impediments. This point will be taken into consideration in the present research by trying to find pedagogical implications in ESP classes for the results obtained.

1.5 Netlinguistics

Netlinguistics or 'Internet Linguistics' not to be confused with "computational linguistics" is a sub-domain of linguistics advocated by David Crystal. It studies the effects of the Internet and other new media such as Short Message Service (SMS) and text messaging on the language in terms of the new language forms and styles.

The study of Internet linguistics takes four main perspectives: sociolinguistics, education stylistics and an applied perspective. Crystal (2005) defines it as follows:

> […] I would define this as the synchronic analysis of language in all areas of Internet activity, including email, the various kind s of chat room and games interaction, instant messaging, and Web pages, and including associated areas of computer-mediated communication (CMC), such as SMS messaging (texting) […]

Applied Netlinguistics has many applications such as finding approaches to Computer-Aided Translation; Internet as a reference corpus for specialized phraseology in addition to the pedagogical application for example integrating the Internet into EAP to help developing new literacies and language learning skills.

1.6 Netiquette

Netiquette is a colloquial portmanteau of *network etiquette* or *internet etiquette*. It is a set of rules for behaving properly online. Those rules are a set of social and moral conventions that govern interaction over networks. These are some rules of netiquette that should be respected by e-mailers

- E-mail messages should be brief.

- They should be carefully edited and reviewed before sending.

- E-mails should be forwarded only after having the sender's permission.

- Flame wars and spams should be avoided.

- Writing in all capitals should be avoided.

Conclusion

E-mailing is a form of asynchronous CMC. It is widely used not only to maintain interpersonal relations but also to accomplish different academic and professional tasks. The e-mail discourse has been a subject to different researches departing from different perspectives trying to shed light on the specificities of this genre of electronic written communication.

CHAPTER TWO

INVESTIGATING THE LINGUISTIC FEATURES OF E-MAILING COMMUNICATION

Introduction

E-mail discourse is considered as a variety of language since it disposes certain and special characteristics that distinguish it from other types of discourse. This distinctiveness appears on different linguistic levels. The e-mail discourse is characterized by a linguistic economy in the form of abbreviations and omissions. It is also characterized by an innovative and a creative use of language mainly in the form of new spelling conventions as well as the emergence of unusual use of punctuation and capital letters. The special use of the language adopted by e-mailers is due to many constraints. The most obvious ones are time and space constraints. The size and the shape of the screen as well as the need for quick responses forced people to adopt their language accordingly.

2.1 Linguistic Shortenings

E-mailers use different devices to make their pieces of writing shorter.These devices are aimed also at gaining time and effort by saving the typing time through saving keystrokes. The resort to this device is sometimes obligatory with the new technological inventions such as WAP-phones (Wireless Application Protocol) which have tiny screens and gave birth to new genre of abbreviated forms for reasons of space.

2.1.1 Abbreviations

The electronic discourse is highly abbreviated. E-mail users resort to this device to ensure the linguistic economy. The abbreviations take different forms such as <u>initialisms</u> and <u>acronyms.</u> Acronyms are not just limited to words or short phrases but they are extended to sentence length. They can be classified accordingly to:

- Individual words reduced to two letter acronyms or to TLAs (three letter acronyms)

e.g.   PLS   ('please')

     THX or TX   ('thanks')

     WE   ('whatever')

- Acronyms like rebuses: the sound value of the letter or numeral acts as a syllable of a word.   e.g.   R   ('are')

                       2   (' to')

  - Acronyms as combination of rebus and letter initial.

e.g.   B4N   (' Bye for now')

     CYL   ('See you later')

     L8R   (' Later')

- Sentence- length acronyms.

e.g.   AYSOS   ('Are you stupid or something?')

     CIO   ('Check it out')

     WDYS   ('What did you say?')

     IWBNI   ('It would be nice if')

    The table on the following page presents examples of the most frequently used abbreviations found in Netspeak.

AFAIK	As far as I know	IMNSHO	In my not so humble opinion
AFK	Away from keyboard	IMO	In my opinion
ASAP	As soon as possible	IOU	I owe you
A/S/L	Age/sex/location	IOW	In other words
ATW	At the weekend	IRL	In real life
AWHFY	Are we having fun yet?	JAM	Just a minute
BBFN	Bye bye for now	J4F	Just for fun
BBL	Be back later	JK	Just kidding
BCNU	Be seeing you	KC	Keep cool
B4	Before	KHUF	Know how you feel
BG	Big grin	L8R	Later
BRB	Be right back	LOL	Laughing out loud
BTW	By the way	M8	Mate
CFC	Call for comments	MTFBWU	May the force be with you
CFV	Call for votes	NA	No access
CM	Call me	NC	No comment
CU	See you	NP	No problem
CUL	See you later	NWO	No way out
CUL8R	See you later	OBTW	Oh by the way
CYA	See you	O4U	Only for you
DK	Don't know	OIC	Oh I see
DUR?	Do you remember?	OTOH	On the other hand
EOD	End of discussion	PMJI	Pardon my jumping in
F ?	Friends?	PTMM	Please tell me more
FOTCL	Falling off the chair laughing	RIP	Rest in peace
F2F	Face-to-face	ROTF	Rolling on the floor
FWIW	For what it's worth	ROTFL	Rolling on the floor laughing
FYA	For your amusement	RTM	Read the manual
FYI	For your information	RUOK	Are you OK?
G	Grin	SC	Stay cool

GAL	Get a life	SMTOE	Sets my teeth on edge
GD&R	Grinning ducking and running	SO	Significant other
GMTA	Great minds think alike	SOHF	Sense of humour failure
GR8	Great	SOL	Sooner or later
GSOH	Good sense of humour	T+	Think positive
HHOK	Ha ha only kidding	TA4N	That's all for now
HTH	Hope this helps	TAFN	That's all for now
IANAL	I'm not a lawyer, but…	THX	Thanks
IC	I see; (in MUDs) in character	TIA	Thanks in advance
ICWUM	I see what you mean	TMOT	Trust me on this
IDK	I don't know	TNX	Thanks
IIRC	If I remember correctly	TTFN	Ta- ta for now
IMHO	In my humble opinion	TTTT	To tell the truth
IMI	I mean it	WU	What's up?
T2UL	Talk to you later	WUWH	Wish you were here
TTYL	Talk to you later	X!	Typical woman
TTYTT	To tell you the truth	Y!	Typical man
TUVM	Thank you very much	YIU	Yes I understand
TX	Thanks	2BCTND	To be continued
TYVM	Thank you very much	2D4	To die for
WADR	With all due respect	2G4u	Too good for you
WB	Welcome back	2L8	Too late
W4U	Waiting for you	4E	Forever
WRT	With respect to	4YEO	For your eyes only
WTG	Way to go		

Table 01: List of Examples of Abbreviations Used in Netspeak (Crystal, 2006: 91).

Those abbreviations can be classified into:

- Conventional Abbreviations.

- Unconventional Abbreviations.

- Ad-hoc Abbreviations.

2.1.2 Omission

It is aimed at text reduction. It comprises different devices. The following are likely the most used.

-omission of vowels (<gd> for <good>).

-omission of articles e.g. We have (a) meeting tomorrow.

-omission of pronouns e.g. [I] intend to visit you after the meeting.

-omission of prepositions e.g. Thanks [for] replying.

-omission of auxiliary verbs e.g. They [are] waiting for the reply.

-consonant reduction for medial double consonants (<imedtly> for <immediately>)

-letter and number homophones (<r> for <are>, <2> for <two>)

-Clippings in which words are shortened by losing word ending (<congrats> for

<congratulations>).

- respellings by analogy with other words with more straightforward sound-spelling

correspondences (<thru> for <through>, <fone> for <phone>).

2.2 Typographical Features

2.2.1 Capitalization

   The internet is not case-sensitive. There is a random use of capitals. However there is a tendency to use lower case in different situations. E-mailers can write full sentences without using capitals. This situation has given birth to the idea that the use of capitalization is considered to be a strongly marked form of communication. Messages which are wholly written in capitals are considered as 'shouting'. Writing messages in full capital letters conveys the idea of screaming. Thus there are three possibilities.

- Writing in full capital letters: Which is considered rude and conveys the idea of screaming.

e.g.

WE WOULD LIKE TO INFORM YOU THAT OUR COMPANY IS READY TO SIGN THE CONTRACT AND AFTER HAVING DONE A CAREFUL RESEARCH MARKET WE ARE PLEASED TO INFORM YOU THAT WE INTEND TO ENLARGE OUR COOPEARATION AND BUSINESS

- Some use no capital at all. They don't use the shift key in their typing in order to save that keystroke.

e.g.

i would like to inform you that mr ali will not be able to attend the meeting that will take place in dubai next tuesday since his english is not so good, instead we will send miss sara for that meeting

- Some people use the upper case for emphasis which can be also maintained by using asterisks or spacing.

e.g.

The contract is IMPORTANT for both of us.

The contract is * IMPORTANT* for both of us.

 The contract is *important* for both of us.

The contract is i m p o r t a n t for both of us.

2.2.2   Punctuation

Conventional rules of punctuations used in traditional writing are not so important in the electronic discourse. It is much more a matter of personal choice among e-mailers. Most use punctuation just for avoiding possible ambiguity that a message can carry. However, Crystal. (2006) describes the distinctive features of e-mail discourse and Netspeak in general which can be summarized in the following points:

- The increased use of symbols which is not part of the traditional punctuation system such as:

  \#   (called a hash, sharp, pound, crunch, and cross-hatch).

  ~   (the tilde) Called also a squiggley used to mean "about" or as part of a web address.

  ! (exclamation mark) called: smash, boing, shriek…

  *(asterisk) called star, dingle, twinkle…
- Unusual combinations of punctuation marks can occur such as

- Ellipsis dots (…) in any number to express pause.

- Repeated hyphens (---).

-Repeated use of commas (;;;;;;;;;;).

- Exaggerated or random use of punctuation to express emphasis and attitude such as !!!!!!!!!!!!!!! or £$£$%!

- Odd combinations of punctuation marks which can occur at the end of the sentences. e.g. We have sent the document earlier!!??

- Symbols borrowed from programming languages which appear mainly in hacker-influenced interactions such as:

- an initial exclamation mark to express negation. e.g. '! Interesting' to mean 'not interesting'

-an arrow to express location (dc ——►holyhead = dc lives in holyhead)

- New combinations of punctuation marks can be given fresh values as the case of smileys.

- Underbars are usually used to express underlining , as in the name of a text

    I've been reading _the contract _

    I've been reading #the contract#

    I've been reading =the contract=

    I've been reading \the contract/

- The use of the 'caret' ^ as an emphasis signal or as a part of a more sophisticated convention such as the ^H sequence used in one kind of programming notation to mark an erasure of the preceding symbol.

e.g.

Hear what my mad ^H^H^Hnice computer has done now (to mean: Hear what my nice computer has done now).

- The use of the asterisks for emphasis and other functions such as making imaginary actions or facial expressions.eg. *grin*, *groan* or instead the use of angle bracket which is more conventional. e.g. <grin>, <groan>.

- The use of angle brackets used in HTML in pairs, to indicate the beginning and the end of a command (the latter preceded by a forward slash), can be seen in such pseudo-instructions as:

  <moan> I've got an interview tomorrow </moan>

  <flame> you've got no sense at all </flame>

- The misuse of the diacritics- informally called 'accents' which are the little dots and squiggles sometimes added to printed letters to indicate something about their pronunciation and mainly their foreign origin, like café, façade, Zoë. The most common diacritics among e-mailers are é, ü, ù, â. They may cause a problem since their use is minimalist in English. As a result a great number of e-mailers decide either not to use them at all (e.g. to write façade as facade) or to present the diacritics with other keystrokes (e.g. 'tschüss' is written as 'tschu"s')

- The use of superscripts and subscripts: superscripts are conventionally represented by e-mailers on the screen by using the character ^. E.g. x^2 can be expressed as x^2 in an e-mail. For subscripts there is no comparable convention so the formula H_2O can be represented as H2O.

2.2.3 Spelling and Orthography

Old conventional rules of spelling are not always respected by e-mailers. Moreover spelling mistakes are so common in e-mails and they are not considered by most of them as a lack of knowledge but rather as a matter of typing inaccuracy resulting from the typing speed.

Crystal (2006) signals that e-mail discourse as a part of a more general one - the electronic discourse - has the following spelling distinctive features.

- The emergence of totally new spelling conventions. e.g. the replacement of plural 's'by 'z' to refer to the pirated versions of software. e.g. warez, tunez, gamez, serialz.

- The use of non-standard spellings which reflect pronunciation such as: yep, yup, yay, nope, or such forms as kay and sokay ('It's OK').

- Reduplication for stretched sound for emphasis e.g. 'soooooo', 'yeeeeeeees' 'nooooo'.

- Emotional expressions of horror, shock and the like can be expressed by varying numbers of vowels and consonants .e.g. 'aaaiiieee', 'yayyyyyyy'.

- Some deviant spellings which become virtually standard because of their excessive use such as phreak, phreaker, phreaking for freak (etc).

- The dollar sign $ sometimes replaces s, if some sort of dig is being made about costs as in micro$oft.

- £ sign can replace L, as in AO£.

- Several deviant spellings, that come from teenage and children users, which indicate the phoneme/grapheme correspondences.

  e.g.

    - kool for (cool).

    - fone for (phone).

    - nite for (night).

    - becoz for (because).

    - thru for (through).

    - Gnys at wrk for (genius at work).

- The replacement of a lower-case o by a zero as in d00dz (dudes) and l0sers (losers) or a percentage sign as in c%l (cool).

- Semiotic features such as capitals to indicate paralinguistic detail as volume or emphasis. e.g. <AUFAUFAUF> for dog barking loudly.

2.2.4 Emoticons

Emoticons – a word which means emotional icons, known also as smileys, - are combinations of keyboard characters typed in a sequence in a single line, and placed after the final punctuation mark of a sentence. They are read sideways, in most times, and can be classified mainly into two types expressing either positive or negative attitudes.

The table on the following page represents the most widely used emoticons.

Smileys'types	Structure	Meaning conveyed
Basic smileys	:-)	Pleasure, humour, etc.
	:-(	Sadness, dissatisfaction, etc.
	;-)	Winking (in any of its meanings)
	;-(:~-(	Crying
	%-(%-)	Confused
	:-o 8-o	Shocked, amazed
	:-] :-[	sarcastic
Joke smileys	[:-)	User is wearing a walkman
	8-)	User is wearing sunglasses
	B:-)	User is wearing sunglasses on head
	:-{)	User has a moustache
	:*)	User is drunk
	:-[	User is a vampire
	:-E	User is a bucktoothed vampire
	:-F	User is a bucktoothed vampire with one tooth missing
	:-~	User has a cold
	:-@	User is screaming
	-:-)	User is a punk
	-:-(	Real punks don't smile
	+-:-)	User holds a Christian religious office
	0 :-)	User is an angle at heart
Smiley stories	:-) 8-) 8-{)	Smiley to disguise himself gets glasses and a fake moustache
	C:-) >[] C8-)	A smart smiley left watching too much TV

Table 02: List of Examples of Emoticons Used in Netspeak (Crystal, 2006:40).

Emoticons are found to compensate the absence of the prosody of speech especially when conveying humor or irony since the Netspeak lacks the facial expressions, gestures and conventions of body posture and distance (the kinesics and proxemics).

Emoticons are not just found for the reason of disambiguation but also for their pragmatic force in which the recipient is warned that the sender is worried of being misunderstood. David Sanderson clarifies the use of smileys in his dictionary.

> You might include a smiley as a reminder of the ongoing context of the conversation, to indicate that your words don't stand on their own. A smiley can point out to the other participants of the conversation that they need to understand you and your personality in order to understand what you've said.

<div align="right">Sanderson (1993:25).</div>

Besides smileys, there are other mechanisms devised to compensate the absence of kinetic and proxemic features in the e-mail discourse. Crystal (2006) mentions the following

- The use of verbal glosses, often within angle brackets as in the prosodic examples below:

  < Eagle smiles sympathetically at Gunner>

  < Spoon nods in greeting>

  <smirks> and <laugh>

- Abbreviated words especially <g>='grin', to convey teasing or to mark a funny attitude. Bigger smiles are symbolized by <gg>, <ggg>, etc. Also a range of acronyms based on the letter(g) have been devised such as <vbg> which means 'very big grin' and <gd&r> which means grinning ducking and running.

2.3 Generic Features

2.3.1 E-mail, a Mixture of Two Mediums: Speech and Writing (A Third Medium)

In spite of the fact that e-mail tends towards the conversational style, any e-mail needs a reply and makes it a dialogic nature, it is a mistake to classify it within the spoken genres since it lacks cues which are there in a real conversation. There is a loss of nonverbal paralinguistic cues which are found in speech. Even emoticons or the creative use of capitals and punctuation marks failed to convey exactly the features of gestures and postures. In addition e-mails do not provide a speedy real-time channel for feedback which exist in face-to-face or voice-to voice conversations. On the other hand, it is also difficult to classify the e-mail genre as a merely written genre since it is subject to different linguistic innovative constructions as well as to a breach of the rules of standard writing.

As a result of this confusion, concerning the notion of the genre, linguists preferred to use new terms to describe the e-mail genre such as "a new medium" and "a third medium" since e-mail belongs neither to all- oral genre nor to all- written genre. On the contrary it takes features from both oral and written genres with a very special mixture between them."E-mail is an aspect of CMC which has contributed to a new view of language and to the assumption of a new medium."(Cystal 2001). "In e-mail, the relation between spoken and written language is complex and hybridization takes place; nevertheless we 'write' e-mails, not 'speak them." (Crystal 2001:29)

E-mail then lies between speech and writing. It is a hybridization between spoken and written features.

2.3.2 Communicative Purposes of E-mails

As mentioned in the first chapter, e-mail is there not just to maintain interpersonal relations but also to accomplish different academic and professional tasks. It can be used for both formal, and informal communication. Hence the e-mail has different communicative purposes depending on the different speech communities , the most general communicative purposes found in most speech communities are:

- Requesting: asking questions is common in our daily life. A student may ask his / her professor about important issues in his or her research through e-mails.

- Responding: Nearly any e-mail needs a reply; this gave it the dialogic nature.

- Informing: e-mails are considered the best medium to share information among correspondents.

- Thanking: Thank you e-mails are widely composed.

- Apologizing: E-mail can be used to apology for not being capable of attending a meeting.

- Connecting: making plans with friends may be achieved through e-mailing.

2.3.3 Taxonomy of E-mail Acts

To locate the different communicative purposes of e-mails, different taxonomies were provided, the most common one is the taxonomy of 'E-mail Speech Acts' which was proposed by Victor R. Carvalho (2011). He based his taxonomy on the idea that a single e-mail message may contain multiple intentions or acts. His taxonomy draw inspiration from Speech Act Theory; Austin (1962), Searle (1969); and from act taxonomies proposed in the research areas of dialogue systems, speech recognition and machine translation (Levin et al.[2003], Paul et al.[1998], Stolcke et al. [2000]). The table below illustrates the E-mail Speech Acts' taxonomy.

Request	A request asks (or orders) the recipient to perform some activity. A question is also considered a request (for delivery of information).
Propose	A propose message proposes a joint activity, i.e., asks the recipient to perform some activity and commits the sender as well, provided the recipient agrees to the request. A typical example is an email suggesting a joint meeting.
Commit	A commit message commits the sender to some future course of an action, or confirms the senders' intent to comply with some previously described course of an action.
Deliver	A deliver message delivers something , e.g., some information, a PowerPoint presentation, the URL of a Website, the answer to a question, a message sent "FYI", or an opinion.
Amend	An amend message amends an earlier proposal. Like a proposal, the message involves both a commitment and a request. However, while a proposal is associated with a new task, an amendment is a suggested modification of an already proposed task.
Refuse	A refuse message rejects a meeting/action/task/ or declines an invitation/ Proposal
Greet	A greet message thanks someone, congratulates, apologizes, greets, or welcomes the recipient(s)
Remind	A reminder message reminds recipients of coming deadlines (s) or threats to keep commitment

Table 03: Description of Verbs in E-mail Taxonomy. (Carvalho, V. R. 2011:07).

According to Carvalho (2011), two aggregations of verbs are considered: the set of "Commissive Acts" was defined as the union of Deliver and Commit, and the set of "Directive Acts" was defined as the union of Request, Propose and Amend. The figure below illustrates the two aggregations.
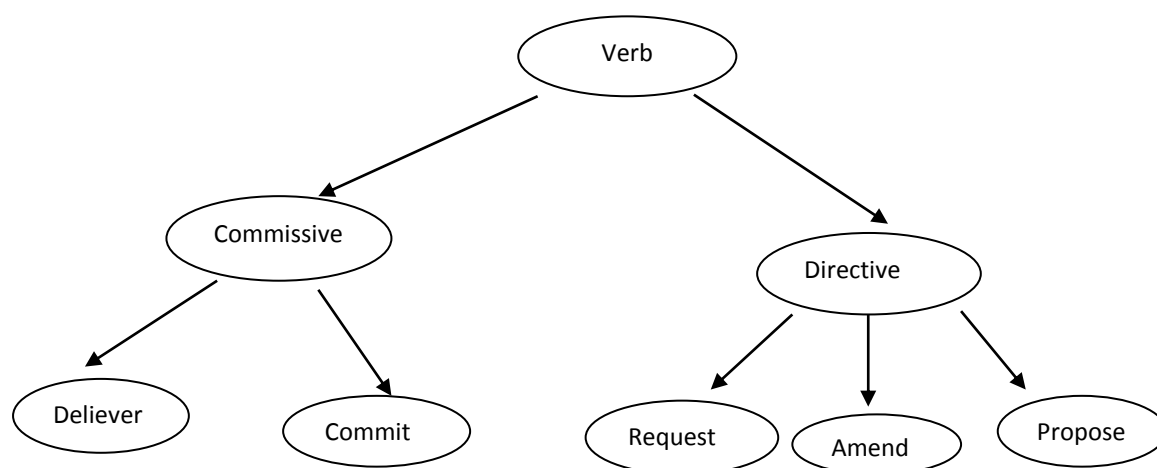
Figure 03: Commissive Acts vs. Directive Acts.

2.3.4   E-mail Structure: The Different Moves

According to David Crystal (2006), the linguistic identity of an e-mail is easily identified through its fixed discourse structure which is dictated by the mailer software that has become globally standardized. An e-mail disposes a sequence of functionally distinct elements that are to a great extent similar in purpose to the different components that constitute the traditional letter or the memo.

Crystal (2006) signals that in most systems, a bipartite structure is typically offered by 'Compose' screens in which two areas are provided: a preformatted upper area called the header or heading and a lower area for the main text called the body or message. In some systems a third space becomes available when attaching a file to the e-mail.

a- Headers: The underlying format of the header consists of four core elements. Different systems may give different options concerning the number and the order of those four elements.

a.1 The e-address (or addresses) to which the message is being sent (preceded by To:) typed in full manually or inserted automatically by typing a prompt which calls up a character-string from an address –book (either the full e-address or a more memorable short form, or nickname).This element is obligatory.

a.2 The e-address from which the message has been sent (preceded by From:), inserted automatically. This element is also necessary.

a.3 The subject line: a brief description of the topic of the message (preceded by Subject:), the words typed onto the subject are called the subject line. When the message arrives in the recipient's inbox, the subject line supplied will be displayed alongside the username. Inserted manually, this element is optional, but the software will query its absence e.g. 'This message has no subject. Are you sure you want to send it?'.

a.4 The date and time at which the message is sent (preceded by Date:), inserted automatically by the software.

In addition to those core elements, there are other several optional elements which are available within the header area. These are:

- A space for addresses which are to receive a copy of the message (preceded by Cc:, which stands etymologically for *carbon copy*, but which is often glossed a *courtesy copy*), inserted manually or automatically; here too, short and full forms of an address are available, the latter usually being placed within angle brackets; the message's prime recipient is informed that these copies have been sent.

- A space for addresses which also receive a copy of the message (preceded by Bcc:, for *blind carbon copy*), but without the prime recipient's knowledge.

- A space in which a symbol (such as a paper-clip) appears if an attachment has been added to the message.

- A space in which a symbol (such as an exclamation mark) appears if a priority is to be given to the message when it is received (it does not have anything to do with the speed at which the message will be electronically transmitted); low, normal, and high priorities are also recognized.

b- The Body: it can be also viewed in terms of obligatory and optional elements.

b.1 Greetings: (*salutations /openings*) like the traditional letter, a great deal of emails contain different types of salutations especially those which are intended to be sent to higher-status people. Salutations are varied and shape the degree of the message formality. Some emails do not have greetings at all.

b.2 *Opening sentence:* used to explain why you are writing.

e.g. "I'm writing to…" more formal introduction to say why you are writing. " Just a quick note to…" friendly, informal way to say why you are writing.

b.3 The message:(the body of the e-mail): contains the content of the e-mail. It's the obligatory element and in most cases the longer element in an e-mail.

b.4 Conclusion: indicates what type of response, if any, is expected from the recipient. This element can be optional especially in e-mails sent to friends.

e.g. *"Looking forward to your reply"*. A friendly ending that can be used in formal or informal correspondence.

"Hope to hear from you soon" informal ending to indicate a reply is necessary.

b.5 Closings (farewells/ leave-taking formulas): different types of closings can be found in e-mails depending on the degree of formality of the e-mail.

2.4 Discourse Features

2.4.1 Features of Style

2.4.1.1 Informal Style

As a form of social media, e-mail correspondence tends towards informality. There are five indicators that can tell us how much formal an e-mail is: salutation and close, colloquial phrases, vocabulary, abbreviations and emoticons.

A- Salutation and Close

A.1 Salutations

Dear Mr, Mrs, Ms… A formal form of address, also used when first contacting a person.

Dear John. Less formal. Either you have had contact with this person before, or they have already addressed you by your first name.

Hi / Hello Mary (or just the name) informal, usually used with colleagues you often work with. In the U.S.A. and the U.K. also sometimes used at first contact.

No salutation: very informal, usually used in messages which are part of a longer e-mail exchange.

A.2 Closings

Yours sincerely. Very formal, rarely used in e-mail correspondence.

Regards/Best wishes. Most commonly used close, can be used in formal and informal e-mails.

Bye/All the Best/ Best. Friendly, informal close.

James/Mary. Name only (or initials) is also common when writing to close colleagues

B- Colloquial phrases: These are phrases normally used in conversation which make an e-mail less formal. The table below shows examples of both colloquial and standard phrases.

Colloquial phrases	Standard phrases
How it's going?	How are you?
See ya	See you later
To check something out	To look at sth in detail
To touch base with sb	To get in contact with sb
To send sth by snail mail	To send sth by post
To mail sb.	To send sb an email
To give sb. the low-down	To give sb information
To chase sth up (AmE: down)	To try to find or get sth (that is missing)
To be out of the loop	To be out of touch or not have heard sth
To put sth on hold	To postpone sth (or put sth off)

Table 04: Examples of Colloquial vs. Standard Phrases (Chapman,R.2007)

C- Vocabulary: words and expressions taken from different registers as well as their frequency of occurrence can determine whether an e-mail is formal or informal.

The following table shows examples of both formal and less formal vocabulary.

Formal vocabulary	Less formal vocabulary
to receive	to get
to inform	to tell
to assist	to help
to contact	to get in touch with
convenient	OK
to reply	To answer
to regret	To be sorry
to postpone	To put off
to arrange	To set up
to enquire	To ask
to require	To need

Table 05: Examples of Formal vs. Less Formal Vocabulary(Chapman,R.2007)

D- Abbreviations

Though informal e-mails are characterized by the overuse of abbreviations and symbols, there are some standard abbreviations used in letter-writing that are also used in formal e-mails like 'asap' which means 'as soon as possible'.

E- Emoticons

They are often used in less formal e-mails to help the recipient understand the exact meaning of the sender.

2.4.1.2 Oral Features: Conversational Style

Since e-mails are compared to conversations, they dispose some features of natural conversations which give the written text the characteristics of speech. These are: use of contractions, loose sentence construction (e.g. uncompleted sentences) subject ellipsis, colloquial abbreviations and acronyms.

2.4.1.3 Pomposity/ Breeziness / Wordiness

Some e-mailers, notably the younger ones, choose to write their messages in a pompous or a breezy style to make them look attractive and unique .e.g. "Hi, guys!!! Gotta little poser for ya here. Seems the latest gene map of our boring old continent Europe shrieks about a big link between our beret-wearing Basque pals ad those chilly northern reindeer-herders the lapps. How ya gonna 'splain *that*?" (TRASK,R.L. 2005.P:71).

2.4.1.4 Flaming

This is the sending of angry and abusive e-mails. The facility provided by the software to send quick and immediate replies can cause the sender to write e-mails under the pressure of different circumstances.

2.4.2   Style and Structural Organization of the Different E-mails Moves

 A. The Subject Line

Subject lines are very important since they make the recipients decide whether to read the messages or no in case they receive a big number of e-mails regularly. Although the subject line is formally distinct from the message area below, it is not always functionally separate. The subject line is of informative nature. It should be clear, brief, relevant and concrete (Grice's maxims). Grice, H. P. (1975.pp. 41-58).

The subject line should be specific to make it easy for the correspondents to retrieve it at a later date. The long subject descriptions will be truncated due to the length limit on the number of characters displayed in the recipient's Inbox summary. The essential words of information should be placed at the beginning of the subject line. Padding out the subject line with useless words should be avoided.

While some e-mailers choose to leave the subject line blank, others resort to different strategies to make it look attractive and memorable. Some write their subject lines in full capital letters or use unusual words or write it in the form of a question in which the opening sentence of the body will give the answer or a greeting (Dear Mr. Mohamed) wherein the body will continue conventionally. In some cases the identity function of the subject line is disregarded and used instead as an introductory element in the message itself.

B. Salutations

In most cases the greeting is placed at the head of the message body, usually spaced away from main text as in traditional letter. In some cases, it is not spaced and separate. If it is on the same line, it is usually the first word. Sometimes it is even placed later especially in replies. In practice, no established convention exists and usage varies enormously. Greetings can express a wide range of effects, degree of formality, and indicate several kinds of social relationship and intimacy. Greetings then are socially bound.

Different usual and unusual salutations are being used. Crystal (2006) mentions:

General Word: Hi; Hi there; Hello; Hello again,…etc

General Word plus ID: Hi from Jan; Goodday from John

Intimate Name Alone: Mom; Jane; Dady….

Combination of General Word and Intimate Name: Hi Jane; Good morning Dad…..

Formal Name: Professor John; Doctor Jane; Professor……..

Dear with Intimate Name: Dear Jane; Dear Dady….

Dear with Whole Name: Dear John McCarthy

Dear with Title and Surname: Dear Mr. McCarthy ; Dear Professor McCarthy

Salutations are not always an easy task to do; they are both socially and culturally bound. Trask,R.L. (2007) signals the difficulties encountered when greeting people:

- **Mailing a Friend**: here the correspondents feel at ease to use different types of greetings.
- **Mailing a Stranger:** may be problematic and presents complications when identifying the sex. Foreign names may be difficult or impossible to be identified either male or female names. e.g. Andrea is a female name in English, but a male name in Italian. Jan is female in English but it is male in several other European languages. The Arabic name Rayan' can be used for both sexes, so writing Dear Mr. Rayan or Dear Ms. Rayan can be problematic.
- **Mailing Women:** A number of women dislike the title 'Ms' and insist on being known as 'Mrs.' or 'Miss'. They indicate this preference clearly in their e-mail signatures.
- **Mailing an Academic:** one should be careful in choosing the right title. e.g. 'Dear Dr. McCarthy' or 'Dear Prof. Danvers'.

  Addressing a Japanese, a Chinese or a Hungarian may cause confusion since they are accustomed to their names by placing their surnames first.

The rules for using names are culturally bound. Addressing people by their first names can be also problematic. For example, Britons are more cautious about using first names than Americans. Other languages may give other different choices; addressing a German-speaker by his first name when he has not invited you to do so is a large faux pas. Also addressing a Japanese by his first name is offensive.

Trask (2005) adds that non committal solutions such as greeting people by expressions like 'Good morning' or 'Good afternoon' may not solve the problem because you should be aware of the time zones on the one hand (10 a.m. in California is 06 p.m. in Britain) and you are not sure about the time your recipient reads your e-mail on the other hand. Also using 'Good day' is widely accepted in Australia but it sounds stiff to many Americans.

The practice of not using a salutation at all is widely accepted by e-mail users but may be unaccepted in professional or in academic situations. According to Crystal (2006), e-mails that have no greetings can be of the following kinds:

- First messages from people who do not know the recipient and are therefore typical in the case of public announcements and junk-mail.

- Some messages include an automatically derived 'Dear x' or 'Hi, X' in their openings.

- Automatic acknowledgements, including that a message has been received by a system, or that the recipient is away from the office, do not usually greet.

- Within institutions, e-mails can be mainly used for the sending out of information and instructions to all the staff members. In this case, personalized greetings would be meaningless. Instead other formulas can be used such as 'Dear all' or 'Dear List Members'.

- In continuous conversations between people who know each other, greetingless messages are promptly sent responses, where the responder sees the message as the second part of a two-part interaction (an adjacy pair), for which an introductory greeting is inappropriate.

  E.g.   Arriving message: John, are you ready for the party, tomorrow?

           Response message: Of course.

Responding then depends on the time lag; the longer it is, the more likely the response will contain a greeting.

C. The Body of the Message

The body of the message is the most important element of a massage. It is characterized by being entirely visible within a single screen view, without any need for scrolling. In case of long messages, senders are advised to place the most important information in the opening paragraph so that it appears on the opening screen. Accordingly the length of the message in an e-mail is relatively short.

Paragraph structure is short. Personalized messages may even have single line paragraphs or less to give brief acknowledgements, real or rhetoric queries or a short response to an individual point.

According to Crystal (2006), clarity of the message on the screen involves two important issues: legibility and intelligibility. Legibility is mainly concerned with avoiding a screenful of unbroken text. This can be achieved by the use of a line-of- white between paragraphs or to highlight points in a list using a bullet or numbering facility together with the use of short and simple sentences. The increased use of bullet points is an important stylistic feature of e-mails.

A special concern is also given to line-length. E-mailers are advised to keep their line length to 80 characters ,or to 70 characters in case of message-forwarding because of the tab character inserted at the beginning of each line that may consume some space, to avoid the risk of having broken and truncated lines on the receiving screen. In addition to this any special formatting such as the use of bold or italic typefaces may be also lost in transmission. Attachments are not also in safe.

Contrary, the issue of intelligibility is taken from a different angle. The breach of the standard language by e-mailers is widely accepted as a distinctive feature of e-mail discourse. Most e-mailers do not bother themselves with the issues of misspellings or mispunctuation.

Intelligibility is much more concerned with the message's coherence based on the idea that e-messaging has an inherently dialogic character; each message generates a reply in most times. Accordingly, the communicative unit as in every day conversation is the exchange. The proof is the high frequency of acknowledgements found in messages: direct feedback expressions, elliptical and anaphoric devices.

e.g. 'As discussed in the previous message…'

 'Thank you for your message'

 'I'm ready for that appointment'

Another important stylistic feature of e-mail discourse is 'message intercalation' which enables correspondents to add reactions which refer directly to the whole of a received message by activating the 'Reply to Author' option. The process is facilitated by the software, which makes a clear typographic distinction between the original message and reactions. The standard practice is to insert a right-pointing angle bracket (sometimes a colon or a vertical

black line) at the beginning of each line of the original message (including the paragraph-separating lines-of-white) Crystal (2006).

E.g. The original message is:

I hope I'll be able

to attend the meeting

because I'm really too busy

with too many affairs

Becomes:

>I hope I'll be able

>to attend the meeting

>because I'm really too

>busy with too many

>affairs

The reaction may then be added in three possible locations:

-Above the whole of the received message: Reply

                              > Received message

-Below the received message: >extract from the received message

                              Reply

-Within the received message (repeatedly if necessary):   >received message

Reply

>extract from the received message

Reply

>extract from received message

Reply

Although the practice of within-message replies is not widely welcomed by manuals, professional settings find it useful especially when dealing with different points that have to be answered separately.

Crystal (2006) adds that in case of long passages, e-mailers resort to another strategy of replying called 'framing', the quoted text is demarcated typographically through an angle bracket or a vertical line, in which the recipient doesn't need to add reactions to selected parts of the original text but by editing the original text so that only those parts which require reaction are left. Framing saves repeated e-mailing since it permits to respond to a series of points rapidly and succinctly.

Reactions to reactions may even complicate things because each new reaction retains its own framing device; the page then takes on a nested appearance: increasing angle brackets.

E.g.   >….

>>……

>>>…….

Cutting and pasting a text from an earlier message may be problematic. Misquotation can cause flaming. Also the paragraphs of the text will be physically adjacent but semantically unrelated. This is why it is advised that the editorial interventions and juxtapositions should be acceptable.

Crystal (2006) adds that the issue of form is critical because its preservation is not guaranteed. Each screen incarnation may give a different form due to either electronic interference from the software or editorial interference from the new user.

The existence of a high proportion of questions in e-mails is another feature. Most of the time the dialogic aspect of e-mails makes it built on question / answer basis.

D. Farewells / Closings

Crystal (2006) signals that using a closing in an e-mail realizes two functions: the first one is to act as a boundary marker indicating that further scrolling down is unnecessary and the second one is to ensure the identity function by identifying the sender to the recipients by providing information that concerns him or her. They involve two elements: a **pre-closing formula** such as 'Best wishes' 'Have a nice day' and the **identification (ID)** of the sender. Most correspondents tend to place each element on a separate line, usually spaced away from the message body as the case in the traditional letter-writing. There are other options such as giving the name only or giving closing formula only without a name.

Crystal (2006) mentions two types of IDs:

- Manually Inserted IDs

They are classified into three types: first name, initial letter(s) and first name followed by surname (or vice versa in languages that have different ordering conventions such as Japanese). Other items may be found after the name as well such as titles, qualifications and

other letters. Moreover there may be also a status or origin identifier on a separate line (e.g. Course, Organizer, Personnel Department).

The use of initialisms is common in informal interactions. This can be the initial of just the first name or both the first name and surname.

- Automatically Inserted Signatures

They are inserted by the mailer software. Using the signature option, the sender types in the signature text which will be automatically attached to the end of every e-mail sent by the mailer. They can have different degrees of complexity. They may contain the person's full name (perhaps with title and qualifications), address, and communication details (phone, fax, e-mail, website). Other signatures may add a character note, often framed typographically (commonly with asterisks), such as a slogan, logo, favorite quotation, piece of personal promotion, or even a picture constructed out of keyboard symbols ("ASCII" art").

In some e-mails there may be certain automatically generated material added and placed after the signature such as an advertisement for a mail server company, a notice saying that the message has been checked for viruses, or a statement of confidentiality such as the following:

> This e-mail is confidential and should not be used by anyone who is not the original intended recipient. If you have received this e- mail in error please inform the sender and delete it from your mailbox or any other storage mechanism.

Crystal, D. (2006:110)

Conclusion

E-mail discourse disposes characteristics that make it distinctive. It is characterized by the use of abbreviations; slangs; syntactic reductions; deletion of parts of speech especially subject pronouns, prepositions, articles, copulas, auxiliaries or modal verbs; the use of contractions and emoticons. E-mails are almost written in a simplified and informal style making them resemble to conversation. What characterizes the e-mil also is the fixed format made by the mailer as well as the existence of different optional and obligatory moves.

CHAPTER THREE

E-MAILING AS A FORM OF BUSINESS COMMUNICATION

Introduction

E-mailing for business purposes is different from e-mailing for maintaining social relations. The business e-mail is an official document that is recorded, stored, archived and that can be retrieved at any time. For this reason, it must be composed with a great care avoiding the casual, the careless, and the chatty style adopted by most e-mailers.

Business e-mails contribute to the reputation of the company this is why it should give the others the impression that it is professional and business-like. Some business firms even instruct their employees that business e-mails should be composed with the same care as business letters. Others may implement a fixed e-mail policy to be followed by all employees within the company.

To achieve this effectiveness in writing business e-mails, an established system of conventions, known as "Netiquette", etiquette on the internet concerning what is courteous and proper, is being adopted and followed by business e-mailers.

3.1 Business Communication

Business communication is divided into two broad types: the external communication and the internal communication.

3.1.1   The External Communication

The external communication is also called the inter-organizational Communication. It is the communication conducted externally.ie. which occurs between an organization and governmental agencies, other organizations, customers, clients and public. The media employed in this type of communication may be written media like letters, reports, proposals or visual media like posters, advertisements video tapes or electronic media like faxes,

telephones, e-mails, telexes. The communication might also be through teleconferences, face-to-face meetings, panel discussions or presentations, exhibitions and such events.
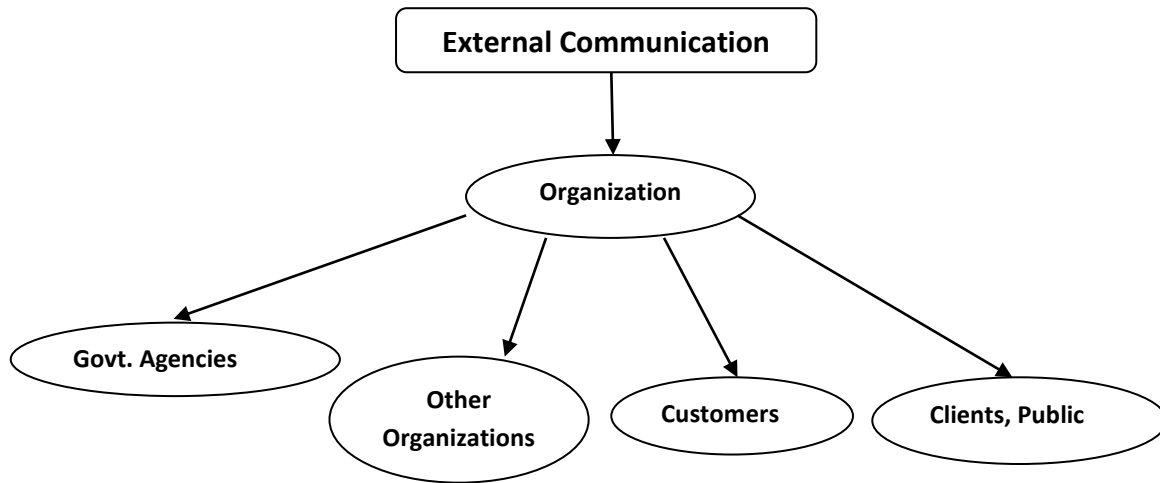
Figure 04: External Communication.

3.1.2   The Internal Communication

The Internal Communication is also called the intra-organizational communication and is the one conducted internally. i.e. within the same company. It enables the organization to maintain appropriate communication with its branches, staff and employees. Unidirection communication was the only type of internal communication that existed in the past in which only the boss is the source of communication in the form of orders that must be executed by the employees. Nowadays, business is depending on a new communication paradigm where the internal communication can be divided into four sub-types which are:

- **Downward Communication**

It means the flow of communication from the top echelon (the highly ranked one) of an organization to the lower levels of employees (the less ranked one) following the hierarchical structure.

- **Upward Communication**

It means the flow of communication from a less ranked one to a superior. i.e. the communication is maintained from lower level of employees to higher-ups. Here levels of formality are required and must be respected.

- **Horizontal / Lateral Communication**

It is the interaction among peer groups. Inter-departmental communication is also horizontal communication.

- **Diagonal or Multidirectional Communication**

It means the use of upward, downward and horizontal communications. To maintain the communication inside the company, both formal and informal channels are used:

- Formal Channels: they are officially organized and recognized. They are in the form of notices, announcements, reports, official or demi-official letters and advertisements.

- Informal Channels: informal communication is called "grapevine communication" which can be defined as an informal and unofficial horizontal channel of communication because, generally, peer groups participate in it without official patronage.

3.2 Types of Business Messages

- Business Phone Messages.

- Business Fax Messages.

- Office Memos.

-Business E-mails.

- Business Correspondence.

3.3 Types of Business Communication

Business Communication can also fall into one of the seven types below:

- In-Person Communication: communicating with people with face-to face format. Here the communicators must master the skills of both verbal and non verbal communication.

- Telephone: communicators must master the right skill set for telephone conversations.

- E-mail: it is widely used because of its convenience, efficiency, effectiveness and low cost. E-mails can be sent, and received, from computers, smart phones, and personal digital assistants, or PDAs.

- Fax: fax machines can be used to exchange important business documents.

- **Video Conferencing:** it enables the communication from various locations through a real-time video and audio system. It minimizes the travel time and expenses by virtually attending meetings through video technology.

- Letter Writing: letters can be written or mailed to employees, clients, customers, broad members and shareholders.

- Indirect Communication: Memos, policies and procedures and other internal publications often constitute the Indirect Business Communication

3.4 Media Used for Business Communication

The following diagram presents the types of media used for BC.
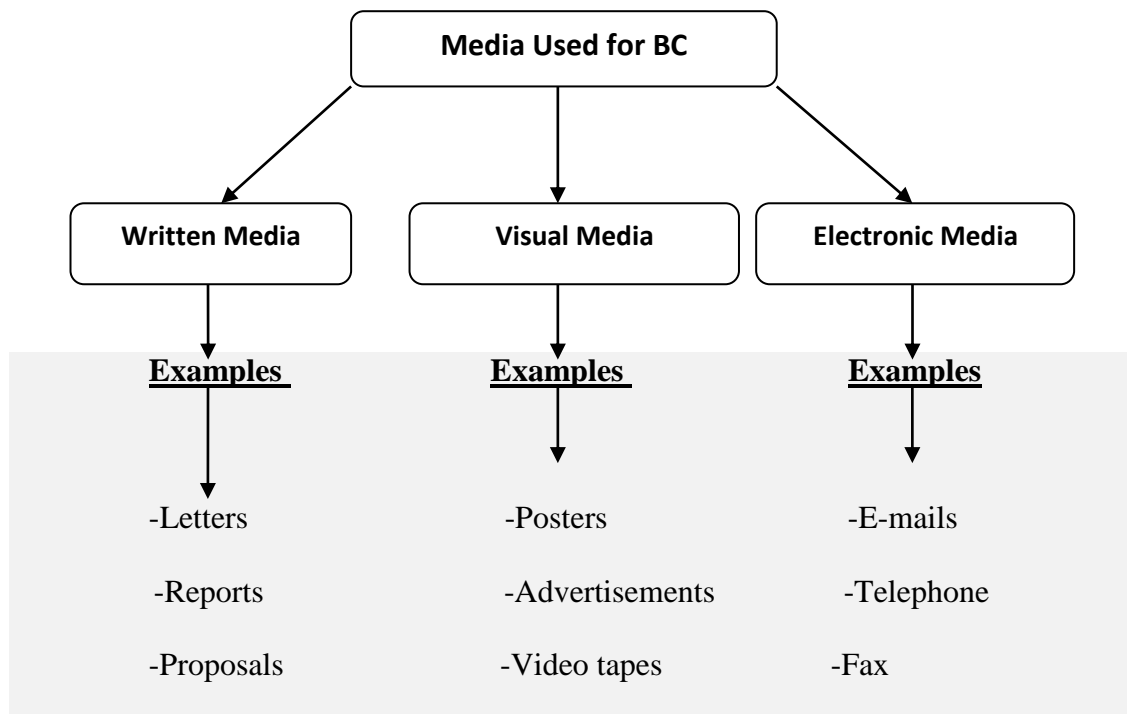
Figure 05: Types of Media Used for Business Communication.

3.5 The Business E-mail

The business e-mail is an official document that is recorded, stored, archived and that can be retrieved at any time. It is a very important medium of communication among institutions due to its efficiency, speed and lower costs.

3.5.1 Types of Business E-mails

Business e-mails are there to achieve different communicative goals that fulfill different business needs. The most important ones are:

- Requesting and giving information.

- Making arrangements.

- Negotiating

- Making a complaint, an invoice, a quotation, an order or an inquiry.

- Discussing a discount, a credit, delivery time, terms and payment, a guarantee, a warranty, transport costs or a procedure.

3.5.2 Importance of E-mailing in the Business Communication

E-mailing disposes many advantages that make it the best medium of business communication nowadays. E-mail messages reduce traditional bureaucracy and communication costs. It proves to be the best medium for exchanging information. It reaches people all over the world at any time. It is also an efficient and economical way to communicate. The e-mail is a medium that is searchable, archived and virtually permanent.

Unlike conversations, e-mailing allows you to compose your message on your terms and on your schedule. E-mailing also offers the opportunity of preserving and presenting parts or all of a string of a pre existing e-mail. It also enables correspondents to attach and include additional information.

3.5.3 Limitations of E-mailing

However convenient, e-mailing has some limitations which make it preferable for business correspondents to use other alternatives.

- It is not convenient when conveying an emotion, handling a delicate situation or testing the waters. They are better undertaken with human voice.
- Since it is recorded, any kind of mistake can be recorded.
- The ease with which an e-mail can be forwarded poses a danger. Hence, anything written can be forwarded. Ethically, never forward anything without permission.
- Original words can be changed since forwarded e-mails can be visibly edited or altered.
- If it is necessary to send sensitive documents via e-mail, where changing original words may be offensive, the message will be better sent then in a PDF some other hard-to- alter attachment.

- E-mail attachment harbor viruses. They also take up valuable server and computer space. Attached Word documents may include Track Changes (a program that shows previous edits).Therefore, before sending an e-mail laden with attachments, you have to pack carefully and travel light.

- The Handheld e-mails (sent from blackberry and its cousins are not convenient for complex or emotional messages because of the Handheld's tiny screen. Thumb-typing leads people to use innovative Netspeak and making typos relying on the tagline "Sent from Handheld" as an excuse. The Handheld technology is also not convenient at handling some attachments and very large documents. Therefore, when sending an attachment to someone you suspect might be on a Handheld the common courtesy is to provide a summary of what the attachment includes.

Due to those limitations, business correspondents have to be aware in choosing the right medium for business communication.

3.5.4 The E-mailing Alternatives in the Wokplace

In spite of the fact that e-mailing is a very important means of business communication nowadays, it is not always the right choice to use. There are times when using other alternatives is more effective.

- **The letter:** the business cannot get rid of the traditional letter; it is the best means of communication when your material is confidential and you want it to reach only the intended recipient eliminating the risk of being forwarded to others. It is also used when really business is meant. i.e. a registrated letter, a subpoena, a memo stating company policy. Moreover the letter is more effective when dealing with complex personal topics and when documents should be filed, archived or framed.

- **The fax:** sending a fax message is better than sending an e-mail message in case of giving a true copy of an actual signature and can therefore be legally binding in many instances (sign a contract or exchange signatures to close a deal). The fax is also quicker than an e-mail in sending important hard documents such as a contract or a schematic since it avoids scanning it into the computer which consumes more time. The fax is also more secure because documents loaded onto e-mail can be sent to other non intended recipients.

- **The telephone:** The telephone is the best means of communication to convey or discern emotions. It is faster and more reliable and private. It is also convenient when your correspondents do not have or do not check their e-mails regularly. It generates an immediate response. It can be used to avoid flaming in e-mails.

- **IM &TM (Instant Messaging & Text Messaging)**: they always function in real time. They are ideal for mobile, silent and surreptitious instantaneous communication. Unlike ephemeral conversations, messages here are temporarily recorded.

In the daily routine of work, correspondents may use hybrid strategies. More than one of those facilities provided by technology can be used at once.

3.6 Language Innovation and the Business E-mailing

Language innovation brought by technology should not be used in serious or business e-mails. Serious e-mails should be written in standard English following the established set of conventions making up standard English: vocabulary, spelling, punctuation and grammar. Business e-mails should be written clearly, carefully and explicitly. Editing and polishing are important. Correspondents must learn the courtesies and the conventions of e-mailing. All in all, the business e-mail is an official document that must be composed in a business-like

manner, there should be a habit of checking and double checking the e-mail messages before sending them.

3.7 Structure of the Business E-mail

What makes the structure of the business e-mail different from that of an ordinary e-mail is the issue of optional and obligatory elements. While in an ordinary e-mail we can get rid of some elements such as the subject line, it is considered as a breach of the laws of netiquette in a business e-mail. In addition what is tolerable in ordinary e-mails can be a sign of lack of proficiency in the business e-mails.

a- The Address Line and the CC Lines

Care is needed while typing an address, especially a new one, in the address line to avoid getting a bounced mail, a message that comes straight back to you. The mailers address book gives the facility to store the most frequently used addresses. It is possible to type two or more addresses onto the address line by typing the first address, followed immediately by a comma, then a white space, and then the second address and so on which the mailer will convert into a neat list. In this case business e-mailers should be careful about the ranking of addresses since a general director will be upset if his address appears last.

Below the address line is the CC line. This line provides the facility for sending copies of messages to people whom we are not mailing directly. The difference between the address line and the CC line is that the people on the CC line are simply being kept informed of what is going on, and they are not expected to do anything. Care is needed because anybody from whom we are expecting a response should therefore appear on the address line, and not on the CC line.

The third line is the BCC line. People whose addresses you type in here will also receive your message. However, while all your recipients will see all of the addresses on your address line and on your CC line, the addresses on the BCC line will be suppressed, and nobody will see them. Be sure that people who don't like their addresses to be shared should appear on the BCC line.

Trask, R.L (2005) signals that choosing an appropriate username for the e-mail address is of a great importance in the professional setting. Your username should be as similar as possible to your name. e.g. nesba_asma@gmail.com. This looks professional and serious. It has the advantages to identify the sender easily. Recipients who receive a great number of e-mails daily can recognize your message immediately. On the contrary, Algebraic username like kng18ff73@whz.net, and other formats which do not provide the name, are not accepted because the identity is buried in a crowd of cryptic characters. They risk to be deleted when considered as junk mails (spams) since most of the time, they arrive as flagged messages with algebraic usernames.

Moreover, those usernames are hard to remember and hard to type accurately. Cute usernames like ReadRApper should be avoided because they are not professional –looking.

b- The Subject Line

The line below the address line is called the subject. The words the sender types onto this line are the subject line. Choosing a suitable subject line is of a great importance in the professional setting and demands competent e-mailers to do so. It is the element that makes your recipient, especially the one receiving lots of e-mails daily, either to read or to ignore your message, because the subject line you have provided will be displayed alongside your username when the message arrives in your recipient inbox. It is an obligatory element in the business setting and business e-mailers must supply a subject line for each message. The

subject line must be informative. It must contain clues that indicate what your message is about leaving any useless words. We should be careful and consider the length limit by writing the essential words at the beginning in order not to be chopped so we should avoid padding out the subject line with useless words. Being wise to exploit the space is a skill that a business e-mailer must be equipped with.

To facilitate the task for the recipients, Trask, R.L (2005) suggests the following pieces of advice.

- If the message is long, it is courteous to add the comment '[long]' to the subject line. 'long' is commonly understood as 'more than one hundred lines'. Doing so warns the readers that opening this message requires a long time and then to choose the appropriate time to open it.

- If the message is a question, the e-mailer should start the subject line with the sequence 'Q:'.

- If the message is a request for action, the e-mailer should start the subject line with 'Req:'. Recipients will be informed that they are being asked to undertake some kind of action.

- If the message is purely for information and it requires no response of any kind from the recipients, the e-mailer should start the subject line with 'FYI:' which stands for 'for your information'. Recipients will then realize that they are just being notified and no action is required from them.

- If the mail deals with a confidential matter, it is advisable to start the subject line with the word 'confidential' or even to use it as the entire subject line.

- E-mailers should not start their subject line with 'Re:' which means 'I am replying to your mail with the following subject'. It is inserted automatically by the mailer when replying to a message. It is sometimes attached to junk mails. This is why e-mailers should not use it to avoid the risk of considering the message as a junk mail and therefore the risk of deleting it.

c- The Salutation

It is an obligatory element in the business e-mail and it should be exactly what would appear in an ordinary letter.

d- The Signature

In academic and professional settings, the existence of a signature at the end of the message is obligatory. Anonymous or unsigned messages can minimize the value of the message or make the recipient think that the message is truncated since the signature functions as a boundary and indicates that the entire message has arrived safely.

Different types of signatures are allowed. Trask (2005) affirms that the best one is to sign using a full name. Initials can be used to conceal the sex, but they are used more by men than women. Trask (2005) signals that the practice which is universally considered to be courteous and professional in the business setting is to add other information: the name, the position and all your contact details: e-mail address, the postal address, the phone numbers, fax number (ditto), the mobile phone, the URL (web address) of the sender's web page or of the company's web page and any other information that might help colleagues or customers to reach the sender. The business signature then cannot be considered as long, since the information is valuable and it is worth the space it occupies. Signatures can be inserted automatically thanks to the facility provided by the mailer program. The signature then will

automatically be attached to the end of every e-mail sent. Some mailers allow users to compose two signatures: a formal one and an informal one.

It is unprofessional to decorate the signature with doodles or humorous quotations or pithy sayings or a line of hyphens or the like. It is also unprofessional to include in the signature any expression that reveals the political or religious beliefs. These additions are offensive, Trask (2005) signals.

3.8 Presentation and the Text Organization of the Business E-mail

3.8.1   Typefaces and Line Length

Trask,R.L. (2005) signals that business e-mailers should stick to the businesslike fonts for business purposes. He advised not to use fancy fonts "cute fonts" and not to change its color and the background color. It is advisable to write in twelve-point black type on a white background and to keep to the standard twelve-point type which is just about big enough to be readable by a recipient with average eyesight. Smaller typeface is uncomfortable and unreadable and demands the recipient to engage in some tedious and time-consuming manipulation in order to convert their texts into something readable. Check the line length used by your mailer. The characters on one complete line, including the spaces should not be greater than seventy. Some experienced commentators recommend a maximum of sixty five characters. If it is longer you risk that your e-mail will appear differently on the other side. Trask (2005) confirms.

He also signals that e-mails should be written in a **plaintext**. Plaintext is ordinary text, the kind we produce by using the characters on the keyboard, with no special keys like Command or Alt, and no other software at all. He advised not to comprise e-mails in HTML, the special markup language used for constructing web pages.

The message below is written using HTML code.

```
<HTML><HEAD>

<TITLE></TITLE>

<STYLE type=text/css>TD {

    FONT-WEIGHT:  normal;  FONT-SIZE:  12px;  FONT-

FAMILY : tahoma}

A :hover {

    COLOR : #0000ff}
```

It is strongly unaccepted that senders compose messages in the source code of a word processor, or some other piece of software to be in the form of this example:

§&@'-*-+7<z"§3_(-F)||\

*m~-!-=33=-+-/f\-''%i^7

3.8.2 Length of the Message

E-mailers in the business setting must be aware of the message length. It should be just long enough to achieve its purpose. Busy people do not have time to spend it in reading long messages. E-mailers should get to the point and should be precise and clear. If the message is long, it should be indicated in the subject line or attached to be read later. Recipients find it tiring to scroll through a long and dense message.

If the message is long, it should be summarized in the first sentence or in the first paragraph. Long messages may have transmission glitches and thus lose their final parts.

Recipients will be reassured to receive complete messages if they see the signature at the end of the message.

3.8.3 Text Organization

The general tendency is to write a short e-mail but if it is long, the e-mailer must organize it in a way that facilitates the task for the recipient to get to the main ideas easily. The strategies used to organize the e-mail text are paragraphing and enumeration.

3.8.3.1 Paragraphing

If the message is long, it should be broken up into short paragraphs; each paragraph introduces a new point. Trask (2005) advises to put a blank line at the end of each paragraph-otherwise, the paragraphs will be jammed together densely, and much of the value of paragraphing will be lost. He also advises not to indent the first line of each paragraph because it may cause havoc on the reader's screen and not to hit the Return Key (the carriage return) at the end of a line. The presence of carriage returns in the message may badly mess up the way it looks on the recipients machines. keeping typing and letting the mailer wrap (start a new line whenever required) is advised. One or two blank spaces should be typed between sentences, Trask (2005) advises. When copying a portion of a text from a document on the computer and paste it into an e-mail care is recommended because this pasting process may wreck the formatting of the original; words then will be scrambled in the e-mail.

Trask (2005) also advises to avoid using Tab Key when possible. Tabs and indents may be responsible for scrambling the words on the recipient's screen. To avoid the problem when making columns then, e-mailers should count out white spaces or much better, they should send them in an attached Excel document.

3.8.3.2 Enumeration

If there exists a list of brief points to include in an e-mail, the best way then is to present them as an enumeration. An enumeration presents your e-mail briefly and effectively. Presentation by enumeration facilitates the task of the recipients since they will find it easy to respond to individual points. A blank line should be left after each point. Otherwise, the points will be scrunched together. Bullet points or asterisks can be used instead of numbers.

Conclusion

E-mailing becomes a daily routine in the business world. Even people whose jobs never used to require writing have been involved in writing e-mails. This may affect the quality of the messages' language. Therefore companies have to implement a strict e-mail policy where a great care is given to composing e-mails. They should be professional and business-like. Moreover, reputation of companies can be judged through the quality of their correspondence.

PART TWO: FIELD STUDY

CHAPTER FOUR

PART A: CORPUS ANALYSIS

Introduction

This chapter presents the results of the corpus analysis as well as a discussion and an interpretation of those results. E-mails are analyzed based on pragmatic features and mainly on different linguistic criteria: linguistic shortenings and typographical, syntactic as well as discourse features.

4.1 Ethical Considerations

For ethical considerations no real name is given. The private Algerian company is given the pseudonym "Spring Company" abbreviated "SC" and any possible resemblance of this pseudonym with other companies is merely a matter of coincidence and not intentionality. The foreign companies, however, are called the Foreign Companies throughout the research. The participant is the owner of the company. He is also the writer of the outgoing e-mails.

In the samples which are presented in the appendices, there is an omission of names of the correspondents for reasons of privacy. In the examples presented in the analysis the omission of names of companies and persons is also done intentionally.

4.2 Methodology

To conduct this research, a qualitative descriptive and critical corpus analysis is followed.

First, the outgoing mail of Spring company is analyzed separately based on a list of specific criteria: linguistic, generic, discourse, pragmatic and intercultural criteria. Then and based on the same criteria a number of incoming e-mails written by an Indian company, a Turkish Company- the franchisors, and by a United Arab Emirates company, a shipping company responsible for transporting goods, are analyzed too in order to be able to make a comparison between the Algerian company and those foreign ones and hence to be able to

evaluate the e-mailer writing Skills' proficiency of that Algerian private company in comparison with those foreign ones.

4.3 Description of the Workplace

The Spring Private Company (SARL), a pseudonym, is a young private Algerian company in El-Oued specialized in Import and Export of cosmetics and food products. It was established in 2006. Its main activity is working as a franchisee, for a Turkish and mainly an Indian franchisors; that is to say, distributing those Indian and Turkish brands in the Algerian markets. It is the only representative of their brands in Algeria. i.e. having the right of exclusivity. It has two sections: one in Algiers responsible for importing the Turkish brands and the second section in El-Oued responsible for importing and distributing the Indian products. S C deals also with another international shipping company in UAE charged of loading the products from India and Turkey to Algeria.

The Spring Company managed to run a good business. It was awarded a Certificate of Appreciation for achieving US $ 1 billion revenue landmark for the Indian brand in 2011 / 2012. It was ranked number one among similar 82 international companies from 82 foreign countries.

The main activities of this company are:

- Demand for samples from the Indian and the Turkish companies to be analyzed in an Algerian laboratory in order to be able to registrate in the Ministry of Commerce to have permission for importing that product and to prevent imitation.

- Negotiating the prices.

- Demand for products.

- Demand of BL (The Bill of Loading).

- Informing

- Requesting

The Spring Company depends totally on e-mailing as a means of communication to run the business. When it comes to original documents, they use the ordinary mail via FedEx, a private American company for sending letters where the customer can follow the letters on the Internet.

4.4 The Participant (s)

The participant is the owner of the company, (a male); he writes most of the e-mails of the company. During the first months of the establishment of the company, he depended on teachers of English to write the e-mails. But, for reasons of confidentiality and due to the obligation to travel to many countries such as India, Turkey, United Arab Emirates, Russia, Germany, Switzerland…etc, he was obliged to write the e-mails on the spot by himself which were sent by a PC, an ipad or an iPhone.

The participant has an acceptable level of English, and made further efforts to study English in a private school.

4.5 Data Collection

Direct interviews with the owner of the company who was very comprehensive and helpful were conducted. He provided the present researcher with thorough explanations about the workplace and the nature of the activities conducted there. The participant provided the present researcher with the data subject to analysis, a number of 200 e-mails that present two types of data:

- **The First Type:** consists of 100 e-mails. They are the SC's outgoing e-mails which were written by the participant, the owner of Spring Company, they are sent to an Indian, a Turkish and an UAE shipping companies.

- **The Second Type:** consists of 100 e-mails. They are SC's incoming e-mails which were received by the Spring Company from the Indian, the Turkish and the UAE companies.

The figure below shows the data subject to analysis in the present research.
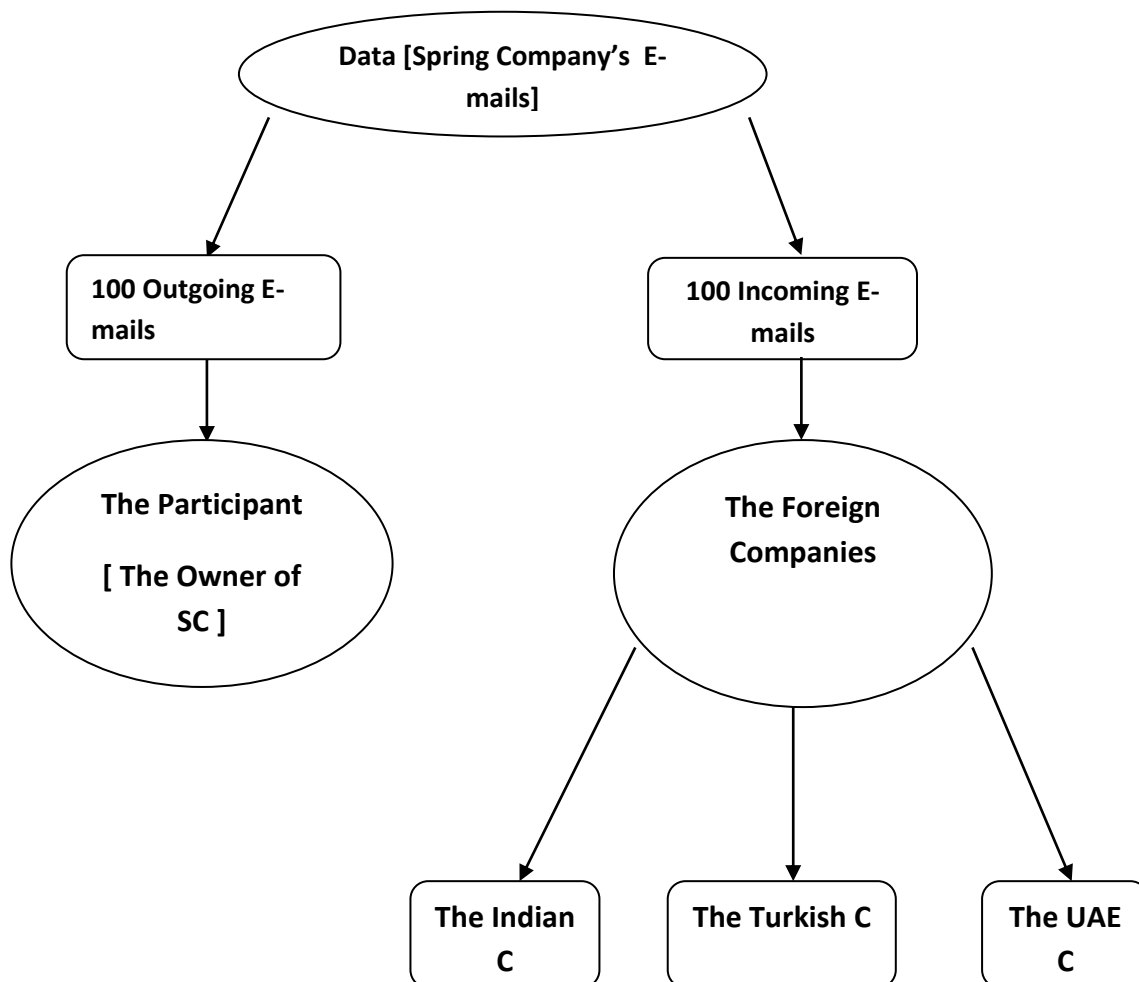
Figure 06: Data Subject to Analysis.

4.6 Data Analysis

The analysis of data is done through two steps which are explained below.

a- The First Step

Each type of e-mails is taken apart and analyzed based on similar criteria in order to be able to draw comparison between them. The objective is to evaluate the Spring Company business e-mailing in comparison with those international companies for the ultimate goal to provide suggestions and appropriate measures in case the Spring Company has less competence in writing skills.

The focus of the analysis falls on the following features:

- Linguistic Features: including compression, standard and personalized uses of abbreviations, omissions, contracted forms, capitalization and spelling mistakes.

- Generic Features: including subjects, openings, closings.

- Discourse Features: including discourse style (formal and informal), message length, message structure (moves).

- Pragmatic Features: including intercultural issues.

The analysis is done qualitatively by a careful reading and a note taking strategy. Moreover, a quantitative analysis is done on certain aspects that need statistics.

The results of the analysis are shown in the form of tables in order to facilitate the task of the results' interpretation.

b- The Second Step

Comparison of the results obtained from the analysis of the two types of e-mails.

4.6.1 Analysis of the Spring Company's Outgoing E-mails

4.6.1.1 Linguistic Shortenings

4.6.1.1.1 Abbreviations

The participant uses different conventionalized and personal abbreviations.

Abbreviations used by Spring Company	Meaning
abt	about
amt	amount
awb	Airway bill
BL / bl	Bill of charge
chq	Checque
CKD form	Completely Knocked Down
DHL	Initials of Dalsey, Hillblom , Lynn (Mail C)
Docs /doc's	documents
DTD	Document Type Definition
etc	Etcetera
i.e.	Latin: id est = "that is"
inf	information
LC	Letter of Credit
misc	miscount
ML / lm	milliliter
NO/No/no/N°	Number
OK	Okay

pl/pls	please
PM	Latin: post meridiem = " afternoon"
Qts	quantities
Recd	record / recorded
reqd	required
ref	reference
Regds	regards
RM	Remove
SMS	Short Message Service
Thr	through
USD/usd	US dollars

Table 06: Cases of Abbreviations Used by the Participant.

4.6.1.1.2 Omissions

Omission is the absence of an element that should be present in a correct English sentence.

All the language items can be subject to omission. The following cases of omission are

detected in the e-mails composed by the participant.

a- Omission of Letters: while writing, e-mailers drop some letters from words. These letters

can be vowels or consonants

- Omission of Vowels: the participant omits vowels which are not pronounced whether initial,

middle or final.

Position	*Examples of Omission of Vowels
Initial	[e]mail, [e]specially
Middle	Reg[a]rds, co[u]ntry, mon[e]y, paym[e]nt
Final	Bottl[e], giv[e], exampl[e]

Table 07: Cases of Omission of Vowels Used by the Participant.

- Omission of Consonants: the participant drops consonants whether silent or pronounced.

Omitted Consonants	*Examples
Silent Consonants	1-[w]rong 2- …if the pa[c]king is done 3- …suf[f]icient information 4- the prefer[r]ed size in the next shipment 5- what is hap[p]ening
Pronounced Consonants	1- …still need some basic calculation[s] 2- …many thank[s] for replying

Table 08: Cases of Omission of Consonants Used by the Participant.

b- Omission of Parts of Speech: when composing e-mails, the participant drops some parts of speech which are the following

- Omission of the Auxiliary Verb: to be

*Examples

- We [are] pleased to inform you.

- We shall [be] sending our filter.

- Omission of Articles: both definite and indefinite articles are dropped by the participant.

Articles	*Examples
The	1-Though you have mailed [the]following remittance *advices
	2-According to [the] bank
	3-We have got [the] following sizes
	4-….for us in [the] future
	5-…to have [the] following information
A	1- [we] shall mail [a]revised statement
	2- Algeria and Egypt *has [a] special agreement between them
	3- There can be [a] delay in remittance
An	1- …therefore, we should have [an] agreement
	2- …after that [an]analysis of the sample is obligatory

Table 09: Cases of Omission of Articles Used by the Participant.

- Omission of Personal Pronouns: personal pronouns are also subject to omission by the participant. Omission of subject pronouns is the most frequent type of omission found in the participant's e-mails.

The following table shows different cases of omission of personal pronouns.

Personal Pronouns	*Examples
Subject pronouns	1- [I /we] have recd the money. [I /we] shall mail 2- [It] seems that[the] bottle is not manufactured in India 3- [I]Tried to contact you and [I]left the message twice but [I] have not recd any response so far 4- [I] would like to mention that
Object pronouns	1- Can you inform [us] what we shall do?
Possessive pronouns	1- …but [I]need [your] calculation

Table 10: Cases of Omission of Personal Pronouns Used by the Participant.

- Omission of Prepositions: prepositions are also subject to omission by the participant.

*Examples   - This is [for] your information.

             - We [are] waiting [for] the documents.

             - We have no news [about] the shipment.

c- Omission of Parts of Sentences: omission is not limited to single words only. Whole parts of sentences are omitted by the participant.

*Examples	Full Sentences
1- [we are] pleased to inform you…	1- We are pleased to inform you…
2- ..pl do so and inform [us about the] final reply to proceed further.	2- Please do so and inform us about the final reply to proceed further.

Table 11: Cases of Omission of Parts of Sentences Used by the Participant.

- Omission of Capital Letters and Punctuation

Mechanics plays an important role in conveying comprehensible written messages. The participant omits items of mechanics and overuses the lower case instead of the uppercase. Capitalization is omitted in words that should be capitalized, especially at the beginning of sentences. There are also cases of dropping capitals in proper names. Full stops are absent at the end of sentences. Whole messages are written without using full stops. Commas are also omitted after sequencers and after initial subordinate clauses.

Omitted Mechanics'Items	*Examples
Capital letters	1-…is that [i] *reapeted… 2-….12 o'clock [d]ubai time 3-..[i] still insist on that.
Full-Stops	1- ….is not possible to give the required details[.] 2- …this is very important to take decision[.] 3- ..this is for information only[.]
Commas Question mark	1- Dear sir[,] 2- When are you expecting delivery [?]

Table 12: Cases of Omission in Mechanics Used by the Participant.

4.6.1.2 Malformation of Sentences and Misuse of Tenses

4.6.1.2.1 Malformation of Sentences

 - Malformation of Questions: the participant reveals a deficiency in formulating the questions. This can affect the business correspondence negatively since a portion of business communication is based on requesting.

*Examples	Correct Form
1 -Are you received this message or no?	1-Did you receive this message?
2-When you send the required documents?	2-When will you send the required documents?

Table 13: Cases of Malformed Questions Used by the Participant.

- Malformation of Polite Forms: the participant fails to construct varied types of polite forms; instead he overuses the word "please" where various kinds of polite forms are recommended.

Malformed Polite Forms	Suggested Polite Forms
1- Hopefully you will *finalise [the]export price tomorrow.	1-We will be grateful if you could finalize the export price tomorrow.
2- Can you send me immediately one of those documents.	2-We will be pleased if you could send us one of those documents as soon as possible.
3-Can you inform what necessary equipment we need, please?	3-Would you please inform us about the necessary equipment we need?

Table14: Cases of Malformed Polite Forms Used by the Participant.

4.6.1.2.2 Misuse of Tenses: forms of tenses are misused by the participant. The following table shows some examples.

*Examples of Misused Tenses	Correct Tense Form
1- You can doing this tomorrow.	1-You can do this tomorrow.
2- In case you are having any idea.	2-In case you have any idea.
3- we don't received information.	3-We did not receive information.
4- Should you desire.	4-Do you want….
5- I would like asking you.	5-I would like to ask you…
6- Tomorrow, he can going to the Algerian Embassy to getting visa.	6-Tomorrow, he will go to the Algerian Embassy to get a visa..
7- We will getting the new swift tomorrow or the next week.	7-We will get the new swift tomorrow or the net week
8- Can you sending me the photo.	8-Can you send me the photo
9- In spite of we asked.	9-In spite of our enquiry
10- But we not received the order.	10-But we did not receive the order
11- We not received information.	11-We did not receive information

Table 15: Cases of Misused Tenses Used by the Participant.

4.6.1.3 Typographical Features

a- **Spelling Mistakes:** the participant makes different spelling mistakes. They are not necessarily due to a lack of knowledge but, most of the time, it is the result of inattention or speed of typing.

The table on the next page shows examples of different types of spelling mistakes.

*Misspelt Words	Correct Words
1- Tomarrow	1- Tomorrow
2- Reapeted	2- Repeated
3- Thank's	3- Thanks
4- Thnaks	4- Thanks
5- tow	5- two
6- Advices	6- Advice
7- Doc's	7- Docs
8- Informations	8- Information
9- NeyYork	9- New York
10- e mail	10- email/ e-mail
11- no thing	11- nothing
12- inturn	12- in turn
13- immediately	13- imediately

Table 16: Cases of Spelling Mistakes Used by the Participant.

b- **Creative Use of Capital Letters and Punctuation:** there are cases in which the participant marks an unusual use of capital letters and punctuation marks to convey different meanings.

The following table shows examples of unusual use of punctuation marks and Capital letters.

Creative use	Meaning conveyed
- …if yes why?!	- Astonishment
- Till now we don't received information???????!!!!!!!!!!!!!!!.........	- Surprise
- 12000usd!!!why????	-Anger
- we DID NOOOOT receive[d] anything	- confirmation
- PLEAAAAAAAASE send me the required documents as SOOOOON as possible.	- To signal an emergency

Table 17: Cases of Creative Use of Capital Letters and Punctuation Marks.

4.6.1.4 Discourse Features

a- Features of Style:

- Informal style: business e-mails should adopt the formal style as possible. However, indicators of informal style are present in the corpus. These are informal salutations and leave takings, contracted forms…etc. 'No salutation' is used in messages which are part of a longer e-mail exchange. The participant uses different types of salutations and closings randomly.

The tables on the next page show different salutations and closings used by the participant.

Salutations	Number	%	Degree of Formality
1- No salutation	20	20%	Very informal
2- Dear	07	07%	Informal and uncompleted
3- Dear sir	56	56%	Used in formal and informal e-mails
4- Dear+Family Name	04	04%	Formal
5- Dear Mr+Family Name	06	06%	Very formal
6- Dear Ms + First Name	02	02%	Formal
7- Mr+ Family Name	02	02%	Formal
8- Mr+full Name	03	03%	Formal

Table 18: Cases of Salutations Used by the Participant.

Closings	Number	%	Degree of Formality
1- No Closing	10	10%	Very informal
2- Regards	30	30%	Used in formal and informal e-mails
3- Regds	30	30%	Used in formal and informal e-mails
4- Best regards	10	10%	Used in formal and informal e-mails
5- Thanks	10	10%	Informal
6-Thanks& regards	10	10%	informal

Table 19: Cases of Closings Used by the Participant.

- Conversational Style: some e-mails are characterized by the conversational style such as the use of loose sentence construction and uncompleted sentences.

Example:

…also the amount 52008,94 USD(Why is not 52000,00USD like every time?)

Contracted forms are also an indicator of informal style however this may be tolerable in the business e-mails depending on the degree of formality of the message.

The participant tends more frequently to use the contracted forms even in official e-mails. The following table shows examples of contracted forms used by the participant.

Contracted Forms by Participant	Full Form
1- isn't	1- is not
2- aren't	2- are not
3- wasn't	3- was not
4-can't	4- can not
5-haven't	5- have not
6-hasn't	6- has not

Table 20: Cases of Contracted Forms Used by the Participant.

- Pompous Style: pomposity is not recommended in the business e-mailing. It has

the effect of breaking the warm relations that should be present among business correspondents.

In the following examples, the participant's signs of pompous style are clear.

1- I am sure that you have got all the documents for the last 4 or 5 imports.

2- …just for your information, no big company discloses the formulae.

3- We need your calculation and your price to trade positively.

- Flaming: to send angry or abusive messages is strictly unacceptable in business e-mailing. The participant, however, uses some expressions that interpret his anger throughout his e-mail messages.

Examples:

1- …and I am angry until today!.

2- The management requires the information before committing any exports.

b- The Message Length: in comparison with the traditional letter, the e-mail message is shorter. The message length used by the participant is varied between too short messages (one line messages) and too long messages. But one good way of organizing the long messages is presentation by enumeration, a strategy used by the participant in almost all his long e-mail messages.

Example of One Line Message Taken from the Data:

11.01.06

Dear …..

Have recd the payment. Thanks

Regards

4.6.1.5 Generic Features

a- **The Subject Line:** subject lines are very important in the business e-mails they inform the recipient about the subject of the topic from the very beginning which makes him or her decide whether to read it immediately if it needs an urgent reply or to keep if for another time . The participant fails to build successful subject lines. Many of the messages are sent without providing subject lines. Information about the reason for e-mailing are generally mentioned at the first line of the message. For example he used the words 'urgent', 'very urgent', 'very very important' many times in the middle or even at the end of his message instead of writing it in the subject line to make his recipient aware of the importance of replying quickly.

Examples of Subject Lines Used by the Participant:

- I want to inform you

- Concerning the date of the shipment

b- Salutations: salutations are chosen randomly by the participant without paying attention to the conventional format that must be followed by business e-mailers.

c- Closings: in most messages the participant fails to sign his e-mails properly as a business e-mail should be. Important information such as the sender's contact information are missing. It is obvious that signatures are written each time ; whereas it is more suitable to insert automatically a signature in order to avoid this confusion.

4.6.1.6 Pragmatic Features

The cultural background of the participant is obvious through different e-mail messages. This may minimize the professional aspect of the business language used. The neutral tone is recommended in business language to avoid any misunderstanding that can result from belonging to different social milieus.

a- Indicators of the Social Background: the participant cannot make a clear cut division between business and some social virtues that characterize the Algerian society such as generosity in welcoming guests.

Example:

"Your technical person is our guest (and our guest can't pay for his stay: is

our tradition apart from business).

For your stay (in the past) you didn't accept nothing and I am angry until today!."

b- Date Formats: they can be problematic. 11/06 means November 6th to Americans

while to most of the rest of the world it means 11 June. The date formats used by the

participant are of the form 09.06.2005 in all the cases. This is also the same form used by the foreign companies.

c- Time Formats: correspondents should be aware of the different time zones when indicating time in their e-mail messages. The participant uses time expressions without caring about the confusion that can result from that.

Examples:

1- The payment will be tomorrow at 10 in the morning.

2- ….will be at Istambul on Monday at six.

d- Amounts of Money: the participant is affected by the French tradition in writing amounts of money using numbers. Units of thousands are not separated by commas as in the Anglo-Saxon tradition.

The following are examples of money amounts written by the participant.

- 12000 usd
- 17917,93 usd
- 25914,63 usd
- 19000 usd

4.6.2 Discussion of the Results

The corpus analysis reveals the existence of deficiency in the participant's business e-mailing shown through different levels. The participant's resort to linguistic shortenings is a good strategy to make the e-mails shorter and to the point. Brief and precise messages make the business e-mails look more professional. However, the participant should be aware of the following remarks.

- Unconventional abbreviations make it difficult for the recipient to find what they are. Therefore the participant should avoid using them and try to use the conventional abbreviations only.

- Concerning the omissions, the participant should avoid them by writing full sentences in order to avoid ambiguity. Saving few seconds through saving keystrokes can be negative.

- Spelling mistakes are not necessarily due to the lack of knowledge, but most of the time they are the result of quick typing and inattention. For this reason comes the importance of editing and proof reading in order to reduce the rate of mistakes since this gives a bad reputation to the company.

- The absence of well punctuated messages can cause confusion.

- Creative use of punctuation and capitals is not recommended in business e-mailing and makes the e-mails less professional. The participant should avoid that.

- The misuse of verbs and the malformation of questions and polite forms are due mainly to the lack of knowledge in this area. This can be solved through special courses designed for the participant, because enquiry and requesting are crucial in business.

- Concerning the style, the participant should avoid flaming, pompous style as well as informal style since they make the business e-mails less professional.

- Salutations should be more formal. Long and old established relations are not an excuse for not having salutations in some e-mail messages.

-Subject lines are important in business e-mails. They should be concise, informative and to the point. They give a preliminary idea about what a message may contain. The participant

should train himself to construct successful subject lines to save time and to add to the efficiency of his e-mails.

-Closings should be present in business e-mails. The participant should sign his e-mail

messages correctly by giving not just his full name but by inserting other important details such as the company's contact information.

4.6.3 Analysis of the Foreign Companies' E-mails: SC's Incoming E-mails

The following diagram shows the distribution of the Spring Company's incoming e-mail messages.
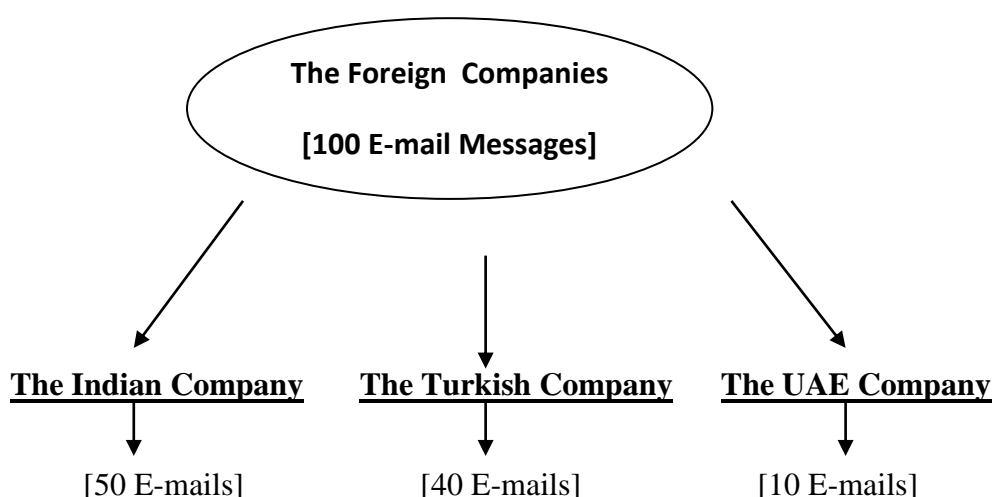
Figure 07: The Foreign Companies' E-mails.

4.6.3.1 Linguistic Shortenings

Linguistic shortenings in e-mailing aim at text reduction. Linguistic economy is well accepted in e-mail messages, provided that it does not affect the meaning of the message.

4.6.3.1.1 Abbreviations

The resort to this strategy is common among most e-mailers for the sake of time and effort economy. The Foreign Companies' e-mails contain only conventional abbreviations. These are:

Conventional Abbreviations	Meaning
1- DHL	1- Initials of Dalsey, Hillblom , Lynn (Mail C)
2- DOC	2- Document
3- DTD	3- Document Type Definition
4- FT/ft	4- Foot (unit of measurement)
5- MBC	5- Middle-East Broadcasting Corporation
6- ML	6- Milliliter
7- NO	7- Number
8- Pls/Pl	8- Please
9- Ref	9- Reference
10- Regds	10- Regards
11- Tel	11- Telephone
12- UAE	12- United Arab Emirates
13- USD	13- US Dollar

Table 21: Cases of Abbreviation Used by the FCs.

4.6.3.1.2 Omissions

Omission is also aimed at text reduction. Cases of omission found in the FCs' e-mails are the following:

- Omission of the Pronouns: the only type of omission found is the omission of the subject pronouns I and We.

Omission of Pronouns	*Examples
Subject Pronouns	1- [we] will revert after getting payment. 2- I was trying your Algeria phone numbers…but, [I] did not get any one. 3- [I] hope you will keep your promise…

Table 22: Cases of Omission of Pronouns Used by the FCs.

- Omission of Punctuation Marks

There are rare cases of omission of some punctuation marks such as the full stop and the comma.

Omitted Punctuation Marks	*Examples
The full – stop	1- Please find herewith the documents required [.] 2- we shall send the original ones as soon as possible[.]
The comma	- Concerning our Media Release on MBC [,] we are pleased to inform our distributers…

Table 23: Cases of Omission of Punctuation Marks Used by the FCs.

- Omission of Capital Letters

Only two cases are found. The rules of using capital letters are well respected.

- …for the *july 2006 shipment..

- *we are pleased to inform you…

- Omission of Articles

Only two cases are found. They are:

- We are planning for [a] business trip to Algeria.

- The original documents already reached [the] destination

4.6.3.2 Syntactic Features

The sentences are well structured there is no misuse of verbs. Questions and polite forms are well composed. The following examples reveal that.

- We will be grateful to you if you could send the required information.

- When will you send DHL NUMBER for the original documents?

- Your quick action will be highly appreciated.

- How will you start organizing funds for future shipments?

4.6.3.3 Typographical Features

- Spelling mistakes: they are very rare. Only 02 misspelt words are found in the 100 e-mails. These are:

Misspelt Words	Correct Spelling
1- insufficiant	1- Insufficient
2- extreem	2- extreme

Table 24: Cases of Spelling Mistakes Used by the FCs.

- Capitalization and Punctuation Marks

- Messages are well punctuated.

- No creative use of Capital letters and punctuation marks.

- Capitals are used to show emphasis on important elements in the messages.

Examples:

- (2 20 FT CONTAINERS…the shipment effected to ALGERIA on per vessel IRAN FARS VOY…..SAILED ON…

-..ship Loaded of …..GLASS BOTTLES from India.

-Please find attached scanned copy of PRODUCTION DATE DECLARATION…

-Please find herewith DHL NUMBER given by our……..Bank, Dubai

4.6.3.4 Discourse Features

4.6.3.4.1 Features of Style: the style used is formal and this is shown through different levels.

- The use of formal salutations and closings:

- Salutations

Salutations	Number	%	Degree of formality
1- No salutation	05	05%	- Very informal
2- Dear sir,	15	15%	- Formal
3- Dear Mr +family name	73	73%	- Very formal
4- Dear distributors,	07	07%	- Formal

Table 25: Cases of Salutations Used by the FCs.

- **Closings**

Closings	Number	%	Degree of Formality
1- No Closing	04	04%	-Very informal
2- Regards / Regds	42	42%	- Used in formal and informal e-mails
3- Best Wishes	16	16%	- Used in formal and informal e-mails
4- Yours Sincerely	38	38%	-Very formal

Table 26: Cases of Closings Used by the FCs.

- No use of pompous style or flaming.

- Use of formal business vocabulary.

   - 'Require' instead of 'need'

   - 'Enquire' instead of 'ask'

   - 'Brands' instead of 'goods'

   - 'reply' instead of 'answer'

   - 'regret' instead of 'to be sorry'

4.6.3.4.2 Message Length

The general tendency in business e-mailing is to compose precise and concise messages. They should be to the point avoiding wordiness. The FCs' e-mails are varied between too short messages (one- line messages) and too long messages containing more than two paragraphs depending on the subject of the message.

4.6.3.4.3 Text Organization

Long e-mail messages are organized in a way that guarantees the clarity of the message on the screen. Legibility is then ensured

by avoiding a screenful of unbroken text which is maintained through the use of a line-of-white between paragraphs. Another strategy adopted by the FCs is to highlight points in a list using a bullet or numbering facility together with the use of simple and short sentences. Presentation by enumeration is present in long messages containing several points to be dealt with.

4.6.3.5 Generic Features

The different moves necessary in a business e-mail are found nearly in all the e-mails except for the very short ones.

a- Subject lines: are supplied in 98% of the e-mails they are concise and precise.

Examples

- The shipment date.

- Mode of Payment.

-Assessment of the production facilities.

- Sending the original documents.

b- Salutations: Salutations are provided in most e-mails.

c- Reasons of writing: they are generally indicated in the first line of the message to inform the recipient about the reason of writing from the very beginning.

d- The content of the message: it is organized in the form of separate paragraphs or in the form of a list in case of long massages.

e- Closing: they are provided in most messages.

4.6.3.5 Pragmatic Features

The FCs' e-mailers are aware of the cultural differences that exist among correspondents who belong to different social backgrounds. Therefore, they compose their e-mails in a neutral tone. A representative of the Indian Company proves this in one of his e-mails: "Needless to mention that you have been trying to pay for my stay during my visits but I did

not accept". What is considered as a sign of generosity and hospitality in Algeria may be misunderstood by others and therefore interpreted wrongly.

4.6.4 Discussion of the Results

The foreign companies' e-mails are composed in an accepted level of proficiency. Features of the linguistic economy are shown in the form of conventional abbreviations. The style tends toward formality in most of the messages. The use of formal salutations and closings proves the existence of the formal style. Subject lines are well constructed. Indicators of the social background of e-mail writers are absent. In short, they are business-like e-mails.

4.7 Interpretation of the Results

The results obtained come to prove the hypotheses upon which the study is based. The Spring Company's e-mails are less professional than the e-mails of the foreign companies. This is shown on the different levels of the analysis.

It is worth mentioning that the status of English in Algeria, Turkey, India, UAE is not similar. The participant has to make more efforts to improve the quality of the business e-mailing of his company. When interviewed, the participant declares that in many times he was obliged to recompose the messages again and again to make the other recipients understand the intended meaning. Sometimes the recipients even ask him to use phone conversations in order to clarify things which were misunderstood in some e-mail messages which will add the burden of the oral competence.

Despite this deficiency in the SC's E-mails, business is conducted successfully over years. This may be explained by the idea that all correspondents are non-native speakers and therefore many mistakes are tolerable. What interests them is the success of the contracts regardless the way English is used.

Conclusion

The analysis of both types of data reveals a difference in proficiency between the SC's e-mails and the FCS' e-mails. The SC's business e-mailing is less professional and this is shown through the different levels of analysis: the resort to the different devices to ensure the linguistic economy that aims at text reduction; mistakes in forming questions, polite forms and misuse of tenses; failure to build informative subject lines; informal style through the use of informal salutations and closings and interference of the local social background.

CHAPTER FOUR

PART B: PEDAGOGICAL IMPLICATIONS

Introduction

Results of the corpus analysis are beneficial for locating the area of deficiency in the participant's business e-mailing and then for the possibility of suggesting a remedy to those lacks.

The participant then should be equipped with certain tools that will make his e-mails look more professional and business-like in order to conduct the business affairs in a more efficient way. Business students in ESP classes can also be equipped with a special syllabus that aims at acquiring capacities in writing business e-mails that can also benefit students of English for Business Communication as well as English for E-mail Communication in the workplace.

5.1 Suggestions and Recommendations for the Spring Company

Despite of the lacks in the participant's business e-mailing, business communication seems to be successful since business activities are conducted through years making great profits; perhaps this is due to the fact that correspondents are non native speakers. However, it is recommended that the participant should take special courses to adjust the way of writing business e-mails.

5.2 Designing an Urgent Syllabus for the Participant

5.2.1 Definition of Syllabus

A syllabus is the specification of the work, of a particular course. It specifies the aims and the objectives and the sequence to be followed, i.e. the content of a course. A syllabus is a more detailed and operational statement of teaching and learning elements which translates the philosophy of a curriculum into a series of planned steps leading towards more narrowly defined objectives at each level

A syllabus then is a document which says what will be learnt. It has the purpose of breaking down the mass knowledge to be learnt into manageable units. Syllabi can be structural, semantic, situational, notional or functional, topical, skills-based,… etc.

5.2.2 Steps of Designing a Syllabus

Designing a syllabus has got many steps:

a- **Needs Analysis:** its aim is to determine what a particular group of learners expect to use English for: the types of situations in which learners will be using English, the tasks and activities they will be performing, what their present level of competence is in terms of language skills.

a- **Development of objectives:** development of objectives which suit the needs identified in step one.

b- **Selection of learning activities:** selection of learning activities that will enable the learners to achieve the objectives determined along the students' needs/ the organization of the content.

c- **Evaluation of the outcome:** evaluation of outcomes (whether objectives are attained, whether interaction between learners, teachers and materials is appropriate.

5.2.3 The Urgent Syllabus for the Participant

Based on the results of the corpus analysis and in order for the participant to overcome the lacks, it is advised that he takes special courses based on the following syllabus in order to have an immediate remedy for the quality of his e-mails.

For this reason, a Structural/ Situational syllabus is proposed.

1 At the Airport 1

    Simple tenses

2 At the Airport 2

    Progressive tenses

3 In the Conference1

    Future Tenses

4 In the Conference 2

    Asking Questions Using Wh. Words

5 In the Hotel1

    Asking Short Answer Questions

6 At the Company

    Formulating Polite Forms

5.3 Designing a Syllabus for Long Term Applications

A syllabus can be designed for both English for business communication learners or English for e-mail communication learners in order to improve the quality of their e-mail messages which they need in their academic and professional lives.

Since communicating via e-mails is crucial in business today, students of Business English in Algeria should be equipped with special courses in the form of an official syllabus in order to be able to use this medium adequately. The syllabus will be based on developing the skills of writing.

The following topical and structural syllabus can be suggested for ESP classes of Business English.

Unit Title	Topics	Activities
1- An introduction to e-mails	- Email structure - Subject lines	- Writing adequate subject lines -Writing adequate salutations - Writing adequate closings
2- Formal and Informal e-mails	- Register -Formal/ informal phrases -Abbreviations	- Mailing a friend - Mailing a stranger - Mailing an academic
3- requesting	-Questioning	- Forming Wh. questions - Forming Yes/No questions
4- responding	- Writing replies	- Organizing the text - quoting from previous e-mails
5- enquiring	- Getting information	- Forming polite forms
6- Informing	- Providing information	- Talking about deadlines - Making arrangements
7- Negotiating the Prices	- Making suggestions	- Modes of payment - Amounts of money

Table 27: Suggested Syllabus for BE Classes.

5.4 Recommendations for Further Research

Similar studies may be conducted in other private Algerian Companies in order to help them to improve the quality of their written correspondence in the form of e-mails which can be beneficial to the Algerian economy in general.

The present research opens opportunities to conduct research on the latest methods applied abroad concerning ESP. One important issue is about the explicit teaching of genre. Further

research is required then to answer questions such as: 'Can Genre-Based Instruction in ESP classes in Algeria be fruitful? Does it save time and effort?'

Conclusion

The results obtained from the analysis of data are exploited to have an immediate adjustment of the SC's e-mailing in order to reduce the area of deficiency existing in the participant's e-mail messages. Another pedagogical implication is the suggestion of a syllabus to be taught to students in ESP classes of different branches especially business English. The present research opens the opportunity to search for other related issues such as 'Genre-Based Instruction.

GENERAL CONCLUSION

The present research is predicated on the assumption that there exists a deficiency in the Spring Company's e-mail messages in comparison with the foreign companies' e-mails. The language being used in SC's e-mails is characterized by oral features and informality and it is subject to linguistic oddities and anomalies brought about by this technological medium, the computer.

A qualitative, descriptive and critical corpus analysis of a number of 100 outgoing e-mails (the SC's e-mails) and 100 incoming e-mails (the foreign companies' e-mails) confirms this assumption. The linguistic features of the participant's e-mails show a lack of proficiency. The e-mail language is characterized by a linguistic economy in the form of abbreviations and omissions as well as a linguistic innovation such as the use of creative capital letters and punctuation. The e-mails are also characterized by features of conversational style such as loose sentence structure and the use of contractions. Flaming and pompous style is also present. The analysis reveals also a deficiency in the participant's linguistic competence: mistakes in spelling, misuse of punctuation marks, misuse of tenses, malformation of questions and polite forms.

The analysis also shows an ignorance of the genre knowledge: the participant fails to build successful subject lines as well as the random use of salutations and closings without paying attention to the issue of formality. Some indicators of the participant's cultural and social background are also present in some messages.

The discussion and the interpretation of the results led to the formation of recommendations and suggestions as well as to the designing of an urgent syllabus to be used to teach the participant in order to improve the quality of the SC's e-mails to make them more

business-like and more professional. A syllabus is also suggested to be used for long term instruction as a part of the official curriculum for university students and ESP learners.

The shortcomings of the present research may be overcome through other similar researches that deal with the aspects already neglected. On the other hand, the present research opens an opportunity for further researches that are linked to genre-based studies.

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APPENDICES

Appendix 01: Samples of One-Line E-mail Messages Found in the Data

Sample 01:

11.01.06

Dear ………..

Have recd the payment. Thanks

Regards

Sapmle 02:

Dear………

I am OK. Thank's

Regards

Sample 03:

Dear ………….

Are you received this e-mail ?

Thank's

Sample04:

Dear ………….

Awaiting DHL N° .Regards

Appendix02: Samples of E-mail Messages Found in the Data

Sample 01:

Dear……

Attached is the statement of accounts till date

Pl check and verify and confirm that all the payments remitted by you have

been taken into account.

In case you have remitted any payment other than the shown in the

statemement, pl revert immedaitely. Thanks

Regards

Sample 02:

Dear sir,

Tried to contact you and left the message twice but have not recd any
response so far.

As desired, attaching herewith statement of accounts for your ready
reference

Please arrange to remit payment.

Further, would like to mention that as per new policy of company, it is
becoming difficult to extend any credit and the business shall be allowed
only against advance payment / Letter of Credit / Bank Guarantee. So, would
suggest you to start organising funds for future shipments. Please inform ,
by which date , you feel comfortable to organise funds , to get the
extention from the management accordingly. Thanks

Regards

Appendix 03: Samples of Suggested Activities for BE Students

NB: E-mails are taken from the data subject to analysis.

Sample 01:

Identify and label the different moves found in the following e-mail. What moves are missing?

01.10.06

Dear Akhi

Would like to inform you that the filter available with the supllier is of very high capacity , which is not useful

for you

So, we have the ordered the same for our factory and shall be sending our filter with

book value , which will be quite beneficial to you.

Hope this is acceptable to you. Pl Confirm. Thanks

Regards

Sample 02: Make the following e-mail look more formal.

Dear ….

Can you send to me the details of the following amount :

16857,45 USD 20606,02 USD and 8848,50 USD

Also the amount 52008,94 USD (why is not 52000,00 USD like evry time ?).

Thank's & Regards

Sample 03: Find the mistakes in the following e-mail and correct them. Find indicators of cultural background as well as indicators of flaming.

Dearsir,

You can doing this tomorrow(or the soonest possible).

Your technical person is our guest(and our guest can't pay for his stay: is

our tradition apart from business).

For your stay(in the past) you did'nt accept no thing and I am angry until

today!.

Thank's & Regards

Appendix 04: Meaning of Some Abbreviations Found in the Data

1- AWB: Air waybill is a receipt issued by an international courier company.

2- CKD form: Completely Knocked Down or fully disassembled items. Goods are shipped. in CKD form to reduce freight charged on the basis of the space occupied by the volume of the item.

3- DHL: a world market leader in sea and air mail. The company took its name from the combined initials of the last names of Adrian Dalsey, Larry Hillblom and Robert Lynn

4- DTD: The Document Type Definition defines the document structure with a list of legal elements and attributes.

5- Fedex: Federal Express. Fedex corporation is an American global courier delivery services company.

6- LC: A letter of Credit is a document issued by a financial institution assuming payment to a seller. Letters of credit are used primarily in international trade for transactions between a supplier in one country and a customer in another.

RESUME

Cette recherche est une étude descriptive, analytique et critique qui à pour but de préciser les endroits de défaillances pouvant se présenter dans les e-mails (ou courriels commerciaux). L'étude porte sur une entreprise d'import –export située à El-Oued qui porte le nom de « Spring » (pseudonyme) fonctionnant comme distributeur exclusif en Algérie pour des entreprises étrangères connues.

Une analyse de corpus a été faite sur 200 e-mails de la routine quotidienne du travail, volontairement remis par le propriétaire de l'entreprise. Ces e-mails se composent de 100 e-mails envoyés écrits par le propriétaire de l'entreprise ainsi que d'autre 100 e-mails reçus écrits par les représentants des entreprises étrangères ; il s'agit d'une entreprise indienne, une autre turque et une autre émiratie.

Les résultats de l'analyse ont démontré que le langage e-mail de l'entreprise Spring contient des traits particuliers qui le rendent moins professionnel que ceux des autres entreprises étrangères. Les points de défaillance sont la présence d'une certaine économie langagière sous forme d'abréviation exagérée et d'omission ainsi que la présence de critères typographiques tel que l'utilisation créative de la ponctuation et de majuscules. Comme nous avons noté la présence des fautes d'orthographe et de conjugaison ainsi que la malformation des questions et des formules de politesse. En outre on a inscrit la présence du style oral et conversationnel ainsi que les marques indiquant l'appartenance culturelle et sociale de l'auteur des e-mails.

La discussion et l'interprétation des résultats ont procuré la proposition de réaliser un programme urgent visant l'amélioration du langage e-mail de Spring ainsi qu'un autre programme de long terme pour les étudiants de l'anglais de spécialité dans des différentes branches.

الملخص

هذا البحث عبارة عن دراسة وصفية، تحليلية و نقدية يهدف إلى تحديد مواقع الضعف التي يمكن أن تتواجد في لغة الرسالة الإلكترونية التجارية.

تمت الدراسة في شركة سبرينغ (اسم مستعار) الخاصة للاستيراد و التصدير المتواجدة في مدينة الوادي و التي تعمل كموزع حصري في الجزائر لبضائع شركات أجنبية معروفة. .

و قد اعتمد البحث على فرضية وجود ضعف في لغة الرسائل الإلكترونية لشركة سبرينغ على عدة أصعدة مقارنة بالشركات الأجنبية المتعامل معها . و لتحقيق هذا الهدف تمت دراسة 200 رسالة إلكترونية لروتين العمل اليومي تبرّع بها صاحب الشركة ، تنقسم هاته الرسائل إلى : 100 رسالة صادرة مكتوبة من طرف صاحب الشركة و 100رسالة واردة مكتوبة من طرف ممثلي الشركات الأجنبية المتعامل معها وهي شركة هندية و شركة تركية و شركة إماراتية ، و قد تمت دراسة كل نوع من الرسائل على حده متبعين المنهج الوصفي التحليلي و النقدي بهدف قياس مدى حرفية لغة الرسائل الإلكترونية لشركة سبرينغ مقارنة بالشركات الأجنبية .

أظهرت نتائج التحليل أن لغة الرسائل الإلكترونية لشركة سبرينغ تتميز بصفات تجعلها أقل حرفية من الشركات ا لأجنبية المتعامل معها و تتمثل نقاط الضعف في وجود اقتصاد لغوي في شكل استعمال مفرط للرموز و الحذف وكذلك وجود صفات طبوغرافية كالاستعمال المبدع لعلامات الوقف و حروف التاج كما سجلنا وجود أخطاء نحوية و صرفية و سوء تركيب الأسئلة و كذلك سوء تركيب صيغ الأدب و كما سجلنا وجود الأسلوب الشفوي و الحواري وكذلك تواجد العلامات الدالة على الانتماء الثقافي و الاجتماعي لكاتب الرسائل .

أدى تحليل و مناقشة النتائج إلى طرح جملة من الاقتراحات لشركة سبرينغ لتحسين لغة رسائلها الإلكترونية وكذالك إلى تصميم برنامج دراسي مستعجل لمعالجة الضعف الموجود و كذلك تصميم برنامج دراسي آخر بعيد المدى يمكن أن يعتمد لطلبة الإنجليزية كلغة إختصاص في الجامعات.