



Scholarship Email Etiquette

(5Cs: Clear Complete Concise Courteous Correct)

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Outline



- Subject
- Salutation
- Body
- Complimentary Closing
- Signature
- Enclosure
- Postscript



Subject



- Concentrate of the main content
- Effect

read or not, index

- Norm
- concise, attractive, noun or gerund

- Example

Your Meeting in California, About one of your articles...



Salutation



- Correct (formal)

Dear Dr. ***, Dear Professor ***

- Wrong (casual)

Hi, Söderström

- Uncertain

Dear Sirs, Dear Madam or Sir, To whom it may concern

- Reply

depend on opposing signature



Body



- Introduce yourself

My name is Xin Liu, and I'm a Chinese post-graduate student of Zhejiang University, my supervisor is Prof. Yucai Zhu.

- How do you know the opposite

recommendation, read his/her articles

- Raise the problem or request

negative politeness: think of the opposite, if, past tenses

✓ : I was wondering if, would it be possible...

X: I want, I would like, I wonder, I am wondering, please...

reasonableness argumentation



Complimentary Closing



- Thank you, and I look forward to hearing from you.
- Formal style
Best Regards, Best Wishes, Sincerely
- Casual style
Have a nice day, Good day to you



Signature



- Your name
- Address
- Contact information



Enclosure



- Word
- Pdf
- Both (✓)



Postscript



- Below the signature
- P.S.
- One or two sentences



Thank You !

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