

Case study on e-mails drafting

[Business](#), [Company](#)



E-mail from the VP to employee

Hi all,

This E-mail is to announce a new E-mail Policy within the office premises. The management has decided to improve the written communication undertaken in the office for exchanging official and important information with effect from 1st of December 2013.

For the purpose of improving quality of Witten communication to make it aligned with the international standards vogue in big corporate houses, we are announcing a new code of conducts related to the E-mail drafting and exchanging important and confidential information. Management thinks that it is its prime moral responsibility to elaborate nature and objective of the change implied within E-mail policies of the company to employees. In this regard, this e-mail is directed to announce and express the objective of the new E-mail policy proposed within the organization. In regard to this, the prime objective of this policy is to make the entire internal as well as external communication undertaken the company though E-mail can be refined and effective so that the quality of operations can be enhanced.

Here are some crucial points of the new E-mail policies:

1. All the email, voice mail and internet facilities provided to the computer of employee or his telephone exchange will be directed conduct the official and company business related task. Any personal use of such resources will not be allowed.
2. Sharing authentic information of the company outside without having any authentication will be considered as an offence.

3. Every E-mail sent or received by the employee at company's mail server will be monitored so any objectionable mail will not be tolerated.

4. Employee cannot use his official Id for the purpose of sending informal mails to his friends and family. Only informal mails, which are sent to the client for the purpose of maintaining personalized relationship with him in order to enhance company business, will be accepted.

5. Any E-mail or any voice mail that contains message related to discrimination related to race, gender, nationality, religion, and so forth will be panelized under the harassment policy of the organization.

These are some policy regulations, which will be mandatory for every one working for the organization. This phase of the project will be a pilot testing phase in which, the performance and compatibility of this new e-mail policy will be judged for 3 months. After that final decision regarding the policy will be taken.

As an integral part of an organization, it is expected that this policy change will be taken positively. After experiencing the system you all are open for giving your valuable feedback regarding the system. Feel free to write an e-mail to the management regarding your experience with the new policy.

Your feedbacks will be appreciated. For further information, you can contact the Human Resource Department.

Thanks

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VP Employee Communications

Summary

The presented E-mail can be considered as the announcement mail from the side of a manager to its employee announcing a new policy to them. The prime objective of the mail is to make the employees aware about the new policies and regulations. For the purpose of drafting this Email for employees, there is a need to follow some specific principles and regulations related to e-mail writing (Christensen, 2003).

In regard to this, the prime reason behind following different principles of e-mail writing in this mail is that the mail is being written for a specific purpose. Different aspects such as flow of information, tone of the content, message delivered through it, and formality of the presentation are some of the basic essentialities of this mail. Owing to this reason, there is a need of consider some academic principals for e-mail writing so that desired message can be communicated to the right receivers in the most effective manner (Hall, 1959). Three basic principals considered while writing this e-mail are:

1. The fifth wheel: As per this concept, the formal and written communication is quite authentic form of conversation. Owing to this, the management is required to have clear and essential objective behind drafting the mail. The formal mail should be sent in the conditions when they are necessary. In context to this, communication of a policy is an unavoidable responsibility of the management, which can be accomplished through e-mail (Christensen, 2003).
2. Brevity is next to godliness: This principal illustrates that there language

of the formal mail should be precise. Lengthy and waffle information delivered through the mail makes it boarding for the receiver. In this regard, in the presented mail, the flow of information is kept precise and specific (Christensen, 2003).

3. Synchronicity: Synchronization of the mail with the need of the receiver enhances the viability and effectiveness of that mail. In regard to this, in the presented e-mail, the contribution of employees is invited in the policy formulation to make them synchronized (Christensen, 2003).

In this way, the presented E-mail can be aligned with the conceptual requirement of a good e-mail writing.

References

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