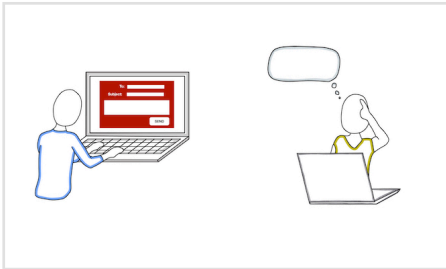


Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.



commoncraft.com/video/clear-communication-email

ISTE Standard:
Digital Citizen 2b

ACRL Info Literacy Frame:
Information creation as a process

Clear Communication in Email

Explained by Common Craft

It may not seem obvious at first, but using email effectively is an important skill for online life. This video teaches an easy way to communicate clearly in email, and get the results you want, by answering three simple questions.

Learning Outcomes

- Recognize common challenges in communicating through email
- Explain how to use three questions to craft a well-written email
- Describe the value of communicating clearly in an email

Discussion Questions

Q #1

In which situations would you not respond to or postpone responding to an email? How would your personal experience translate to advice on how to craft an email to others?

Q #2

Consider this advice: if you are reluctant to say something to someone's face, you should not write it in an email. Do you agree or disagree with this advice? Explain why.

Knowledge Check Q&A

Q

True or False. A common problem with email is that you cannot see a person's reactions and adjust your message to fit with their needs.

A

True

Q

When crafting an email, what three questions regarding your recipient should you consider?

A

1) What is this about? 2) Why am I receiving it? 3) Is there anything I need to know?

Q

Multiple Choice. Which of these is a quality of a well-written email? A) It respects the time of others. B) It provides information efficiently. C) It accounts for potential miscommunication. D) All of the above.

A

D) All of the above.

Resources for Learning More

The Writing Center, University of North Carolina at Chapel Hill

Effective email communication

<https://writingcenter.unc.edu/tips-and-tools/effective-e-mail-communication/>

Purdue Online Writing Lab, Purdue University,

Email etiquette

https://owl.purdue.edu/owl/general_writing/academic_writing/email_etiquette.html

Grammarly Blog, Joanna Cutrara,

What were the most common email mistakes of 2017?

<https://www.grammarly.com/blog/common-email-mistakes-2017/>

Plain English Campaign

Writing business emails

<http://www.plainenglish.co.uk/writing-business-emails.html>

Psychology Today, Thomas Hills

Ph.D

Seven simple email tips that improve communication⁶

<https://www.psychologytoday.com/us/blog/statistical-life/201404/seven-simple-email-tips-improve-communication>