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ОСНОВНЫЕ ОСОБЕННОСТИ НАПИСАНИЯ ЭЛЕКТРОННОГО ПИСЬМА

На сегодняшний день переписка посредством электронной почты становится все более и более распространенной как в бытовом общении, так и в деловой корреспонденции. Таким образом, знание основных правил грамотного составления электронного письма является необходимым для каждого человека. Следовательно, задача обучения студентов этим основным правилам в настоящее время становится весьма актуальной.

Computer based communication is a relatively new wave of the language use comprising enormous potential for linguistic researches.

The aim of our research was to figure out basic rules for email writing and find out if they are followed by the students.

Electronic communication, because of its speed and broadcasting ability, is fundamentally different from paper-based communication because it is more conversational. Electronic communication requires a lot of writing: sorting, categorizing, deleting, typing, and evaluating. If nothing else, email reveals the problems the writer has with grammar, thought construction, paragraph development, style, and other matters related to cognition. Additionally, email has its own "language" made up of icons, abbreviations, acronyms, emoticons, and other examples of metaphorical writing [1].

It is necessary to follow a definite letter structure. There are four basic parts: salutation, body, complementary close and signature. It is advisable to include all these parts in the correct order. After each part one line should be skipped.

A search through the Internet will yield numerous books, articles, threaded discussions, and so forth on the so-called "netiquette" or the acceptable do's and don'ts of writing electronic mail. Summarizing all tips and pieces of advice given for writing letters we have formulated the ones to follow [2-7]:

1. Define a meaningful subject line.
2. Be concise and to the point.
3. Use proper spelling, grammar and punctuation.
4. Do not attach unnecessary files.
5. Use proper structure and layout.
6. Do not write in capitals.
7. Be careful with quoting.
8. Distinguish between formal and informal situations.
9. Use active instead of passive.
10. Avoid using "urgent" and "important" in email or subject line.
11. Avoid long sentences.
12. Be careful with emphasizing
13. Remove pronouns.
14. Always sign off.
15. Read the email before you send it.

To elicit the level of our students' culture of composing email letters we made a research of 100 email letters from the students of Saint-Petersburg State Polytechnic University. According to the carried out research we received the following results:

1. 56% of letters had mistakes in their structure;

2. 51% of letters had improper spelling, grammar and punctuation;
3. 30% of students in their letters did not sign or did not write complementary close;
4. 25% of students did not write salutation at all that is considered to be very rude;
5. 9% of students did not know how to quote the previous message or inserted signs of quoting to 6. improper place;
7. 8% of letters were not to the point; the letters were too long and contained unnecessary information;
8. 7% of students did not distinguish between formal and informal situations; they used emoticons and acronyms in formal letters;
9. 6% of students wrote in capitals that seemed that they shouted;
10. only 28% of letters were correct.

The investigation results vividly illustrate that most of the students do not know the basic rules of email writing although they use email service practically every day. Therefore the problem of teaching students the rules of email writing is important and up-to-date.

ЛИТЕРАТУРА:

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