

The English Content of First Year Master Degree –Da3wa Department-

Groups: 01 DA3WA AND MEDIA

LESSON 01 :

How to write an email



At a minimum, a formal email should contain all of the following elements:

1. Subject line. Be specific, but concise. ...
2. Salutation. Address the recipient by name, if possible. ...
3. Body text. This section explains the main message of the **email**. ...
4. Signature. Your **email** closing should be formal, not informal.

Professional Email Message Guidelines

Subject Line:
Concisely convey your purpose for writing

Greeting
Always include a greeting

Font Style
Avoid ornate, playful or colored fonts

Length
Keep it as concise as possible

Emoticons
Avoid in professional emails

Spelling & Grammar
Edit carefully before sending

the balance

LESSON 02 :

Types of emails

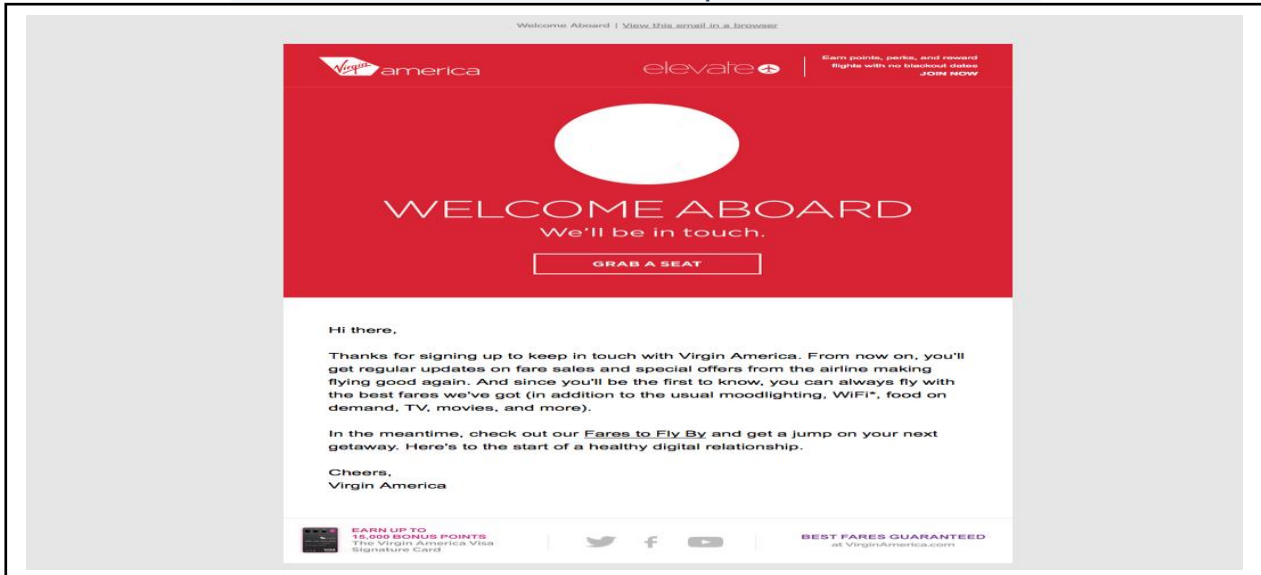
7 EMAILS YOU CAN SEND TO YOUR LIST

- 1 WELCOME EMAILS**
A welcome email should be sent instantly when a person signs up: it helps to engage your contacts.
- 2 SPECIAL SALES**
Give special deals and sales: you sell more and your subscribers will be thrilled!
- 3 START HERE EMAILS**
The users really appreciate this kind of emails. It's perfect to show how your product/service works.
- 4 CONTENT TEASER**
Tickle the fancy of your subscribers talking about your new blog post, podcast episode or video.
- 5 SURVEY EMAIL**
Learn from your subscribers how to serve them better! Send them a survey to discover their needs.
- 6 TIPS AND TOOLS**
Your contacts love to receive useful tips, especially when you help them to save their time
- 7 SPECIAL PREVIEW**
You can build intimacy with your subscribers by showing them an exclusive preview.

LESSON 03 :

WELCOME EMAIL

A welcome email is the first impression a company makes with a new customer, blog subscriber, or newsletter subscriber via email. Welcome emails can deliver videos, special offers, a sign-up form, or just a friendly hello to establish a relationship with a new contact.



LESSON 04 :

HOW TO WRITE A SCIENCE FICTION (الخيال العلمي)

Science fiction is made up story that has a focus on futuristic science or technology. The setting might take place in space or on a made up planet

Science Fiction

What is Science Fiction?

Science Fiction is a made up story that has a focus on futuristic science or technology. The setting might take place in space or on a made up planet.



SCIENCE FICTION

Characteristics of Science Fiction

- Fictional or narrative story.
- Incorporates elements of technology or science.
- Tells about supernatural events.
- Events that happen in the story could not happen in real life.

Why do authors write science fiction?

Authors write science fiction to entertain their readers. They want to share a creative story that allows their reader to imagine the future.

Examples of Science Fiction

The Giver
By Lois Lowry
A Wrinkle in Time
By Madeline L'Engle
Have Space Suit, Will Travel
By Robert Heinlein
Fortunately, The Milk
By Neil Gaiman

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