

Title:  
Email Grammar Guide

Word Count:  
566

Summary:

Just because email messages are sent quickly doesn't mean they can be composed in a hurry. So

Keywords:

email, communication, business, marketing, customer service

Article Body:

Just because email messages are sent quickly doesn't mean they can be composed in a hurry. So

Here are a few grammar pointers to get you started on the right track for sending proper email.

Incorrect Modifiers

Put modifiers in their proper place. Sure ~ as soon as I tell you what a modifier is, you can

Modifiers are adjectives and adverbs. Adjectives are used to modify nouns and pronouns. Adve

Example - Using Modifiers Correctly

The following example demonstrates how to use adjectives to modify a noun and how to use adver

When modifying a noun, use an adjective:

- He did a poor job.
- She is a frequent contributor.

When modifying a verb, use an adverb:

- He did the job poorly.
- She contributes frequently.

Noun/Pronoun Agreement

Another common grammar problem is when the pronoun doesn't agree in number with its antecedent

Example

This will become clearer when you read the following example. The illustration also offers se

Sample of Single Versus Plural Pronouns

The following statement is incorrect. The noun and pronoun do not agree.

^When a customer is upset, they need to vent.~

Here are several ways to reword the statement to make it correct:

- Rewrite it in the plural:  
^When customers are upset, they need to vent.~
- Use he/she:

^When a customer is upset, he/she needs to vent.~

- Re-use the noun:

^When a customer is upset, a customer needs to vent.~

- Re-word the statement:

^An upset customer needs to vent.~

#### Recent Phenomenon

This specific problem is a recent phenomenon. Long ago, ^he~ was the standard pronoun used to

#### Future Trend

Now that you've had a quick history lesson, let's look to the future. In a few years, it may

However, those times haven't arrived yet, despite what you may see to the contrary. So, don't

#### Grammar Surprises

Here's a final point about grammar. You may be surprised by who becomes upset if your message

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