

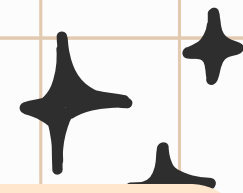


# FORMAL AND INFORMAL DIGITAL COMMUNICATION



OŠ IVANA CANKARJA VRHNIKA,  
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Valerija Karba

# What is Digital Communication?



The exchange of information through digital platforms (emails, messaging apps, social media, etc.).

**FORMAL  
COMMUNICATION**

**INFORMAL  
COMMUNICATION**





## FORMAL COMMUNICATION

- Used in professional settings (e.g., work emails, official documents).
- Requires proper structure, tone, and etiquette.



## INFORMAL COMMUNICATION

- Used in casual settings (e.g., texting friends, social media).
- More relaxed and conversational.



# Writing Formal Emails

## Key Elements of a Formal Email:

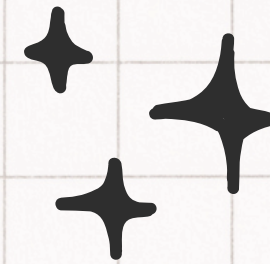
- a. **Subject Line:** Clear and concise (e.g., "Meeting Request: Project Update").
- b. **Salutation:** Use "Dear [Name]" or "Hello [Name]."
- c. **Body:**
  - Start with a polite introduction.
  - State the purpose clearly.
  - Use professional language.
- d. **Closing:** End with "Best regards," "Sincerely," or "Thank you."
- e. **Signature:** Include your full name, title, and contact information.



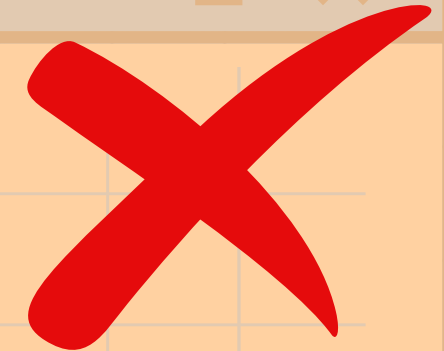
## Dos:



- Use proper grammar and punctuation.
- Be concise and to the point.
- Proofread before sending.
- Use a professional email address.



## Don'ts:



- Avoid slang, emojis, or informal language.
- Don't use all caps or excessive exclamation marks.
- Avoid being too vague or overly wordy.





# Writing Informal Emails/Messages

## Key Elements of Informal Communication:

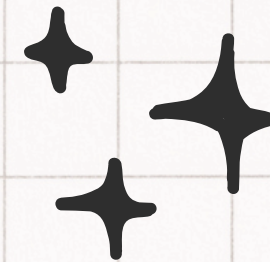
- Tone: Friendly and conversational.
- Structure: Less rigid; can use abbreviations, emojis, or slang.
- Purpose: Often used for personal or casual conversations.



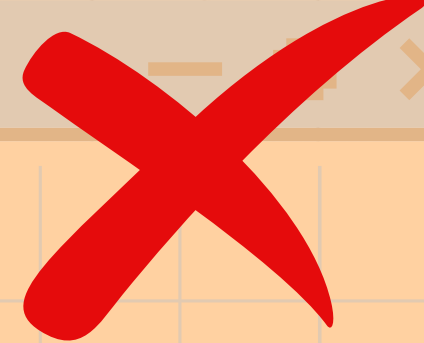
## Dos:



- Be friendly and relatable.
- Use emojis or GIFs when appropriate.
- Keep it short and simple.



## Don'ts:



- Avoid being overly casual in professional settings.
- Don't use informal language with people you don't know well.
- Avoid sending messages at inappropriate times.





# Examples of Formal vs. Informal Communication

## Formal Example:

"Dear Mr. Smith,

I hope this email finds you well. I am writing to ask you about our English. Since I have a match on this day (Friday 23rd), I won't come to school. Could you please provide an alternative?

Please let me know your availability.

Best regards, [Your Name]."

## Informal Example:

"Hey John, can we chat about the project? Let me know when you're free! 😊"



# Common Mistakes to Avoid

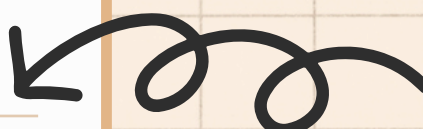
## IN FORMAL COMMUNICATION

- Typos and grammatical errors.
- Using informal language or emojis.
- Forgetting to include a subject line.
- Unclear subject lines
- Overly Long Messages.
- Forgetting Attachments.
- Ignoring Proper Salutations and Closings.



## IN INFORMAL COMMUNICATION

- Overusing abbreviations or slang.
- Sending Messages at Odd Hours.
- Overloading with Emojis or GIFs.
- Not Proofreading.
- Being overly familiar with someone you don't know well.
- Ignoring Cultural Differences.





# Common Mistakes to Avoid

## 1. Lack of Clarity:

- Failing to clearly state the purpose of your message can lead to confusion.
- Example: "Let's talk soon" without specifying what you want to discuss.



## 5. Forgetting to Update Subject Lines:

- In email threads, failing to update the subject line can make it hard to track the conversation.

## 2. Overlooking Tone:

- Written messages can easily come across as harsh or rude without the right tone.
- Example: "Send me the report now" instead of "Could you please send me the report at your earliest convenience?"

## 3. Not Responding in a Timely Manner:

- Delaying responses, especially in professional settings, can seem unprofessional or disrespectful.

## 4. Using All Caps or Excessive Punctuation:

- Writing in ALL CAPS or using too many exclamation marks can seem aggressive or unprofessional.
- Example: "I NEED THIS ASAP!!!!"



# Tips for Effective Digital Communication



## **Know Your Audience:**

Adjust your tone and style based on who you're communicating with.

## **Be Clear and Concise:**

Avoid ambiguity.

## **Use Proper Formatting:**

Break text into paragraphs or bullet points for readability.







# Thank You