Revision of the Business Mail According to Effective Communication Guidelines

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I would advise to change the present message significantly, because it does not take into consideration the cultural differences between the United States and Hong Kong and, therefore, fails to meet the requirements of effective communication. It is not focused on the target audience, because its style is not common for business communication in Asian countries. Hong Kong is not as conservative as, for example, Japan, but cultural stereotypes here are still closely connected to Confucianism, despite the long years of colonial past and interaction with the West. In this cultural tradition, respect for authority and seniority is a must, and lower level employees prefer to stay distanced from senior management, because they feel more confident this way. Thus, this message is somewhat democratic for them is it annihilates the distance between the manager and the subordinates. Restraint and politeness are also highly valued in Hong Kong just as everywhere in Asia. That is why the use of abbreviations like “ASAP” should be excluded as it may be seem impolite or even misinterpreted as a lack of regard; it may mean that the sender did not find some time to spell the words in full. Besides, it is necessary to remember that English is not their native language. Therefore, it is better not to use idiomatic expressions like “pleased as punch” and “sell somebody on”. The meaning of these expressions might be unclear to non-native speakers or misinterpreted as the excessively familiar tone. It would be better to make the tone and style of the message more formal and official though still welcoming. I would propose the following variant:

“I wanted to welcome you as soon as possible to our team here in the United States. Finally, we have the possibility to shake hands in person and not just across the sea. I am very pleased to get to know you all. I for one will do everything possible to make sure that you enjoy your life here.”