

Send PDF (Limited Copy)

David Shipley



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Send Summary

Mastering the Art of Email Communication.

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About the book

In the digital age, where the click of a button can send our words into the ether with lightning speed, "Send" by David Shipley offers a timely examination of how our communication habits have evolved and what that means for personal and professional relationships. Shipley, drawing on his expertise in the realms of both writing and technology, illuminates the nuances of email etiquette, the art of clear expression, and the critical importance of tone and timing in our messages. Through a blend of practical advice and insightful anecdotes, he encourages readers to embrace the power of the written word, urging us to consider the impact of every email we send, thereby transforming our digital communication into a tool for positive connection. Whether you're drafting a quick note or an essential business proposal, "Send" serves as a crucial guide for navigating the complexities of modern communication, prompting reflection on how each message shapes our world.

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About the author

David Shipley is an esteemed journalist, editor, and author, renowned for his insightful commentary on the intersections of technology and communication. He has held prominent positions at prestigious publications, including The New York Times, where he served as an editor and contributed to the editorial board. His expertise extends to the realm of digital communication, making him a pivotal voice in the discussion around email etiquette and the impact of digital correspondence on modern interactions. In his work, Shipley deftly combines a keen understanding of language with practical advice, encouraging readers to navigate the complexities of communication in an increasingly digital world.

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Summary Content List

Chapter 1: Preface

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Chapter 1 Summary: Preface

David Shipley and Will Schwalbe's "Send" addresses the pervasive issues associated with email communication, illuminating how miscommunication and blunders can manifest in electronic correspondence. The authors contextualize these problems through a blend of anecdotes, including notorious email failures from public figures, as well as their personal experiences while drafting the book itself.

In the early chapters, Shipley and Schwalbe detail the reasons that contribute to poor emailing habits. They note that email creates a false sense of urgency and action, discouraging careful thought and thereby leading to misunderstanding and misinterpretation. Additionally, the inherent lack of tone in email communication often allows recipients to project their fears and biases onto the sender's words. This characteristic compounds the potential for miscommunication, particularly as email is a medium that straddles both formal and informal contexts, leading individuals to blur lines that should remain distinct.

1. One of the significant pitfalls identified is the fast-paced nature of email exchanges. The authors point out that people often rush through their emails, responding hastily without reflection, which can result in unintentionally rude or inappropriate messages. They illustrate this point with various examples, emphasizing how the speed of communication can accelerate



emotional responses and inhibit thorough consideration of the recipient's feelings and reactions.

2. The authors also discuss a phenomenon they term the "absence of tone," explaining how it necessitates greater care in expressing empathy and clarity. They highlight that email makes it challenging to gauge the emotional and contextual variables of the interaction, which can lead to escalated tensions or confusion.

3. Moreover, the authors delve into the changing landscape of communication skills, noting that the rise of email has placed additional writing demands on individuals, leading to a general decline in the quality of emails sent. This oversaturation of communication leads to emails becoming increasingly vague or overly casual, which can diminish their effectiveness.

4. Shipley and Schwalbe identify common "email sins" that people frequently fall into, outlining eight distinct categories of problematic emails. These range from vague communications that lack specificity to inappropriate messages that can lead to adverse consequences.

5. Ultimately, the duo calls for a collective awareness and a commitment to improving emailing practices. They advocate for mindfulness in crafting messages and offer prospective strategies to enhance clarity and effectiveness in email communication.



Through engaging anecdotes and practical insights, the authors make it clear that while email has revolutionized communication, it requires a more thoughtful approach to avoid common pitfalls and to ensure that it remains a valued tool in both professional and personal interactions. By honing our emailing skills, we can mitigate misunderstandings and foster clearer communication in the digital age.

Aspect	Description
Book Title	Send
Authors	David Shipley and Will Schwalbe
Core Focus	Pervasive issues with email communication
Key Issues Addressed	Miscommunication and blunders in email
Key Pitfalls Identified	False sense of urgency, rush in responses, absence of tone
Impact of Fast-Paced Communication	Leads to hasty responses and potential rudeness
Absence of Tone	Requires care in expressing empathy
Decline in Writing Quality	Email oversaturation impacts clarity and specificity
Common Email Sins	Eight categories of problematic emails
Call to Action	Advocates for mindfulness and improved emailing practices

Aspect	Description
Goal	Enhance clarity and effectiveness in email communication
Anecdotes	Includes personal experiences and examples from public figures

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Critical Thinking

Key Point: Mindfulness in Communication

Critical Interpretation: Imagine sitting at your desk, facing a sea of urgent emails clamoring for your attention. You feel the rush of needing to respond quickly, but take a moment to pause. The key point from Chapter 1 of 'Send' encourages you to embrace mindfulness in your email habits, to slow down and reflect before hitting 'send.' This practice not only helps you convey your thoughts with clarity and empathy but also allows you to consider the recipient's perspective, reducing the likelihood of misinterpretation. By fostering this thoughtful approach, you can transform email communication from a source of potential conflict into a powerful tool for connection, paving the way for richer, more meaningful interactions in both your professional and personal life.

