

Formulaic address in email

Addressing someone in a formal letter or email when you don't know the name of the addressee(s)	<i>To whom it may concern,</i>
Signing off	<i>Yours faithfully,</i>
Addressing someone in a formal letter or email when you do know their name and title	<i>Dear Prof. Rice,</i>
Signing off	<i>Yours sincerely,</i>
Addressing/greeting someone you know in informal writing (e.g. email)	<i>Hi [first name]</i> <i>Hi there/Hiya</i>
Addressing someone you know well but who is not a close friend in an informal letter or email, e.g. at work.	<i>Hi there</i> <i>[First name]</i> (on its own, e.g. <i>John</i>)
Signing off	<i>All the best/Best wishes/Best (used as a short form of Best wishes)/Cheers</i>

(quoted from O'KEEFFE & Adolphs & Clancy 2011, p 145)

References

O'KEEFFE, A & Adolphs, S & Clancy, B 2011, *Introducing pragmatics in use*, Routledge.