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QNo1: What is Communication; explain in detail all the types?

Answer: Communication:

Communication is simply the act of transferring information from one place, person or group to another.

OR

- The imparting or exchanging of information by speaking, writing, or using some other medium.

Explanation:

A communication therefore has three parts: the sender, the message, and the recipient. The sender 'encodes' the message, usually in a mixture of words and non-verbal communication. It is transmitted in some way (for example, in speech or writing), and the recipient 'decodes' it. Of course, there may be more than one recipient, and the complexity of communication means that each one may receive a slightly different message. Two people may read very different things into the choice of words and/or body language. It is also possible that neither of them will have quite the same understanding as the sender.

In face-to-face communication, the roles of the sender and recipient are not distinct. The two roles will pass back and forwards between two people talking. Both parties communicate with each other, even if in very subtle ways such as through eye-contact (or lack of) and general body language. In written communication, however, the sender and recipient are more distinct.

Types of Communication:

There are four main types of communication we use on a daily basis: **Verbal, Nonverbal, written and visual.**

Verbal:

Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

Here are a few steps you can take to develop your verbal communication skills:

- **Use a strong, confident speaking voice.** Especially when presenting information to a few or a group of people, be sure to use a strong voice so that everyone can easily hear you. Be confident when speaking so that your ideas are clear and easy for others to understand.
- **Use active listening.** The other side of using verbal communication is intently listening to and hearing others. Active listening skills are key when conducting a meeting, presentation or even when participating in a one-on-one conversation. Doing so will help you grow as a communicator.
- **Avoid filler words.** It can be tempting, especially during a presentation, to use filler words such as “um,” “like,” “so” or “yeah.” While it might feel natural after completing a sentence or pausing to collect your thoughts, it can also be distracting for your audience. Try presenting to a trusted friend or colleague who can call attention to the times you use filler words. Try to replace them by taking a breath when you are tempted to use them.

1. **Nonverbal:**

Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is helpful when trying to understand others' thoughts and feelings.

If they are displaying “closed” body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying

“open” body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

Here are a few steps you can take to develop your **nonverbal communication skills**:

- **Notice how your emotions feel physically.** Throughout the day, as you experience a range of emotions (anything from energized, bored, happy or frustrated), try to identify where you feel that emotion within your body. For example, if you’re feeling anxious, you might notice that your stomach feels tight. Developing self-awareness around how your emotions affect your body can give you greater mastery over your external presentation.
- **Be intentional about your nonverbal communications.** Make an effort to display positive body language when you feel alert, open and positive about your surroundings. You can also use body language to support your verbal communication if you feel confused or anxious about information, like using a furrowed brow. Use body language alongside verbal communication such as asking follow up questions or pulling the presenter aside to give feedback.
- **Mimic nonverbal communications you find effective.** If you find certain facial expressions or body language beneficial to a certain setting, use it as a guide when improving your own nonverbal communications. For example, if you see that when someone nods their head it communicates approval and positive feedback efficiently, use it in your next meeting when you have the same feelings.

3. Written:

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace.

Here are a few steps you can take to develop your written communication skills:

- **Strive for simplicity.** Written communications should be as simple and clear as possible. While it might be helpful to include lots of detail in instructional communications, for example, you should look for areas where you can write as clearly as possible for your audience to understand.
- **Don’t rely on tone.** Because you do not have the nuance of verbal and nonverbal communications, be careful when you are trying to communicate a

certain tone when writing. For example, attempting to communicate a joke, sarcasm or excitement might be translated differently depending on the audience. Instead, try to keep your writing as simple and plain as possible and follow up with verbal communications where you can add more personality.

- **Take time to review your written communications.** Setting time aside to re-read your emails, letters or memos can help you identify mistakes or opportunities to say something differently. For important communications or those that will be sent to a large number of people, it might be helpful to have a trusted colleague review it as well.
- **Keep a file of writing you find effective or enjoyable.** If you receive a certain pamphlet, email or memo that you find particularly helpful or interesting, save it for reference when writing your own communications. Incorporating methods or styles you like can help you to improve over time.

4. Visual:

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

Here are a few steps you can take to develop your visual communication skills:

- **Ask others before including visuals.** If you are considering sharing a visual aid in your presentation or email, consider asking others for feedback. Adding visuals can sometimes make concepts confusing or muddled. Getting a third-party perspective can help you decide whether the visual adds value to your communications.
- **Consider your audience.** Be sure to include visuals that are easily understood by your audience. For example, if you are displaying a chart with unfamiliar data, be sure to take time and explain what is happening in the visual and how it relates to what you are saying. You should never use sensitive, offensive, violent or graphic visuals in any form.

QNo2: Elaborate Skimming and Scanning in the light of reading?

Answer: SKIMMING:

- Skimming is reading rapidly in order to get a general overview of the material

OR

- The types of reading technique in which we quickly read the passage or any kind of text in order to get the general idea of that particular text.

Explanation of Skimming:

How to Skim

- Read the title
- Read the first sentence of each paragraph
- Read the Subtitle or Introduction
- Read the summary or last paragraph if there is one

When Skimming

- Don't read everything in detail but just try to skip the text.
- Read the first and last sentence of each paragraph.
- Read the introduction and summary.
- Read a few examples until you understand the concept of the text.

SCANNING:

Definition :

Scanning is reading rapidly in order to find specific facts. e.g. figures or names.

Explanation:

For example: when looking up a word in a dictionary or finding your friend's name in the contacts directory of your phone

In scanning we search for key words

- Particular name
- Number
- Telephone number
- Program
- Date

Three steps for scanning includes

- Search for key words
- Move quickly over the page
- Less reading and more searching

QNo.3: What are the 7 C's of Communication, explain all of them?

Answer: The 7 C of Communication is:

1. Completeness
2. Concreteness
3. Courtesy
4. Correctness
5. Clarity
6. Consideration
7. Conciseness

Explanation of 7'c:

1. COMPLETENESS

The message must be complete and geared to the receiver's perception of the world. The message must be based on facts and a complex message needs additional information and / or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

2. CONCRETENESS

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

3. COURTESY

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Uses of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal

address could come across as too distant. By using the word 'they' a larger audience is immediately addressed.

4. **CORRECTNESS**

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

5. **CLARITY**

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

6. **CONSIDERATION**

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

7. **CONCISENESS**

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear business communication. When statements are varied, they will confuse the receiver.

Q No. 4: Define and differentiate Letter and Memo?

Answer:

LETTER:

Letter can be used to convey either personal message or business information. Letter is generally a form of communication from one individual to another.

MEMO:

Memo is purely intended for business purpose. A **memo** is used to pass information to set of recipients as an internal communication in an organization.

Difference between Letter and Memo:

1. A letter is a short or long message that is sent by one person to another while a memo is a short message that is sent by a person to another.
2. A letter is more formal and contains more information while a memo is informal and is very short.
3. A memo is more concise and to the point as compared to a letter.
4. A letter is exchanged between businesses and their clients while a memo is exchanged between individuals within an organization.
5. A memo usually has a header that states where it is from and who it is intended for while a letter may or may not have this feature.
6. The length of memo is short as letter is comparatively long.
7. Signature is not required in a memo while a letter is duly signed by the sender.

Q NO.5: Give a brief definition of vocabulary; also explain the types of Vocabulary?

Answer: **VOCABULARY:**

Definition: Vocabulary refers to the words we must understand to communicate effectively.

Types of vocabulary:

1. **Active Vocabulary:** which we use for speaking or writing.
2. **Passive Vocabulary:** which we can understand when we hear or read.

Explanation

Writing Listening Speaking Reading

The first two constitute spoken vocabulary and the last two, written vocabulary. Children begin to acquire listening and speaking vocabularies many years before they start to build reading and writing vocabularies. Spoken language forms the basis for written language. Each type has a different purpose and, luckily, vocabulary development in one type facilitates growth in another.

- **Listening Vocabulary:** The words we hear and understand. Starting in the womb, fetuses can detect sounds as early as 16 weeks. Furthermore, babies are listening during all their waking hours and we continue to learn new words this way all of our lives. By the time we reach adulthood, most of us will recognize and understand close to 50,000 words.

- **Speaking Vocabulary:** The words we use when we speak. Our speaking vocabulary is relatively limited: Most adults use a mere 5,000 to 10,000 words for all their conversations and instructions. This number is much less than our listening vocabulary most likely due to ease of use.
- **Reading Vocabulary:** The words we understand when we read text. We can read and understand many words that we do not use in our speaking vocabulary. This is the 2nd largest vocabulary IF you are a reader. If you are not a reader, you cannot “grow” your vocabulary.
- **Writing Vocabulary:** The words we can retrieve when we write to express ourselves. We generally find it easier to explain ourselves orally, using facial expression and intonation to help get our ideas across, then to find just the right words to communicate the same ideas in writing. Our writing vocabulary is strongly influenced by the words we can spell.