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Date: \_\_\_\_\_

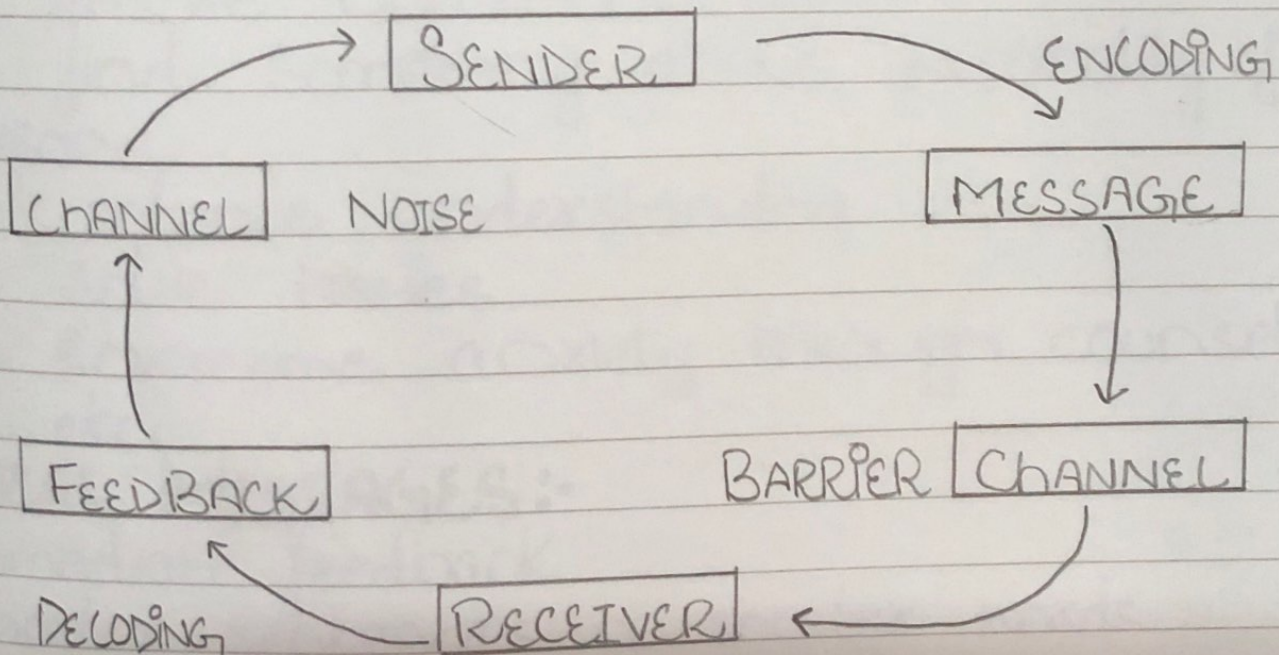
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Q1:- What is Communication, explain in detail all the types?

**DEFINITION:-**

It is the way to express your ideas, thoughts, expressions, feelings or emotions through verbal or non-verbal signs and symbols... OR  
Communication is a process of transmitting or receiving verbal or non-verbal messages.....

**PROCESS OF COMMUNICATION:-**



## TYPES OF COMMUNICATION:-

### PROCESS OF COMMUNICATION:-

Components of communication.

- 1 Context
- 2 Sender
- 3 Encoder
- 4 Message
- 5 Medium
- 6 Receiver
- 7 Decoding
- 8 Feedback
- 9 Noise

### PURPOSE OF COMMUNICATION:-

- To express our thoughts or feelings.....etc
- To ensure communication
- To find something about personality of a person
- To enhance understanding
- To solve issues
- To overcome anxiety through counseling.....etc

### ORAL MESSAGES:-

- Immediate feedback
- Shorter sentences n shorter words
- Conventional, e.g. OK

- Focus on interpersonal relations
- Less detailed technical info
- More colloquial lang.
- Simple construction n words
- More imperative, interrogative n exclamatory sentences
- Focus more on non verbal actions

### **WRITTEN MESSAGES:-**

- Delayed feedback
- Longer sentences n longer words
- More formal
- Focus on content
- More detailed technical information
- Direct speech
- More complex construction
- Useful 4 permanent record n documentation
- Possibility of review
- Delayed action

### **NON VERBAL COMMUNICATION:-**

- Facial expressions
- Gestures
- Postures
- Movements
- Voice quality
- Silence
- Time

- Space
- Smell n touch ..... etc.

### **SCOPE OF COMMUNICATION :-**

- Project future in the present
- Raise awareness. Meet info. needs.
- Motivation raises
- Proper planning and coordination
- T.L. comm. shows off elite class language & representativeness
- Com skills represents ability n proficiency of a person
- essential for individual's administration, organization n coordination

Q2 Elaborate skimming and scanning, in the light of reading?

Ans Scanning and Skimming are two ways to get quick information from a text during a situation in which time is short and digesting the entire material would be considered impractical.

### SCANNING:-

Scanning involves quickly searching through the texts for key words or phrases. For example, if someone were stuck at a train station, they could quickly find info about their particular train by scanning for their particular train and time. Scanning is all about searching by keywords for relevant information among other info that is circumstantially irrelevant to the person doing the scanning.

### SKIMMING:-

Skimming, on the other hand, involves quickly moving through something larger, such as a chapter of a book, in hopes of getting the "gist" of the subject matter. This is obviously hardly the most effective way to read and is most commonly used to overview, or

determine whether the material need to be read at all.

## DIFFERENCES:-

The difference between skimming and scanning consist of purpose and technique.

## PURPOSE:-

Skimming is a reading technique meant to give you an idea of what the full text is about. Scanning is meant to help you find specific information in a text.

## TECHNIQUE:-

Skimming technique include reading the introduction, the headlines, or the first phrase of the paragraph. on the other hand, scanning means looking over the whole text quickly in search of specific information.

Q3:- What are the 7 C's of communication, explain all?

### SEVEN C'S OF COMMUNICATION:-

- Ans
- Completeness
  - Correctness
  - Conciseness
  - Concreteness
  - Consideration
  - Clarity
  - Courtesy

#### COMPLETENESS:-

- Provide all necessary info
- Answer all questions
- Gives something extra when desirable

#### CONCISENESS:-

- Eliminates wordy expressions
- Include only relevant material
- Avoid unnecessary repetition

#### CONSIDERATION:-

- Focus on "you" instead of "I" or "we"
- Put emphasize positive n pleasant facts
- Show audience benefit interest in the receiver's end

## **CONCRETENESS:-**

- Use specific facts n figures
- Put action in your verb
- Choose image-building words

## **CLARITY:-**

- Choose precise, concrete n familiar words
- Construct effective sentences and paragraphs

## **COURTESY:-**

- Be ~~shy~~ sincere, tactful, thoughtful n appreciative
- Use expressions that show respect
- Choose nondiscriminatory expressions

## **CORRECTNESS:-**

- Use the right way n level of language acc to audience's benefit
- Check accuracy of facts, figures n words that u have used
- Maintain acceptable writing mechanisms, i.e. Sentence correction level.



Q4:- Define and explain letter and memo? Date: \_\_\_\_\_

Ans **MEMO:-**

The memo is short for the memorandum, which means a note or record for any use in future. It is a short message used as a means of informal communication within the organization, for transmitting information in writing. It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum. The primary objective of memo is to disseminate business policies, procedures or related official business. These are written in one to all perspective and can serve different purpose like conveying news, directions and information to multiple recipients, calling people to action or meeting. One can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

**LETTER:-**

A business letter can be defined as a form of written communication, that contains a long message, addressed to the party external to the organization, i.e. supplier, customer, manufacturer or client. It starts with a

salutation, written professionally in the third person and has a complementary close with signature. The relationship between the sender and the receiver play a significant role in determining the overall style in which the letter is drafted. These are used for a number of reasons such as a request for information or feedback, order placement, making complaints or grievances, enquiring something or taking follow up. The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo etc.

## DIFFERENCES:-

Key difference between letter and memo:

The memo can be defined as a short message, written informally to communicate certain information to the member of the organization. Conversely, letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business.

A memo uses informal tone and is straight

to the point. On the other extreme, letters are very formal and contain lots of information. The use of memorandum is internal to the organization, in the sense that it is exchanged between two departments, or units or sent by the manager to inform subordinates. As against, the use of letter is external in nature, as it is exchanged between two business houses or between the company and client.

When it comes to length, letters are lengthier in comparison to the memo.

There is no requirement of a signature in the memo, as it is used within the organization.

However, the letter is to be duly signed by the one who sends it.

Technical jargons are commonly used in memos, as well as users personal pronouns. Unlike, letters avoid the use of technical jargons and terms which are not easy to comprehend. Moreover, letters are written in the third person.

## **CONCLUSION:-**

A memo is an essential tool for

business communication, which is used to transmit a particular information to many individuals working in the same organization. It has a great role to play in recording the day to day business activities and can be used for future references.

In contrast, letters are considered as the best mode of written communication, that can be used for giving or seeking information to/from an external party. It helps to persuade the receiver, to do as per the will of the writer.

Q5:- Give a brief definition of vocabulary, also explain the types of Vocabulary.

### **VOCABULARY:-**

Vocabulary basically refers towards "a list of words" or "the stock of words" used by a person.

Our reading and writing vocabulary is larger than our spoken vocabulary because we have time to make an effort to recall words when we read or write; speech flows faster and there is less time to recall words. So, our reading vocabulary (passive one) is the largest and our spoken vocabulary (active one) is the smallest; we use all the words we know when we are reading and use the fewest of the words we know when we are speaking.

### **TYPES OF VOCABULARY:-**

#### **ACTIVE VOCABULARY:-**

Which we use for speaking or writing.

#### **PASSIVE VOCABULARY:-**

Which we can understand when we hear or read.