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ANSWER NO (1)

1.Intensive Reading:-

Intensive reading “calls attention to grammatical form, discourse markers and other surface structure details for the purpose of understanding literal meaning, implications, rhetorical relationships, and the like” An analogy is drawn to intensive reading as a “zoom lens” strategy.

Characteristics of intensive reading:-

- It is ideally a classroom based reading where the reader intensively engrossed in looking inside the text in depth.
- Read Carefully.
- Reading speed is slower.
- Identify key vocabulary.
- The reader pays attention towards linguistic or the semantic details as well as on the surface structure.

- Focus on surface structure details such as grammatical form and discourse marker.
- Aim is to build more language knowledge rather than simply practice the skill of reading.

Intensive reading Activities:-

- Making inferences.
- Understanding what is implied versus stated.
- Mostly teacher use this method of reading.
- Intensive reading activities include skimming a text for specific information to answer true or false statements or filling gaps in a summary, scanning a text to match headings to paragraphs, and scanning jumbled paragraphs and then reading them carefully to put them into the correct order.
- Identifies main ideas and details.
- Looking at the order of information and how it effects the message.
- Identifying words that connect from one idea to another idea.
- Identifying words that indicate change from one section to another section.

2.Extensive Reading:-

- Extensive reading is carried out to achieved a general understanding of a text.
- Extensive reading occurs when a student read large amount of high interest material, usually out of class, concentrate on meaning, reading for gist and skipping unknown words.
- The aim of extensive reading is to build reader confidence and enjoyment rather than gaining language knowledge.

Characteristics of Extensive Reading:-

- The purpose of reading is usually related to pleasure, information and general understanding.

- Students read as much as possible, individually.
- A variety of material is available.
- Students select what they want to read.
- Reading material are within linguistic competence.
- Reading is its own rewards.
- Reading is individual and silent.
- Reading faster.
- Teachers orient students to the goals of programs.
- The teacher is a role model of a reader for a students.
- Reading materials are well within the linguistic competence of the students in the terms of vocabulary and grammar.

Extensive Reading Activities:-

- Class time Reading.
- Prime your knowledge.
- Write book reports and book reviews.
- Do time readings.
- Join book club discussion.
- Skim and scan.
- Work on your creative writing.
- A book summary or report.
- Students may set their own goals for their next session.
- A reflection on what they noticed about their own reading.
- Reading may be combined with a writing component. For example after reading newspaper, student may be asked to a write newspaper report.
- Interview each other about their reading.

ANSWER NO (2)

1.SKIMMING:-

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

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.
- Don't necessarily read complete sentences.
- Skip examples and proofs.
- Preread before you start skimming.
- Think like the author.
- Know what you want.
- Try to detect the main idea in the introductory paragraphs.
- Read vertically as well as horizontally.

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 text.
- In skimming you ignore the details and look for the main ideas.
- When skimming deliberately skip text that provides details, stories, data, or other elaboration.

2. SCANNING:-

The type of reading technique in which we read in order to find and locate what we are searching for. We quickly skip the text and rapidly run through the text until we find our specific details.

WE SEARCH FOR KEY WORDS:-

- Particular name
 - Number
 - Telephone number
 - Program

- Date

GET ONLY WHAT YOU NEED:-

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

ANSWER NO (3)

MEMO:- A memorandum or shortly known as a memo is a precise official note, used to inform, direct or advise the members within the same organization. However, the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufacturers, societies, etc. for which a different tool of communication is used, called as a business letter.

OR

A memorandum is a written message that may be used in a business office. The floral form of the latin noun memorandum so derived is properly memoranda, but if the word is deemed to have become a word of the English language, the plural memorandums, abbreviated to memos, may be used.

LETTER:- A letter refers to a brief message sent by the company to the person or entity, which are outsiders

OR

A letter is a segmental symbol of a phonemic writing system. The inventory of all letter forms the alphabet. Letters broadly correspond to phonemes in the spoken form of the language, although there is a rarely a consistent, exact correspondence between letters and phonemes.

MEMO

LETTER

- 1) Meaning: Memo refers to a short message, written in an informal tone for interoffice circulation of the information.

Letters are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

2) Nature: MEMO: Informal and Concise

LETTER: Formal and informative

3) Exchanged between: MEMO: Departments, units or superior-subordinate within the organization.

LETTER: Two business houses or between the company and client.

4) Length: MEMO: Short

LETTER: Comparatively long

5) Signature: MEMO: Signature is not required in a memo.

LETTER: A letter is duly signed by the sender.

6) Communication: MEMO: One to more

LETTER: One to one

7) Content: MEMO: Use of technical jargon and personal pronoun is allowed.

LETTER: Simple words are used and written in third person

DEFINITION OF 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.

One can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

A memo is a short official note that is sent by one person to another within the same company or organization.

DEFINITION OF LETTER:-A business letter can be defined as the 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 a signature. The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc. As business letters serve as evidence for both the parties concerned, so it needs to be polite, courteous and respectful to gain immediate response.

A letter is a written message containing information from one party to another. The role of letters in communication has changed significantly since the nineteenth century. Historically, letters were the only reliable means of communication between two people in different locations.

Key differences between memo and letters:- The memo can be defined as a short message, written informally to communicate certain information to the members 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. Technical jargons are commonly used in memos, as well as uses 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 reference.

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.

THE END

SCANNING:-

The type of reading techniques in which we read in order to find and locate what we are searching for. We quickly skip the text and rapidly run through the text until we find the specific details.

WE SEARCH FOR KEY WORDS:-

- Particular name
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GET ONLY WHAT YOU NEED:-

Three

step for scanning

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

ANSWER NO (3)

MEMO:-

A memorandum or shortly known as a memo is a precise official note, used to inform, direct or advise the members within the same organization. However, the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufacturers, societies, etc. for which a different tool of communication is used, called as a business letter.

LETTER:-

A letter refers to a brief message sent by the company to the person or entity, which are outsiders.

Large corporations require an effective system for communication of information and messages, promptly, within and outside the organization. In this context, the telephone is one of the easiest and convenient ways for instant communication, but when it comes to evidence, written modes are considered best. Written records include memos, notes, letters, circulars and orders, which are used by the organization.

COMPARISON BETWEEN MEMO AND LETTER:-

1) Meaning: Memo refers to a short message, written in an informal tone for interoffice circulation of the information.

Letters are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

2) Nature: MEMO: Informal and Concise

LETTER: Formal and informative

3) Exchanged between:

MEMO: Departments, units or superior-subordinate within the organization.

LETTER: Two business houses or between the company and client.

4) Length: MEMO: Short

LETTER: Comparatively long

5) Signature: MEMO: Signature is not required in a memo.

LETTER: A letter is duly signed by the sender.

6) Communication: MEMO: One to many

LETTER: One to one

7) Content: MEMO: Use of technical jargon and personal pronoun is allowed.

LETTER: Simple words are used and written in third person.

DEFINITION OF 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 memos is to disseminate business policies, procedures or related official business. These are written in one to all perspective and can serve different purposes 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.

DEFINITION OF LETTER:-

A business letter can be defined as the 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 a signature.

The relationship between the sender and receiver plays 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.

DIFFERENCE BETWEEN MEMO AND LETTER:-

The memo can be defined as a short message, written informally to communicate certain information to the members 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.

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.

Memos are written to inform or direct, a department or number of employees on a certain matter and so it is usually written from one to all perspective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication.

Technical jargons are commonly used in memos, as well as uses 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 reference.

In contrast, letters are 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 considered as the best mode of written.

THE END