Name: Sikandar Ayub

ID NO: 16524

SECTION A

SOFTWARE ENGINEERING

Mid-Term Assignment

Marks   30

Subject   Communication Skills

Instructor   Naeem Ullah Kaka Khel

Q.1   What is intensive and Extensive reading, explain in detail?

ANSWER

Intensive reading is squat and attentive. The objective is to take a short text and understand everything. This requires picking a difficult text, reading it many times over and over and observing every single word. The goal here is to try and understand everything in great detail.
The time spend on intensive reading is very short and very rigorous. Typically half an hour to an hour. You should be sat upright where you can think, free of disturbances, and pick a text short enough so that you can read it many times over and go into great detail.
Extensive reading is the polar opposite of this, reading for pleasure. Pick up texts just above your level, and expose yourself to large volumes of content. As the texts will be much simpler and closer to your level, this require much less mental stress on your part and you should be able to read for longer periods of time.
You can be in whatever poster you want, just make sure you are easy. Sit on a chair, laying down on your bed, really anything is fine.
The trick here is finding persuasive content at the right level. This allows you to focus on the content itself without having to look up much or any unknown words and then you can try to figure out the rest through context.

Q.2   What is Skimming and Scanning, explain in detail?

Answer

Skimming and scanning are two very different approaches for speed reading.
People who know how to skim and scan are elastic readers.
They read according to their objectives and get the information they need swiftly without wasting time.
When we use skimming and scanning we do not read every single word which is what increases our reading speed.
Once you master these skills, your proficiency will lie in knowing what special information to read and which technique to use.
When we want to read more in less time, we can use skimming.
Skimming discusses to looking only for the common or main ideas, and works best with non-fiction (or factual) material.

Scanning is another useful device for speeding up your reading. Unlike skimming, you look *only* for a exact fact or piece of information without reading everything.

For scanning to be successful, you need to understand how your material is organized as well as understand what you read so you can find the specific information you need.

Scanning also allows you to find details and other information quickly.

Because you already scan many different types of material in your daily life, learning more details about scanning will be easy.

Forming your purpose, locating the suitable material, and knowing how the information is structured before you start scanning is essential.

The material you scan is typically arranged in : alphabetically, chronologically, non-alphabetically, by category, or textually.

Alphabetical information is arranged in order from A to Z, while chronological information is arranged in time or numerical order.

Information can be also be arranged in non- alphabetical order, such as a television listing, or by category, listings of like items such as an auto parts catalog.

Sometimes information is located within the written paragraphs of text, also known as a textual sense, as in an encyclopedia entry.

Q.3   What is Letter and Memo, explain in detail with differences?

Answer:

A letter is a message sent by a person to another person that is meant to convey information he wants the person to receive. It can be short or long, and it has many types i.e thank you letters, personal letters, and business letters.

A letter which is exchanged between businesses and clients is business letter. It comprise more words and information and uses formal language. Each word in a business letter is sensibly selected and scheduled for since it is intended for communicating with people who are important to a business or company. It addresses a definite topic and is sent to particular individuals. It could be as long as the sender wants it to be and is meant to be read only by the desired recipient. It is usually sent by a courier or delivered by a representative of the company.

Another way of communication within a business setting is called a memorandum or memo which is usually used by business persons within an organization for internal correspondence.

A memo is informal, short, concise, and to the point. It is usually used to call a meeting or to call an individual to action. It has a heading which indicates where it comes from, who it is addressed to, the date, and the subject of the memo. It can be addressed to a single person or to all of the people in the company. Like a letter, a memo can be written by hand, typewritten, or printed from a computer. Unlike a letter, it does not necessarily need a courier to send it since it is intended for a recipient within the organization although memos can also be sent to other branches of the organization.

Summary:

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.