**FINAL TERM**

**DEPARMENT OF SOFTWERE ENGINEERING**

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**COURSE TITLE : COMMUNICATION AND PRESEBTATION SKILLS**

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**Q.No.01:**

**Answer:**

**Communication:**

The exchange of information, ideas, and knowledge between sender and receiver through an accepted code of symbols.

**Types of communication:**

There are four main categories or communication styles including 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. 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](https://www.indeed.com/career-advice/career-development/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.

**Nonverbal:**

[Nonverbal communication](https://www.indeed.com/career-advice/career-development/types-of-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.

Here are a few steps:

* **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.
* **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.
* **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.

**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.
* **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.

**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.

**Q.No.02:**

**Answer:**

**Skimming:**

Skimming refers to the process of reading only main ideas within a passage to get an overall impression of the content of a reading selection.

**How to Skim:**

● Read the title.

● Read the introduction or the first paragraph.

● Read the first sentence of every other paragraph.

● Read any headings and sub-headings.

● Notice any pictures, charts, or graphs.

● Notice any italicized or boldface words or phrases.

● Read the summary or last paragraph.

**Advantages:**

• Save time

• Main data

• General overview

• Get more interested

• 1000 words a minute.

**Disadvantages:**

• Not enough to pass the exam

• Don’t tell all the details

• Go back, read the entire passage.

**Scanning:**

Scanning is a reading technique to be used when you want to find specific information quickly.

 In scanning you have a question in your mind and you read a passage only to find the answer, ignoring unrelated information.

**How to Scan:**

● State the specific information you are looking for.

● Try to anticipate how the answer will appear and what clues you might use to help you locate the answer. For example, if you were looking for a certain date, you would quickly read the paragraph looking only for numbers.

● Use headings and any other aids that will help you identify which sections might contain the information you are looking for.

● Selectively read and skip through sections of the passage.

**While Scanning look at:**

 **•** Table of contents

 • Title page

 • Index

 • Clue.

**Conclusion:**

• Skimming and scanning is used when reading all types of documents.

 • We skim to get the idea of what a document is about and typically skim all documents before we actually begin to read. 

 As we skim, we…

 • Think about the topic.

 • Think about what we already know about the topic .

 • Start to guess the details we are going to read about.

**Q.No.03:**

**Answer:**

**7 C’S of Communication:**

**Completeness:**

Completeness in the message means that the message contains all the relevant information that a reader or listener need for doing the desire reaction you need. Senders and the receiver are many times differ to each other from many aspects such as backgrounds, connotative meanings, status, etc.

Sometimes message completeness makes unimportant message to an important message.

● Provide All Necessary Information.

● Answer All Questions Asked.

● Give Something Extra, When Desirable.

**Conciseness:**

Conciseness means to compose the message in the brief way. That means to use the few words in which the message can understand and all C’s also fulfill. Without using more words and lengthy statement, a conciseness message is complete.

● Eliminate Wordy Expressions.

● Include Only Relevant Material.

● Avoid Unnecessary Repetition.

**Consideration:**

It means that whenever you compose the message, keep always audience in your mind who will receive your message.

● Focus on “You” Instead of “I” and “We”.

● Show Audience Benefit or Interest in the Receiver.

● Emphasize Positive, Pleasant Facts.

**Concreteness:**

Whenever you communicate, make specific and definite for statement rather then make it general. Sometimes misunderstanding of words may give birth to war or lawsuit. There is a difference between denotative (literal or dictionary meaning) and connotative (ideas or associative meaning) so try to use denotative meaning in your statement.

**Clarity:**

Compose your message in that manner by which the receiver clearly understands what you want to say. That is called the clarity in which your message accurately passes from your brain to the receiver brain.

● Choose Precise, Concrete, and Familiar Words.

● Construct Effective Sentences and Paragraphs.

**Courtesy:**

It is an act of respect. If you know your audience, you can use well courteous words in your message. Courtesy shows the you-attitude in your message.

● Be Sincerely Tactful, Thoughtful, and Appreciative.

● Use Expressions that Show Respect.

● Choose Nondiscriminatory Expressions.

**Correctness:**

Whenever you compose your message, pay careful attention to writing grammar and mechanics such as capitalization, spelling, punctuation etc. Sometimes, your message give less respect to the receiver but the message is grammatically & mechanically perfect. Apply three points to maintain correctness in your message.

● Use the Right Level of Language.

● Check Accuracy of Figures, Facts and Words.

● Maintain Acceptable Writing Mechanics.

**Q.No.04:**

**Answer:**

**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.

**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.

**Difference between Memo and Letter:**

**Memo:**

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

• A memo uses informal tone and is straight to the point.

• 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.

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

• 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.

• Technical jargons are commonly used in memos, as well as uses personal pronouns.

**Letter:**

• Letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business.

• Letters are very formal and contain lots of information.

• The use of letter is external in nature, as it is exchanged between two business houses or between the company and client.

• The letter is to be duly signed by the one who sends it.

• Letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication.

• 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.

**Q.No.05:**

**Answer:**

**Vocabulary:**

Vocabulary basically refer towards “ list of words” or “the stock of words” used by a person.

**OR:**

The vocabulary is a list of words which is means for distributing communication with other people.

**Types:**

**Active Vocabulary:**

An active vocabulary is made up of the words readily used and clearly understood by an individual when speaking and writing.

**OR:**

It includes words that we know and frequently use them in speaking and write.

**Example:**

"An active vocabulary covers all those words people need to use and have no reservations about using to communicate with others on an everyday basis. The range of people's active vocabulary is a unique reflection of their socio cultural position and the range of discursive practices engaged in.

**Passive vocabulary:**

It includes words that we know but do not use in our speaking and writing.

**Example:**

"It includes the words stored in verbal memory that people partially 'understand,' but not well enough for active use. These are words that people meet less often and they may be low frequency words in the language as a whole.

**Explanation of Active and Passive Vocabulary:**

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.

**Receptive vocabulary:**

It includes words that we recognize when we hear or see them.

**Productive vocabulary:**

It includes words that we use when we speak or write.

**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.

**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.