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Section(A)

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Communication And Presentation Skills

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

Ans: INTENSIVE READING:

Intensive reading “calls attention to grammatical forms ,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

- Reader is intensively involved in looking inside the text.

- Focus on linguistic or semantic detail of a reading.
- Identify key vocabulary
- Reading speed is slower.
- Aim is to build more language knowledge rather than simply practice the skill of reading.

EXTENSIVE READING :

- Extensive reading is carried out “to achieve a general understanding of a text.”
- 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.
- Reading is its own reward.
- Reading is individual and silent.
- Reading speed is usually faster than slower
- The teacher is a role model of a reader for the students.

DIFFERENCE B/W INTENSIVE & EXTENSIVE READING

- Extensive Reading covers large area.
- Intensive Reading covers narrower area.

According to Graham Stanley;

- Extensive Reading involves students reading long texts or large quantities for general understanding.

- While the intention of enjoying the texts.

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

Ans : SKIMMING:

The type 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 .

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 instruction and summary.
- Read a few examples until you understand the concept of the text .

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 .

IN SCANNING WE SEARCH FOR KEY WORDS

- Particular name

- Number
- Telephone number
- Program
- Date

DIFFERENCE B/W SKIMMING & SCANNING

- SKIMMING is a process of reading to get an overall view or get an impression of the content .This is when you pick out the main idea or messages.
 - SCANNING, on the other hand, requires you look for a particular word or phase.
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Q.3:

What is Letter and Memo, explain in detail with difference?

Ans: MEMO :

A memorandum or shortly known as a memo is a precise official note, used to inform ,direct or advise the members with in the same organization .

LETTER:

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

COMPARSION FOR MEMO AND LETTER

MEMO

- Meaning: Memo refers to a short message ,written in an informal tone for interoffice circulation of the information .
- NATURE: MEMO: Informal and concise.
- Exchange between: MEMO: Departments, units or superior-subordinate within the organization.
- CONTENT: Memo: Use of technical jargon and personal pronoun is allowed.

LETTER:

- Letter are the type of verbal communication, the contain a compressed message, conveyed to the party external to the business.
- Letter is formal and informative.
- Two business house or between the company and client.
- Simple words are used and written in third person pronoun.

DIFINITION OF MEMO:

The memo is short for the memorandum , which mean a note or record for any use in future .It may be titled as interoffice communication ,office

memorandum ,or interoffice correspondence,rather than a memorandum.

DIFINITION OF LETTER :

A business letter can be defined in the form of written communication ,that contain a long message ,addressed to the party external to the organization .i.e ,it starts with a salutation ,written professionally in the third person and has a complementary close with a signature .

CONCLUSION:

A memo is a essential tool for a business communication, which is used to transmit a particular information to many individual working in the same organization

In contrast, letter are considered as the best mood 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

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