

Focus on linguistic or semantic details of a reading.

Focus on Surface Structure details such as grammar and discourse markers.

Identify key vocabulary.

Read carefully.

Reading speed is slower.

Aim is to build more language knowledge rather than simply practice the skill of reading.

INTENSIVE READING

ACTIVITIES:-

Identify main ideas and details.

Making inferences.

Looking at the order of information and how it affects the message.

Identifying words that connect one idea with another.

Identifying words that indicate change from one section to another.

EXTENSIVE READING:-

Extensive reading is carried out "to achieve a general understanding of a text."

Extensive reading occurs when students read large amount of high interest material, usually out of class, concentrating 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.

• Reading is its own reward.

• Reading materials are well within the linguistic competence of the students in terms of vocabulary and grammar.

• Reading is individual and silent.

• Reading speed is usually faster than slower.

• Teachers orient students to the goals of the program.

• The teacher is a role model of a reader for the students.

EXTENSIVE READING. ACTIVITIES:-

• Interview each other about their

reading.

Reading may be combined with a writing component. For example, after reading the newspaper, students may be asked to write a newspaper report.

Class time reading.

A book report or summary.

A reflection on what they noticed about their own reading.

ANSWER No # 2

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.

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.

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 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

SCANNING - GET ONLY WHAT YOU NEED:-

Three steps for scanning includes

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

ANSWER No # 3

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, manufacture 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. As business letters serve

as evidence for both the parties concerned
So it needs to be polite, courteous and
respectfull gain immediate response.

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 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.

KEY DIFFERENCES BETWEEN MEMO AND LETTER:-

The points presented below explain the 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.

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

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between the company and client.
When it comes to length, letters
are lengthier in comparison to the
memo.

THE END

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ANSWER No # 1

INTENSIVE READING:-

Intensive reading "Calls attention to grammatical forms, discourse markers and other surface structure details for the purpose of understanding literal meaning, implications of rhetorical relationship, 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.