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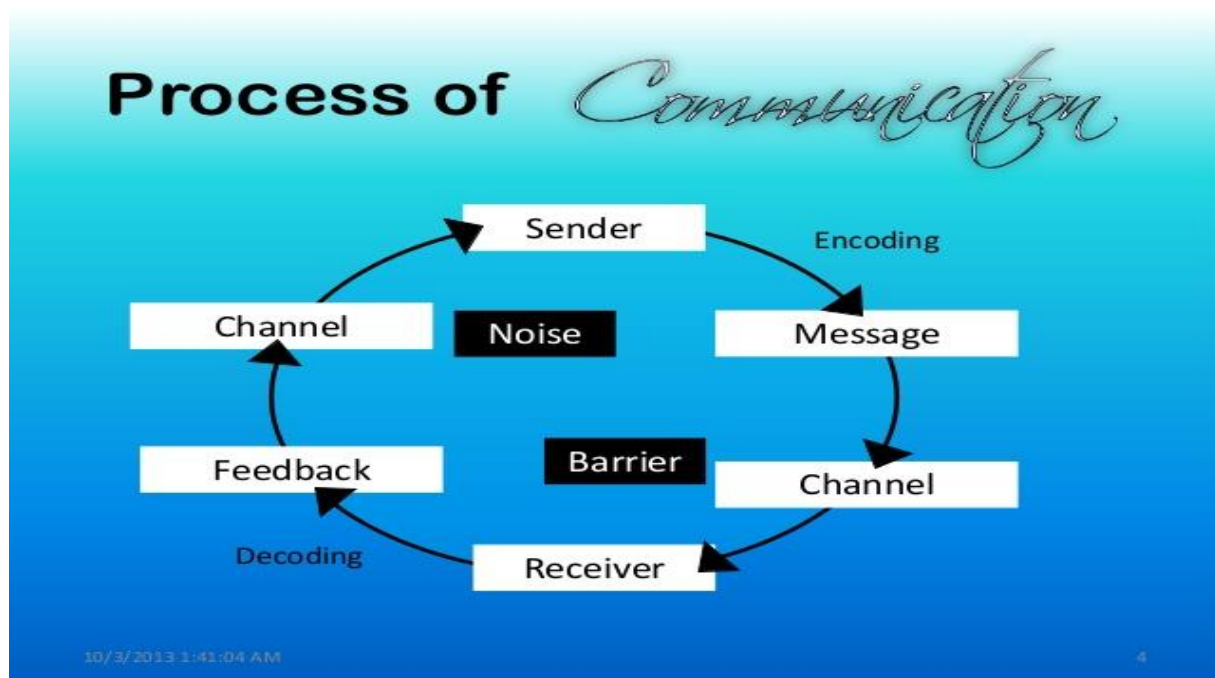
Question 1) What is Communication, explain in detail all the types?

Answer: Communication

It is the way to express your ideas thoughts, expressions, feelings or emotions through verbal or non-verbal signs and symbols.

Or

Communication is a process of transmitting in receiving verbal or non-verbal messages.



Purposes of Communication

- **To express our thoughts or feelings etc**
- **To ensure communication**
- **To find something abt personality of a person**
- **To enhance understanding**

- **To solve issues**
- **To overcome anxiety through counseling etc**

Process of Communication

Components of Communication

- **Immediate feedback**
- **Shorter sentences and shorter words**
- **Conventional e.g. OK**
- **Focus on interpersonal relations**
- **Less detailed technical information**
- **More colloquial language**
- **Simple constructions and word**
- **More imperative, interrogative and exclamatory sentences**
- **Focus more on non-verbal actions**

Types of Communication

There are several different ways we share information with one another. For example, you might use verbal communication when sharing a presentation with a group. You might use written communication when applying for a job or sending an email.

There are four main categories or communication styles including verbal, nonverbal, written and visual:

1. 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. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

2. Nonverbal

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.

If they are displaying "closed" body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying "open" body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

3. 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.

4. 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.

Oral Communication

Face-to-face oral communication is the most recognized type of communication. Here, what you express comes directly from what you speak. Again, this can be formal or informal: with your friends and family, in a formal meeting or seminar, at work with your colleagues and boss, within your community, during professional presentations, etc.

Oral Communication (Distance)

Distance (oral) communication has made the world a smaller and

more accessible place. Mobile phones, VOIP, video-conferencing, 2-way webinars, etc. are all modern expansions of distance

communication, taking its expression to the next subtle level. And in this type of communication, your tone of voice and pace of delivery take priority over other expressions.

Question 2) Elaborate Skimming and Scanning in the light of reading?

Answer: 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.

Or

Skimming often refers to the way in which one reads at a faster rate to gain the general idea about the text without paying heed to the intentional and detailed meaning of the text.

For Example - When one reads the text only in order to understand the thesis statement, in one or two lines.

- **Skimming is achieved by reading that text only which is considered to be relevant.**
- **Skimming requires a lower understanding of word recognition than compared to scanning.**

How to Do Skimming

- **Read the first sentence of paragraph.**
- **Read the subtitle or introduction.**
- **Read the summary or last paragraph if there is one.**

While Skimming

- **Don't read everything in detail but just try to skip the text.**
- **Read the first and 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 text and rapidly run through the text until we find our specific details.

Or

Scanning refers to the technique when one looks into the document or the text provided for searching some specific text such as some keywords.

Example - Now it may be applied to the real-life example of a dictionary, wherein one looks for a specific word meaning or a directory wherein one searches for the phone number of someone.

- **Scanning requires one to have a look at the whole document quickly at least once.**
- **Scanning requires a higher understanding of word recognition compared to skimming.**

In scanning we search for key words

- **Particular name**
- **Number**
- **Telephone number**
- **Program**
- **Date**

Scanning gets only what you need

Three steps for scanning includes

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

Question 3) What are the 7 C's of Communication, explain all of them?

Answer: 7 C's of Communication

An important principal in communication theory is the 7Cs of communication, which was developed in a 1952 book, Effective Public Relations, by University of Wisconsin professor's Scott Cutlip and Allen Center.

- 1. Completeness**
- 2. Correctness**
- 3. Conciseness**
- 4. Concreteness**
- 5. Consideration**
- 6. Clarity**
- 7. Courtesy**

1. Clarity

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.

To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

Information and actions required, must be clear so the reader has the information they need to take action.

2. Conciseness

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.

Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."

Are there any unnecessary sentences?

Have you repeated the point several times, in different ways?

3. Concreteness

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too

many!) and vivid facts, and there's laser-like focus. Your message is solid.

4. Correctness

When your communication is correct, it fits your audience. And correct communication is also error-free communication.

Do the technical terms you use fit your audience's level of education or knowledge?

Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.

Are all names and titles spelled correctly?

5. Coherent

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

6. Completeness

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

Does your message include a "call to action," so that your audience clearly knows what you want them to do?

Have you included all relevant information – contact names, dates, times, locations, and so on?

7. Courtesy

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Question 4) Define and differentiate Letter and Memo?

Answer: 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.

Memorandum Objectives

An effective Memorandum has the following objectives:

- **To convey a formal message in written form within a particular organization departments or parties.**
 - **To inform receivers or readers about particular information new or changed policies, procedures and organizational details.**
 - **To communicate basic information such as meeting agenda, meeting time, meeting date, etc.**
 - **To keep a written record of a particular formal event in organization frame.**
 - **To present made decisions in written form.**
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- **To transmit written documents.**
 - **To apply formalities within the organization.**

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 written or printed message addressed to a person or company/organization, usually sent by post or messenger.

It is an addressed document of legal, formal or informal kind for various purposes.

A Letter is complete document containing a particular message for the readers.

Types of Letter

1: Informal Letters. Tone and style is relaxed. It is written to relatives, friends, etc

2: Formal Letters. Tone is formal such as Business Letters

3: Semi-Formal Letters. Tone and style is formal and meant for relatives such as Invitation Letters

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 between the company and client.

When it comes to length, letters are lengthier in comparison to the memo.

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.

Question 5) Give a brief definition of vocabulary, also explain the types of Vocabulary. 2

Answer: Definition of Vocabulary

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

or

Vocabulary is the set of words within a language that are familiar to that person.

Vocabularies: all the words which exist in a particular language or subject

A vocabulary usually develops with age, and serves as a useful and fundamental tool for communication and acquiring knowledge.

Acquiring an extensive vocabulary is one of the largest challenges in learning a second language.

First, words come in two forms:

1: Oral

2: Print

Oral vocabulary includes those words that we recognize and use in listening and speaking.

Print vocabulary includes those words that we recognize and use in reading and writing.

Second, word knowledge also comes in two forms:

1: Receptive or Passive

2: Productive or Active

Receptive vocabulary includes words that we recognize when we hear or see them.

Receptive vocabulary is typically larger than productive vocabulary, and may include many words to which we assign some meaning.

Productive vocabulary includes words that we use when we speak or write.

Types of vocabulary

Reading vocabulary

A literate person's reading vocabulary is all the words he or she can recognize when reading. This is generally the largest type of vocabulary simply because it includes the other three, though in some cases, notably Chinese characters, as in Chinese and Japanese, where the pronunciation is not transparent, some words may be part of the oral vocabulary but not the written.

Listening vocabulary

A person's listening vocabulary is all the words he or she can recognize when listening to speech. This vocabulary is aided in size by context and tone of voice.

Writing vocabulary

A person's writing vocabulary is all the words he or she can employ in writing. Contrary to the previous two vocabulary types, the writing vocabulary is stimulated by its user.

Speaking vocabulary

A person's speaking vocabulary is all the words he or she can use in speech. Due to the spontaneous nature of the speaking vocabulary, words are often misused. This misuse – though slight and unintentional – may be compensated by facial expressions, tone of voice, or hand gestures.

