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Name	#	Asad Amin
ID	#	6962
Department	#	Computer Science
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Q No 1 What is skimming and scanning, explain in detail?

Ans Skimming :-

Skimming refers to the process of reading only main ideas within a passage to get an overall impression of the content of 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
- Read the summary or last paragraph.

(2)

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 heading and any other aids that will help you identify which sections might contain the information you are looking for.
- Selectively read and scan through sections of the passage.

Q. No. 2 What is Communication, explain in detail?

Ans

Communication:

Communication is simply the act of transferring information from one place, person or group to another.

(3)

Every communication involves (at least) one sender, a message and a recipient.

Categories of Communication:

Following the different categories of communication.

Spoken or verbal communication:-

Which include face-to-face, telephone, radio or television and other media.

Non-verbal communication:-

Covering body language, gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways that we communicate (perhaps even unintentionally) with others. For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message.

Written communication:-

Which includes letters, e-mails, social media, the internet or other media. Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word. Today, we can all write and publish our ideas online, which has led to an explosion of information.

(4)

and communication possibilities.
Oral Communication:-

- Immediate feedback
- Shorter message or sentences in shorter words.
- Focus on inter personal relations
- Focus more on non-verbal actions.

Visualizations:-

Graphs and charts, maps, logos and other visualizations can all communicate messages.

Q No 3 Explain 7 C's of communication?

Ans

Seven C's of communication

- (1) Completeness
- (2) Correctness
- (3) Conciseness
- (4) Concreteness
- (5) Consideration
- (6) Clarity
- (7) Courtesy

(1) Completeness:-

- Provide all necessary info.
- Answer all questions.
- Give something extra when desirable.

(2) Conciseness:-

- Eliminate word expressions.
- Include only relevant material

(5)

→ Avoid unnecessary repetition

(3) Consideration:-

- Focus on "you" instead of "I" or "we".
- Put emphasizes positive & pleasant facts.
- Show audience benefit interest in the receivers end.

(4) Concreteness:-

- Use specific facts & figures.
- Put action in your verb.
- Choose image-building words

(5) Clarity:-

- Choose precise, concrete & familiar words.
- Construct effective sentences and paragraphs.

(6) Courtesy:-

- Be sincere, tactful, thought & appreciative
- Use expressions that show respect.
- Choose nondiscriminatory expressions.

(7) Correctness:-

- Use the right way & level of language acc to audience's benefit.
- Check accuracy of facts, figures & words that u have used.