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Paper

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Q ⇒ 01

Ans ⇒ 01

≡ Difference Between Memo
≡ and Letter ≡

MEMO:- A memorandum or shortly know 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.

LETTER:-

↪ A letter refers to a brief message sent by the ~~mess~~ company to the person or entity, which are outsiders.

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 ~~a note~~ message used as a means of informal communication within the organization, for transmitting information in writing. It may be titled a interoffice communication, office memorandum, or interoffice correspondence rather than a memaorandum.

Definition of Letter:-

A business letter can be defined as the form of written communication, that contains a long message, addressed to do 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 complement close with a signature.

(3)

Q → O2

Ans → O2

Vocabulary Development

What is vocabulary?

- Vocabulary basically refer towards "list of words" or "the stock of words" used by a person.

Types of Vocabulary

- 1. Active Vocabulary: which we can use for speaking or writing.

- 2. Passive Vocabulary: which we can understand when we hear or read.

- Our reading and writing vocabulary is larger than our spoken vocabulary because we have time to make an effort to recall words.

(4)

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.

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Q ⇒ 04

Ans ⇒ 04

* 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 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.

* Extensive Reading

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

→ Extensive reading occurs when students

read 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 ~~see~~ 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 slowar.

Teachers orient students to us.

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goals of the program.

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

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(8)

Q = 05

Ans = 05

* Verbal communication:

involves the use of words or speech or auditory language to express emotions or thoughts or exchange information.

Non-verbal communication:

involves the use of visual or non-verbal cues such as facial expressions, and many more without speaking.

- In Verbal communication, thoughts or emotions or information is exchanged between individuals through the use of speech.
- Non verbal communication refers to signals transmitted through facial expressions, posture, eye contact, gestures, tone of voice, body language, and other ways.

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Q => 03

Ans = 3

QUALITIES of A GOOD PRECIS.

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- A good precis shows the writing skills of a person. it must have the following qualities.

• CLARITY:

Clarity means getting your message across so that the receiver can understand what the writer is trying to convey. it is the basic and essential need of a precis. the ideas should be clear and understandable. there should not be any ambiguity in your writing. the writing can achieve ~~clarity~~ if your ~~precis~~ is ~~not~~ clarity by using simple language and simple structure. if your precis is not understandable to the reader it will lose its importance and meaning for the reader.

• Objectivity:-

Objectivity means the ability to present or view facts uncolored by feeling, opinions and personal bias. While making a precis, the writer should adopt an objective approach. He should not give and add his personal opinion and ideas in a precis. A precis should be purely a summary of the original text without any addition.

• READ CAREFULLY:-

First read the passage twice or thrice carefully to summarize it. This will enable you to understand the main theme of the passage.

underline and mark the important ideas and essential points from the original text.

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