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Dpt: BS(es)

Paper : communication skill

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Q No. 1

## Intensive reading

Intensive reading means calls attention to grammatical forms, discourse markers and other surface structure details for purpose of understanding literal meaning, implication, rhetorical relationships

## Characteristics of intensive reading

- (i) Reader is intensively involved in looking inside the text
- (ii) Focus on linguistic or semantic details of a reading.
- (iii) Focus on surface structure details such as grammar and discourse markers.
- (iv) Identify key vocabulary.

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(v) Reading speed is slower

(vi) Aim is to build more language

knowledge rather than simply

practice the skill of reading.

## 4 Extensive reading:

Extensive reading means "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:

- (1) The Purpose of reading is usually related to pleasure, information and general understanding.
- (ii) Reading is its own reward.
- (iii) Reading is individual and silent.
- (iv) Reading speed will be faster.
- (v) The teacher is a role model of reader for the student.

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## Q 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 skimming we new text.

- (i) Read the title
- (ii) Read the first sentence of each paragraph
- (iii) Read the subtitle or introduction
- (iv) Read the summary or last paragraph if there is one.

### When we skimming a text:

- (1) Don't read every thing in detail but just try to skip the text
- (ii) Read the first and last sentence of each paragraph.

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(iii) Read the introduction and summary.

(iv) 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.**

(i) Particular name (ii) Number

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(iii) Te

(iv) P

(v) P

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iii) Telephone number

iv) Program

v) Date

which steps for scanning includes.

(i) Search for key words

(ii) Move quickly over the page

(iii) Less reading and more searching

Q No. 3

Memo:

The word memo come from the memorandum or shortly known as a memo is a precise official note, used to inform, direct or advise the members within the same organization.

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Memo 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, one can use an informal tone and Personal Pronouns in the memo. There is no requirement to use a salutation and complimentary close.

### 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.



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customers, manufacturers or client.  
it starts with a salutation, written professionally in the third person and has a complementary close with a signature.

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.

The letter is printed, typed or written on the letter paper, which contains the details of the company like name, address, etc. As business serves as evidence.

both the parties concerned,  
 so it needs to be polite,  
 courteous and respectful  
 to gain immediate response.

## Difference b/w 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.

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The use of memorandum is internal to the organization, in the sense that it is exchanged between two department, or unit or sent by the manager to inform subordinates. As against, the 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.

END