

ID:11757

**SUBJECT: COMMUNICATION
SKILLS**

**TEACHER NAME : NAEEM
ULLAH**

ANS: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, 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.

INTENSIVE READING ACTIVITIES: Identify main ideas and details.

Making inferences.

Looking at the order of information and how it effects 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.

CHARECTARISTICS 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.

Students may set their own goals for their next session.

A reflection on what they noticed about their own reading.

A book report or summary.

Ans : 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.

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.

HOW TO SKIM: Read the summary or last paragraph if there is one

Read the title

Read the first sentence of each paragraph

Read the Subtitle or Introduction

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.

KEY WORD OF SCANNING: Particular name

Number

Telephone number

Program

Date

THREE STEP OF SCANNING: Search for key words

Move quickly over the page

Less reading and more searching

ANS:3 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

LETTER: A letter refers to a brief message sent by the company to the person or entity, which are outsiders. Large corporations require an effective system for communication of information and messages, promptly, within and outside the organization. In this context, the telephone is one of the easiest and convenient ways for instant communication, but when it comes to evidence, written modes are considered best. Written records include memos, notes, letters, circulars and orders, which are used by the organization.

DIFFERENCE 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.

.There is no requirement of a signature in the memo, as it is used within the organization. However, the letter is to be duly signed by the one who sends it.

Memos are written to inform or direct, a department or number of employees on a certain matter and so it is usually written from one to all perspective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication.

Technical jargons are commonly used in memos, as well as uses personal pronouns. Unlike, letters avoid the use of technical jargons and terms which are not easy to comprehend. Moreover, letters are written in the third person.

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.