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Q1: What is Communication, explain in detail all the types?

ANS:

COMMUNICATION:

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

OR

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

Three things are most important and essential in any communication process they are Sender, Receiver and the Channel (medium).

The Sender is encoding the messages in any form like voice, written or any signs. So they often called as Encoder. The Receiver is decoding the message from the sender to understand the message. So they often called as Decoder.

Channel: Any message or Information needs some channel or a medium. Example: television is an audio visual medium which decode the electronic signals into an audio-visual to the audience.

TYPES OF COMMUNICATION:

There are 2 basic types of communications:

Verbal Communication.

Non-Verbal Communication.

Verbal Communication:

The communication happens through verbally, vocally or through written words which express or convey the message to other is called verbal communication. Example: Baby crying (vocal) is verbal communication which express the hungry or pain through vocally.

Verbal communication has two types:

A. Oral Communication

B. Written Communication

A. Oral Communication: A communication which happens through word of mouth, spoken words, conversations and also any messages or information are shared or exchanged between one another through speech or word of mouth is called oral communication. Example: Public speech, News reading, Television, Radio, telephone and mobile conversations.

B. Written Communication: A communication happens through any word written or often written sign which refers the languages uses in any medium is called written communication. Example: Simply any hand written, typed, Newspaper, printed word documents, letters, books and magazines.

Non-Verbal Communication: Any communication without word of mouth, spoken words, conversation and written languages are called Non-Verbal Communication. It happens through signs, symbols, colours, gestures, body language or any facial expressions are known as non verbal communication. Traffic signals are one of the best examples for non verbal communication.

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Q2:Elaborate Skimming and Scanning in the light of reading?

ANS:

Two basic techniques through which we can improve our reading skills:

1. Skimming.
2. Scanning.

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 SKIM:

Read the title.

Read the first sentence of each paragraph.

Read the Subtitle or Introduction.

Read the summary or last paragraph if there is one.

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.

Use skimming to overview your textbook chapters or to review for a test. Use skimming to decide if you need to read something at all, for example during the preliminary research for a paper. Skimming can tell you enough about the general idea and tone of the material, as well as its gross similarity or difference from other sources, to know if you need to read it at all. To skim, prepare yourself to move rapidly through the pages. You will not read every word; you will pay special attention to typographical cues-headings, boldface and italic type, indenting, bulleted and numbered lists. You will be alert for key words and phrases, the names of people and places, dates, nouns, and unfamiliar words. In general follow these steps:

Read the table of contents or chapter overview to learn the main divisions of ideas.

Glance through the main headings in each chapter just to see a word or two. Read the headings of charts and tables.

Read the entire introductory paragraph and then the first and last sentence only of each following paragraph. For each paragraph, read only the first few words of each sentence or to locate the main idea.

Stop and quickly read the sentences containing keywords indicated in boldface or italics.

When you think you have found something significant, stop to read the entire sentence to make sure. Then go on the same way. Resist the temptation to stop to read details you don't need.Read chapter summaries when provided.

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:

-Particular name

-Number

-Telephone number

-Program

-Date.

Three steps for scanning includes

Search for key words.

Move quickly over the page.

Less reading and more searching.

Scanning, too, uses keywords and organizational cues. But while the goal of skimming is a bird's-eye view of the material, the goal of scanning is to locate and swoop down on particular facts.Facts may be buried within long text passages that have relatively little else to do with your topic or claim. Skim this material first to decide if it is likely to contain the facts you need. Don't forget to scan tables of contents, summaries, indexes, headings, and typographical cues. To make sense of lists and tables, skim them first to understand how they are organized: alphabetical, chronological, or most-to-least, for example. If after skimming you decide the material will be useful, go ahead and scan:

Know what you're looking for. Decide on a few key words or phrases–search terms, if you will. You will be a flesh-and-blood search engine.

Look for only one keyword at a time. If you use multiple keywords, do multiple scans.

Let your eyes float rapidly down the page until you find the word or phrase you want.

When your eye catches one of your keywords, read the surrounding material carefully.

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Q3: What are the 7 C’s of Communication, explain all of them?

ANS:

7 C’S OF COMMUNICATION:

The 7 C of Communication are:

1.Completeness

2.Concreteness

3.Courtesy

4.Correctness

5.Clarity

6.Consideration

7.Conciseness.

COMPLETENESS:

The message must be complete and geared to the receiver’s perception of the world. The message must be based on facts and a complex message needs additional information and / or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

CONCRETENESS:

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

COURTESY:

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Use of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word ‘they’ a larger audience is immediately addressed.

CORRECTNESS:

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

CLARITY:

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

CONSIDERATION:

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

CONCISENESS:

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear business communication. When statements are varied, they will confuse the receiver.

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Q4: Define and differentiate Letter and Memo?

ANS:

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.

A letter is a written message conveyed from one person to another person through a medium. Letters can be formal and informal. Besides a means of communication and a store of information, letter writing has played a role in the reproduction of writing as an art throughout history.

DIFFERENCES b/w MEMO AND LETTER:

Meaning:

Memo refers to a short message, written in an informal tone for interoffice circulation of the information.

Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

Nature: MEMO: Informal and Concise LETTER: Formal and informative

Exchanged between:

MEMO: Departments, units or superior-subordinate within the organization.

LETTER: Two business houses or between the company and client.

Length:

MEMO: Short .

LETTER: Comparatively long.

Signature:

MEMO: Signature is not required in a memo. LETTER: A letter is duly signed by the sender.

Communication:

MEMO: One to many.

LETTER: One to one.

Content:

MEMO: Use of technical jargon and personal pronoun is allowed.

LETTER: Simple words are used and written in third person.

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.

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Q5: Give a brief definition of vocabulary, also explain the types of Vocabulary.

ANS: VOCABULARY:

Vocabulary basically refer towards

“ list of words” or “the stock of words” used by a person.

You can define vocabulary as “a set of words used in a specific language”. It comprises of all the words that you understand when you read or write something or listen to someone speak. That is, our vocabulary consists of all the words that we understand, feel, or comprehend in the correct context.

Types of Vocabulary:

1. Active Vocabulary: which we 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 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.  
An active vocabulary "consists of the words that [people] use frequently and confidently. If someone asks them to make up a sentence containing such and such a word—and they can do it—then that word is part of their active vocabulary."

In contrast, "a person's passive vocabulary consists of the words whose meanings they know—so that they do not have to look the words up in a dictionary—but which they would not necessarily use in ordinary conversation or writing".

PASSIVE ENGLISH VOCABULARY

English words, terms, expressions and idiomatic expressions you only RECOGNIZE and know what they mean but you can’t use them automatically when writing or speaking

Specific English words whose meaning you can easily GUESS from the context but you wouldn’t be able to use them yourself.

ACTIVE ENGLISH VOCABULARY

English words, terms, expressions and idiomatic expressions you can easily use when writing or speaking without stopping and FORCING yourself to remember that word or think of whether it is or it isn’t the right word to use.  
  
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