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(2)

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

Ans Communication :

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

Types of Communication :

1. oral message :

- immediate feedback.
- shorter sentences and shorter words.
- conventional e.g. ok.
- focus on interpersonal relations.
- less detailed technical info.
- more colloquial lang.
- simple construction & words.
- more imperative, interrogative & exclamatory.
- focus more on non verbal actions.

2. written messages :

- delayed feedback.
- longer sentences and longer words.
- more formal
- focus on content
- more detailed technical information
- Direct Speech.
- more complex construction.
- useful & permanent record and documentation
- possibility of review.
- delayed action.

### 3. Non-verbal Communication

- facial expressions.
- Gestures (expressions through face)
- postures
- movements.
- voice quality.
- Silence
- Time
- Space
- Smell and touch ... etc

### 4. Paralanguage:

This is the art of reading between lines. The main kind of such communication is done with the tone of one's voice. This kind of communication amount to almost 38% of all the communication that we do every day. Along with the tone of voice, the style of speaking, voice quality, stress, emotions, or intonation serves the purpose of communication.

### 5. Aesthetic Communication:

Art is an important means of communication. Through the paintings or other forms of art, an artist can convey the strongest messages. Several times in the history of the world, art has been used as an effective form of nonverbal communication.

(1)

Qd Elaborate Skimming and Scanning in the light of reading.

Ans 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 Summary or last paragraph if there is one.
- Read the subtitle or introduction.

When Skimming is

- 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.

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

P.T.O

(5)

Scanning - Get only what you need  
These steps for scanning includes.

- Search for key words.
- move quickly over the page.
- less reading and more searching.



Q3 2 What are the TC's of Communication  
2 explain all of them.

Ans 2 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
- Avoid unnecessary repetition.

3. Consideration :

- focus on "you" - instead of "I" or "we"

(6)

- put emphasize positive and pleasant facts.
- show audience benefit interest in the receiver end.

#### 4. Concreteness :

- use specific facts in figures.
- put action in your verbs.
- choose image-building words.

#### 5. Clarity :

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

#### 6. Courtesy :

- Be sincere, tactful, thoughtful and appreciative.
- Use expressions that show respect.
- Choose nondiscriminatory expressions.

#### 7. Courtesy :

- use the right way and level of language acc to audience's benefit.
- Check accuracy of facts, figures and words that you have used.
- maintain acceptable writing mechanics i.e. sentence correction level.

Q4 Define and differentiate letter and memo?

Ans Letter : A letter refers to a brief message sent by the company to the person or entity, which are outsiders.

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. Supplier, customer, manufacturer or client.

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.

Differentiate between letter and memo : 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

8

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 intended to the organization in the sense that it is exchanged between two departments, or units or sent by the manager to inform subordinates.



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

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 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.



9

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.



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