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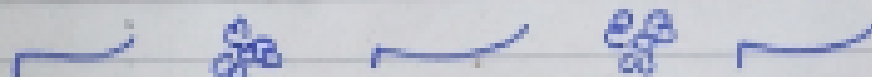
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Q1: What is intensive and Extensive reading, Explain in detail?

ANSWER:

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 detail 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;

1. Identify main ideas and details.
2. Making inferences.
3. Looking at the order of information and how to it effects the organization.
4. Identifying words that connect one idea with another.
5. 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 fun and skipping unknown words.
- * The aim of extensive reading is to build readers confidence and enjoyment rather 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 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 ex. after reading the news paper, 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.



Q2: What is Skimming and Scanning; Explain in detail?

ANSWER:

SKIMMING:

The type of Reading Technique in which we quickly read the passage of 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 get 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 scan through the text until we find our specific data.

In Scanning we search for key words

- Postal code
- Number
- Telephone number
- Program
- Date

Scanning... Get Only what you need;

These are three steps for Scanning includes

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

⑦

Q: What is letter and Memo, explain in detail with differences?

Answer:

Letter:

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

Definition of 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. Supplier, Customer, manufacturer or Client. It starts with the Salutation, written professionally in the third person and has a complimentary close with a signature.

The relationship between the sender and receiver plays a significant role in determining the overall style in which the letter is drafted. These are used for information of feedback, order placement, making complaints or grievances, enclosing something else etc. things follow.

The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc. As business letters serve as evidence for both the

positive, concerned, so it needs to be polite, courteous and respectful to gain immediate response.

→ 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.

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

The primary objective of memos is to disseminate business policies, procedure or related official business. These are written in one to all perspective and can come in different papers like conveying news, directions and informations.

to multiple recipients, calling people to action at meeting.

One can use an informal tone and personal pronouns in the memo. There is no requirement to use a Salutation and Complimentary Close.

⇒ 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 informal and contain lots of informations.

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 as per the manager's to inform subordinates. As against, the use of letters is external in nature, as it is exchanged between two business.

houses of 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 a 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 addressed to a particular party or client. So it is a form of one to one interpersonal communication.

Technical's jargons are commonly used in memos as well as uses personal pronouns jargons and terms which are not only to competent. Moreover, letters are written in the third person.

