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## Question:-1

What is Communication,  
explain in detail all the  
types?

### Communication:-

Communication  
is the act of conveying mea-  
nings from one entity or  
group to another through the  
use of mutually understood  
Sign, Symbol and Semiotic  
rules. The main steps inherent  
to all communication are:

The formation of communicative motivation or reason. Message composition. Message coding.

## Types

There are four main types of communication. we use on daily basis:

Verbal

non-verbal

written

visual

### Verbal:-

Verbal communication is the use of language to transfer information through speaking or sign language. it is one of the most common types, often used during presentation, video conference and phone calls, meeting and one-on-one conversation. verbal is important because it is



efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

Here are a few steps you can take to develop your verbal communication skills:

- Use a confident speaking voice.
- Use active listening.
- Avoid filler words.

## Nonverbal-

Nonverbal communication is the use of body language, gestures and facial expression to convey information to others. It can be used both intentionally and unintentionally. For example you might smile unintentionally when you hear a pleasing or enjoyable idea.

or piece of information. Nonverbal communication is help for trying to understand others' thought and feeling.

If they are displaying "closed" body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying "open" body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

Here a few steps you can take to develop your nonverbal communication skills:

- Notice how you feel physically.
- Be intentional about your nonverbal communications.
- Mimic nonverbal communication you



bind effective.

## Written:-

Writing communication is the act of writing, typing or printing symbol like letter and numbers to convey information it is helpful because it provide a record of information for reference.

Writing is commonly used to share information through books,

Pamphlets, blogs, letters, memos and more.

Email and chats are common form of written communication in the work-place

- Strive for simplicity.
- Don't rely on tone
- Take time to review yours

written communication.

- keep a file of writing you find effective or enjoyable.

## Visual:-

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

Here are a few steps you can take to develop your visual communication skills.

- Ask others before including



visuals.

Consider your audience.

## Question:-2

Elaborate Skimming and Scanning in the light of reading?

Skimming and Scanning are reading techniques that use rapid eye movement and keywords to know move quickly through text for slightly different purposes. Skimming is reading rapidly in order to get a general overview of the material. Scanning is reading rapidly in order to find specific facts.

### Skimming reading:-

Skimming is define as taking something off of the top. An example is getting the leaves out of the pool. An example of Skimming is taking a few dollars each time you make a sale.

## Scanning reading:-

Scanning is a reading technique to be used when you want to find specific information quickly. In Scanning you have a question in your mind and you read a passage only to find the answer, ignoring unrelated information.



## Question:-3

What are the 7's of Communication, explain all of them?

### 7C's Communication:-

We communicate all day long; at home, at work, with our next door neighbour and at the sports club. We communicate verbally, non-verbally and in writing. Unfortunately the message does not always come across as intended. NOISE! This can lead to miscommunication and (small) misunderstanding or the wrong impression.

The 7C's of communication, also known as the 7 principal of communication

are a useful way to ensure good and business communication. The 7c's of Communication provide a useful check list as a result of which both written and verbal communication pass off in a clear, plain, target group-oriented and well-structured manner.

## The 7c's 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 per-



ception of the world. The message must be based on facts and a complex message needs additional information and/or explanation. A good subdivision of subject will clarify the message as a result of which there will be a complete overview of what is said.

### **Concreteness:-**

Concreteness in 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 univocally. Nothing is left to the imagination.

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## Courtesy:-

In addition to considering the feeling and point 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 toward 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 preference. In written bu-



Business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verb are not sufficient either in verbal communication. A correct use of language increase trustworthiness and the receiver will feel that they are taken seriously.

### Clarity:-

clear or plain is characterized by explicitness, short sentence and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliches expression. By avoiding Parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly worded information emphasize

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 toward them. Factors that play a role in this are for example: Professional knowledge, level of education, age and interest.

## 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.

## Question:- 4

Define and differentiate letter and Memo?

### letter:-

A letter is a written message that can be handwritten or printed on paper. it is usually sent to the recipient via mail or post in an envelope, although this is a requirement as such. Any such message that is transferred via post is a letter, a written conversation between two parties.

## Memo:-

A memo is a written message. A written or emailed memo is one way to keep such a record. The word is short for memorandum, "thing to be recorded" in Latin, and a close linguistic relative of memory.

Letter	Memo
<b>Meaning:-</b> Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.	<b>Meaning:-</b> Memo refers to a short message, written in an informal tone for interoffice circulation of the information.
<b>Nature:-</b> Informal and concise.	<b>Nature:-</b> Formal and informative
<b>Exchanged between:-</b> Two business	<b>Exchanged between:-</b> Department



houses or between the company and client.

units or Superior or subordinate with the organization.

**lengths** - comparatively long

**length** :- Short.

**Signature** :-

A letter is duly signed by the sender.

**Signature** :-

Signature is not required in a memo

**Communication** -

one to one

**Communication** -

one to many

**Content** :-

Simple words are used written in third person

**Content** :-

Use of technical jargon and person. Person is allowed.

## Question:- 5

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

### Vocabulary:-

A vocabulary, also known as a wordstock or word-stock, is a set of familiar words within a person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge.

### Types:-

There are four types is give below:-

- Listening vocabulary
- Speaking vocabulary
- Reading vocabulary
- Writing vocabulary



## Listening Vocabulary:-

Listening vocabulary refers to the words we need to know to understand what we hear.

## Speaking Vocabulary:-

Speaking vocabulary consists of the words we use when we speak.

## Reading Vocabulary:-

Reading vocabulary refers to the words we need to know to understand what we need.

## Writing Vocabulary:-

Writing vocabulary consists of the words we use in writing.