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Subject English = 11 (Communication Skills)

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Question No: 1

Q1. What is intensive and extensive reading. explain in detail.

### 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.

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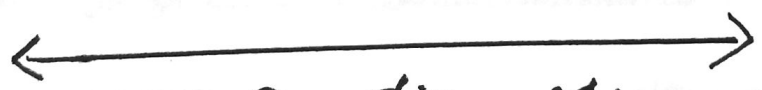
★ ~~Read~~ Identify key vocabulary.

★ Reading Speed is slower.

★ Aim is to build more language knowledge rather than simply practice the skills of reading.

Intensive reading Activities :

- Identify main ideas and details.
- Making ~~infer~~ inferences.
- Looking at the order of information and how it affects the message.
- Identifying words that connect one idea with another.
- Identifying words that indicate change from one section to another.



Question 10.

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 of 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.

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 with the linguistic competence of the students in term 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.



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## Question No: 2

What is Skimming and Scanning  
explain in detail?

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 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.

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- 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

Three steps for scanning includes.

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

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Question No: 3

What is letter and Memo, explain in detail with difference.

Ans

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 message, promptly, within and outside the organization. In this context, the telephone is one of the easiest and convenient ways for evidence, written modes are considered best. written records include memos, notes, letters, circulars and orders, which are used by the organization.

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

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a different tool of communication is used, called as a business letter.

## 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 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 with the organization. However, the letter is to be duly signed by the one who sent it. Memos are written to inform or direct, a department or number of employees.

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⑤ ⑦ communication is used,

on a certain matter ⑧ and so it is usually written from one to all prospective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party of client, so it is a form of one to one interpersonal communication.



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