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## Q1.WHAT IS COMMUNICATION,AND EXPLAIN IN DETAIL ALL TYPES.

ANS)communication=communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs andsymbols.it is the process of transmitting and sharing ideas opinions, facts, and values.from one person to another or oneorganization to another.

## FOUR MAIN TYPES OF COMMUNICATION

1.VERBAL =verbal communication is the use of language to transfer information through speaking or sign language.its often used during presentations,video confrences,and phone calls,meetings ,and one on one conversations.

2.NON VERBAL=non verbal communication is the use of body language,gestures and facial expression to convey information to others.it can be used both intentailly and unintentionally. for example,

one might smile unintentially when hearing pleasing or enjoyable idea or piece of information.non verbal is helpfull when trying to understand other thought or feelings.

3.WRITTEN=written communication is the act of writting,typing or printing symbols like letters and numbers to give information.it provides a record of information.writting is commonly used to share information through books,blogs,letters,memos.

4.VISUAL= visual communication is the act of using photographs,art,drawings,sketches,charts and graph to convey information.visual are often used as help during presentations to provide helpful context alongside written or verbal communications.

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# Q2.ELABORATE SKIMMING AND SCANNING IN THE LIGHT OF READING?

ANS) SKIMMING= It refers to the process of reading onlymain ideas within a passage to get an overall impression of the content of a reading selection.

HOW TO SKIM= *read the title

*read the introduction or the first paragraph.

*read the first sentenceof every other paragraph

*read any headings and sub

headings.

*notice any pictures ,chartsor graphs.

*notice any boldface words or phrases.

*read the summary or the last paragraph.

SCANNING= its the reading technique to be used when you want to find specific information quickly.in scanning you have a question in mind and you read a passage only to find the answer.

HOW TO SCAN= *state the specific information you are looking for.

*try to anticipate how the answer will appear and what clauses you might use to help you locate the answer.for example,if your looking for a certain date you would quickly read the paragraph looking for only numbers.

*use headings and any other help that will help you identify which selections might contain the information you are looking for.

*selectively read and skip through sections of the passage.

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Q3.WHAT ARE THE 7C'S OF COMMUNICATION EXPLAIN ALL OF THEM?

ANS) the list of 7c's and also their explanation are given below

1.CLEAR: make the goal of your message clear to your recipient.ask yourself what the purpose of your communicationis.

2.CONCISE: your message should also be brief and to the point.why communicate your message in six sentences when you can do it in three.

3.CONCRETE: ensure your message has important detais and facts,but that nothing deters the focus of your message.

4.CORRECT: make sure what your writing or saying is true.bad information doesnt help anybody.also make sure that message is typo free.

5.COHERENT:check to see that all of your points are relevant and that everything is consistent with the tone and flow or your text.

6.COMPLETE: your message is complete when all relevent information is included in an understandable manner and there is a clear call to action.

7.COURTEOUS: ensure that your communicationis friendly,open,and honest,regardless of what themessage i about.avoid passive agressive tones.

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Q4.DEFINE AND DIFFERENTIATE BETWEEN LETTER AND

# MEMO.

**ANS) LETTER:** a letter is a message that is sent by a person to another meant to convey information that he wants the person to recieve.it can be short or long,and has many types such as thank you letters,personal letters,and business letters. example, a business letter is exhanged between businesses and their clients.it contains more words and information and uses formal language.it addreses a specific topic and is sent to a specific individual.

**MEMO:** a memo is usually informal,short,concise,and to the point.it is used to call ameeting or to call an individual to action.it has a header which indicates where it comes from,who it is addressed to,the date and the subject of the memo.it can be addressed to a single person or to all of the people in the company

**DIFFERENTIATIONS:** * aletter is short or long message that is sent by one person to another while a memo is a short message that is sent by a person to another.

* a letter is more formal and contains more information while a memo is informal and is very short

*a memo is more concise and to the point as compaired to a letter

*a letter is exchanged between businessess and their clients while a memo is exchanged between individuals within an organization

*a memo usually has a header that states where it is from and who it is intended for while a letter may or may not have this feature

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# Q5.GIVE A BRIEF DEFINITION OF VOCABULARY,ALSO EXPLAIN THE TYPES OF VOCABULARY.

ANS)**vocabulary:**a list or collection of words and phrases usually alphabetically arranged and explained. vocabulary may refer to the collection of words known by an individual or by a large group of people.it may also signify the body of specialized terms in a field of study.it may designate a physical object such as book,in which collection of words is defined,explained.

## THERE ARE 4 TYPES OF VOCABULARY

*LISTENING:it refers to the words we need to know to understand what we hear..a reader cannot understand a text without knowing what most of the words mean.people learn the meanings of most words indirectly,through everyday experiences with oral and written language

*SPEAKING: it refers to the words we speak.our speaking vocabullary is restricted.the number of words used in this case is far less than listening vocabulary,the reason being the level of comfort in ussge.

*READING: it refers to the words we recognise when we read any text.we read and understand many words,but we do not use them in speaking vocabulary.if a person is a reader then this type of vocabulary happens to be the second largest vocabulary.vocabulary grows with reading.

*writing: it represents those words which we regain while writing to express ourselves.it is very easy to explain ourselves verbally by using

facial expressions and modulation of voice,but using the same words for communication the same concept or thought through writing is not that easy.our writing vocabullary is intensely affected by the words we can spell.

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