

**Iqra National University**

**Class BS Software Engineering Section B**

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**Subject Comunication And Presentation Skill**

**Semester (2)**

**Submitted to Naeem ullah sir**

Date23/june/2020 Final paper

**Question 1:**

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

**ANS:** communication is the way of conveying message from one entity to another entity

OR communication is the exchange of ideas, thoughts, feeling, and emotion between individual through verbal or non-verbal sign. There are two type of communication

1. **Verbal communication b) Non-verbal communication**

**a) Verbal communication:**

It refers to the form of communication in which message is transmitted verbally. Communication is done by word of mouth and a piece of writing. Verbal communication is about language, both written and spoken. the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations, and conversations.

**Verbal Communication is divided into two parts:**

**Oral Communication:** In oral communication, spoken words are used. It includes face to face, telephone, radio or television and other media. oral communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation. the feedback is immediate since there are a simultaneous transmission and receipt of the message by the sender and receiver.

**Written Communication:**

In written communication, written words are used to exchange message. It’s a formal way of communication. In written communication message can be transmitted via email, letter, report, memo etc. it is most common form of communication being used officially for organization. Written communication has possibility of review; Messages can be edited and also provides record and backup. A written message enables receiver to fully understand it and send appropriate feedback. Written communication doesn’t bring quick feedback. It takes more time in composing because of long sentence and words.

**b) Nonverbal communication**

Nonverbal communication is the sending or receiving of message without using words.  includes all unwritten and unspoken messages, both intentional and unintentional. Non-verbal communication non-verbal Such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker. Nonverbal communication depends the following three elements. Appearance Speaker, Body Language, Sounds.

**Question 2:**

**Elaborate Skimming and Scanning in the light of reading?**

**ANS:**

**A) SKIMMING:** skimming is a rapid and fastest reading for obtaining the most important general information and idea in a passage to get a fairly and detailed theme of passage. Skimming allow you to digest the main idea of text quickly. To skim, prepare yourself to move rapidly through the pages. You will not read every word. You will pay special attention to yours require information.

Skimming and can save your time of reading which enables the reader to cover a large amount of material quickly with-out wasting time and that’s you can train yourself to find the most important information in very short time.

For example, in newspaper we don’t read every piece in detail or when we buy a book we look for a particular book name in a bookshop.

**HOW TO SKIM:**

1. Read the topic title and concluding sentence.
2. Read the table contents.
3. Look at the picture.
4. Look for new words.
5. alert for key words and phrases
6. read the entire introductory paragraph.

**WHEN SKIMMING:**

1. Reader aspire to cover the material in hurry.
2. A high degree of comprehension not require.
3. Reader need heading for paragraph.
4. Determining the main theme and points from large passage.

SKIMMING strategies: There are three main strategies

1. Preview. Getting an idea without reading the passage or paragraph.
2. Overview. Reading a short description of passage which provide the main idea of the passage.
3. Review. Already read the passage and going back to it.

**B) SCANNING:** scanning is a reading technique to be used when you want to find some specific information rapidly e.g. searching for name or figure. To locate specific fact or piece of information you must be willing to skip the rest of passage without reading or understanding them.it can go against the skimming technique which is reading quickly to get general idea. Scanning involve a quick movement of eye vertically and horizontally on the page. Scanning is often used with technical or scientific material to find specific information. It’s a valuable skill for second language learners to develop because often they do not require or unable to read the whole passage.

For example, bus ticket- the passenger only focus on his sit number and bus number, he avoids the remaining information related to driver name, bus color or bus capacity.

**HOW TO SCAN:**

1. Make prediction and guesses.
2. Activate prior knowledge.
3. Look for key words related your topic.
4. Look through bulleted information and sidebars.
5. Look capitalized words.

**WHEN TO SCANNING:**

1. Scan if you have a question that you need answer.
2. Scan if you need specific particular name or figure.

Scan when you have short time for large passage.

**Question 3:**

**What are the 7 C’s of Communication, explain all of them?**

**ANS:** 7 C’s of communication

**1) completeness:**  The message should be complete.it must be provide all the necessary and relevant information as required by the receipt and audience. The complete information gives answers to all the questions of the receivers. It can also add extra information to make it more effective.

**2) Conciseness:** it includes only relevant information. the sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words with precise and to the point message. The short and brief message is more comprehensive and helps in retaining the receiver’s attention. The sender should to avoid unnecessary repetition.

**3) Consideration:** The sender focus on ‘you’ instead of using ‘I’ or ‘we’. The sender must take into consideration the receiver’s opinions, knowledge, mindset, background, etc. in order to have an effective, positive and pleasant communication. In order to communicate, the sender must relate to the target recipient and be involved.

**4) Concrete:** The communication should be concrete with a clear image building words, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message.

**5) Clarity:** The message should be clear, precise and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.  
**6) Courtesy:** It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include the terms that show respect for the recipient.

**7) Correct:** The message should be correct, i.e. a correct language should be used, and the sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.

**Question 4:**

Define and differentiate Letter and Memo?

**ANS:**

**A) LETTER:** A letter is a written conversation between two persons.it can be handwritten or printed form, and can be received or sent via hard form or soft form. People write letters for different purposes. The first step is to identify the type and purpose of letter. Letters open and close with a particular structure which very important.

Main body consist of approximately 2 or 3 paragraphs. A letters is always supposed to be polite even if it is a complaint letter. The length of the letter is always precise and short. A letter contains detail of sender and receiver.

There are three type of letters;

1. **Formal**
2. **informal**
3. **semi-formal letter**

**Formal letters:** Formal letter follow standard format. Formal letter is written for business or professional purposes with specific objective.it is written prescribed format only and consist on long and complex sentences. Formal letter does not contain contraction or abbreviation. The complimentary close for Formal letter are (yours sincerely or yours faithfully).

**Informal letter:** this type of letter is written to friends and relatives for personal communication and greeting.it should be written in short. We can use contraction and abbreviation in this letter. Short comments use for complimentary close (see you soon, with love etc.)

**Semi-formal:** the person we don’t know very well we use semi-formal letter for them. These letter are written politer then informal. complimentary close use (looking forward to you etc.).

**B) MEMO:** memo is way of official communication to convey message within the organization or company. We cannot use it for outside message. A memo is generally informal, short and to the point. Memo is used for calling meeting, instruction or to assign responsibility.

Common type of memo includes.

1. Directive memo’s where instructions are given.
2. Status or progress report memo’s where you report on the status.
3. Field or trip report memo’s where you document key information about events.

**DIFFRENCES BETWEEN MEMO AND LETTER:**

|  |  |
| --- | --- |
| **MEMO** | **LETTER** |
| It’s used for people to convey message within the same organization. | it is written to people outside or inside the organization or company. |
| Memorandum don’t require signature. | Letter require signature. |
| It has simpler and more direct layout. | It contain more component. |
| Its written in friendly tone. | Its written in formal tone. |
| It doesn’t require address, salutation or complimentary close. | A letter require salutation, complimentary close etc. |
| Memo can contraction and abbreviation. | In latter we cannot use abbreviation or jargon words. |
| Single memo can sent to many | Letter used for one to one message. |

**Question 5:**

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

**ANS:**

**Vocabulary:** vocabulary a set of words used by a person in a specific language. Vocabulary is the fundamental tool for any language. It comprises of all the [words](https://www.toppr.com/guides/english/vocabulary/words/) that you understand when you read or write something or listen to someone speak. That is, our vocabulary consists of all the words that we understand, feel, or comprehend in the correct context. the more effort you put in to understand the meaning of a word, the stronger your vocabulary grows. A good vocabulary helps you to develop your comprehension skills and master a language. Vocabulary is very important because the people judge you by the words you use in writing or speaking.

**There are two type of vocabulary**

**Active vocabulary:** these are the words you know. You do not need to look them up. Their meaning comes naturally to you. You can easily use them to communicate with others. active vocabulary of a person consists of those words that he can use correctly in his own speech and writing. He fully understands the meaning of those words. It is also called working or functional5vocabulary. you can recall and use at will when the situation requires it. You are choosing to use the word and actively retrieving it from memory.

**Passive vocabulary:** These are the words you recognize. You’ve been exposed to them and may or may not have a general idea of their meaning. Often, if they appear in a sentence around more common words, you can grasp the meaning.

OR

passive vocabulary of a person consists of those words which he recognizes when he encounters them in print or in the speech of others. He can make out the meanings of those words e.g. while reading an editorial in the newspaper, he finds a number of unfamiliar words, but he has not sufficient mastery over those words. He is able to judge their meanings from the context but can’t use them in his own speech and piece of writing. It is also calledrecognition6vocabulary. Passive Vocabulary is always larger than Active Vocabulary. you can listen and understand. Hearing the vocabulary used prompts you to recall its meaning. In other words, you are being made to recall it. So it’s passive vocabulary.

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