

## Definition of Letter:

The relationship b/w the sender and receiver plays a significant role in determining the overall style in which the letter is drafted. These are used for a number of reasons such as a request for information or feedback, order placement, making complaints or grievances enquiring something or taking follow-up.

## Differences B/w MEMO and Letter:

The points presented below explain the difference b/w 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 is internal to the organization, in the sense that it is exchanged b/w two departments, or units or sent by the manager to inform

Q3: What is Letter and Memo explain in detail with differences?

### 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.

### LETTER:

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

### Definition of MEMO:

one can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

## 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.

SCANNING ... GET ONLY WHAT YOU NEED:-

Three steps for scanning

includes.

- \* Search for key words
- \* Move quickly over the page
- \* Less reading and more searching.

Q2 What is skimming and scanning, explain in detail?

### 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.
- \* Read the Introduction and Summary.
- \* Read a few examples until you understand the concept of the text.

- ment session
- \* A reflection on what they noticed about their own reading.
- \* A book report or summary.

### 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 gist and skipping unknown words.
- \* The aim of extensive reading is to build reader confidence and enjoyment rather than gaining language knowledge.

### 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.