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Section "A"

Note: Attempt all the Questions. All questions carry equal marks.

Question 1

What is Communication, explain in detail all the types?

Answer.

Communication:

Communication is sending and receiving information between two or more people. The person sending the message is referred to as the sender, while the person receiving the information is called the receiver. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions.

Types of communication

There are several different ways we share information with one another. For example, you might use verbal communication when sharing a presentation with a group. You might use written communication when applying for a job or sending an email.

There are four main categories or communication styles including verbal, nonverbal, written and visual:

1. 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 presentations, video conferences and phone calls, meetings and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

2. Nonverbal

Nonverbal communication is the use of body language, gestures and facial expressions 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 helpful when trying to understand others' thoughts and feelings.

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.

3. Written

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace.

4. 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.

Question 2

Elaborate Skimming and Scanning in the light of reading?

Answer:

Skimming and Scanning:

Skimming refers to the process of reading only main 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 sentence of every other paragraph.
- * Read any headings and sub-headings.
- * Notice any pictures, charts, or graphs.
- * Notice any italicized or boldface words or phrases.
- * Read the summary or last paragraph.

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 u understand to the concept of the text.

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.

How to Scan:

- * State the specific information you are looking for.
- * Try to anticipate how the answer will appear and what clues you might use to help you locate the answer. For example, if you were looking for a certain date, you would quickly read the paragraph looking only for numbers.
- * Use headings and any other aids that will help you identify which sections might contain the information you are looking for.
- * Selectively read and skip through sections of the passage.

In Scanning We Search For Key Words:

- * Particular name
 - * Number
 - * Telephone numbe
 - * Program
 - * Date
-

Question 3

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

Answer:

The 7 C of Communication are:

- 1) Completeness
- 2) Concreteness

3) Courtesy

4) Correctness

5) Clarity

6) Consideration

7) Conciseness

1) Completeness:

The message must be complete and geared to the receiver's perception of the world. The message must be based on facts and a complex message needs additional information and / or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

2) Concreteness:

Concrete 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 uni-vocally. Nothing is left to the imagination.

3) Courtesy:

In addition to considering the feelings and points 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 towards 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.

4) Correctness:

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

5) Clarity:

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

6) 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 towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

7) 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?

Answer.

Definition of Letter:

A business letter can be defined as the form of written communication, that contains a long message, addressed to the party external to the organisation, i.e. supplier, customer, manufacturer or client. It starts with a salutation, written professionally in the third person and has a complementary close with a signature.

Definition Of Memo:

The memo is short for the memorandum, which means a note or record for any use in future. It is a short message used as a means of informal communication within the organisation, for transmitting information in writing. It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum.

Memo

The memo relates to a short message; written in an informal tone for interoffice circulation of the information.

Letter

The letter is a type of verbal communication that contains a compressed message, Conveyed to the party external to the Business.

Exchanged Among

Departments, units or superior-subordinate under the organization.

Two business houses or among the company and the client.

Nature

Informal and Concise.

Formal and informative.

Signature

Signature not required in a memo.

The sender duly signs a letter.

Contents

Utilization of technical jargon and personal pronoun is permitted or allowed.

Simple words are used and written in the third person.

Length

Short.

Comparatively Long.

Communication

One to many.

One to one.

Question 5

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

Answer:

Definition Of 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. Acquiring an extensive vocabulary is one of the largest challenges in learning a second language.

There Are Four Types Of Vocabulary:

1) Listening Vocabulary :

This type of vocabulary refers to the words we hear and comprehend. Fetuses in the womb can perceive sound when their age is sixteen weeks. Moreover, babies keep on listening to various words when they are awake and thus we grow up listening to different words, thereby learning so many words throughout our lives. In our adulthood, most of us can identify and comprehend almost 50000 words. Children who are deaf are exposed to visual listening as they are exposed to sign language. But in this case, the number of words developed is far less than a normal child's secondary listening vocabulary.

2. Speaking Vocabulary :

Speaking Vocabulary refers to the words we speak. Our speaking vocabulary is restricted. Most of the adults use almost 5000 to 10000 words for communication (for conversation and giving instructions). The number of words used in this case is far less than listening vocabulary, the reason being the level of comfort in usage.

3. Reading Vocabulary :

This vocabulary 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. Needless to say, vocabulary grows with reading.

4 . Writing Vocabulary :

This type of vocabulary 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 communicating the same concept or thought through writing is not that easy. Our writing vocabulary is intensely affected by the words we can spell.
