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Question No: 07

Communication

(1) Communication is a process of sharing experience till it becomes a common possession. it modifies the disposition of both parties who partakes it.

(2) Communication is sharing of ideas and feelings in a mood of mutuality.

(3) Communication is a means of persuasion to influence other so that desired effect is achieved.

Types of Communication

There are several different way we share information with one another.

There are four main Categories, which is

- (1) Verbal
- (2) Non-verbal
- (3) written
- (4) visual

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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, used in different presentations, video conference and phone calls, meeting and one-to-one calls conversation.

2- Non Verbal ❖

non-verbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally.

3- Written ❖

Written communication is the set 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, memo, and more.

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4- Visual

Visual Communication is the act of photographs, sketches, charts, and graphs for convey information. Visual are often used as an aid during presentation to provide helpful context alongside written or verbal communication. because people provide different learning styles, visual communication is might be more helpful for some to consume ideas and information.

Question No: 02 ❖

Skimming ❖

Skimming is a process of reading to get an overall view. This is when you pick out the main ideas or messages.

Scanning ❖

Scanning on the other hand, requires you to look for a particular word or phrase. You can totally ignore unnecessary ones. If you're reading you must be having a question to be answered.

Effective reading with skimming ❖

When learning to skim, get yourself ready to move your eyes quickly through the page. Skimming is not about placing your eyes wherever your attention is drawn to. Effective work of skimming does not require you to do that.

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Effective reading of Scanning

You can leave out all the rest of the text as you're in search of some specific question - related information. In case there is not any given keyword, establish them. Choose a few word or phrases to search.

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## Question No 103 :

### 7 C's of Communication :

#### Definition :

The 7 C's is a checklist that help to improve the professional communication skills and increase the chance that the message will be understood in exactly the same way as it was intended.

#### 1 - Clear

The message should be clear and easily understandable to the recipient. The purpose of communication should be clear to sender then only the receiver will be sure about it.

#### 2 - Correct

The message should be correct i.e a correct language should be used. and the sender must be ensure that there is no grammatical and spelling mistakes, also the message should be exact and well-timed.

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### 3 - Complete

The message should be complete i.e. it must include all the relevant information as required by the intended audience. The complete information gives to ~~an~~ answer to all the questions of the receivers.

### 4 - Concrete

The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left.

### 5 - Concise

The message should be precise and to the point. The sender should avoid the lengthy sentence and try to convey the subject matter in the least possible words.



## 6- Consideration

The Sender must take into Consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.

## 7- Courteous

it implies that the sender must take into consideration both the feelings and view points of the receiver such that the message is positive and focused at the audience.

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Question No : 04

Memo :

Definition :

A 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 organization, for transmitting information in writing.

Letter :

Definition :

A letter can be define as the form written communication that contain a long message, addressed to the party external to the organization i.e. supplier, customer, manufacturer or client.

Key difference b/w
memo and letter.

(1) memo is a short message, written informally to communicate certain information to the member. Conversely letter can be understood as a means of a verbal communication containing a brief message.

(2) A memo use informal tone and is straight to the point. on the other extreme letter are very formal and contain lots of information.

(3) when it comes to length, letter is are lengthier in comparison to the memo.

(4) There is no requirement of a signature in the memo, as it is used within the organisation. However the letter is to be duly signed by the one who send it.

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Question No 05

Vocabulary :

Definition :

Vocabulary can be defined as all the words known and used by a particular person. Nevertheless, a person knowing a word does not mean that he or she will be able to comprehend or utilise the word in a proper manner.

Types of Vocabulary :

Following are the main four types of vocabulary.

- (1) listening vocabulary
- (2) speaking vocabulary
- (3) Reading vocabulary
- (4) writing vocabulary.

1 - listening vocabulary

These type of vocabulary is refers to the word we hear. moreover babies is keep on listening to various words when they are awake and thus we grow up listening to different words.

2 - Speaking vocabulary

Speaking vocabulary is refers to words we speak. ever speaking vocabulary is restricted. most of the adults use almost 5000 to 10000 words for communication. The number of words used in this case is far less than the listening vocabulary. the reason being the level of comfort in usage.

P-T-O

3- reading vocabulary

This vocabulary is 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.

4- writing vocabulary

This type of vocabulary represent those words which we regain while writing to express ourselves. it is very easy to explain ourselves verbally by using facial expression modulation of voice, but using the same word for communicating the same concept or thought through writing is not that easy.

The End