

Q1 What is intensive and Extensive reading, explain in detail?

Ans **INTENSIVE READING:-**

To read intensively is to completely deconstruct a text, with the goal of absorbing as much meaning from it as possible. This is done by taking a text, and systematically looking up every word, phrase, or collocation that you do not understand.

This is an activity that requires great mental effort and focus. Because of this, the learner who engages in intensive reading must be careful to follow specific guidelines, or else risk boredom and burnout. Specifically, if you wish to read a text intensively, you must take care to read text that are interesting and short, to read only for brief periods of time, and to do so when you have the most mental energy.

★ Texts for intensive reading must be interesting, because if you do not enjoy what you read, you will quickly forget the content, and have more mental resistance to the intensive reading process.

★ Texts for intensive reading must be short, because the end goal is to understand the text down to the most minute detail. The longer a text is, the more



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laborious it is to complete such a deep analysis, so it is better to stick to short texts in order to avoid mental exhaustion.

Ideal learning materials for intensive reading includes:

- 1 News articles
- 2 Wikipedia articles
- 3 short stories
- 4 Blog posts

## EXTENSIVE READING:-

To read extensively is to simply read as much as possible, without concerning oneself with the minute of meaning and the occasional unknown word. This is done by reading for large swaths of time, and looking up words only when you deem it absolutely necessary to your understanding of the text. If the text you wish to extensively read is at the appropriate level, you'll find the most unknown words can be deciphered by looking at their surrounding context, making over use of translations or dictionaries unnecessary.

Specifically, if you wish to read a text extensively, you must read text that are interesting,



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level-appropriate, of moderate length.

- ★ As in intensive reading, text for extensive reading must be interesting. Since extensive reading is done for longer periods of time you take care to select texts that hold your attention, and keep you coming back for more, hour after hour.
- ★ Texts for extensive reading must be of moderate-length. Specifically, a text should be, on average at least 15-30 pages long. Texts of this length are long enough to fully develop an idea or narrative, and require you to keep mental "track" of ideas, concepts or characters as they develop over time.

Ideal learning materials for extensive reading includes:

- 1 Graded Readers
- 2 Bilingual Books
- 3 Monolingual (Native) Books
- 4 Magazines
- 5 Comic Books



Q2 What is skimming and scanning, explain in detail?

Ans Scanning and Skimming are two ways to get quick information from a text during a situation in which time is short and digesting the entire material would be considered impractical.

### SCANNING:-

Scanning involves quickly searching through the texts for key words or phrases. For example, if someone were stuck at a train station, they could quickly find info about their particular train by scanning for their particular train and time. Scanning is all about searching by keywords for relevant information among other info that is circumstantially irrelevant to the person doing the scanning.

### SKIMMING:-

Skimming, on the other hand, involves quickly moving through something larger, such as a chapter of a book, in hopes of getting the "gist" of the subject matter. This is obviously hardly the most effective way to read and is most commonly used to overview, or



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determine whether the material need to be read at all.

## DIFFERENCES:-

The difference between skimming and scanning consist of purpose and technique.

## PURPOSE:-

Skimming is a reading technique meant to give you an idea of what the full text is about. Scanning is meant to help you find specific information in a text.

## TECHNIQUE:-

Skimming technique include reading the introduction, the headlines, or the first phrase of the paragraph. on the other hand, scanning means looking over the whole text quickly in search of specific information.

Q3 What is letter and memo, explain in detail with differences.



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## Ans 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 organization, for transmitting information in writing. It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum. The primary objective of memo is to disseminate business policies, procedures or related official business. These are written in one-to-all perspective and can serve different purpose like conveying news, directions and information to multiple recipients, calling people to action or meeting. One can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

## LETTER:-

A business letter can be defined as a form of written communication, that contains a long message, addressed to the party external to the organization, i.e. supplier, customer, manufacturer or client. It starts with a



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salutation, written professionally in the third person and has a complementary close with signature. The relationship between the sender and the receiver play 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. The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo etc.

## **DIFFERENCES:-**

Key difference between letter and memo:

The memo can be defined as a short message, written informally to communicate certain information to the member 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



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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 between two departments, or units or sent by the manager to inform subordinates. As against, the use of letter is external in nature, as it is exchanged between two business houses or between the company and client.

When it comes to length, letters are lengthier in comparison to the memo.

There is no requirement of a signature in the memo, as it is used within the organization.

However, the letter is to be duly signed by the one who sends it.

Technical jargons are commonly used in memos, as well as users personal pronouns. Unlike, letters avoid the use of technical jargons and terms which are not easy to comprehend. Moreover, letters are written in the third person.

## **CONCLUSION:-**

A memo is an essential tool for



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business Communication, which is used to transmit a particular information to many individuals working in the same organization. it has a great role to play in recording the day to day business activities and can be used for future references.

In contrast, letters are considered as the best mode of written Communication, that can be used for giving or seeking information to/from an external party. it helps to persuade the receiver, to do as per the will of the writer.