

**Final term-semester examination program :bs(se);**

**Subject : English | |(com skills)**

**Student name : junaid anwar ;**

**student id # 6869**

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**Question1: what is communication and types of communication?**

**Answer:** Communication: Communication means transferring thoughts, information, emotion and ideas through gesture, voice, symbols, signs and expressions from one person to another. Three things are most important and essential in any communication process they are Sender, Receiver and the Channel (medium).

**Types of communication:** there are 2 types of communication;

(1) Verbal Communication

(2) Non-Verbal Communication

**Verbal Communication:** the communication happens between sender and receiver through written word which conveys the message of sender or verbally such communication is called verbal communication ,

the following are two types of verbal communication:

(A): Oral communication;

(B): written communication:

**(A)> Oral communication:** Oral communication are that type of communication which happens through mouth or spoken, conversations and also any messages or information are shared or exchanged between one another through speech or word of mouth is called oral communication.

EXAMPLE: television , radio , telephone , reading news paper etc.

**(B)> Written communication:** A communication happens through any word written or often written sign which refers the languages uses in any medium is called written communication.

Example: any hand written, typed, Newspaper, printed word documents, letters, books and magazines etc.

## **(2)Non -verbal communication:**

type of communication which is without word of mouth, spoken words, conversation and written languages are called Non-Verbal Communication. It happens through signs, symbols, colours, gestures, body language or any facial expressions are known as non verbal communication.

Example: Traffic signals are one of example of verbal communication.

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## **Question (2): elaborate skimming and scanning ?**

### **Answer:**

**Skimming:** it refers to the process of reading only main ideas within a passage to get an overall impression of the content of a reading selection. skimming is reading rapidly in order to get a general overview of the material. basically skimming is used to quickly identify the main ideas of a text and get a general overview of the content. It is done at a speed three to four times faster than normal reading.

### **How to skim:**

- (1); Read the title.
  - (2)Read the introduction or the first paragraph.
  - (3) Read the first sentence of every other paragraph.
  - (4) Read any headings and sub-headings.
  - (4) Notice any pictures, charts, or graphs.
  - (5) Notice any italicized or boldface words or phrases.
  - (6)Read the summary or last paragraph.
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**Scanning:** it 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:**

- (1) State the specific information you are looking for.

(2) 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.

(3) Use headings and any other aids that will help you identify which sections might contain the information you are looking for.

(4) Selectively read and skip through sections of the passage.

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### **Question (3): the 7cs:**

#### **Answer:**

**The 7 C's** : when we talk about effective communication one thing that comes in mind what are the basic principle of effective communication these principal tell us how your message can become effective for your target groups, these principles also tells about style and important of the message there principale commonly known as seven C's of effective communication .

the following are 7c's of communication:

(1): **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly.

(2)**Conciseness** - Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication.

(3)**Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level etc.

(4)**Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

>It makes understanding easier.

>Complete clarity of thoughts and ideas enhances the meaning of message.

**(5)Concrete-** this type of communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.

**(6)Courtesy** - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.

**(7)Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

>The message is exact, correct and well-timed.

>If the communication is correct, it boosts up the confidence level.

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#### **QUESTION 4: latter and memo ?**

**Answer : Latter:** A letter is a written communication or message that can be handwritten or printed on paper. It is generally sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that transferred via post is a letter, a written conversation between two parties.

**Memo :** A memo is short for Memorandum. It is one of the main used means of official communication in the business world. Its major purpose is to serve as a reminder or to give some instructions. Again these like circulars are a means of mass communication, i.e. to communicate with a large number of people within the organization.

#### **Deference between memo and latter:**

	Memo:	Latter
1	The memo relates to a short message, written in an informal tone for interoffice circulation of the information.	The letter is a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

2	Itexchange amonge Departments, units or superior-subordinate under the organization.	It exchange amonge Two business houses or among the company and the client.
3	Informal and Concise	Formal and informative
4	Signature not required in a memo	The sender duly signs a letter.
5	Short	Long
6	One to many	One to one

## Q5: definition of vocabulary and types of vocabulary?

### Answer(5); vocabulary:

it is "a set of words used in a specific language". It comprises of all the 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.

### Types of vocabulary:

**(1) Listening Vocabulary:** The words we hear and understand. babies are listening during all their waking hours – and we continue to learn new words this way all of our lives. By the time we reach adulthood, Children who are completely deaf do not get exposed to a listening vocabulary.

**Speaking Vocabulary:** The words we use when we speak. Our speaking vocabulary is relatively limited: Most adults use a mere 5,000 to 10,000 wordsfor all their conversations and instructions.This number is much less than our listening vocabulary most likely due to ease of use.

**Reading Vocabulary:** The words we understand when we read text. We can read and understand many words that we do not use in our speaking vocabulary.This is the 2nd largest vocabulary IF you are a reader. If you are not a reader, you can not “grow” your vocabulary.

**Writing Vocabulary:** The words we can retrieve when we write to express ourselves. We generally find it easier to explain ourselves orally, using facial expression and intonation

to help get our ideas across, then to find just the right words to communicate the same ideas in writing.

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