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SECTION : A

SUBJECT : ENGLISH

Start with the name of Allah the most merciful and the most beneficent

QUESTION 1

What is communication, explain in detail all the types?

ANS

Definition.

- It is the way to express your ideas thoughts, expressions feelings or emotions through verbal or non-verbal signs and symbols..

- Communication is a process of transmitting n receiving verbal or non verbal msgs....

Purposes of communication

- To express our thoughts or feelings ...
- To ensure communication
- To find something about personality of a person
- To solve issues
- To overcome anxiety through counseling.....

Process of communication

- Components of communication
- Context
- Sender
- Encoding
- Medium
- Receiver
- Decoding
- Feedback

Oral messages

- Immediate feedback
- Shorter sentences and short words
- Conventional
- Focus on interpersonal relations
- Less detailed technical
- More colloquial lang.
- Focus more on non verbal action
- Simple construction and words

Written messages

- Delayed feedback
- Longer sentences and longer words
- More formal
- Focus on content
- Direct speech
- Possibility of review
- Delayed action

Non – verbal communication

- Facial expressions

- Gestures
- Postures
- Movements
- Voice quality
- Silence
- Time
- Space
- Smell and touch

Scope of communication

- Project future in the present
- Raise awareness meet information needs
- Motivation raises
- Proper planning and coordination
- Essential for individual administration

Scope of communication

- Executives success is based
- A valuable job requirement

- Creates patience and understanding along with careful and sound judgements
- An essential task for promotion throughout the life

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Question : 2

Elaborate skimming and scanning in the light of reading ?

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

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

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Question 3

What is the 7 C's of communication?

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

To have effective communication, one should keep the following 7 C's of communication in mind:

- Clear: The message should be clear and easily understandable to the recipient. The purpose of the communication should be

clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.

- **Correct:** The message should be correct, i.e. a correct language should be used, and the sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.
- **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 answers to all the

questions of the receivers and helps in better decision-making by the recipient.

- **Concrete:** The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.
- **Concise:** The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.
- **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.

- Courteous: It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include the terms that show respect for the recipient.

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QUESTION 4

Define and differentiate letter and memo?

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. Large corporations require an effective system for communication of information and messages, promptly, within and outside the organization. In this context, the telephone is one of the easiest and convenient ways for instant

communication, but when it comes to evidence, written modes are considered best. Written records include memos, notes, letters, circulars and orders, which are used by the organization.

Comparison Chart

BASIS FOR COMPARISON

MEMO

LETTER

Meaning: Memo refers to a short message, written in an informal tone for interoffice circulation of the information.

Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

Nature: MEMO: Informal and Concise

LETTER: Formal and informative

Exchanged between: MEMO: Departments, units or superior-subordinate within the organization.

LETTER: Two business houses or between the company and client.

Length: MEMO: Short

LETTER: Comparatively long

Signature: MEMO: Signature is not required in a memo.

LETTER: A letter is duly signed by the sender.

Communication: MEMO: One to many

LETTER: One to one

Content: MEMO: Use of technical jargon and personal pronoun is allowed.

LETTER: Simple words are used and written in third person.

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 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 memos is to disseminate business policies, procedures or related official business. These are written in one to all perspective and can serve different purposes 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

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 organization, 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.

The relationship between 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.

The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc. As business letters serve as evidence for both the parties concerned, so it needs to be polite, courteous and respectful to gain immediate response.

Key Differences Between Memo and Letter

The points presented below explain the difference between 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 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

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Question 5

Definition of vocabulary

The body of words used in a particular language.

OR

The words used in a particular subject or sphere of activity or on a particular occasion.

OR

The body of words known to an individual person.

OR

A range of artistic or stylistic forms, techniques, or movements.

OR

Vocabulary is all about words — the words in a language or a special set of words you are trying to learn.

Types of vocabulary

Four types

- 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.

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