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SECTION.....B

SEMESTER.....2nd

SUBJECT.....COMMUNICATION SKILLS

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Q. What is intensive and extensive reading, explain in detail?

ANS: Intensive reading:

Intensive reading “calls attention to grammatical forms, discourse markers and other surface structure details for the purpose of understanding literal meaning, implications, rhetorical relationships, and the like.” An analogy is drawn to intensive reading as a “zoom lens” strategy.

Characteristics of intensive reading:

1. Reader is intensively involved in looking inside the text.
2. Focus on linguistic or semantic details of a reading.
3. Focus on surface structure details such as grammar and discourse markers.
4. Identify key vocabulary.
5. Read carefully.
6. Reading speed is slower.
7. Aim is to build more language knowledge rather than simply practice the skill of reading.

Intensive reading activities:

1. Identify main ideas and details.

2. Making inferences.
3. Looking at the order of information and how it effects the message.
4. Identifying words that connect one idea with another.
5. Identifying words that indicate change from one section to another.

Extensive Reading:

1. Extensive reading is carried out “to achieve a general understanding of a text.”
2. Extensive reading occurs when students read large amount of high interest material, usually out of class, concentrating on meaning, reading for gist and skipping unknown words.
3. The aim of extensive reading is to build reader confidence and enjoyment rather than gaining language knowledge.

Characteristics of extensive reading:

1. Interview each other about their reading.
2. Reading may be combined with a writing component. For example, after reading the newspaper, students may be asked to write a newspaper report.
3. Class time reading.
4. Students may set their own goals for their next session.
5. A reflection on what they noticed about their own reading.
6. A book report or summary.

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Q.2 what is skimming and scanning, explain in detail?

Ans: **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.

EXAMPLE:

For example when one reads the novel or any text in order to understand the thesis statement, in one or two lines.

1. Skimming is achieved by reading the text only which is considered to be relevant.
2. Skimming requires a lower understanding of words recognition than compared to scanning.

HOW to do skimming:

1. Read the first sentence of paragraph.
2. Read the subtitle or introduction.
3. Read the summary or last paragraph if there is one.

While skimming:

1. Don't read everything in detail but just try to skip the text.
2. Read the first and last sentence of each paragraph.
3. Read the introduction and summary.
4. 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 text and rapidly run through the text until we find our specific details.

EXAMPLE:

Now it may be applied to the real-life example of a dictionary, wherein one looks for a specific word meaning or a dictionary wherein one searches for the phone number of someone.

Scanning requires one to have a look at the whole document quickly at least once.

Scanning requires a higher understanding of words recognition compared to skimming.

In scanning we search for key words:

1. Particular name
2. Number
3. Telephone number
4. Program
5. Date

Scanning gets only what you needs:

Three steps for scanning includes

1. Search for key words
2. Move quickly over the page
3. Less reading and more researching

Q.3 what is letter and memo, explain in detail with difference?

Ans : **Memo:**

A memorandum or shortly known as a memo is a precise official note, used to inform, direct or advice the members within the same organization. However, the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufactures, societies, etc. for which a different tools of communication is used, is called as a business letter.

Memorandum Objectives

An effective memorandum has the following objectives

1. To convey a formal message in written form within a particular organization departments or parties.
2. To inform receivers or reader about particular information new or changed policies, procedures and organizational details.
3. To communicate basic information such as meeting agenda, meeting time, meeting date etc.

