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Q1:- what is communication, explain in details all the types.

(Answer)

Communication:-

Communication is a Latin word which means ‘to share’. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviours and written content. Communication is simply defined as the transfer of information from one place to another. This transfer of information can be conducted in different ways.

Communication is a simple process, yet showing complexity in some aspects. Different ways of communication and the distances over which one is required to transfer the information make the process complicated.

communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient. ... These include our emotions, the cultural situation, the medium used to communicate, and even our location.

Types of communication:-

Types of communication are given

below:

Verbal communication:-

Verbal communication is perhaps the most obvious and understood mode of communication, and it is certainly a powerful tool in your communication toolbox. Put simply, verbal communication is the sharing of information between two individuals using words.

In verbal there are two parts.

Oral message:-

- Immediate feedback.
- Focus on interpersonal relations.
- Simple construction in words.
- Shorter sentence in shorter word.
- Oral communication can be either formal or informal.
- Oral communication is the process of verbally transmitting information and ideas from one individual or group to another.
- Oral more about spoken such as presentation, speech and etc.
- Can express our feeling and opinion.
- The audience can be attractive.

Written message:-

- Delayed feedback.
- More formal.
- Direct speech.
- More complex construction.
- Focus on content.
- Delayed action.
- It is impersonal.
- People may not always read them.
- There is a lesser chance for the message to be misunderstood.
- Written communication is good for complicated and vital instruction which can be given in a precis and uniform manner.

Non verbal communication:-

We've already employed a little bit of nonverbal communication with the active listening skills we've previously discussed: nodding, facial expressions, leaning toward the speaker to show interest—all of those are forms of nonverbal communication. Body language can reinforce your spoken message or it can contradict it entirely.

There's a myth that says that when you speak, only 35 percent of your communication is verbal and 65 percent of it is nonverbal. That's not entirely true (or else foreign languages would be much easier to understand!). But it's absolutely true that nonverbal communication can make or break your message. Here are some types of nonverbal communication and the effects they can have on the success of your communication.

Q2:- Elaborate Skimming and Scanning in the light of reading?

(ANSWER)

1. SKIMMING:-

The type of reading techniques 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.
- Don't necessarily read complete sentences.
- Skip examples and proofs.
- Preread before you start skimming.
- Think like the author.

- Know what you want.
- Try to detect the main idea in the introductory paragraphs.
- Read vertically as well as horizontally.

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 example until you understand the concept of text.
- In skimming you ignore the details and look for the main ideas.
- When skimming deliberately skip text that provides details, stories, data, or other elaboration.

2.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.

OR

Scanning is a reading a text quickly in order to find specific information.

WE SEARCH FOR KEY WORDS:-

- Particular name
- Number
- Telephone number
- Program
- Date

GET ONLY WHAT YOU NEED:-

- o Search for key words
- o Move quickly over the page

o Less reading and more searching

Q3:- What are the 7 C's of Communication, explain all of them?

(ANSWER)

Seven c's of communication:-

Seven c's of communication are given

below:

1: Corectness:-

- Verify your numerical data.
- Use the right way in level of language access to audience benefits.
- Check accuracy of facts, figures in words that you have used.
- Double check your totals.
- Ask someone else to read you message.
- Maintain acceptable writing mechanics. i.e sentence correction level.

2:conciseness:-

- Eliminate wordy expressions.
- Conciseness is the prerequisite to effective business communication.
- Hence concise message save the time and expenses for both the parties.
- Concise message is more appealing and comprehensible to the audience.
- Include only relevant material.
- Avoid unnecessary repetition.

3:consideration:-

- Focus on "you" instead "I" or "we".
- Emphasize positive, pleasant facts.
- Focus on word which are considered favorable by the receiver.

- Stress on what can be done, instead of what cannot be done
- It is impossible to open an account for you.

4:-completeness:-

- Incomplete reply will lead to unfavorable response.
- Omissions casts suspicions.
- Provide all necessary info.
- Answer all question.
- Shows carelessness, concealing facts or weak spot.

5:-clarity:-

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.
- Chose precise, and familiar in words.
- Construct effective sentences and paragraphs.
- Include example, illustrations and visual aids.

6:-courtesy:-

- Courtesy strengthens relations.
- Be sincerely tactful, thoughtful, and appreciate.
- Courteous message is positive and focused at the audience.
- Use expression that show respect.

7:-Concretness:-

- It is supported with specific facts and figure.
- Its make use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.
- Put action in your verb.

Q4:- Define and differentiate Letter and Memo?

(ANSWER)

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.

One can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

A memo is a short official note that is sent by one person to another within the same company or organization.

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 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. A letter is a written message containing information from one party to another. The role of letters in communication has changed significantly since the nineteenth century. Historically, letters were the only reliable means of communication between two people in different locations.

Difference between memo and letters:-

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. Technical jargons are commonly used in memos, as well as uses 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.

Q5:- Give a brief definition of vocabulary, also explain the types of Vocabulary.

(ANSWER)

Vocabulary:-

Definition:-

A vocabulary also known as a wordstock or word-stock, is a set of familiar words within person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge.

OR

Vocabulary basically refer towards "list of words" or "the stock of words" used by a person.

Types of vocabulary:-

There are two type of vocabulary which are given below:

Active vocabulary:-

which we use for speaking or writing.

An active vocabulary is made up of the words readily used and clearly understood by an individual when speaking and writing. Contrast with passive vocabulary . Martin Manser notes that an active vocabulary "consists of the words that [people] use frequently and confidently.

Active vocabulary is an vocabulary that you can recall and use at will when the situation requires it. you are choosing to use the word and actively retrieving it from memory.

The second way of knowing is that you can recall and use that vocabulary appropriately so this is active knowledge.

Passive vocabulary:-

which we can understand when we hear or read.

With passive vocabulary you can listen and understand. Hearing the vocabulary used prompts, you to recall its meaning. In other word you are being made to recall it. So It is passive vocabulary.

When you say you know a word are phrase, you could mean one of two things. First you could mean that if someone says the word to you, you know it means this is passive knowledge.

Passive vocabulary refers to word that learners understand but are not yet able to use.

THE END