



NAME: Sayed Muslim shah

ID#: 14856

MODULE: Bachelors {Software Engineering}

SEMESTER: summer 2020

SUBJECT: English-ii

INSTRUCTOR: Naeem Ullah Kaka Khel

DATE: 24/9/2020

Question No. 1:

Differentiate letter and memo with proper logical elements and points?

Answer:

Difference Between Letter and Memo:

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.

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.

Comparison Chart

BASIS FOR COMPARISON

	LETTER	MEMO
Meaning:	Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.	Memo refers to a short message, written in an informal tone for interoffice circulation of the information.
Nature:	LETTER: Formal and informative	MEMO: Informal and Concise

Exchanged between:	LETTER: Two business houses or between the company and client.	MEMO: Departments, units or superior-subordinate within the organization.
Length:	LETTER: Comparatively long	MEMO: Short
Signature:	LETTER: A letter is duly signed by the sender.	MEMO: Signature is not required in a memo.
Communication:	LETTER: One to one	MEMO: One to many
Content:	LETTER: Simple words are used and written in third person.	MEMO: Use of technical jargon and personal pronoun is allowed.

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.

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.

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.

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.

Memos are written to inform or direct, a department or number of employees on a certain matter and so it is usually written from one to all perspective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication.

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.

Conclusion:

A memo is an essential tool for 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 reference.

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.

Question No. 2:

How can we build our vocabulary, explain all the sources?

Answer:

VOCABULARY DEVELOPMENT:

Definition of Vocabulary:

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

Types of Vocabulary:

1. **Active Vocabulary:** which we use for speaking or writing.
2. **Passive Vocabulary:** which we can understand when we hear or read.

Our reading and writing vocabulary are larger than our spoken vocabulary because we have time to make an effort to recall words when we read or write; speech flows faster and there is less time to recall words. So, our reading vocabulary (passive one) is the largest and our spoken vocabulary (active one) is the smallest; we use all the words we know when we are reading and use the fewest of the words we know when we are speaking.

List of Dictionary use (9):

The following is a list of things that can be learned from a dictionary.

- **Spelling**
- **Pronunciation**

- Parts of speech
- Origin of the words
- Meaning/Explanation
- Usage/Restrictive labels
- Synonyms & Antonyms
- Foreign words & phrases
- General information

1.Spelling:

Many students find English spellings very confusing. So, what you need to do? Consult your dictionary. It will clarify your confusion by showing you the different spelling of the word.

Look at the given words likewise;

Fear/Fair/Fear

Confident:

Meaning: having confidence

Use in sentence: Be a bit more confident in yourself!

Confidant:

Meaning: a person you trust and share your feelings and secrets with

Use in sentence: Within a few short years he was a trusted confidant.

- Gate:

Meaning: a part of a fence or outside wall that is fixed at one side and opens and closes like a door

- **Use in sentence:** Take the next right turning through a large iron gate onto a cobbled road.

- Gait:

Meaning: a particular way of walking

- **Use in sentence:** He walked with a slow stiff gait.

2. Pronunciation:

Students have problems in pronouncing English words. A dictionary will help you to learn the pronunciation of any word if you are familiar with the symbols in which they are written. All language dictionaries carry a pronunciation key/table. It should be read.

3. Parts of speech:

All dictionaries indicate to which part of speech a word belongs to-whether the word is commonly used as

N(noun), ProN(pronoun), V(verb)

(tran."transitive" intr."intransitive), Adj(adjective),Adv(adverb),

Conj (conjunction),Art(article),

or Prep (preposition)

4.Origin of the words:

Some dictionaries indicate the origin of a word before it became an English word. For example, if you look up the meaning of "life" you will find the following information:

Old English lif, of Germanic origin; related to Dutch liif, and time between two points; birth and death.

5.Meaning/Explanation/ Definition of words:

The most important information about a word is its meaning.

Most words have many meanings or shades of meaning. Do not read just the first meaning listed of the word you are looking up. Go down the numbered list.

e.g. fear, fair

6. Usage/Restrictive Labels:

Br./Am; formal/informal ,colloquial ,dialectal, archaic, poetic, slang. This information is important in writing . A dictionary will tell you the usage of words and phrases, idioms/proverbs of the language

It will also tell you about the limitations of the use of the word.

special labels are used to show this. If a word is no longer in current use it will be labeled archaic (arch) or obsolete (obs.) other labels will tell you of the level of usage: whether the word has literary flavor (poetic) is slang (sl), formal (fml) or informal (infml).

7. Synonyms and Antonyms:

similar & opposite meanings of words. Frequently given but not in all dictionaries.

8. Foreign words and Phrases:

Dictionaries define/ explain many common foreign words and phrases either with the main entries or in a special section at the back.

9. Genral Information:

This section varies from dictionary to dictionary. Names of important persons, places, countries, nationalities, are listed either in the alphabetical arrangement of words or in special sections at the back.

Question No. 3:

What are the qualities of a good precis, explain?

Answer:

DEFINITION:

A precis is a clear, compact logical summary of a passage. It preserves only the essential or important ideas of the original.

QUALITIES OF A GOOD PRECIS:

A good precis shows the writing skills of a person. It must have the following qualities.

CLARITY:

Clarity means getting your message across so that the receiver can understand what the writer is trying to convey. It is the basic and essential need of a précis. The ideas should be clear and understandable. There should not be any ambiguity in your writing. The writer can achieve clarity by using simple language and simple structure. If your précis is not understandable to the reader it will lose its importance and meanings for the reader.

CORRECTNESS:

1. Mistakes in your writings always irritate the reader. Of course, mistakes are never intentional; even so there is no excuse for them. At the time of writing or composing a précis the writer must ensure that the facts and figures are correct. Structure of sentences and spellings of words must be correct because a single mistake in structure and spelling may spoil the message. We may consider the mistakes under the following headings:
2. Misspelled words

3. Mistakes in figures and dates
4. Mistakes in punctuation
5. Mistakes of grammar and structure

OBJECTIVITY:

Objectivity means the ability to present or view facts uncolored by feelings, opinions and personal bias. While making a précis, the writer should adopt an objective approach. He should not give and add his personal opinion and ideas in a précis. A précis should be purely a summary of the original text without any addition.

COHERENCE:

Coherence means the logical and clear interconnection of ideas in a written piece of work. A good précis should be coherent. The ideas which are presented in a précis must have a logical connection and they all should be interrelated. In short, we may say that the ideas should be well knitted so that the writer may not be confused and lose his interest.

COMPLETENESS:

Another striking feature of a good précis is completeness. A précis should be complete in all respects. Completeness means that the writer should include all the important facts in a précis. To make it short he should not omit the important ideas. This mistake on the part of the writer will spoil the importance and meaning of the précis.

CONCISENESS:

1. Conciseness is a desirable quality of a good précis. Conciseness means to say all that needs to be said and no more. The writer should write what is necessary and avoid writing unnecessary details. A concise piece of work conveys the message in the fewest possible words. But one point must be kept in mind that the writer should not omit some basic and essential facts to achieve conciseness. To achieve conciseness, notice the following suggestions:
2. Omitting unnecessary details
3. Eliminate wordy expressions
4. Include only relevant material

5. Avoid unnecessary repetition

RULES OF MAKING A PRECIS:

A well written precis should be a serviceable substitute for the original work. The goal of a précis is to preserve the core essence of the work in a manner that is both clear and concise. While writing a précis, the writer should follow the below given rules to make it an effective piece of work.

READ CAREFULLY:

First read the passage twice or thrice carefully to summarize it. This will enable you to understand the main theme of the passage.

UNDERLINING:

Underline and mark the important ideas and essential points from the original text.

OUTLINE:

With the help of underlined ideas, draw the outline of your précis.

OMISSION:

Omit all the unnecessary information or the long phrases which could be replaced by one word. All the adjectives and the adverbs can also be omitted in order to make a good précis.

DON'T OMIT:

While making a précis, the writer should never omit the important points and ideas which are essential to be described.

SIZE:

Keep the fact in your mind that the length of the précis should be the one third of the original passage.

SPEECH:

A precis should be written in indirect speech. If there is direct speech in the passage, it should be changed into indirect speech.

TENSE AND PERSON:

It should be written in the third person and past tense. In the case of universal truth the present tense should be used.

OWN WORDS:

A precis should be written in your own words and the writer should abstain from borrowing words from the original passage.

OBJECTIVE APPROACH:

A precis writer should adopt an objective approach. He should not add his personal ideas to a précis. Put all the important points and ideas in a logical order.

ONE PARAGRAPH:

There could be two or more paragraphs in the original text. While making the précis, try to write all the ideas in one paragraph.

ROUGH DRAFT:

After omitting all the unnecessary ideas, the writer should prepare a rough draft to finalize it.

FINAL DRAFT:

Having read the rough draft and pointed out some mistakes which may be found in the rough draft, the writer can prepare the final draft.

Question No. 4:

How is intensive reading different from extensive reading?

Answer:

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:

- Reader is intensively involved in looking inside the text.
- Focus on linguistic or semantic details of a reading.
- Focus on surface structure details such as grammar and discourse markers.
- Identify key vocabulary.
- Read carefully.
- Reading speed is slower.

- Aim is to build more language knowledge rather than simply practice the skill of reading.

INTENSIVE READING ACTIVITIES:

- Identify main ideas and details.
- Making inferences.
- Looking at the order of information and how it effects the message.
- Identifying words that connect one idea with another.
- Identifying words that indicate change from one section to another.

EXTENSIVE READING:

- Extensive reading is carried out “to achieve a general understanding of a text.”
- 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.
- The aim of extensive reading is to build reader confidence and enjoyment rather than gaining language knowledge.

CHARACTERISTICS OF EXTENSIVE READING:

- The purpose of reading is usually related to pleasure, information and general understanding.
- Reading is its own reward.
- Reading materials are well within the linguistic competence of the students in terms of vocabulary and grammar.
- Reading is individual and silent.
- Reading speed is usually faster than slower.
- Teachers orient students to the goals of the program.
- The teacher is a role model of a reader for the students

EXTENSIVE READING ACTIVITIES:

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

Question No. 5:

Differentiate verbal and non-verbal communication?

Answer:

Parameter of Comparison	Verbal Communication	Non Verbal Communication
Definition	Verbal communication involves the use of words or speech or auditory language to express emotions or thoughts or exchange information.	Non-verbal communication involves the use of visual or non-verbal cues such as facial expressions, eye or body movements, gestures, and many more without speaking

Verbal Communication:

In *Verbal* communication, a person uses words or speech to exchange information or messages. It takes place in the form of oral as well as a written format between two or more persons.

Examples of verbal communication are meetings, letters, reports, emails, notes, memos, group discussions, interviews, counseling, face-to-face conversations, telephone calls, radio, etc.

Verbal communication plays an integral role in maintaining successful and positive relationships.

Doing effective and constructive communication always results in contented people, increased productivity, smoother operations, and decreased errors.

Verbal Communication



Non-Verbal Communication:

Non-verbal communication is the widely used method in the communication process where a person doesn't use a single word or language to pass his/her message or information to other people.

When a person doesn't use the words to converse with others rather uses visual cues such as facial expressions, gestures, eye contact, posture, body language, tone of voice to express their feelings or convey the message, then it is called a **Non-verbal communication**.

Non-verbal communication skills can't be learned, they are peculiar to individuals as they reflect the personal attitude of the person towards life and other people.

Some non verbal cues



End

Thank you, sir,