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Section # "B"

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Subject # Communication and  
Presentation Skills

Q (1) 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, implication ~~the~~ 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 ~~the~~ looking inside the text.
- focus on surface structure details such as grammar and discourse markers.
- Identify key vocabulary.
- Read carefully.
- Reading speed is slower.

Activities:

- Identify main ideas and ~~details~~ details.
- making inferences
- Identifying words that connect one idea with another.

## Extensive Reading..

Extensive reading involves ~~learning~~ learners reading texts for enjoyment and to develop general reading skills. It

• Can be compared with intensive reading which means reading in detail with specific learning aims and tasks

Extensive reading is often overlooked especially as a classroom activity.

## CHARACTERISTICS..

- The Purpose of reading is usually related to Pleasure information and general understanding
- Reading is its own reward.
- Reading is individual and silent.
- Reading speed is usually faster than slower
- Teachers orient students to the goals of the goals of the Program
- The teachers is a role model of a teacher for the students.

## ACTIVITIES:

Interview each other  
about 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

Student may set their own goals  
for their next session

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.

How to Skim:

- Read the title
- Read the subtitle
- Read the summary or last paragraph if there is one
- Read the first sentence of each paragraph

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 <sup>any</sup> summ
  - Read a few examples
- unit you understand the concept of the next

## 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 next 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 types steps for scanning includes.

- Search for key words
- move quickly over the page
- LESS reading and more Searching.

Q. 2)

What is Letter and memo  
explain in detail with difference.

Ans

### LATTER..

A letter refers to a brief message sent by the company to the person or entity which are outsiders.

### MEMO

A memorandum or shortly known as a memo is a ~~Prest~~ 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, manufactures, societies etc. for which a different tool of communication is used called a business letters.

## 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.

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.