

IQRA NATIONAL UNIVERSITY PESHAWAR

FINAL EXAM

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Q No: 1

Communication

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. This may sound simple, but communication is actually a very complex subject.

Types of Communication are \

- 1) Verbal
- 2) Nonverbal
- 3) Written
- 4) Visual

1. Verbal

Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one

conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

Important steps to develop verbal communication skills are.

- Use a strong, confident speaking voice.
- Use active listening
- Avoid filler words

2. Nonverbal

Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is helpful when trying to understand others' thoughts and feelings.

If they are displaying “closed” body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying “open” body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

There are some steps through which we can develop Nonverbal communication skills are

- Notice how your emotions feel physically.
- Be intentional about your nonverbal communications.

- Mimic nonverbal communications you find effective.

3. Written

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace.

There are some steps through which we can improve our written skills

- Strive for simplicity.
- Don't rely on tone
- Take time to review your written communications.

4. Visual

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

Here are two steps by which we can increase Visual skills

- **Ask others before including visuals.**
- **Consider your audience**

Q NO:2

Skimming

Skimming is a reading skill in which a reader quickly goes through a text in order to get the general idea or information or to get a particular text.

When we are looking at a newspaper, we are actually skimming. We do not read every word-instead we skim it to get a general idea of what the main articles are about. We might use headlines, photographs, and caption to help us decide if we want to delve further into a particular article or skip it and search further.

Three Types of Skimming:

1. Pre---read skimming refers to preparing to read.
2. Skim reading refers to situations in which skimming is the only coverage you plan to give the material.
3. Review skimming assumes you have already read the material and are going back over it as a means of study and review.

Skimming Reading

- Read the title. If it is an article, check the author, publication

date, and source.

- Read the introduction. If it is very long, read only the first paragraph completely. Then, read only the first sentence of every paragraph. That sentence will usually be the main idea of that paragraph.
 - Read any headings and sub---headings. The headings, when taken together, form an outline of the main topics covered in the material.
 - Notice any pictures, charts, or graphs; they are usually included to emphasize important dates or concepts.
 - If you do not get enough information from the headings, or if you are working with material that does not have headings, read the first sentence of each paragraph.
 - Glance at the remainder of the paragraph.
 - Notice any italicized or boldface words or phrases. These are key terms.
 - b. Look for lists of ideas within the text of the material. The author may use numerals, such as (1), (2), (3) in the list, or signal words such as first, second, one major cause, another cause, etc.
 - Read the summary or last paragraph.
- 1.

Scanning

Scanning is a method of selective reading, when searching for a particular fact or answer to a question. Scanning can best be described as a looking rather than a reading process.

Scanning Reading

- State in your mind specifically the information for which you are looking. Phrase it in question form, if possible.
- Try to anticipate how the answer will appear and what clues you might use to help you locate the answer.
- Determine the organization of the material; it is your most important clue to where to begin looking for information. Especially when looking up information contained in charts and tables, the organization of the information is crucial to rapid scanning.
- Use headings and any other aids that will help you identify which sections might contain the information for which you are looking.
- Selectively read and skip through likely sections of the passage, keeping in mind the specific question you formed and your expectations of how the answer might appear. Move your eyes down the page in a systematic way.
- When you have found the needed information, carefully read the sentences in which it appears in order to confirm that you have located the correct information.

Q NO:3

7 C's of Communication

1) Completeness:

The message must be complete and geared to the receiver's perception of the world. The message must base on facts and a complex message needs additional information and / or explanation .A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

2) Correctness:

A correct use of language has the preference. In written Business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

3) Concreteness

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

4) Clarity

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly- worded information emphasizes the essence of the message.

5) Conciseness

A message is clear when the storyline is consistent and When this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement

6) Consideration

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

7) Courtesy

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Use of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word 'they' a larger audience is immediately addressed.

Q NO:4

Memo

A memo is usually an internal working paper written to share information and/or instructions among peers, most often those working for the same organization or those working together on a common project even though they represent different organizations. Because they're informal working papers, memos are rarely sent to outsiders, especially those you or your organization want to impress. A business letter is considered more formal, more serious, more forceful, and more impressive than a memo. Because they're written to people who are involved in or at least familiar with your work, your organization, and the standard practices of your profession, memos use an informal style in which jargon, abbreviations, and short-form references to people and organizations are acceptable.

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 Main Difference between Memo and Letter are as follows:

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 organisation, 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.

Q No: 5

Vocabulary

The sum of words used by, understood by, or at the command of a particular person or group. OR

The sum of words used by, understood by, or at the command of a particular person or group.

Types of Vocabulary:

- 1) Active Vocabulary
- 2) Passive Vocabulary

1) Active Vocabulary

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 use frequently and confidently. If someone asks them to make up

a sentence containing such and such a word—and they can do it—then that word is part of their active vocabulary." For example

One of our teachers in first year had a great analogy for this. He showed us a £5 note and asked us what it was. Of course everybody recognized it. Then he asked us to describe a £10 note in detail.

Very few of us could come up with much. We knew it had the queer old dean dear old Queen on it, and a couple of people remembered that Charles Darwin is on the back.

But beyond that we came up with nothing, despite seeing £10 notes regularly (although not as regularly as we might like, and never for very long). This is the difference between active and passive knowledge. It's whether you can merely recognize something, or actually reproduce it from memory.

2) Passive Vocabulary

Passive vocabulary refers to words that learners understand but are not yet able to use. Active vocabulary, on the other hand, is the words that learners understand and use in speaking or writing. When learning a language, should we focus more on developing an ability to speak or on building up our understanding of the language? This is a

common question language learners ask, especially at the beginning of their language learning journey. Here are my views.

THE END