

Q2

• 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 first sentence of paragraph
- Read the subtitle
- ~~or~~ introduction
- Read the summary or last paragraph if there is one.

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 examples until you understand the concept of the text.

Scanning

Definition:

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.

in Scanning we search for key words:

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

Scanning ... Get only what you need

There are steps for scanning includes

- Search for key word
- Move quickly over the page
- Less reading and more searching.

Q3MEMO

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 a business letter.

Letter.

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

Memo Comparison & Chart:-Memo

The memo relates to a short message, written in an informal tone for interoffice circulation of the information.

Letters:-

The letter is a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

Exchanged Among:-

Departments, units or superior-subordinate under the organization.

Two buss business houses or among the company and the client.

Informal and concise

Formal and informative.

Contents:-

Utilization of technical jargon and Personal Pronoun is permitted or allowed

Simple words are used and written in the third Person.

Length	
Short	Comparatively long
Communication	
One to many	one to one

what is the memo?

A memo is short for memorandum. It is one of the main used means of official communication in the business world.

Communication i.e. to communicate with a large number of people within the organization.

Reasons to write a memo

- As a reminder
- Highlight an event or circumstance
- To recount an event
- keep an official record of anything
- To pass information or instructions.

Signature



What is letter?

A letter is a written communication or message that can be handwritten or printed on paper. It is generally sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that transferred via post is a letter, a written, a written conversation between two parties.

Types of Letter:

• Formal Letter:

These letters pursue a certain pattern and formality.

• Information Letter:

These are personal letters.

• Business

This letter scripted among business correspondents, generally contains such as quotations, orders.

Official

The Short of letter is written to inform offices information.

Social

A Personal letter written on the occasion of spacial event is known as a Social letter.

• Circular Letter.

A Letter that Announces information to a large number of people is a Circular Letter.

Employment Letters.

Any Letters concerning the employment Process, like joining letter, Promotion letters application letter etc.

Conclusion:

The memo is used to transmit Particular information to many individuals working in the same organization. It has an important part to play in recording the day to day business activities.

Signature

Q1

INTENSIVE ~~REA~~ READING

Intensive reading "calls attention to grammatical forms, discourse markers and other surface structure details for the purpose of understanding literal meaning, implication, rhetorical relationship, and the like". An analogy is drawn to intensive reading as a "zoo lens" strategy.

Characteristics of Intensive Reading

- * Reader is intensively involved in looking inside the text.
- * ~~Focus~~ focus on linguistic or semantic details of a reading.
- * focus on surface structure details of a grammar and discourse markers.
- Identify key vocabulary.
- * Reading speed is slower.
- * Aim is to build more language knowledge rather than simply skills at reading.

Intensive Reading Activities:

- ① identify main ideas and details.
- ② marking inferences.
- ③ Looking at the order of information and how it affects the message.
- ④ Identifying words that connect one idea with another.
- ⑤ The aim 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 is ~~carried~~ occurs when students read large amount of high interest material, usually out of class, concentrating on meaning.
- ③ 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 student in terms of vocabulary and grammar.
- ★ Reading is individual and silent.
- ★ Reading speed is usually faster than slower.
- ★ 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.
- ★ Class time reading.
- ★ Student may set their own goals for their next session.
- ★ A reflection on what noticed about their own reading.
- ★ A book report or summary.

Signature

Baber Paper Products