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Q no 2 : Elaborate skimming and scanning in the light of reading ?

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 each 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.*

When to use skimming

Skimming has always been one of the most selected ways when it comes to FAST READING. Before putting any effort into studying a document, practising skimming can be a good hand in previewing. You can use skimming

before entering a new chapter of your textbook or a long article. To be simply said, most people refer to use skimming when they need to save time. Time-saving has always been one of the top priorities of today society. Reading every word can prevent us from increasing our reading speed. There're many situations that spending long hours of laborious reading can't do anything well.

Suppose you have to read an academic text and write an essay about its topic, skimming can't do all the job as there is too much information. This skill would help when you're trying to find out if something is a waste of time or similar to something else you've already known. Using skimming is an ideal strategy when there are only a few days left and you're about to take an examination. In short, you save your time by skimming.

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.**

In scanning we search for key words :

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

Scanning.....get only what you need

Three steps for scanning includes

- **Search for key words**
- **Move quickly over the page**
- **Less reading and more searching**

When to use scanning

As convenient as it seems, skimming can't guarantee you all the important points. Usually, you need scanning when you find a friend's phone number in a telephone book or last night football's scores in the newspaper. Or when you're in a new restaurant knowing they have your favourite dish but not sure the price is reasonable, you also need to scan along the menu to see it with the price. Scanning significantly proves its value when researching and studying. These two kinds of activity can't be successful if they depend on only your general knowledge.

You may also need scanning to locate the correct answer for given questions. You are likely to scan when you have no intention of getting a general idea. Obviously, if you have no doubt of your purposes for reading and other unrelated information is far from support, now take scanning into your consideration. Scanning is perfect when it comes to looking for something more particular rather than an overview idea in your mind.

Q no 1: what is communication? explain detail all the type?

Communication :

- It is the way to express your ideas thoughts, expression, feeling or emotion through verbal or non-verbal signs and symbol.
- Communication is a process of transformitting receiving verbal or non verbal msg.

How to overcome barriers of communiton :

- Taking the receiver more seriously
- Crystal clear message
- Delivering messages skilfully
- Focusing on the reciever
- Ensuring appropriate feedback
- Be aware of your own state of mind /emotion /attitude

Purpose of communication:

- To express our through or felling etc

- To ensure communication
- To find something abt personally of a person
- To enhance understanding
- To solve issue

Process of communication:

- Component of a communication
 1. Context
 2. Sender
 3. Encoding
 4. Message
 5. Medium
 6. Receiver
 7. Decoding
 8. Feedback
 9. Noise

Oral messages

- Immediate feedback
- Shorter sentence n shorter word
- Conventional e.g ok
- Focus on interpersonal relation
- Less detail, technical infor
- More colloquial lang
- Focus more on non verbal avtions

Written messages:

- Delayed feedback
- Longer sentence n longer word
- More formal
- Focus on content
- Direct speech
- More complex construction
- Possibility of review
- Delayed action

Non verbal communication

- Facial expressions

- Postures
- Movements
- Voice quality
- Silence
- Time
- Space
- Smell n touchetc.

Scope of communication:

- **Executive success is based**
- **Avaluable job requirment**
- **Develops the right attitude to drive the nail aright**
- **Creates patience n understanding along with careful n sound judgements**
- **An essential task for promotion throughout yhe life.**

Q no 3:what are the 7 c's of communication expalain all of them?

Ans :

seven c's of communication:

1. Completeness
2. Correctness
3. Conciseness
4. Concreteness
5. Consideration
6. Clarity

Completeness

- Provide all necessary info
- Answer all questions
- Give something extra when desirable

Conciseness

- Eliminate wordy expressions

- Include only relevant material
- Avoid unnecessary repetition

Consideration :

- Put emphasize positive n pleasant facts
- Show audience benefit interest in the receiver end.

Concreteness:

- Use specific facts n figures
- Put action in your verb
- Choose image-building word

Clarity:

- choose precise,concrete n familiar word
- construct effective sentences and paragraphs

courtesy:

- be sincere, tactful ,thoughtfull n appreciative
- use expressions that show respect
- choose nondiscriminatory expressions

correctness:

- use the right way n level of language acc to audience benefit
- maintain acceptable writing mechanics i.e sentence correction level

Q no 4 : define and defferentiate letter and memo?

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

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.

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.

Q no 5:give a brief definition of vocabulary also explain types?

Today's session is in two parts. In 1st part you will learn the use of a dictionary

In second part you will learn how to build/improve your vocabulary

Definition of Dictionary

A dictionary is a book that not only lists and records the words of a language but it also tells you how speakers of the language spell, pronounce, define, explain and use the words of their language.

A dictionary is a reference book and provides useful information. It is useful only if you learn how to use it correctly and efficiently

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.

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:

9. 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.

VOCABULARY DEVELOPMENT

What is 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 is 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.

