

Mid-Term Assignment

Marks 30

Subject Communication Skills

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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, 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.

Q.2 What is Skimming and Scanning, explain in detail?

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.

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

Q.3 What is Letter and Memo, explain in detail with differences?

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.

Comparison Chart

BASIS FOR COMPARISON

MEMO

LETTER

- Meaning:** Memo refers to a short message, written in an informal tone for interoffice circulation of the information. Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.
- Nature:** MEMO: Informal and Concise LETTER: Formal and informative
- Exchanged between:** MEMO: Departments, units or superior-subordinate within the organization. LETTER: Two business houses or between the company and client.
- Length:** MEMO: Short LETTER: Comparatively long
- Signature:** MEMO: Signature is not required in a memo. LETTER: A letter is duly signed by the sender.
- Communication:** MEMO: One to many LETTER: One to one
- Content:** MEMO: Use of technical jargon and personal pronoun is allowed. LETTER: Simple

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.

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.

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.

