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Q.1 What is intensive and Extensive reading, explain in detail?

Ans. 1 what is intensive reading?

Intensive reading is a reading with specific learning aims. Intensive reading is looking intensively inside the text it calls attentions to grammatical forms discourse markers and other surface structure details for the purpose of understanding literal meaning implication rhetorical relationship and the like. The analogy to the intensive reading can be treated as "zoom in" strategy. It is rather a slow and careful reading of a small amount of difficult text. Intensive reading occurs when the learner is focused on the language study rather than the text. It lays stress on master of word hence develop active vocabulary. Intensive reading is a reading for detailed meaning, developing reading skill in a vocabulary and grammar knowledge the learner may be answering comprehension question learning new vocabulary studying the grammar and expression in text. Translating the passage sometime careful reading depth reading.

Definition

Intensive reading activities include skimming a text for specific information to answer true or false statement or filling gaps in a summary scanning a text to match heading to paragraph and finally reading then carefully to put them in correct order.

Intensive reading characteristic

No 1# reader is intensely involve in looking inside the text.

No 2# focus on linguistic or semantic detail of reading.

No 3# focus on surface structure detail such as grammar and discourse markers.

No 4# identify key vocabulary

No 5# reading carefully

Intensive reading involves learner reading in detail specific learning aims

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 Subtitle or Introduction. Read the summary or last paragraph if there is on

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?

Letter

A letter is a message that is send by a person to another meant to convey information that he wants the person to receive. It can be short or long and it his many types, thank you latter, personal latter and business latter.

Memo

The memo is the way of communication in a business setting. It's usually intended for internal communication that it is used to convey a message within the organization or business when a letter is a message that is sent by a person to another person to convey information that he wants the person to receive. A memo is generally informal, short, concise, and to the point and a letter can be short or long. The memo is used to call a meeting or to call a person to action; it has a header which shows when it comes from, who it is addressed to, and the date and subject of the memo. On the other hand, a letter compresses memo words and information and uses formal language. A memo can be addressed to a company, whereas the letter addresses the specific topic and is sent to a specific individual.

Key difference

Not 1. The memo defines a short message written informally to communicate certain information to the number of organization; conversely, a letter is understood as a means of verbal communication containing a brief message addressed to a party external to the business.

Not 2. The use of memo is internal to organization in the sense that it is an exchange between two departments or units or sent by a manager to notify a sub or ordains compared to the use of a letter is external as it is an exchange between two business houses or between two companies or clients.

Not 3. There is no need for a signature in a memo as it is used within the organization though the letter is to be duly signed by one who sends it.

Not 4. A memo is used in formal tone and is straight to the point; on the other side, a letter is very formal and contains lots of information.

Not 5. When it comes to length, a letter is lengthier in comparison to a memo.

Not 6. Technical jargons are usually used in a memo as well as personal pronouns; conversely, a letter avoids the use of technical jargons and conditions which are not easy to comprehend beside a letter written in third person.

Not 7. A memo is written to tell or direct a department or a number of employees on a certain matter and so it usually is written from one to all perspectives; on the contrary, a letter is private as it is addressed to a specific party or client.

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. In contrast, a letter is considered as the best mode of written communication that is used for giving or seeking information to or from an external party.

