



**COURSE NAME: COMMUNICATION AND PRESENTATION SKILLS**

**SEMESTER 2<sup>ND</sup>**

**SUBMITTED BY: NAVEED ALI**

**SUBMITTED TO: SIR NAEEM ULLAH KAKA KHEL**

**DEPARTMENT: BS SOFTWARE ENGINEERING**

**REG ID: 15958**

**QUESTION 1:**What is intensive and Extensive reading, explain in detail?

**ANSWER:**

### **EXTENSIVE READING**

This type of reading can be referred to as reading for joy. It's reading longer texts for pleasure and to develop general reading skills. This approach advocates reading as much material in your target language as humanly possible. This way, its advocates claim, you will be exposed to the widest range of vocabulary and grammatical structures. It can be compared with intensive reading which means reading in details with specific learning aims and tasks. All of this is supposed to make you a better language learner and help you on the way to fluency.

### **CHARACTERISTICS OF EXTENSIVE READING:**

- The purposes of reading are usually related to pleasure, information, joy, and general understanding.
- Reading is only for the purpose of its own reward.
- Variety of material on the range of topic is available.
- Reading is individual and silent.
- Reading speed is usually faster than slower because students select what they want to read.
- Teachers orient students to the goals of the program.
- Teacher is a role model of a reader for the students.

### **EXAMPLE:**

Possible examples of extensive reading material are magazines, graded readers, novels and, yes, even comic books.

### **INTENSIVE READING:**

Intensive reading involves learners reading in detail with specific learning aims and tasks. It is related to further progress in language learning under the teacher's guidance. It provides a basis for difficulties of structure and for knowledge of vocabulary and idioms. It can be compared with extensive reading, which involves learners reading texts for enjoyment, develop general reading skills, supportive and non-supportive details, refine study skills, fact and distinguish among thesis.

### **CHARACTERISTICS OF INTENSIVE READING:**

- Identifying words that indicate change from one section to another Intensive Reading Activities
- Identifying words that connect one idea to another

- Looking at the order of information and how it effects the message
- Making inferences
- Identify main ideas and details

**EXAMPLE:**

The learners read a short text and put events from it into sequence order.

---

**QUESTION 2:**What is Skimming and scanning, explain in detail?

**ANSWER:**

**SKIMMING:**

- Skimming is a fast reading to get:To know the general meaning of a passage to know how the passage is organized, that is, the structure of the text to get the author's purpose.
- Skimming is used to build student confidence that it is possible to gain meaning without reading every word in a text.
- Skimming is used as part of the method of reading, often for speed reading. This method involves the student in surveying, questioning, reading, reviewing and reciting.
- Skimming is used to review a topic and reader can get general idea or information of the text in a quick way.
- Skimming locate facts and opinions
- Sets a time limit to the reading activity.

**EXAMPLE:**

An example of skimming is getting the leaves out of the pool/

**How to Skim Text:**

- Know what you want (ask myself what I want to get from the book or article).
- Read vertically as well as horizontally (like you are running down the stairs, move your eyes up as well as side by side).
- Think like the author (focus on original and meaningful material and skip over the materials that just support author's argument without advancing it).

- Pre read before you start skimming (examine the article you want to read so that you may pinpoint the the parts to pay attention or the parts to skip).
- Try to detect the main idea in the introductory paragraphs (read the introductory paragraphs closely, It tells the author's aim which helps you decide early on whether the author or chapter is worth reading in detail or not).
- Read the first sentence in each paragraph (the introductory sentence of each paragraph usually describes what follows in the paragraph. Read the first and decide whether the rest deserves a read or not).
- Don't necessarily read complete sentences (if the start of sentence holds no promise of the sentence giving you information you want, skip it).
- Skip examples and proofs (examples are for to prove a point but if you believe the topic doesn't need proving, skip it).

### **SCANNING:**

Scanning is a reading technique to be used when you want to locate single fact or specific bit of information without reading every word. In scanning you have a question in your mind and you read a passage only to find the answer, ignoring unrelated information.

- Scanning is a valuable skill for secondlanguage learners to develop because oftenthey do not require a detailed read of a text.
- Scanning is used often withtechnical, scientific or professional materialsto locate specific information.

### **IN SCANNING WE SEARCH FOR**

- Particular name
- Number
- Telephone number
- Program
- Data

### **EXAMPLE:**

When looking up a word in a dictionary or finding your friend's name in contacts list directory of your phone.

---

**QUESTION 3:** What is Letter and Memo, explain in detail with differences?

**ANSWER:**

**DEFINITION OF MEMO:**

The memorandum (or memo) is an incredibly versatile form of communication, often used in business settings. In practice, memos outline the details of an argument.

A memo is defined by Merriam-Webster as a "brief written message or report from one person or department in a company or organization to another."

**Objectives of Memos**

- Written and read only within a company.
- Usually written to inform readers of specific information.
- You might also write a memo to assure others to take action, give feedback on an issue, or react to a situation. However, most memos communicate basic information, such as meeting times or due dates.
- Represent a component of your interpersonal communication skills within your work environment.

**DEFINITION OF LETTER:**

Letter is a written message. We write a letter to persons who are far away from us. We want to convey our message to them in a clear and forceful manner. It's a character representing one or more of the sounds used in speech; any of the symbols of an alphabet.

A letter is a written message conveyed from one person to another person through a medium. Letters can be both formal and informal. Besides a means of communication and a store of information, letter writing has played a role in the reproduction of writing as an art throughout history.

**DIFFERENCES B/W MEMO AND LETTER:**

The main difference between Memo and Letter is that a Memo is used to pass information to set of recipients as an internal communication in an organization, and Letter is generally a form of external communication. Memo is written on plain sheet of paper or standard memo format while letter has a letter head.

## CAMPARISION CHAT:

| Memo   | Letter  |
|--|---|
| The memo relates to a short message, written in an informal tone for interoffice circulation of the information. | The letter is a type of verbal communication, that contains a compressed message, conveyed to the party external to the business. |
| <b>Exchanged Among</b>   |   |
| Departments, units or superior-subordinate under the organization.   | Two business houses or among the company and the client.  |
| <b>Nature</b>  |   |
| Informal and Concise   | Formal and informative  |
| <b>Contents</b>  |   |
| Utilization of technical jargon and personal pronoun is permitted or allowed.                                    | Simple words are used and written in the third person.  |
| <b>Length</b>  |   |
| Short  | Comparatively long  |
| <b>Communication</b>   |   |
| One to many  | One to one  |