

BILAL

ID = 16020

= BS (C.S.)

= ~~A~~ 2nd Semester

Communication Skills

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① What is intensive and Extensive reading. Explain in detail?

Intensive = Call 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 ~~the~~ Intensive:

* Reading is intensively involved in looking inside the text.

~~Focus~~ 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~~ Intensive Activities:

* Identify main ideas and details.

* Making inferences.

* Identifying words that connect one idea with another.

* Looking at the order of information and how it affects the message.

* Identifying words that indicate change from one section to another.

B) 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 Extensive.

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 =>

- ✗ Interview each other about their reading
- Reading may be combined with a writing component. For example, after reading the newspaper, ~~some~~ students may be asked to write a newspaper, ~~students may be~~ report.
- ✗ class time reading.
- ✗ A books report or summary.
- ✗ Students may set their own goals for their next session.
- ✗ A reflection on what they noticed about their own reading.

(Q2) What is Skimming and Scanning. Explain in detail?

✗ Skimming: The type of reading technique in which we quickly read the passage or kind of text in order to get the general idea of that particular text.

✗ How to Skimming?

- ✗ Read the title.
- ✗ Read the first sentence the subtitle or - introduction.
- ✗ Read the summary or last Paragraph if there is one.

When Skimming: Do not 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.

B) 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.
 There are steps for scanning includes:
 Search for key word
 moving quickly over the page.
 Left reading and wave searching.

5
Q3. 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 organisation. However, the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufacturers, societies, etc. for which a different form 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 outside. Large corporations require an effective system for communication of information and messages, promptly, within and outside the organisation. 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 organisation.

Comparison chart.

Memo -> The memo relates to a short message written in an ~~informal tone~~ ~~for~~ information for inter office circulation of the information.

Letters -> The letter is a type of verbal communication that contains a compressed messages conveyed to the party external to the business.

Exchanged Among:- Memo

Department unit or superior subordinate under the organization
informal and concise

Letter:- Two business houses or among the companies and the client
formal and informative

~~and~~ contents:- memo

Utilization of technical and persons pronoun is permitted or allowed

Letters -> Simple words are used and written in the third person

length:- memo ->

short-

Letters -> comparatively long-

Lengths

Memo -> Short

Letter = Comparatively Long.

Communication.

memo -> one to many

Letter = one to one

= what is 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.

Reason 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.

What is letter?

A letter is a written communication or message that can be hardware 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 = These letters ~~follow~~ follow a certain pattern and formality. They are strictly kept professional in ~~the format~~ nature, and directly address the issues ~~con~~ concerned.

Informal = These are personal letter. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation.

Business = This letter is written among business correspondents, generally contains commercial information such as question, orders, complaints, claims, letters for collection etc.

Official = This type of letter is written to inform office-branches, subordinates of official information. It is usually relays official information like rules, regulations, procedures, events, or any other such information.

9

Social - A Personal letter written on the occasion of a special event is known as a social letter. Congratulatory letters, condolence letter, invitation letter etc are all social letters.

Circular - A letter that announces information to a large number of people is a circular letter. The same letter is circulated to a large group of people to correspond some important information like a change of address, change in management.

Employment - Any letter with respect to the employment process like joining letter, promotion letter, application letter, etc.

Conclusion - A memo is an essential tool for business communication which is used to transmit 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.