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SUBJECT: ENGLISH-2 (COMMUNICATION SKILLS)

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QUESTION NUMBER 1:- What is Communication, explain in detail all the types?

ANSWER:

INTRODUCTION:

The exchange of ideas between and among human beings is known as communication. It is a two-way process. It may be verbal or nonverbal. Communication is considered successful when it brings desired results.

ORIGIN:

The word “Communication” comes from the Latin words ‘Communicare’, “Communio”, and “Communis”. These words mean to “Share”, “to exchange”, and “to hold in common”.

DEFINITION:

Various authors and scholars have defined communication. Some of the common definitions are

- 1- “Communication is search for all available means of persuasion”. —Aristotle.
- 2- “Communication is the main highway to all human relations”. —Professor Parkhurst.
- 3- “Communication is the action of conveying or exchanging information and ideas”. —Oxford Dictionary.

COMMUNICATION PROCESS:

Communication is a process of exchanging verbal and non-verbal messages. Communication is a dynamic process. It is a chain of events that has seven steps.

The process is not so simple as it seems. Our idea cannot be communicated if we ignore any step in that process.

COMPONENTS OF COMMUNICATION PROCESS:

The Communication process consists of Seven components.

1-SENDER SOURCE:

The Sender has an Idea. He wants to share it with others. The sender may be a writer or a speaker. The sender chooses the form, channel, and timing of the message. The sender is also known as the encoder or source.

2- ENCODING:

Encoding means putting ideas into a message, in the process of encoding an idea may take the form of word, facial expression, gesture etc. Encoding depends on our ideas, our receiver, and our style.

3-MESSAGE:

Message is the major part of the whole communication process. We share messages in many ways. Message may include a letter, speech, gesture etc. When we write, writing is the message. When we speak, speech is the message. When we use body language, gestures are the message.

4-CHANNEL:

To send our message, we select a channel. It is also known as medium. Channel may be a telephone, computer, letter, memo, reports etc. The choice of channel depends on our message, distance, receiver, our need for speed, resources, safety etc.

5-RECEIVER:

The receiver gets the message. He may be a reader or listener. The receiver holds a key place in the process of the communication. He is always kept in view by the sender. The receiver is also known as the decoder.

6-DECODING:

Decoding means taking ideas out of the message. When the receiver decodes our

message, he understands it. If all goes well, the receiver assigns the same meaning to the message as the sender intended. Then he responds in the desired way.

7- FEEDBACK:

Feedback is our receiver's response. It is the final link in the communication chain. After getting the message, our receiver responds in some way. Feedback is the key element in the communication process because it enables us to judge the success of our message.

TYPES OF COMMUNICATION:

There are three types of communication:

Oral Communication.

Written Communication.

Non-verbal Communication.

ORAL COMMUNICATION:

Oral Communication means sending a message through spoken words. It is also known as interpersonal communication. It is a process which begins in childhood. Gradually, it becomes more complex. Business people spend 75% of their time on Oral communication.

FORMS OF ORAL COMMUNICATION:

Some major forms of Oral Communication:

1- Formal meetings.

2- Dealing with clients.

3- Interviews

4- Seminars.

5- Instructing subordinates.

6- A private discussion.

7- Conferences.

8- Telephone calls.

WRITTEN COMMUNICATION:

Written communication means sending message through written words. Written communication has gained such an importance that today millions of written messages travel around the globe. Business people spends 25% of their time on written communication.

FORMS OF WRITTEN COMMUNICATION:

Some major forms of written communication:

1-Letter.

2-Minutes.

3-Notice.

4-Circular.

5-Advertisement.

6-Memo.

7-Report.

8-Staff newsletter.

9-Press Release.

10-Invitation.

NON-VERBAL CUES (COMMUNICATION):

Non-verbal communication is the process of communication without words. It communicates through appearance, posture, facial expressions, gestures, movement, smell, touch, silence, time, space etc. It is estimated that 85% of our information comes through non-verbal communication.

Appearance:

Appearance means how one looks. Our physical charm impresses people. When people think we look attractive we feel good. This thing affects our behaviour. Our grooming, clothing, our style –all shape our appearance. The appearance of room and stationary also communicates.

Posture:

Posture is a way in which a person stands, walks or sits. Posture is important in projecting the right image.

Facial Expressions:

Our face is the primary site for expressing our emotions. It reveals the type and intensity of our feelings.

Gestures:

Any movements of the hand , arms, head and shoulders is called gesture. We communicate through nod of the head, shake of the head etc

Eye Behaviour:

Eyes are especially effective for indicating attention and interest. Our eyes make the first electrical connection with the people.

Touching Behaviour:

Touch is an important tool for conveying warmth, comfort, friendship, love, anger hatred affection etc

Time:

Time can be used to claim authority. In many cultures, people show respect by being on time.

Space:

We all carry some space around us. This personal space is generally guarded against intruders. We also try not to intrude on the personal space of others.

Smell:

Smell gives a strong message. It affects mood of a person. Fragrant gives a pleasant message, Stink gives unpleasant message.

Silence:

It is not only words and gestures that communicate. Silence also gives a message. If someone remains silent to our question, we do not feel good, Silence may also convey approval, respect, fear, rejection or seriousness.



QUESTION NUMBER 2: Elaborate Skimming and Scanning in the light of reading?

ANSWER:

SKIMMING & SCANNING:

Skimming and scanning are reading techniques that use rapid eye movement and keywords to move quickly through text for slightly different purposes. Skimming is reading rapidly in order to get a general overview of the material. Scanning is reading rapidly in order to find specific facts. While skimming tells you what general information is within a section, scanning helps you locate a particular fact. Skimming is like snorkeling, and scanning is more like pearl diving.

Use skimming in previewing (reading before you read), reviewing (reading after you read), determining the main idea from a long selection you don't wish to read, or when trying to find source material for a research paper.

Use scanning in research to find particular facts, to study fact-heavy topics, and to answer questions requiring factual support.

SKIMMING TO SAVE TIME:

Skimming can save you hours of laborious reading. However, it is not always the most appropriate way to read. It is very useful as a preview to a more detailed reading or when reviewing a selection heavy in content. But when you skim, you may miss important points or overlook the finer shadings of meaning, for which rapid reading or perhaps even study reading may be necessary.

Use skimming to overview your textbook chapters or to review for a test. Use skimming to decide if you need to read something at all, for example during the preliminary research for a paper. Skimming can tell you enough about the general idea and tone of the material, as well as its gross similarity or difference from other sources, to know if you need to read it at all.

To skim, prepare yourself to move rapidly through the pages. You will not read every word; you will pay special attention to typographical cues-headings,

boldface and italic type, indenting, bulleted and numbered lists. You will be alert for key words and phrases, the names of people and places, dates, nouns, and unfamiliar words. In general follow these steps:

1-Read the table of contents or chapter overview to learn the main divisions of ideas.

2-Glance through the main headings in each chapter just to see a word or two. Read the headings of charts and tables.

3-Read the entire introductory paragraph and then the first and last sentence only of each following paragraph. For each paragraph, read only the first few words of each sentence or to locate the main idea.

4-Stop and quickly read the sentences containing keywords indicated in boldface or italics.

5-When you think you have found something significant, stop to read the entire sentence to make sure. Then go on the same way. Resist the temptation to stop to read details you don't need.

6-Read chapter summaries when provided.

Good skimmers do not skim everything at the same rate or give equal attention to everything. While skimming is always faster than your normal reading speed, you should slow down in the following situations:

1-When you skim introductory and concluding paragraphs

2-When you skim topic sentences

3-When you find an unfamiliar word

4-When the material is very complicated

SCANNING FOR RESEARCH AND STUDIES:

Scanning, too, uses keywords and organizational cues. But while the goal of skimming is a bird's-eye view of the material, the goal of scanning is to locate and swoop down on particular facts.

Facts may be buried within long text passages that have relatively little else to do with your topic or claim. Skim this material first to decide if it is likely to contain the facts you need. Don't forget to scan tables of contents, summaries, indexes, headings, and typographical cues. To make sense of lists and tables, skim them first to understand how they are organized: alphabetical, chronological, or most-to-least, for example. If after skimming you decide the material will be useful, go ahead and scan:

1-Know what you're looking for. Decide on a few key words or phrases—search terms, if you will. You will be a flesh-and-blood search engine.

2-Look for only one keyword at a time. If you use multiple keywords, do multiple scans.

3-Let your eyes float rapidly down the page until you find the word or phrase you want.

4-When your eye catches one of your keywords, read the surrounding material carefully.



QUESTION NUMBER 3: What are the 7 C's of Communication, explain all of them?

ANSWER:

The 7 c's of Communication:

Definition:

To compose effective oral or written messages, we must apply certain communication principles. These principles provided guidelines regarding purpose, style, receiver etc.

The 7 c's are;

- Clarity
- Conciseness
- Completeness
- Consideration
- Correctness
- Courtesy
- Concreteness

Clarity:

Clarity means communicating the exact message on first reading. Clarity makes the reader's job easy. A clear message is easy to understand. Moreover, its saves time, money and effort.

Clarity comes in a message through these ways:

- Use short, easy and familiar words
- Keep pronoun reference clear
- Avoid needless jargon
- Avoid using words that have more than one meaning.

Conciseness:

Conciseness is saying in the fewest possible words without sacrificing the other “C” qualities. A concise message saves time, money and efforts of both the parties.

Conciseness comes in a message in these ways;

- Include only relevant material
- Make negative positive
- Avoid needless repetition
- Delete needless prefaces
- Eliminate wordy expression.

Completeness:

Our communication completes when it contains all facts the reader needs. Completeness offers many benefits. Complete message brings the desired results without the expense of added message.

Complete message comes through these ways;

- Provide all necessary information
- Answer all questions asked
- Giving something extra, when desirable
- Check five W's: **what, when, where, who** and **why**

Considerations:

Consideration means preparing a message with receiver in mind. Try to put yourself in his place. The sender is aware of receiver's desires, problems, emotions, reactions and circumstance. This is also called you attitude.

Consideration comes in a message through these ways;

- Focus on 'YOU' instead of 'I'
- Show benefit to the reader
- Emphasize positive, pleasant facts.

Correctness:

Correctness is the greatest quality of a message. Everything in the letter has other “C” qualities, but if it is not correct, it is useless. The appearance, information, grammar, spelling, punctuation, and capitalization should be correct.

Correctness comes in a message through these ways;

- Use the right level of language
- Check the accuracy of facts, figures and words.

Courtesy:

Where courtesy reigns, everyone gains. Courtesy shows politeness, love, and respect for the reader. Courtesy makes life pleasant. A letter written in a courteous way seems to be smiling. Please and thank you are courteous words,

Courtesy comes in a message in these ways;

- Be thoughtful, and appreciative.
- Use expressions that show respects.

Concreteness:

Concrete and specific is not only more informative, but also more convincing. We have to make the reader see himself.

Concreteness comes in a message through these ways;

- Choose vivid, image building words.
- Provide solid figure
- Put actions in your verbs
- Use words that appeal to five senses.



QUESTION # 4: Define and differentiate Letter and Memo?

ANSWER:

Letter:

Letters are messages. Every educated person should know how to write a clear and readable letter. Everyone has sometimes to write a business letter of some sort and many have to face the problem of writing an important letter that will vitally affect interest in life.

Formats of letters:

The format (layout or form) means the physical arrangement of letters parts.

- Block format
- Modified block format
- Indented format
- Simplified format

Block format:

Each letter part begins at the left margin. The lines are typed single spaced. Parts and paragraphs are double spaced. It is quick and simple to type; so, it has become the most popular format today. It conveys a thorough professional image.

Modified block format:

Same as block format except the date, complimentary close, and signature starts near the center of the page. The lines are typed single spaced.

Intended format:

The modified block format does permit indents as an option. The first line of each paragraph begins farther from the margin. The lines are typed single spaced. Parts and paragraphs are double spaced.

Simplified format:

It is like block format. It omits salutation and complimentary close. It often use receivers name in the first line of inside address.

MEMO:

A memorandum or memo is an incredibly versatile form of communication, often used in business.

Purpose of a MEMO:

Memos have a twofold purpose;

- They brings attention to problems
- They accomplish their goals by informing the reader about new information.

Difference between memo and letters:

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 communication from one individual to another.

QUESTION # 5:

Vocabulary and its types:

VOCABULARY:

Definition:

Vocabulary is all the language and words either use or understood by a person or a group of people.

OR

It is define as the sum of words used by, understood by or at the command of a particular person or group.

IMPORTANCE OF VOCABULARY:

Vocabulary is the basis for the development of all the other skills i.e. reading comprehension, listening comprehension, speaking and writing, spelling and pronunciation.

Vocabulary is the main tool for the students in their attempt to use English effectively.

People need to use words in order to express themselves in any language.

Types of vocabulary:

Following are some types of vocabulary:

- Oral vocabulary
- Print vocabulary
- Active vocabulary
- Passive vocabulary
- Receptive vocabulary
- Productive vocabulary

Oral vocabulary:

Oral vocabulary is the words which we utter during speaking basically oral vocabulary are all about spoken words. Oral vocabulary refers to words that we use in speaking or recognize in listening.

Print vocabulary:

Print vocabulary refers to those words which are written on a specific material such as a book or page etc. the written language or words are called print vocabulary.

Print vocabulary is also called reading vocabulary

Reading vocabulary refers to words we recognize or use in print.

ACTIVE VOCABULARY:

Active vocabulary is the selection of words up to the need, or the selection of words up to the requirements of a situation.

PASSIVE VOCABULARY:

Passive vocabulary is the background system of knowledge (language) lying in the mind.

RECEPTIVE VOCABULARY:

Receptive vocabulary are the words which are received. Those words which we hear from others or receive from anywhere are called receptive vocabulary.

PRODUCTIVE VOCABULARY:

Productive vocabulary are those words which are created according to the situation. These creative words are called Productive vocabulary.

