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Q1 what is communication and its types

Definitions of communication



- It is the way to express your ideas thoughts, expressions, feelings or emotions through verbal or non-verbal signs and symbols... OR
- Communication is a process of transmitting n receiving verbal or non verbal msgs.....
- ?
- ?
- ?.....

Purposes of communication



- To express our thoughts or feelings.....etc
- To ensure communication
- To find something abt personality of a person
- To enhance understanding
- To solve issues
- To overcome anxiety through counseling.....etc

Oral messages

- Immediate feedback
- Shorter sentences n shorter words
- Conventional, e.g. Ok
- Focus on interpersonal relations
- Less detailed technical infor
- More colloquial lang.
- Simple construction n words
- More imperative, interrogative n exclamatory sentences
- Focus more on non verbal actions



Written messages

- Delayed feedback
- Longer sentences n longer words
- More formal
- Focus on content
- More detailed technical information
- Direct speech
- More complex construction
- Useful 4 permanent record n documentation
- Possibility of review
- Delayed action





Scope of communication

- Project future in the present
- Raise awareness. Meet infor.needs.
- Motivation raises
- Proper planning and coordination
- T.L comm. shows off elite class language representativeness
- Com skills represents ability n proficiency of a person
- Essential for individual's administration, organization n coordination

gj



Non-verbal communication

- Facial expressions
- Gestures (expressions through face)
- Postures
- Movements
- Voice quality
- Silence
- Time
- Space
- Smell n touch.....etc

Q2 elaborate skimming and scanning in the lights of of reading

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.

- 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
- 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
- Three steps for scanning includes
- Search for key words
- Move quickly over the page
- Less reading and more searching

Q3 what are the 7 c' s of communication explain

1. completeness

- Provide all necessary info
- Answer all questions
- Give something extra when desirable





2. conciseness

- Eliminate wordy expressions
- Include only relevant material
- Avoid unnecessary repetition



3. consideration

- Focus on “you” instead of “I” or “we”
- Put Emphasize positive n pleasant facts
- Show audience benefit interest in the receiver’s end



4. concreteness

- Use specific facts n figures
- Put action in your verb
- Choose image-building words



5. clarity

- Choose precise, concrete n familiar words
- Construct effective sentences and paragraphs



6. courtesy

- Be sincere, tactful, thoughtful n appreciative
- Use expressions that show respect
- Choose nondiscriminatory expressions



7. correctness

- use the right way n level of language acc to audience's benefit
- Check accuracy of facts, figures n words that u have used
- Maintain acceptable writing mechanics, i.e. sentence correction level

Q4 Difference Between Memo and Letter

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.

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.

Q5

what is Vocabulary and its type

- Vocabulary basically refer towards “list of words” or “the stock of words” used by a person.

A **vocabulary**, also known as a **wordstock** or **word-stock**,^[1] is a set of familiar words within a person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge. Acquiring an extensive vocabulary is one of the largest challenges in learning a second language

Vocabulary is commonly defined as "all the words known and used by a particular person

Its types

- 1. Active Vocabulary: which we use for speaking or writing.
- 2. Passive Vocabulary: which we can understand when we hear or read.