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Question = 1 Answer =

⇒ Intensive reading ⇒

Intensive reading

" calls attention to grammatical form, discourse markers and other surface structure details for the purpose of understanding literal meaning, implication, rhetorical relationships and the like.

An analogy is drawn to intensive reading as a zoom-in strategy.

⇒ Characteristics of intensive reading:

- Reader is intensively involved in looking inside the text.
- Focus on linguistic or semantic details of a reading.
- Focus on surface structure details such as grammar and discourse markers.
- Read carefully.

### ⇒ Intensive reading activities:

- Identify main ideas and details.
- Making inferences.
- Looking at the under of information and how it effective the message.
- Identifying words that connect on idea another.

### ⇒ Extensive Reading:

Extensive reading is carried out to achieve a general understanding of a text. Extensive reading occur when student read large amount of high interest material usually out of class concentrating on meaning and reading for gists and skipping unknown words.

### ⇒ Characteristics of Extensive reading:

- The Purpose of reading is usually related to pleasure, information and general understanding.
- Reading is its reward.

- Reading material are well within the linguistic competence of student in term of vocabulary and grammar.
- Reading is individual and silent.
- Reading speed is usually faster than si slower.

### ⇒ Extensive reading activities:

- Interview each other about their reading.
- Class time reading.
- A book report or summary.





## 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 we find our specific details.

In scanning we search for key words

Particular name

Number

Telephone number

Program

Data

Scanning get only what you need.

There are three steps.

Search for key words.

Move quickly over the page.

less reading and more searching.



## Question # 3

## Memo =&gt;

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 mean of informal communication within the organization for transmitting information in writing. It may be titled as interoffice communication offices memorandum or interoffice correspondence, rather than a memorandum.

## Letter =&gt;

A business letter can be defined as the form of written communication, that contain a long message addressed to the party external to the organization supplier customer, manufacturer or client. It start with a salutation, written professionally in the third person and has a complimentary close with a signature.

The relationship b/w the sender and receiver play a significant role in determining, the overall style in which the letter is drafted.

The letterprint, typed or written on the letterhead paper, which contain the details of the company like name, address logo etc.

### Difference b/w Memo and letter

The Point Presented difference b/w memo and letter.

1. The memo can be defined as a short message written informally to communicate certain information to the member of the organization. Conversely letter can be understood as a mean of a verbal communication containing brief message address to a party external to the business.

2. A memo use informal tone and is straight to the point. On the other



extreme, letter are very formal and contain lot of information.

3. The use of memorandum is internal to the organization in the sense that it is exchange b/w two department or unit or sent by the manager to inform subordinate. As against, the use of letter is external in nature, as it exchange b/w two business house or b/w the company and client.

4. There is no requirement of a signature in the memo, as it used with in organization. However, the letter is to be duly signed by one who send it.

5. Technical jargon are commonly used in memos as well as Personal Pronouns. Unlike, letter avoid the use of technical jargons and term which are not easy to comprehend. Moreover, letter are written in third person.

6. A memo is an essential tool for business communication which is used to transmit a particular information to many individuals working in the same organization. In contrast, letters are considered as the best mode of written communication that can be used for giving or seeking information from an external party. It helps to persuade the receiver to do as per will of the writer.

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