**Mid-Term Assignment**

Marks: 30.

Subject: Communication and Presentation Skills.

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**Q.1) What is intensive and Extensive reading, explain in detail?**

**Answer:**

**INTENSIVE READING:**

Intensive reading refers to reading of short texts thoroughly, because the goal with this type of reading is to understand the language and details of what you’re reading. Intensive reading texts are short and difficult, hence it involves learners reading in detail with specific learning aims and tasks. It is ideally a reading where the reader is intensely engrossed in looking inside the text in depth. This is done by taking a text, and systematically looking up every word, phrase, or collocation that you do not understand.

The readers are supposed to read the text with concentration and due care, in detail, as it has certain learning aims and tasks.

This is an activity that requires great mental effort and focus so if you wish to read a text intensively, you must read texts that are **interesting** and **short** because if you do not enjoy what you read, you will quickly forget the content.

Unlike extensive reading, the goal of intensive reading is not to read many texts for fluency, but rather to read a shorter piece of text to gain a deeper understanding of that text.

**Goals of Intensive Reading:**

Although reading comprehension can be one goal of intensive reading, its goals may include Focusing on the vocabulary and grammar of the language, Focusing on the literal meaning, Enhance the language knowledge, Paying attention to textfeatures such as genre, structure, cohesion and learning new skills such as making inferences and identifying main ideas  
 Some examplesof intensive reading material are contracts, reports, blog posts, news articles and short pieces of text such as short stories.

**EXTENSIVE READING:**

**Extensive reading also called** ‘Free reading’ or ‘Casual Reading’ refers to that type of reading in which one simply reads large quantities of material. Extensive reading is simply known as general reading.  Reading extensively is to simply read as much as one can. Extensive reading is meant to be a fun and pleasurable experience. The more extensive reading you do, the more language you are exposed to and the more you explore, allowing you to increase your passive knowledge of vocabulary quite quickly.Extensive reading is also an approach for helping learners to read in English. . The aim is for students of English to read as widely as possible about topics that interest them

**Some key benefits of extensive readings are:**

* Helps to develop a better understanding of grammatical patterns.
* Develops fluency through enabling learner.
* Builds reading speed.

The Extensive reading approach is based on the principle that people become good readers through actually reading. The goal is the ‘immersive’, enjoyable experience that flows with little apparent effort and defines pleasurable reading.

Because extensive reading is for pleasure some examples of extensive readings are The latest marketing strategy book, A novel you read before going to bed, Magazine articles that interest you. Etc.

**A Short Comparison Between Intensive and Extensive Reading:**

|  |  |
| --- | --- |
| **Extensive Reading** | **Intensive Reading** |
| Extensive reading covers large area. | Intensive reading covers narrower area. |
| Supplementary. | Comprehensive. |
| Less time, concentration and effort needed. | Requires more time, concentration and effort. |
| Purpose is to acquire information or for pleasure. | Purpose is to understand the literal meaning of the text. |
| Helps develope reading fluency. | Helps in Developing reading skills, vocabulary and grammatical knowledge. |
| Reading includes novels, magazines, newspaper. | While Intensive reading can be reading of textbooks. |

**Q.2) What is Skimming and Scanning, explain in detail?**

**Answer:**

**SKIMMING & SCANNING:**

Skimming and scanning are two very different strategies for speedreading. They are reading techniques that use rapid eye movement to quickly move through text for slightly different purposes. On one hand Skimming is reading rapidly in order to get a general overview of the material while on the other hand Scanning is reading rapidly in order to find specific fact. Word or information. While skimming tells you what the general information is within a section, scanning helps you locate a particular fact.

Skimming is used in previewing, reviewing and determining the main idea from a long selection you do not wish to read or when trying to find source material for a research paper.

Scanning is used in research to find particular facts, to study fact-heavy topics, to look up a word in a dictionary and to answer questions requiring factual support.

**Skimming to save time**:

Skimming can save you hours of wearisome reading. However, it is not always the most suitable way to read. It is very useful as a preview to a more detailed reading. But when you skim, you might miss on important points or overlook a useful meaning, for which rapid reading or perhaps even study reading may be necessary.

Skimming is usually used to overview your textbook chapters or to review for a test. It is also used 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 similarity or difference from other sources.

**Following are the general steps taken while Skimming:**

1. Reading the table of contents or chapter overview to learn the main divisions of ideas.
2. Glancing through the main headings. Reading the headings of charts and tables.
3. Reading the entire introductory paragraph and then the first and last sentence only of each following paragraph.
4. Quickly reading the sentences containing keywords indicated in boldface or italics.
5. Upon finding something significant, you should stop to read the entire sentence to make sure.
6. Read chapter summaries when provided.

While skimming is always faster than your normal reading speed, you should slow down in the following situations:

* When you skim introductory and concluding paragraphs.
* When you skim topic sentences.
* When you find an unfamiliar word.
* When the material is very complicated.

Also be alert for key words, phrases, the names of people and places, dates, nouns, and unfamiliar words.

**Scanning for research and study:**

Scanning, too, uses keywords and organizational cues. Contrary to skimming, 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. Scan all the contents of the table, indexes, headings, and summaries.

Use the following steps while scanning:

1. Know what you are after.
2. Look for only one keyword at a time. Multiple scans would be needed if you use more than one keyword.
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.

**Scanning to answer questions:**

If you are scanning to find an answer for a specific question, one step is already done for you: the question itself supplies the keywords.

Follow these steps below for the answer:

1. Read each question carefully before starting to scan. Choose keywords from the question itself.
2. Look for answers to only one question at a time. Scan separately for each question.
3. Read the surrounding text carefully when you locate a keyword to see if it is relevant.
4. Re-read the question to determine if the answer you found answers this question.

**Q.3) What is Letter and Memo, explain in detail with differences?**

**Answer:**

**LETTER:**

A letter is a message that is sent by a person to another meant to convey [information](http://www.differencebetween.net/language/difference-between-data-and-information/) . It can either be short or long, and it has many types: Formal or Informal letter, Personal letter, Social letter, Employment letter etc.  
A business letter is exchanged between businesses and their clients. It is a more professional and formal way of conveying a message or information hence containing more words. Each word in a business letter is carefully selected and planned for, since it is intended for communicating with people who are vital to a business or company.

The specific topics are addressed to specific individuals. It can be as long as the sender wants it to be and is strictly meant to be read only by the intended recipient. It is usually sent through a courier or delivered by a representative of the company.

**MEMO:**

There other way of communication in a business setting is through a Memo. A memorandum or in short a memo is usually a small message which is short, informal, concise, and to the point. Memos are usually intended used to convey messages within the organization or business establishment.  It is a very efficient means of communication between departments and staff members .It is used to convey messages within the organization or business establishment.

It is normally used for communicating policies, procedures, or related official business within an organization. Memos are also used to keep employees informed on the latest happenings. It has a header which indicates where it comes from, who it is addressed to, the date, and the subject of the memo. It can either be addressed to a single person or to all of the people in the company. Similar to a letter, a memo can be written by hand, typewritten, or printed from a computer but unlike a letter, it does not necessarily need a courier to send it since it is intended for a recipient within the organization although memos can also be sent to other branches of the organization.

**Differences between a Letter and Memo:**

* A letter is a short or long message that is sent by one person to another while a memo is a short message that is sent by a person to another.
* A letter is exchanged between businesses and their clients while a memo is exchanged between individuals within an organization.
* A letter is more formal and contains more information while a memo is informal and is very short.
* A memo is more concise and to the point as compared to a letter.
* Memos do not contain addresses, but business letters must contain addresses. In a business letter both the sender’s address and the recipient’s address must be put.
* A memo usually has a header that states who it is intended for while a letter may or may not have this feature.
* Last but not least, the features of memos are massively different from the features of business letters.