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### **ANS 1) INTENSIVE READING**

- ⊙ *Intensive reading “calls 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 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.*
- ❖ *Identify key vocabulary.*
- ❖ *Read carefully.*
- ❖ *Reading speed is slower.*
- ❖ *Aim is to build more language knowledge rather than simply practice the skill of reading.*

## **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 OF EXTENSIVE READING**

- ❖ *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*

**ANS2)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.*

### **Explain**

- *How to skim*
- *Read the title*
- *Read the first sentence of each paragraph*
- *Read the subtitles or introduction*
- *Read the summary or last paragraph if there is one*

### **When skimming**

- 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.
- **Explain**

In scanning we search for key words

- Particular name
- Number
- Telephone number
- Program AND DATA

### Three steps for scanning includes

- Search for key words
- Move quickly over the page
- Less reading and more searching

### ANS 3)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 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.*