IQRA NATIONAL UNIVERSITY

ENGLISH II FINAL ASSIGNMENT

BS SOFTWARE ENGINEERING

NAME: NOORIYA ILYAS KHAN

ID: 15770

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1.What is Communication, explain in detail all the types?

Definition: Communication is the process of transmitting information from one person to another. It is the act of sharing of ideas, facts, opinions, thoughts, messages or emotions to other people, in and out the organization, with the use of the channel to create mutual understanding and confidence.

In simple words, "Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior."

In communication process, a sender(encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.

The communication process basically consists of seven elements listed below:

1. Sender: Otherwise known as a source, it is the person who has something to pass on, to another individual.

2.Encoding: The sender of the message, selects appropriate words or non-verbal techniques to convert the idea into the message, which is called as encoding.

3.Message: Message implies something that the sender wants to communicate, to the receiver. Without a message, no communication is possible.

4.Medium: Medium alludes to the channel or mode, through which message is communicated to the receiver, i.e. it can be sent by way of electronic word processing system, graphic, symbol, etc.

5.Receiver: The one to whom the message is directed, is called receiver. He/she notices and conveys some meaning to the message.

6.Decoding: The act of interpreting message by the receiver, is termed as decoding. The receiver's outlook, experience, and attitude play a vital role in decoding message.

7.Feedback: The process of communication can never be completed, if the response of the receiver is missing. It enables the communicator of a message to know whether the message has been received and interpreted in the same manner as directed.

Types of communication based on the communication channels used are:

1.Verbal Communication

2.Nonverbal Communication

Verbal Communication:

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey.

When we talk to others, we assume that others understand what we are saying because we know what we are saying. But this is not the case. usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning.

So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view. Would he understand the message? how it would sound on the other side of the table?

Verbal Communication is further divided into:

- Oral Communication
- Written Communication

Oral Communication:

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking.

Advantages of Oral communication are:

1. It brings quick feedback.
2. In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Disadvantage of oral communication:
1.In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a

Written Communication:

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

Written Communication is most common form of communication being used in business. So, it is considered core among business skills.

Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication. For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

Advantages of written communication includes:

1. Messages can be edited and revised many time before it is actually sent.
2. Written communication provide record for every message sent and can be saved for later study.
3. A written message enables receiver to fully understand it and send appropriate feedback.

Disadvantages of written communication includes:

1. Unlike oral communication, Written communication doesn't bring instant feedback.
2. It take more time in composing a written message as compared to word-of-mouth. and number of people struggles for writing ability.

Nonverbal Communication:

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflects the situation more accurately than verbal

messages. Sometimes nonverbal response contradicts verbal communication and hence affect the effectiveness of message.

Nonverbal communication have the following three elements:

Appearance
Speaker: clothing, hairstyle, neatness, use of cosmetics
Surrounding: room size, lighting, decorations, furnishings

Body Language
facial expressions, gestures, postures

Sounds
Voice Tone, Volume, Speech rate

Types of Communication Based on Purpose and Style:

Based on style and purpose, there are two main categories of communication and they both bears their own characteristics. Communication types based on style and purpose are:

1.Formal Communication

2.Informal Communication

1. Formal Communication

In formal communication, certain rules, conventions and principles are followed while communicating message. **Formal communication occurs in formal and official style**. Usually professional settings, corporate meetings, conferences undergoes in formal pattern.

In formal communication, use of slang and foul language is avoided and correct pronunciation is required. Authority lines are needed to be followed in formal communication.

2. Informal Communication:

Informal communication is done using channels that are in contrast with formal communication channels. It's just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It happens among friends and family. **In informal communication use of slang words, foul language is not restricted**. Usually. informal communication is done orally and using gestures.

Informal communication, Unlike formal communication, doesn't follow authority lines. In an organization, it helps in finding out staff grievances as people express more when talking informally. Informal communication helps in building relationships.

2. Elaborate Skimming and Scanning in the light of reading?

There are different styles of reading for different situations. The technique you choose will depend on the purpose for reading. For example, you might be reading for enjoyment, information, or to complete a task. If you are exploring or reviewing, you might skim a document. If you're searching for information, you might scan for a particular word.

Skimming, also known as skim reading, is useful when you want to quickly gain an overview or familiarize yourself with a text. This allows you to understand the structure for later note-making and more in-depth reading.

Skimming is used to quickly identify the main ideas of a text. When you read the newspaper, you're probably not reading it word-by-word, instead you're scanning the text. Skimming is done at a speed three to four times faster than normal reading. People often skim when they have lots of material to read in a limited amount of time. Use skimming when you want to see if an article may be of interest in your research.

To skim read you must first prepare yourself to move rapidly through the pages. You will not read every word. Instead you will pay close attention to typographical cues such as headings, bold and italic text, indenting, bullet points and numbered lists. You will be on the look out for key words and phrases, the names of people and places, dates, nouns, and unfamiliar words.

Here are some key tips for skimming a text:

1.Read the table of contents or chapter overview to identify the main areas covered.

2.Look at the main headings in each chapter and read the headings of charts and tables.

3.Read the introduction 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 read the sentences containing keywords indicated in bold or italics.

5.When you think you have found something significant, stop to read the entire sentence or paragraph. Don't continue reading once this section is finished- resist the temptation to stop to read details you don't need.

6.Read chapter summaries or abstracts.

Good skim readers 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:**

•When you skim introductory and concluding paragraphs

•When you skim topic sentences

•When you find an unfamiliar word

•When the material is very complicated

Scanning, also known as scanning text, is what you do when you are searching for particular information, or checking to see whether a text is relevant.

Scanning is a technique you often use when looking up a word in the telephone book or dictionary. You search for key words or ideas. In most cases, you know what you're looking for, so you're concentrating on finding a particular answer. Scanning involves moving your eyes quickly down the page seeking specific words and phrases. Scanning is also used when you first find a resource to determine whether it will answer your questions. Once you've scanned the document, you might go back and skim it.

When scanning a text you should:

1.Know what you're looking for. Decide on a few key words or phrases and search terms.

2.Look for only one keyword at a time. Don't over-complicate things.

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.

3.What are the 7 C's of Communication, explain all of them?

"The seven C's of communication is a list of principles for written and spoken communications to ensure that they are effective. The seven C's are: clear, correct, complete, concrete, concise, considered and courteous."

-Summary by The World of Work Project

The 7 C's of Communication:

The seven C's of communication is a list of seven principles that you should try to ensure all of your communications adhere to. Their purpose is to help ensure that the person you're communicating with hears what you're trying to say. The seven C's are: clear, correct, complete, concrete, concise, considered and courteous.

Clear:

There are several stages to clarity.

Firstly, it's important to be clear about the purpose of the message you're delivering. The recipient should be made aware of why they are receiving the message and what you're trying to achieve by delivering it. If there are multiple goals, each should be laid out separately.

Secondly, it's essential that the content of the communication is itself clear. You should avoid jargon, use simple language, use simple structures and focus on the core points of your message.

Correct:

It's essential that both the factual information you're including in your communications and the language and grammar you use are correct. If your audience spots errors in either, they will be distracted and your credibility will be greatly reduced, limiting the effectiveness of your communication.

Complete:

When creating a message, it's important to give the recipient all of the information they need to follow your line of reasoning and to reach the same conclusions you have. This level of detail will be different in different situations, and you should adjust your communications accordingly.

In addition, you should make things as easy as possible for the recipient. For example, if you are issuing a "call to action", provide explicit guidance on that action. Increasingly it's common to include things like hyperlinks in written communications or to attach FAQs, both of which help audiences access a complete set of information while also ensuring that core communications focus on core messages.

Concrete:

When shaping your communication you must ensure that you are specific and that the logic and messages that you're using fit together, build on each other and support each other. Your arguments should be based on solid facts and opinions from credible sources and you should share irrefutable data to support your argument.

It may be important to help bring the solid nature of what you've created to life for your audience through examples that show the relevance of your messages for them as individuals.

Concise:

When communicating messages of this nature it's important to stick to the point and keep your messages short and simple. Don't use 10 words if you can use five. Don't repeat your messages.

The more you say, the more risk there is of confusion. Avoid that risk by focusing solely on the key points you need to deliver.

Courteous:

You can increase the effectiveness of your communications by being polite and showing your audience that you respect them. Your messages should be friendly, professional, considerate, respectful, open and honest.

To help ensure you are courteous, you should always use some empathy and consider your messages from the point of view of the audience.

Coherent:

If your communications are not coherent they will not be effective. To help make sure your communications are coherent you should have a logical flow and your style, tone and language should be consistent throughout.

In addition to making sure that each communication you issue is coherent within itself, you should also ensure consistency of message when delivering multiple communications.

4.Define and differentiate Letter and Memo?

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, ask something or taking follow-up. A letter is always written/printed on business stationary and includes the date, the recipient's name, designation/title, his/her address, and starts with an appropriate salutation.

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.

Use: Letters are used both in internal and external communication.

Scope: Its scope is relatively wider than memo.

Type: Letter may be personal, official, semi-official and so on.

Formality: Letter requires company address, salutation and complementary close along with other parts of it.

Presentation of message: In some letters, ornamental words are used to express courtesy.

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. A memo generally has a header that states where it is from and the intended recipient, along with the date and subject.

One can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

Use: Office memo is used in internal communication. It does not go outside the organization.

Scope: The scope of memo is limited within the organization.

Type: Office memo may be formal or informal.

Formality: Office memo does not require inside address, salutation, and complementary close.

Presentation of message: Memo describes message without using any ornamental word.

Key Differences Between Memo and Letter:

The points presented below explain the difference between memo and letter:

1. The memo can be defined as a short message, written informally to communicate certain information to the members of the organization. Conversely, letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business.

2. A memo uses informal tone and is straight to the point. On the other extreme, letters are very formal and contain lots of information.

3. The use of memorandum is internal to the organization, in the sense that it is exchanged between two departments, or units or sent by the manager to inform subordinates. As against, the use of letter is external in nature, as it is exchanged between two business houses or between the company and client.

4. When it comes to length, letters are lengthier in comparison to the memo.

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

6.Memos are written to inform or direct, a department or number of employees on a certain matter and so it is usually written from one to all perspective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication

7.Technical jargon is commonly used in memos, as well as uses personal pronouns. Unlike, letters avoid the use of technical jargon and terms which are not easy to comprehend. Moreover, letters are written in the third person.

5.Give a brief definition of vocabulary, also explain the types of Vocabulary.

Vocabulary (from the Latin for "name," also called wordstock, lexicon, and lexis) refers to all the words in a language that are understood by a particular person or group of people. There are two main types of vocabulary: active and passive. An active vocabulary consists of the words we understand and use in everyday speaking and writing. Passive vocabulary is made up of words that we may recognize but don't generally use in the course of normal communication

Whether you only speak one language or you speak multiple, you have an active and a passive vocabulary. These two collections of words support each other and continuously grow and change throughout your life. But what are they and how are they different?

•**Active Vocabulary**: These are the words you know. You do not need to look them up. Their meaning comes naturally to you. You can easily use them to communicate with others.

•**Passive Vocabulary**: These are the words you recognize. You've been exposed to them and may or may not have a general idea of their meaning. Often, if they appear in a sentence around more common words, you can grasp the meaning.

Vocabulary can simply be defined as all the words known and used by a particular person.

There are four types of vocabulary:

Listening
Speaking
Reading
Writing

1. Listening Vocabulary: This type of vocabulary refers to the words we hear and comprehend. Fetuses can perceive sound when their age is sixteen weeks. Moreover, babies keep on listening to various words when they are awake and thus we grow up listening to different words, thereby learning so many words throughout our lives. In our adulthood, most of us can identify and comprehend almost 50000 words. Children who are deaf are exposed to visual listening as they are exposed to sign language. But in this case, the number of words developed is far less than a normal child's secondary listening vocabulary.

2. Speaking Vocabulary: Speaking Vocabulary refers to the words we speak. Our speaking vocabulary is restricted. Most of the adults use almost 5000 to 10000 words for communication (for conversation and giving instructions). The number of words used in this case is far less than listening vocabulary, the

reason being the level of comfort in usage.

3. Reading Vocabulary: This vocabulary refers to the words we recognize when we read any text. We read and understand many words, but we do not use them in speaking vocabulary. If a person is a reader then this type of vocabulary happens to be the second largest vocabulary. Needless to say, vocabulary grows with reading.

4. Writing Vocabulary: This type of vocabulary represents those words which we regain while writing to express ourselves. It is very easy to explain ourselves verbally by using facial expressions and modulation of voice, but using the same words for communicating the same concept or thought through writing is not that easy. Our writing vocabulary is intensely affected by the words we can spell.

Since English language has developed from Spanish, Anglo Saxon English, French, Greek and Latin and several other languages, it has a huge vocabulary. English vocabulary has about 450000 to 750000 words.