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### Question 1:

#### **INTENSIVE READING:**

Seriously perusing includes learners perusing in detail with particular learning points and errands. It can be compared with broad perusing, which includes learners perusing writings for delight and to create common perusing aptitudes. The learners perused a brief content and put occasions from it into chronological arrange.

#### **CHARACTERISTICS OF INTENSIVE READING:**

- Peruser is goal included in looking interior the text. Focus on etymological or semantic points of interest of a reading.
- Focus on surface structure subtle elements such as language structure and talk markers.
- Identify key vocabulary.
- Read carefully. Reading speed is slower.
- Aim is to construct more dialect information instead of essentially hone the aptitude of reading.

#### **INTENSIVE READING ACTIVITIES:**

- Recognize fundamental thoughts and details.
- Making inferences.
- Looking at the arrange of data and how it impacts the message.
- Identifying words that interface one thought with another.
- Identifying words that demonstrate alter from one area to another.

#### **EXTENSIVE READING :**

Broad perusing includes learners perusing writings for delight and to create common perusing aptitudes. It can be compared with seriously perusing, which suggests perusing in detail with particular learning points and errands. A instructor peruses a brief story with learners, but does not set them any errands but to examined and tune in.

### **CHARACTERISTICS OF EXTENSIVE READING:**

- The reason of perusing is more often than not related to joy, data and common understanding.
- Reading is its possess reward.
- Reading materials are well inside the phonetic competence of the understudies in terms of lexicon and grammar.
- Reading is person and silent. Reading speed is ordinarily speedier than slower. Teachers arrange understudies to the objectives of the program.

### **EXTENSIVE READING ACTIVITIES:**

- Meet each other almost their reading.
- Reading may be combined with an editorial component. For illustration , after perusing the daily paper, understudies may be inquired to type in a daily paper report.
- Class time reading. Students may set their possess objectives for their following session. A reflection on what they taken note almost their possess reading.
- A book report or summary.

## **Question 2:**

### **Skimming:**

THE Sort of perusing method in which we rapidly examined the section or any kind of content in arrange to urge the common thought of that specific content.

### **How to skim:**

- Examined the title Read the primary sentence of each paragraph Read the Subtitle or Introduction.
- Read the summary or last paragraph if there is one.

### **When skimming :**

- Don't studied everything in detail but fair attempt to skip the text.
- Read the primary and final sentence of each paragraph.
- Read the introduction and summary.
- Read some illustrations until you get it the concept of the text.

### **Scanning:**

The sort of perusing method in which we studied in arrange to discover and find what we are looking for. We rapidly skip the content and quickly run through the content until we discover our particular details.

### **In scanning we search for key words**

- Particular name
- Number
- Telephone number
- Program
- Date

### **Question 3:**

#### **MEMO:**

A notice or in no time known as a reminder may be a exact official note, utilized to advise, coordinate or exhort the individuals inside the same organization. Be that as it may, the trade bargains with a number of outside parties such as clients, clients, providers, government organizations, producers, social orders, etc. for which a distinctive device of communication is utilized, called as a commerce letter.

#### **LETTER:**

A letter refers to a brief message sent by the company to the person or entity, which are outsiders.

Expansive organizations require an compelling framework for communication of data and messages, instantly, inside and exterior the organization. In this setting, the phone is one of the most effortless and helpful ways for moment communication, but when it comes to prove, composed modes are considered best. Composed records incorporate memos, notes, letters, circulars and orders, which are utilized by the organization.

#### **BASIS FOR COMPARISON**

##### **MEMO**

##### **LETTER**

- Meaning: Memo refers to a short message, written in an informal tone for interoffice circulation of the information. Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.
- Nature: MEMO: Informal and Concise    LETTER: Formal and informative
- Exchanged between: MEMO: Departments, units or superior-subordinate within the organization.    LETTER: Two business houses or between the company and client.
- Length: MEMO: Short    LETTER: Comparatively long
- Signature: MEMO: Signature is not required in a memo.    LETTER: A letter is duly signed by the sender.
- Communication: MEMO: One to many    LETTER: One to one
- Content: MEMO: Use of technical jargon and personal pronoun is allowed.    LETTER: Simple words are used and written in third person.

#### **Definition of Memo:**

The reminder is brief for the reminder, which implies a note or record for any use in future. It may be a brief message utilized as a implies of casual communication inside the organization, for transmitting data in composing. It may be titled as interoffice communication, office reminder, or interoffice correspondence, instead of a memorandum. The essential objective of memos is to spread trade arrangements, strategies or related official commerce. These are composed in one to all viewpoint and can serve distinctive purposes like passing on news, bearings and data to multiple recipients, calling people to activity or meeting. One can utilize an casual tone and individual pronouns within the notice. There's no necessity to utilize a greeting and complimentary close.

### **Definition of Letter:**

A commerce letter can be characterized as the shape of composed communication, that contains a long message, tended to to the party outside to the organization, i.e. provider, client, producer or client. It begins with a greeting, composed professionally within the third individual and incorporates a complementary near with a signature. The relationship between the sender and collector plays a noteworthy part in deciding, the generally fashion in which the letter is drafted. These are utilized for a number of reasons such as a ask for data or criticism, arrange situation, making complaints or grievances, enquiring something or taking follow-up. The letter is printed, written or composed on the letterhead paper, which contains the subtle elements of the company like title, address, symbol, etc. As business letters serve as prove for both the parties concerned, so it must be neighborly, respectful and aware to pick up prompt response.