

Mid Semester Assignment Spring Semester,

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Course: english Instructor : Naeemullah kaka khel

Program: BS(SE). Note: Attempt all question.

Total Marks: 30

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Q .1 what is intensive and extensive reading explain in detail?

Ans:

INTENSIVE READING

Def:

Intensive reading “ calls attention to grammatical forms, discourse markers and other surface structure details for purpose of understanding literal meaning, implications, rhetorical

Relationships, and the like”. An analogy is drawn to intensive reading as a “zoom lens” strategy.

CHARACTERISTICS

- 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.
- Reading speed is slower.
- Aim is to build more language knowledge rather than simply practice the skill of reading.

INTENSIVE READING ACTIVITIES

- Identify main ideas and details.
- Making inferences.
- Looking at the order of information and how it effects the message.
- Identifying the words that connect one idea with another.
- Identifying words that indicate change from one section to another.

EXTENSIVE READING

DEF:

- 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.
- The teacher is role model of a reader for the students.

EXTENSIVE READING ACTIVITIES

- Interview each other about their reading.

- Reading may be combined with a writing component. FOR EXAMPLPE, after reading the newspaper report.
- Class time reading.
- A book report or summary.

Q = 2

What is Skimming and Scanning, explain in detail?

ANS:

- **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.

HOW TO SKIM

- Read the title
- Read the first sentence of each paragraph

- Read the subtitle or introduction
- Read the summary or last paragraph
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.

IN SCANNING WE SEARCH FOR KEY WORDS

- PARTICULAR NAME
- NUMBER
- TELEPHONE NUMBER
- PROGRAM
- DATE

Q.3

WHAT IS LETTER AND MEMO, EXPLAIN IN
DETAIL WITH DIFFERENCES?

ANS:

LETTER:

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

Memo:

Def:

A memorandum or shortly known as a memo is 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

KEY DIFFERENCE BETWEEN MEMO AND LETTER:

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

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

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

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.

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

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.

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 addressed to a particular party or client, so it is a form of one to one interpersonal communication.

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

CONCLUSION:

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. It has a great tool to play in recording the day to day business activities and can be used for future reference.

In contrast, letters are considered as the best mood of written communication, that can be used for giving or seeking information to external party. It helps to persuade the receiver, to do as for the will of the writer.