

Q2:- 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 if there is one.

WHEN SKIMMING:-

- Don't try to read everything in detail but just try to skip the text.
- Read the introduction and summary.
- Read the first and last sentence of each paragraph.

## Scanning:-

The type of reading technique in which we read in order to find out and locate what we are searching for. We quickly skip the text and run rapidly through the text until we find our specific details.

IN Scanning We Search FOR KEY WORDS:-

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

Scanning.. Get only what you need.

Three steps for scanning include-

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

## Types of letter:-

### Formal letter:-

These letter pursue a certain pattern and formality

### Information letter:-

These are personal letter.

### Business:-

This letter scripted among business correspondents generally contains such as quotations or ads.

### Official letter:-

The short of letter to inform is written to inform officers information.

## Conclusion:-

The memo is used to transmit particular information to many individuals working in the same organization. It has an important part to play in recording day to day business information.

Q1:- What is intensive and Extensive reading, explain in detail?

Ans:- 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, relationship 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 of a reading.
- Focus on surface structure details such as grammar and discourse markers.
- Read carefully.
- Reading speed is slower.

### INTENSIVE READING ACTIVITIES:-

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

### EXTENSIVE READING:-

- Extensive reading is carried out "to achieve a general understanding of a text."
- Extensive reading is ~~carried out~~ 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 is individual and silent.
- Reading speed is usually faster than slower.
- Teachers orient students to the goals of the program.
- The teacher is the 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 example, after reading the newspaper, students may be asked to write a newspaper report.
- Class time reading.
- Students may set their own goals for their next session.
- A book report or summary.

Q3:-

Ans- MEMO:-

A memorandum or shortly known as a memo is a precise official note. Used to inform, direct or advise the members with in the some organization. However the bussiness deals with a numba of external parties such as customers, clients, suppliers, government agencies, manufactures, societies, etc. for which a different tool of communication is used, called as a bussiness letter.

LETTER:-

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

## Comparison Chart:-

### Memo

The memo relates to a short message, written in an informal tone for intraoffice circulation of the information.

### Letter:-

The letter is a type of verbal communication that contains a compressed message conveyed to the party external to the business.

### Exchange among:-

Departments, units or superiors subordinate under the organization  
Informal and concise

The business houses or among the company and the client.  
Formal and informative.

### Contents:-

Utilization of technical and personal pronoun is permitted or allowed.

Simple words are used and written in their person.

### Length.

Short

Comparatively long.

Communication  
One to many

One to one



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Comparatively long.

One to one.

### What is the memo?

A memo is a short for memorandum. It is one of the main used means of official communication in the business world. Communication is to communicate with a large of people within the organization.

### Reasons to write a memo:-

- As a reminder.
- Highlight an event or circumstance.
- To record an event.
- Keep an official record of anything.
- To pass information or instruction.

### What is letter?

A letter is a written communication or message that can be handwritten or printed on paper. It is generally sent to the recipient via mail or post in an envelope. Although this is not a requirement as such.