

ID: 11757

NAME: SALMAN KHAN

SUBJECT: ENGLISH

(II) COMMUNICATION SKILLS

TEACHER: NAEEM ULLAH KAKA KHEL

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ANS1: COMMUNICATION: Communication is also the exchange of information and the expression of feeling that can result in understanding the process by which messages or information is sent from one place or person to another, or the message itself The imparting or exchanging of information by speaking, writing, or using some other medium. ...The successful conveying or sharing of ideas and feelings The Sender is encoding the messages in any form like voice, written or any signs. So they often called as Encoder. The Receiver is decoding the message from the sender to understand the message. So they often called as Decoder.

TYPES OF COMMUNICATION: There are 2 basic types of communications:

Communication.

- Verbal Communication

Non-Verbal Communication

VERBAL COMMUNICATION:The communication happens through verbally, vocally or through written words which express or convey the message to other is called verbal communication.

Example: Baby crying (vocal) is verbal communication which express the hungry or pain through vocally. verbal communication has two types

Oral communication

written communication

ORAL COMMUNICATION:A communication which happens through word of mouth, spoken words, conversations and also any messages or information are shared or exchanged between one another through speech or word of mouth is called oral communication. Example: Public speech, News reading, Television, Radio, telephone and mobile conversations.

WRITTEN COMMUNICATION:A communication happens through any word written or often written sign which refers the languages uses in any medium is called written communication. Example: Simply any hand written, typed, Newspaper, printed word documents, letters, books and magazines.

non verbal communication

NON VERBAL COMMUNICATION: Any communication without word of mouth, spoken words, conversation and written languages are called Non-Verbal Communication. It happens through signs, symbols, colours, gestures, body language or any facial expressions are known as non verbal communication. Traffic signals are one of the best examples for non verbal communication.

some example of non verbal communication

BODY LANGUAGE:A simple rule of thumb is that simplicity, directness, and warmth convey sincerity. And sincerity is key to effective communication. A firm handshake, given with a warm, dry hand, is a great way to establish trust. A weak, clammy handshake conveys a lack of trustworthiness. Gnawing one's lip conveys uncertainty. A direct smile conveys confidence.

EYE CONTACT:In business, the style and duration of eye contact considered appropriate vary greatly across cultures. In the United States, looking someone in the eye (for about a second) is considered a sign of trustworthiness.

FACIAL EXPRESSION:The human face can produce thousands of different expressions. These expressions have been decoded by experts as corresponding to hundreds of different emotional states. Our faces convey basic information to the outside world. Happiness is associated with an upturned mouth and slightly closed eyes; fear with an open mouth and wide-eyed stare. Flitting ("shifty") eyes and pursed lips convey a lack of trustworthiness. The effect of facial expressions in conversation is instantaneous. Our brains may register them as "a feeling" about someone's character.

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.

HOW TO SKIM: Read the summary or last paragraph if there is one

Read the Subtitle or Introduction

Read the title

WHEN SKIM: 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

Particular name

Number

Telephone number

Program

Date

IN SCANNING GET ONLY WHAT YOU NEED

Three steps for scanning includes

Search for key words

Move quickly over the page

Less reading and more searching

ANS3: 7C,S OF COMMUNICATIONS:completeness

correctness

conciseness

concrteness

consideration

clerity

courtesy

COMPELNESS: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.

CORRECTNESS: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.

CONCISNESS: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.

CONCRTNESS: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.

CONSIDERATION:Focus on "you" instead of "i "and "we"

put emphasize positive and pleasant facts.

CLEARTY: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.

COURTESY: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.

ANS4: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.

Comparison Chart

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 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.

Key Differences Between Memo and Letter

The points 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 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.

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 addresses 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 role 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 mode of written communication, that can be used for giving or seeking information to/from an external party. It helps to persuade the receiver, to do as per the will of the writer.

ANS5: VOCABULARY: Vocabulary basically refer towards

“ list of words” or “the stock of words” used by a person. A vocabulary, also known as a wordstock or word-stock, is a set of familiar words within a person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge. as a concept is related to words, either the words in a specific language or the words that a particular person understands and can use. People acquire and use words within their vocabulary in a variety of ways, but primarily through listening and reading.

TYPES OF VOCABULARY:

ACTIVE VOCABULARY: which we use for speaking or writing. An active vocabulary is made up of the words readily used and clearly understood by an individual when speaking and writing. Contrast with passive vocabulary. Martin Manser notes that an active vocabulary "consists of the words that [people] use frequently and confidently. An active vocabulary is made up of the words readily used and clearly understood by an individual when speaking and writing. Contrast with passive vocabulary.

Martin Manser notes that an active vocabulary "consists of the words that [people] use frequently and confidently. If someone asks them to make up a sentence containing such and such a word—and they can do it—then that word is part of their active vocabulary."

EXAMPLE: An active vocabulary covers all those words people need to use and have no reservations about using to communicate with others on an everyday basis. The range of people's active vocabulary is a unique reflection of their sociocultural position and the range of discursive practices engaged in. In other words, it depends on the range of relations people contract as a part of everyday existence, over a lifetime. Except for people who frequently make contact with the specialist meaning systems of professions or of other special knowledge categories, most people's active words are high frequency

words in the language and need little stimulus to activate them in the mental lexicon. They are ready for use in incoming and outgoing messages, with no noticeable effort."

(David Corson, *Using English Words*. Kluwer Academic Publishers, 1995)

PASSIVE VOCABULARY: which we can understand when we hear or read. Passive vocabulary refers to words that learners understand but are not yet able to use. Active vocabulary, on the other hand, is the words that learners understand and use in speaking or writing

A learner's passive vocabulary is the words that they understand but don't use yet. This can be compared with active vocabulary, which are words that learners understand and use in speaking or writing. The active and passive vocabulary of a learner changes constantly. They start using words, try new meanings, forget words, abandon words that have no use, revise words, etc. **EXAMPLE:** Advanced learners often have an extremely large passive vocabulary but a considerably smaller active one.

In the classroom

A simple way to help learners keep building their active vocabulary is by constant revision activity, such as asking learners to use words left on the board from a previous class in a sentence. Learners can all contribute to a vocabulary bag with words and definitions or example sentences on cards; these can be used to play vocabulary revision games.

Our reading and writing vocabulary is larger than our spoken vocabulary because we have time to make an effort to recall words when we read or write; speech flows faster and there is less time to recall words. So, our reading vocabulary (passive one) is the largest and our spoken vocabulary (active one) is the smallest; we use all the words we know when we are reading and use the fewest of the words we know when we are speaking.