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SECTION B

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*COURSE COMMUNICATION AND PRESENTATION
 SKILLS*

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Q. 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 relationships, and the like." An analogy is drawn to intensive reading as a "zoom lens" strategy.

Characteristics of intensive reading:

1. Reader is intensively involved in looking inside the text.
2. Focus on linguistic or semantic details of a reading.
3. Focus on surface structure details such as grammar and discourse markers.
4. Identify key vocabulary.
5. Read carefully.
6. Reading speed is slower.
7. Aim is to build more language knowledge rather than simply practice the skill of reading.

Intensive reading activities:

1. Identify main ideas and details.

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2. Making inferences.
 3. Looking at the order of information and how it effects the message.
 4. Identifying words that connect one idea with another.
 5. Identifying words that indicate change from one section to another.

Extensive Reading:

1. Extensive reading is carried out "to achieve a general understanding of a text."
2. 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.
3. The aim of extensive reading is to build reader confidence and enjoyment rather than gaining language knowledge.

Characteristics of extensive reading:

1. Interview each other about their reading.
2. Reading may be combined with a writing component. For example, after reading the newspaper, students may be asked to write a newspaper report.
3. Class time reading.
4. Students may set their own goals for their next session.
5. A reflection on what they noticed about their own reading.
6. 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.

EXAMPLE:

For example when one reads the novel or any text in order to understand the thesis statement, in one or two lines.

1. Skimming is achieved by reading the text only which is considered to be relevant.
2. Skimming requires a lower understanding of words recognition than compared to scanning.

HOW to do skimming:

1. Read the first sentence of paragraph.
2. Read the subtitle or introduction.
3. Read the summary or last paragraph if there is one.

While skimming:

1. Don't read everything in detail but just try to skip the text.
2. Read the first and last sentence of each paragraph.
3. Read the introduction and summary.
4. 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 text and rapidly run through the text until we find our specific details.

EXAMPLE:

Now it may be applied to the real-life example of a dictionary, wherein one looks for a specific word meaning or a dictionary wherein one searches for the phone number of someone.

Scanning requires one to have a look at the whole document quickly at least once.

Scanning requires a higher understanding of words recognition compared to skimming.

In scanning we search for key words:

1. Particular name
2. Number
3. Telephone number
4. Program
5. Date

Scanning gets only what you needs:

Three steps for scanning includes

1. Search for key words
 2. Move quickly over the page
 3. Less reading and more researching
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Q.3 what is letter and memo, explain in detail with difference?

Ans : **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, manufactures, societies, etc. for which a different tools of communication is used, is called as a business letter.

Memorandum Objectives

An effective memorandum has the following objectives

1. To convey a formal message in written form within a particular organization departments or parties.
2. To inform receivers or reader about particular information new or changed policies, procedures and organizational details.
3. To communicate basic information such as meeting agenda, meeting time, meeting date etc.

4. To keep a written record of a particular formal events in organization frame.
5. To present made decisions in written form.
6. To transmit written documents.
7. To apply formalities within the organization.

LETTER:

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

TYPES OF LETTER:

1. Informal letters:

Tone and style is relaxed. it is written to relatives, friends, etc.

2. Formal letters:

Tone is formal such as business letters.

3. Semi-formal letters :

Tone and style is formal and meant for relatives such as invitation letters.

Difference 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 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.

CONCLUSION:

A memo is an essential tools for business communication, which is used to transmit a particular information to many individuals working in the same organization. It has great role to play in recording the 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.