

Date: _____

English

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SE section (A)

Q1

Ans :- Intensive Reading is Intensive reading
* Calls attention to grammatical forms, discourse markers and other surface structure detail 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.

- Reader is intensively involved in looking inside the text.
- Focus on linguistic or semantic details of a reading.
- Identify key vocabulary
- Read Carefully
- Reading speed is slower.

:- INTENSIVE READING ACTIVITIES

- Identify main ideas and details
- Making inferences
- Identifying words that indicate change from one section to another.

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Extensive Reading.

- 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.
- 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 stories.
- Teachers orient students to the goals of the program.
- The teacher is a role model of a reader for the student.

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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.

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Q.2

SKIMMING is 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

When SKIMMING.

- Don't read everything in detail but just try to skim
- Read the first and last sentence of each paragraph
- Read a few examples until you understand the concept of the text.

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Q3

Letter is

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 records include reports, notes, letters, circulars and orders, which are used by the organization.

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 complimentary close with a signature.

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Comparison Chart

MEMO

is refers to a short message, written in an informal tone for interoffice circulation of information.

Nature :- Informal and Concise

Exchanged between MEMO or Departments units or Superior - Subordinate within the organization
Length :- Short.

Letter

is are a type of verbal communication, that contains a compressed message.

Nature is formal and informative

Exchanged b/w letter - Two business houses or between the comparatively long
length :- Comparatively long.

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Q3

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 of external parties, suppliers, government agencies, manufacturers, societies, etc. for which a different form of communication is used called as a business letter.

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 in writing. It may be fitted as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum.

one can use an informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

INFINITY

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Q.

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 WORD

- Particular Name
- Number
- Telephone number
- Program
- Data

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.