Mid-Term Assignment

Marks 30

Subject Communication Skills

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## BS (SE)

Q.1 What is intensive and Extensive reading, explain in detail?

## Answer:

## Intensive reading:

Intensive reading consists of learners reading a topic or passage attentively and in detail, with their specific aim of learning and gaining knowledge about the passage they intensively read, and the knowledge about the language the passage is written in.

Intensive reading, sometimes called “Narrow reading” may involve reading selections by the same author or several texts about the same topic. When this occurs, content and grammatical structures repeat themselves and students get many opportunities to understand the meanings of the text.

## Characteristics:

* Usually classroom based
* Reader is intensely involved in looking inside the text
* Main focus is on the linguistic semantic details and grammar
* Identification of key words
* Aim is to build more language knowledge rather than simply practicing the skill of reading
* The reading speed is slower
* Reading carefully and not missing a single detail

## Activities:

* Looking at the main ideas and details
* Understanding what is implied by the author
* Focusing on cohesion
* Understanding the information structure
* Identifying words that connect one idea to another

## Extensive reading:

Extensive reading is carried out to achieve a general understanding of a text. Extensive reading usually comes into play when people read large amounts of high interest material, usually out of class, for enjoyment and skipping unknown words but still grasping the points needed to understand the main idea of the passage.

## Characteristics:

* It could be a lifelong reading habit, or just for enjoyment and improving general reading skills
* Reading is individual and silent
* Reading is at the student’s own pace and if the topic fails to interest them they can replace it
* The reading material is usually within the linguistic competence of the students
* Teachers orient students to the goals of the program
* Students shouldn’t have to use dictionary frequently as it interrupts the flow of reading and becomes more of a chore instead of a fun activity
* If the teacher is seen to be a reader by the students, they will be encouraged to read too. As the teacher is a role model to his students.

## Activities:

* Students could be asked to write a report or a summary after reading
* People interested in the same type of reading material may have a discussion with eachother
* Students have the choice to select a topic of their personal interest and set goals as they like
* A reflection on what they noticed about their own reading
* Class time is usually provided to the students by the teacher to read whatever they like.

Q.2 What is Skimming and Scanning, explain in detail?

## Answer:

## Skimming:

Skimming refers to the process of reading only main ideas within a passage to get an overall impression of a specific piece of writing. Skimming is basically reading quickly to familiarize yourself with the general idea of a passage without going into details.

## How to skim?

* Read the title
* Read the introduction of the first paragraph
* Read headings and sub-headings
* Notice any images and pictures
* Notice any bold words or phrases
* Read the summary

## Scanning:

Scanning is the reading technique used when you want to find specific information quickly. While scanning a text you have a question in your mind and you read a passage only to find the answer, ignoring the unrelated information.

## How to scan?

* State the specific information you are looking for
* Try to imagine how the answer will appear and what clues you might use to help you locate the answer
* Notice the headings. This will help you figure out which section might contain the information you are looking for
* Selectively read and skip through sections of the passage

## Conclusion:

* Skimming and scanning is used when reading all types of documents
* As we skim, we think about the topic and what we already know about it and guess what more we are going to read about the topic or a passage
* We scan a passage for specific information
* We work quickly when we skim and scan.

Q.3 What is Letter and Memo, explain in detail with differences?

## Answer:

## Letter:

Letter is a message that is sent by a person to another, meant to convey information he wants the other person to receive. It could be short or long and has different types; thankyou letter, personal letter, and business letter.

A business letter is exchanged between organizations and their clients. It contains many words and uses formal language. Each word in a business letter is carefully selected and planned, since it is intended for communicating with people who are vital to a business or a company, but not usually a part of the company. It addresses a specific topic and is sent to specific individuals.

## A letter’s components:

* Writer’s address
* Date
* Reader’s address
* Salutation
* Letter body
* Complimentary close
* Signed name

## Memorandum or Memo:

A memo is another way of communication in a business setting. It is used for conveying messages within the organization. It has a header which indicates where it comes from, who it is addressed to, the date and the subject of the memo. It’s a means of internal communication. It’s short, informal, to the point and usually to call a meeting or making an announcement.

## A memo’s components:

* Subject line/ header
* Introduction
* Discussion
* Conclusion

## Comparison

## Purpose:

Letter: used for external communication (outsider)

Memo: used for internal correspondence (within a company)

## Audience:

Letter: sent to people outside the organization or company

Memo: a wide range of people within the company including the supervisors, subordinates and multiple combinations of these audiences

## Style:

Letter: professionally written, formal language used, basically reflects your company’s professionalism

Memo: more casually written than letters.

## Length:

Letter: long and informative

Memo: comparatively short

## Signature:

Letter: a letter must be signed by the sender

Memo: a memo does not require a signature

## Content style:

Letter: written in third person

Memo: personal pronouns are used