

Unit-1

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Unit-1

“Communication is an activity of expressing ideas and feeling or giving people information or instructions”.

1.1 CONCEPT OF COMMUNICATION

The word Communication is derived from Latin word communis or communico or communicare which means common. It means to share, to impart. Its literal meaning is giving or sharing information. The importance of communication is everywhere, in some form or other. Almost in every moment of our lives; whether we are in any situation like walking, talking, sitting, playing or even sleeping and all acts of listening, reading, writing or speaking or in any facial expressions message is being formulated and transmitted. Man, who is a social animal, is constantly interacting with other individuals or living beings. For him, it is necessary to understand the art of communication.

Communication means speaking or writing for sending message to other person or persons. You will find people involved in several activities which involve information, discussion, conversion, teleconference, phone calls, gossiping, and net surfing chatting and so on. In short, we need to communicate in order to interact. Communication is one of the essential conditions of social interaction, without communication social interaction may not be possible because human interaction is essentially communicative interaction.

Communication involves the sharing of idea and information. Many people think of communication primarily in oral or written form. Communication is in fact so much more, communication is an interactive process. The two communication agents involved in the communication process are sender and the receiver. Both the communication agent exerts a reciprocal influence on each other through inter-stimulation and response.

Communication is much more than an understanding of spoken or written language. It is composed rate of symbols, gestures and illustrations that accompany either spoken or written words.

The dictionary defines communication as:

- The art of expressing idea especially in speech and writing.
- A passage or way for getting from one place to another.
- The information, signal or message.
- A giving or exchanging of information, signal, or message as by talks, gestures or writing.
- Close, sympathetic relationship
- The act of transmitting

Scholars have defined communication in many ways. A few of these definitions are given below:

- *“Communication is process of passing information and understanding from one to other”.*
-Keith Devis
- *“Communication is an behaviour that results in exchange of meaning..”*
-The American management association
- *“Communication is exchange of facts, ideas, option or emotions by two or more persons.”*
-W.H.Newman
- *“Communication is scheme that you can learn. It’s like riding a bicycle or typing. If you are willing to work at eight, you can rapidly improve the quality of every part of your life”.*
-Brain Tracy
- *“Communication is art of being understood” -Peter Ustinov*

To conclude, communication is an interaction between people in which something is exchanged.

1.2 PROCESS OF COMMUNICATION: MEANING AND CONCEPT

Meaning and Concept :

Communication has been defined as a process. The communication process consists of message being sent and received. The message may be verbal or non-verbal. The same basic principle applies whether humans, animals, offer form of life or combination of these is involved. This process is a concept which is dynamic and ever-changing in nature. It implies that events and relationships are seen as dynamic, flexible and continuous and must be considered as a whole, dynamic interaction both affecting and being affected by many variables. Thus, process has at least four elements - act or action, a continuous change in time advancement and process over time, and the result. Therefore, process implies a time dimensional as well as space dimensional in which action unfolds in continuously changing progression towards same goal. As noted earlier, communication is dynamic interactive process.

Communication is transmission of information from sender to receiver/s, it is necessary to understand the relationship between the two when communication takes place. Effective communication involves a message being sent and received.

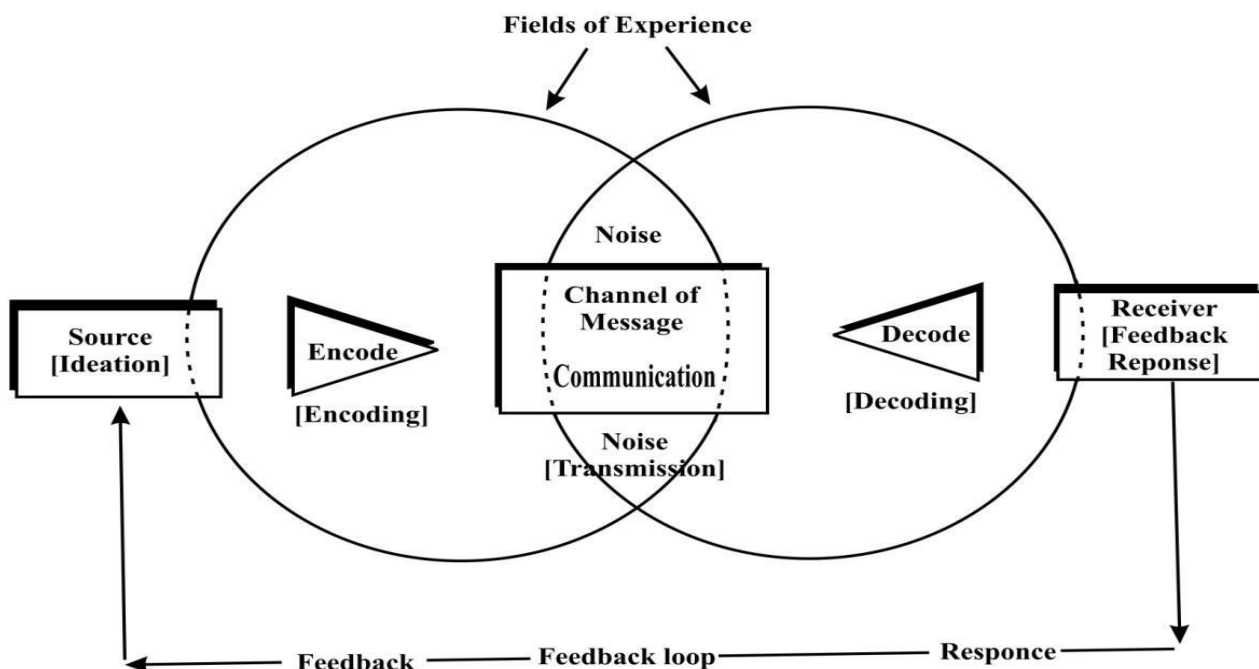


Fig. 1.2 Process of Communication

- **Ideation:**

The process of communication begins with ideation which refers to formation of idea or selection of message to be communicated. It consists of the “What” of communication and is concerned with the content of the specific message to be presented. ‘Ideation’ is generally determined by sender’s knowledge, experience and ability, as well as purpose of communication. The form of ideation depends on several other factors. Message generally has two kind of content - logical and emotional. Logical message contains factual information while emotional message contains feelings and emotions. In formal communicative situation, ideation may consist of finding and selecting an object or general topic, looking for idea and thoughts and deciding the type, scope and source of information.

- **Encoding: (Idea into message)**

Encoding is the next step of communication. Under this, messages are composed of symbols having translation of an already convinced idea by sender a message appropriate for transmission. Encoding consists of selection of the model of communication; the wordings of message may be different for different method of communication to be used. A telegram may be differently worded from letter. A telephonic conversation may be different

from face to face conversation. Green signal and whistle from the guard are sufficient signal to the train driver for starting the train; such signal is not sufficient for aeroplane take off.

- **Transmission:**

Transmission refers to the flow of message over chosen channel. Transmission confirms the medium selected during the process of encoding and keeps the communication channel free from interference of noise so that the message reaches the receiver without disturbance or distraction. It is one of the basic aspects of communication because it also involves selecting the proper place, proper way and proper time.

- **Decoding: (message into idea)**

Decoding is the reverse of encoding. It is the process of converting a message into thoughts by translating the received stimuli into an interpreted message in order to understand the message communicated. It is important to note that it is the message that is transferred, as meaning cannot be transferred from one person to another. The receiver has to assign meaning to a message in order to understand it. The process of decoding involves interpretation and analysing of message. Decoding in written communication refers to reading and understanding written message. Effective decoding is very important for successful communication as any misinterpretation of message leads to communication distortion and creates confusion and misunderstanding.

- **Response (feedback):**

Response is the last stage of communication process. It is the action or reaction of receiver to the message. The feedback that goes to the sender makes it clear whether the receiver has acknowledged the information and felt it in her/his memory or rejected it. He or she may ask for more information or clarification. Response is thus, the key to communication as the effectiveness of communication depends on how congruent receiver's response is with meaning intended by the sender.

COMPONENTS OF NON-VERBAL COMMUNICATION

1.7 INTRODUCTION

The basis of communication is interaction between people. Communication involves the sharing of idea and information. While many people think that communication primarily is in oral or written form, communication is in fact much more on the basis of the mode of expression, communication is classified as verbal and non-verbal communication.

“Watch out for the man whose stomach doesn’t move when we laughs.”

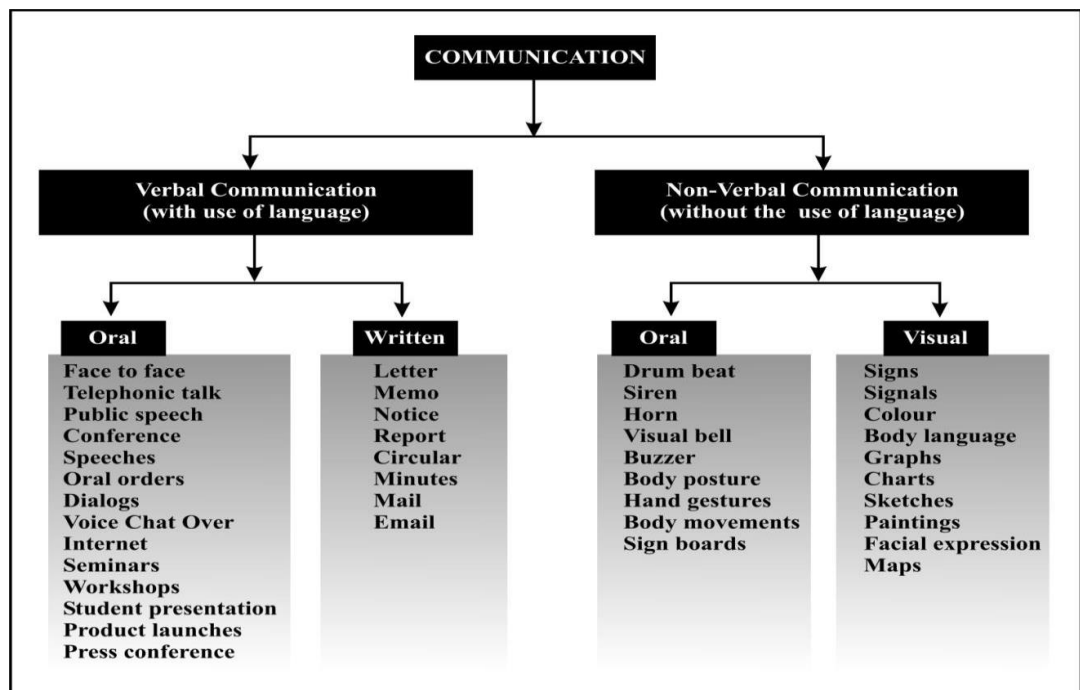
- *Contonese Proverb*

1.8 VERBAL (FORMAL) COMMUNICATION

Verbal communication is most important type of communication. Verbal communication is further divided into written and oral communication. Also, we can say that communication with the use of language in oral and written form is called verbal communication.

NON-VERBAL OR INFORMAL COMMUNICATION

Non-verbal communication involves exchange of information or transmitting data without the use of word or language. We express our emotions, attitudes, feelings, options and views through our body movements, it is called non-verbal communication.



1.9 COMPONENTS OF NON-VERBAL COMMUNICATION

Human behaviour has come under close scrutiny and scientific study has been made on non-verbal communication in following sub disciplines:

- kinesics
 - proxemics
 - chronemics
 - haptics
 - oculosics
 - paralanguage
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- **Kinesics (study of body's physical movement)**

Kinesics is a study of body's physical movement. It is the way the body communicates without words, that is, through various movements of its parts. Also, we can say that kinesics is interpretation of body language such as facial expressions and gestures or more formerly non-verbal behaviour related to movements, either of any part of the body or body as a whole.

Kinesics, or body language, is one of the most powerful way that human can communicate non-verbally. It is used to portray modes and emotions and to emphasise or contradict what is being said.

Developed by anthropologist Ray L Birdwhistell in the 1950s, Kinesics is nothing but the study of body movement, facial expressions and gestures. Kinesics studies include the study of following elements: face, eyes, gestures, postures and shapes.

- **Face and eyes:** The face is where we'll look for most expressions of what is going inside us. Within the facial areas, the eyes tell us much more than other facial features. Thus, we know to face and eyes when we want to determine much of meaning behind body language and non-verbal communication.
- **Gestures:** in addition to face and eyes, other body parts move and convey meaning. We refer to this movement as gestures: the physical movement of arms, legs, hands and head.

- **Body shapes and postures:** Kinesics involves body shapes and postures. Because body shapes and posture affect how we think about ourselves, how we relate to others and how others relate to us, this part of kinesics deserve analysis. We need to analyse the effect of body shapes and postures to understand their role in non-verbal communication, even though body shape is mostly hereditary and largely uncontrollable.
- **Appearance:** appearance means clothing, hair and adornments such as jewellery, cosmetics and the like. It may seem that appearance is unrelated to body movement closer inspection, however, reveals that appearance relates to how the face, eyes, gestures, postures, shapes-all those aspects of body language are perceived.
- **Postures:** posture conveys a wealth of meaning in an economic way. It is an important part of body language. It refers to the way one stands, sits and walks. The movement of body, position of legs and hands other parts of body revealed and individuals personality.
- **Sign language:**
 - a little -and thumb and forefinger Hill close together
 - don't know -shoulders shrugged, hands and eyebrows raised
 - this isn't what I ordered! -face controlled to Munch's The Scream
 - money, expensive, how much? -Thumbs and fingers rub together
 - which way, where? -Finger-pointing in opposing directions with quizzical look.
 - Nice to see you -smile
 - Eat, Hungry, food, restaurant -motion to open mouth, Pat stomach.
 - Time -tap of wrist
 - Oops! -Fingers to mouth, eyes wide open
- **Proxemics (perception of space)**

The concept at proxemics was first developed by Edward T Hall. Proxemics, pertains to the perception of space. The study of how people perceive the physical space around them is known as proxemics. Proxemics takes into account body spacing and posture as involuntary reaction of sensory fluctuations.

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According to proxemics, physical distance between two people can be co-related to relationship they share, be it personal or social. Proxemics define this distance.

“Small offices with low ceilings and no windows can cause people to feel boxed in and make them shy and depressed.”-Kreps

- **Chronemics (study of time)**

Chronemics is study of time usage in non-verbal communication. Chronemics states that the way in which we perceive time, structure our time and react to time is powerful communication tool. Time perceptions can be expressed through punctuality, willingness to wait, speed of speech or even the amount of time people are willing to listen.

- **Haptics (study of touch)**

Haptic refers to the study of touching as a tool of non-verbal communication. The various forms of touching that can be included in non-verbal communication include handshake, holding hands, back patting or even brushing arms. Also, someone fidgeting with their own hands, or running their fingers through their hair is also involuntarily sending a message about their level of involvement and interest in communication process and are referred to as adaptors. The meaning conveyed from that is however highly dependent upon several other factors like context of situation or even the relationship between communicators.

- **Oculesics (study of eyes)**

Eyes are perhaps the most expressive feature of human body. You can see so much from one look that you exchange, be it a positive one or condescending looks, the eyes say it all. Oculesic study the role of eyes in non-verbal communication. Eye contact can indicate a lot of emotion ranging from interest, attention, and involvement. A simple case is comprised of action of looking while talking, while listening, or even while observing.

- **Paralanguage/vocalics(related to non-verbal communication)**

Paralanguage is part of non-verbal communication because it is not related to content or verbal message or other attributes of speaking which includes the pitch, the tone, the volume, tempo, rhythm, articulation, resonance, nasality and even the accent of speakers collectively known as prosody. Paralanguage is thus the study of non-verbal cues of the voice. result in heightening of anxiety, fear or frustration, which in turn leads to break of

process or the further resolution of the process and more conflict.

EXERCISE

1. What is communication ? Explain the process of communication in detail. How feedback is important in communication process.
- 2 Discuss the main elements of non-verbal communication.
- 3 Discuss levels of communication.

Q-4: GIVE DIFFERENCE BETWEEN Informal AND formal COMMUNICATION.

Sr. No.	Informal Communication	Formal Communication
1	Contains a general message	Contains a technical message
2	Informal in style and approach	Mostly formal
3	No set pattern of communication	Follows a set pattern
4	Mostly oral	Both oral and written
5	Not always for a specific audience	Always for a specific audience
6	Does not involve the use of technical vocabulary or graphics, etc.	Frequently involves jargon, graphics, etc.

Q-5: EXPLAIN IMPORTANCE OF Formal COMMUNICATION.

- ✓ Formal communication plays an important role in any set-up, whether it is a business enterprise, an industry or an academic institution. All managerial or administrative activities involve communication, be it planning, organizing, recruiting, coordinating, or decision making.
- ✓ When we write reports, give instructions, or read brochures and manuals, we are involved in the process of communication.
- ✓ Communication serves as an instrument to measure the success or growth of an organization.
- ✓ The higher one's position is, the greater is their need to communicate. For example, a laborer may not be as involved in formal communication as a top-level executive.
- ✓ The various types of communication not only help an organization to grow, but also enable the communicators to develop the required skills.
- ✓ The more people participate in the communication process, the better they develop their skills in collecting and organizing information, analyzing and evaluating facts, appreciating the difference between facts and inferences, and communicating effectively.

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Q-7: DISCUSS THE LEVELS OF COMMUNICATION.

✓ Human communication takes place at various levels:

- | | | |
|---------------------|--------------------|---------------------|
| (I) Extrapersonal | (II) Intrapersonal | (III) Interpersonal |
| (IV) Organizational | (V) Mass | |

- (1). **Extrapersonal Communication:** Communication between human beings and non-human entities is extrapersonal. For example, when your pet dog comes to you wagging its tail as soon as you return home from work, it is an example of extrapersonal communication. More than any other form, this form of communication requires perfect coordination and understanding between the sender and the receiver because at least one of them transmits information or responds in sign language only.

EXTRAPERSONAL COMMUNICATION



- COMMUNICATION BETWEEN HUMAN BEINGS
- AND NON HUMAN ENTITIES
- IT REQUIRES MORE PERFECTNESS
- UNDERSTANDING AND COORDINATION BETWEEN SENDER AND RECEIVER

- (2). **Intrapersonal Communication:** Intrapersonal communication takes place within an individual. We know that the brain is linked to all parts of the body by an electrochemical system. For example, when you begin to 'feel hot', this information is sent to the brain and you may decide to 'turn on the cooler', responding to instruction sent from the brain to the hand.



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- (3). **Interpersonal Communication:** Communication at this level refers to the sharing of information among people. It includes a few participants who are close to one another. Here many sensory channels are used and immediate feedback can be obtained. Also, the roles of the sender and receiver keep alternating. Interpersonal communication can be formal and informal.



- (4). **Organizational Communication:** Communication in an organization takes place at different hierarchical levels. Since a large number of employees are involved in several different activities, the need to communicate effectively becomes greater in an organization. With a proper networking system, communication in an organization is possible even without direct contact between employees.



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- (5). **Mass Communication:** Mass communication is meant for large audiences and requires a medium to transmit information. There are several mass media such as journals, books, television, and newspapers. The audience is heterogeneous and anonymous, and thus the approach is impersonal. This type of communication is more persuasive in nature than any other form, and



Exercise

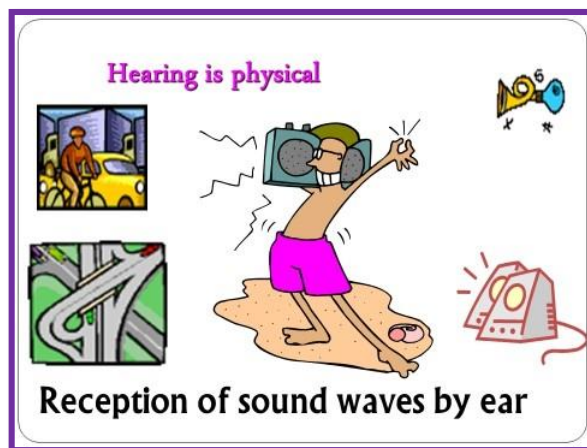
- 1 Discuss formal and in formal communication.
2. Discuss level of communication.

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CHAPTER 2– LISTENING ABILITY

Q-1: WHAT IS LISTENING? STATE THE DIFFERENCE BETWEEN ‘LISTENING’ AND ‘HEARING’. EXPLAIN IN BRIEF, THE TYPES OF LISTENING.

- ✓ ‘Listening is a process of receiving, interpreting and reacting to a message received from the speaker.’
- ✓ **Difference between Hearing and Listening:**
 - Hearing and listening are not the same. In fact, hearing is solely depends on the ears, is a physical act, everyone can hear without deliberate effort.
 - On the other hand, listening requires voluntary attention and then making sense of what is heard. It requires a conscious effort to interpret the sounds, grasp



the meanings of the words and react to the mess.

- Listening is some time (because of focus) tiring but hearing is not.....

✓ **Types of Listening:** (most important)

- (1). **Appreciative listening:** Appreciative listening is listening for deriving aesthetic pleasure, as we do when we listen to a comedian, musician, or entertainer.
- (2). **Empathetic listening:** When we listen to an upset friend who wants to expel his feelings, we provide emotional and moral support in the form of empathetic listening. For example, when psychiatrists listen to their patients, their listening is classified as empathetic listening.
- (3). **Comprehensive listening:** This type of listening is needed in the classroom when students have to listen to the lecturer to understand and comprehend the message. Similarly, when someone is giving you directions to find the location of a place, comprehensive listening is required to receive and interpret the message.
- (4). **Critical listening:** When the purpose is to accept or reject the message or to evaluate it critically, one requires this type of listening. For example, listening to a sales person before making a purchase. Similarly, when you read a book with the objective of writing a book review, you use your critical abilities.
- (5) **Active Listening:** Active listening is the most useful and important listening skill. In active listening, we are also genuinely interested in understanding what the message means, and we are active in checking out our understanding before we respond with our own new message. We repeat or paraphrase our understanding of their message and reflect it back to the sender for verification.
- (6) **Passive Listening:** We listen passively and attentively. Passive listening occurs when a listener does not verbally respond to the speaker e.g. watching TV.

2 WHAT IS LISTENING? DISCUSS BARRIERS TO EFFECTIVE LISTENING.

- ✓ 'Listening is a process of receiving, interpreting and reacting to a message received from the speaker.'
- ✓ Thinking is the biggest obstacle in listening process which diverts the mind from the original track and hence, the speaker doesn't achieve the good response from listener. In addition, some more barriers affect too. They are:
 - (1). **Physical Barriers:** Physical barriers to listening could be noise and physical discomfort or any physical factor.
 - (2). **Psychological Barriers:** Any psychological or emotional disturbance can prove to be a barrier to effective listening because it leads to lack of interest and concentration.
 - (3) **Linguistic Barriers:** If one listens to something in a language or dialect that he is not able to follow, a communication will breakdown.
 - (4) **Cultural Barrier:** If the speaker and listener belong to different cultures and share different values, listening and comprehension could become a difficult process.

Assignment

- 1.) WHAT IS LISTENING? STATE THE DIFFERENCE BETWEEN 'LISTENING' AND 'HEARING'. EXPLAIN IN BRIEF, THE TYPES OF LISTENING.
- 2.) What are the Types of Listening?
- 3.) WHAT IS LISTENING? DISCUSS BARRIERS TO EFFECTIVE LISTENING.

Professional communication

CHAPTER : 3 Developing Speaking Skills

Public speaking is a way of communication with large audience. On formal occasion, when a person addresses a group of people by doing intense preparation, it is known as public speaking.

Public speaking requires a lot of patience, hard work and rehearsal. Public speaking was first developed in Rome, Greece, and Latin America. Prominent thinkers in these countries influenced the development and evolutionary history of public speaking. Traditionally public speaking was used to inform, persuade and to entertain. But now a day 70% of all jobs involve some form of public speaking. Public speaking is aided with latest technology such as video conferencing, multimedia presentation etc.

1. Group discussion
2. Conversation
3. Small talks
4. Debates
5. Speech, elocution, extempore

Group discussion: Group discussion is a purposeful/ goal oriented /topic oriented systematic formal oral interactive process of exchange of thoughts, ideas, feelings, emotion and view about the given topic among intellectuals.

Do's and Don'ts of GD/Small talk/ Debate/conversations (MOST IMP)

Some do's of GD

- (1) Always enter the room with a piece of paper and pen.
- (2) Dress decently
- (3) Be through with current issue.
- (4) Listen the topic carefully
- (5) Try to understand the topic and explore all the possibilities regarding it.
- (6) Write down all the possible points that come instantly in your mind.
- (7) Organize the ideas before speaking in accordance of importance.
- (8) While organizing the idea, try to include some real life examples, some statistics and data to support it.
- (9) Try to include the content, having meaningful and significance contribution for the topic.
- (10) With the increase of the discussion, try to identify supporters and opponents.
- (11) Maintain eye contact with everyone.
- (12) Listen patiently to the others and then react to the point.
- (13) Be assertive and attentive.
- (14) Speak clearly and your voice should be audible.
- (15) Treat all members as your fellow participants.

Some don's of GD

- (1) Don't be silence during GD
- (2) Don't look impatient.
- (3) Don't get emotional
- (4) Don't start GD with concluding statement.
- (5) Don't reveal all the ideas in one short.
- (6) Don't try to be over smart.
- (7) Don't jump directly into the topic without developing understanding about it.
- (8) Don't get distracted from the topic while GD.
- (9) Don't use the words or language like "this ridiculous", Don't be over smart etc.
- (10) Don't get aggressive during GD.

Speech, Elocution

SPEECH / ELOCUTION – RULES/ do / don't

1. The speech may not exceed time duration. The time limit will be strictly enforced. A 30 second warning will be given to complete. And minimum time is also give to speak.
2. Greeting & Introduction of the subject
3. Exposition of the main theme (Conciseness & Clarity of message, Originality/Points of interest, Incorporation of Personal references & Quotations)
4. Moral & Practical Application
5. Conclusion
6. Verbal Clarity (Annunciation and pronunciation of words, voice strength and projection) Presentation/Speaking Style (Mannerisms, Audience contact and voice modulation, Ability to keep the audience engaged by their speaking style)

Extempore

1. A Minimum time will be given to prepare the topic (2 to 5 min.)
2. One has to develop topic according to their knowledge in mind
3. after that they have to deliver a particular topic for 2 to 5 minutes.
4. For they must have good body language
5. Command over language

Assignment

- 1.) Do's and Don'ts of GD/Small talk/ Debate/conversations ?
- 2.) SPEECH / ELOCUTION – RULES/ do / don't?
- 3.) what are rules of Extempore?

CHAPTER 4 – READING FLUENCY

Q-1: EXPLAIN PURPOSE OF READING. IMPORTANT (1 MARK)

- ✓ Reading is one of most important academic tasks faced by students; it is equally important in the commercial working world.
- ✓ Reading consists of two processes:
 - (1). Word recognition
 - (2). Comprehension.
- ✓ The purpose of reading is to make sense out of what you read.
- ✓ Besides reading academic texts and professional documents, we require to read several other kinds of texts for the various purpose mentioned here:
 - (1). Enhancing reading ability.
 - (2). Knowing about what is happening around.
 - (3). Enhancing general awareness on the developments in science, technology, education, business, sports, entertainment, etc.
- ✓ Reading is not passive activity. It is interactive in which reader brings his



background knowledge, vocabulary, grammatical knowledge, experience with the text and other strategies to the text in front of him.

Perceiving a written text in order to understand its content is called Silent Reading. (1 mark)

- ✓ Saying a written text aloud is referred as Oral Reading. This can be done with or without an understanding of the contents.

Q-2: EXPLAIN TYPES OF READING. (MOST IMPORTANT) 2-3 marks

- ✓ We read different texts for different purposes. There are two types of reading according to the purpose of reading: **(1) Intensive reading** and **(2) Extensive reading**

(1). Intensive Reading:

- Intensive reading is reading carried out for a complete or comprehensive understanding of the text by focusing on vocabulary, sentence structure and also the coherence among the various parts of text. It may also be called **academic reading**.
- Intensive reading involves several skills like predicting the content, understanding the gist, scanning, identifying the topic sentence and its role in each paragraph of the text, transferring of information, understanding discourse coherence, and sequencing of sentences.
- **Example:** When we read a textbook on Computer Engineering, we may sincerely try to grasp the meaning of almost all words. We may also have to retain the grasped information in our memory over a period of time for answering question in examinations, performing practical sessions, etc.

(2). Extensive Reading:

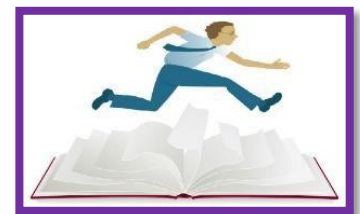
- Extensive reading is a type of reading that is carried out for an overall or a general understanding of the text without aiming for 100% comprehension.
- When you are involved in extensive reading, you may not focus on vocabulary, syntax, etc. but you may try to differentiate between the core and supporting ideas.
- **Example:** We read a newspaper article to get information and facts quickly, read a novel for pleasure, read a notice to get information.

-4: DISCUSS THE TECHNIQUES OF GOOD COMPREHENSION.

(i) Skimming and Scanning:

✓ Skimming:

- Skimming is used to quickly identify the main ideas of a text.
- For example: when you read the newspaper, you are probably not reading it word-by-word, instead you are scanning the text.
- Skimming is done at the speed of three to four times faster than



normal reading. People often skim when they have lots of material to read in a limited amount of time.

- Use Skimming when you want to see if an article may be of interest in your research.
- **Steps** for skimming technique:
 - (1). Read the title.
 - (2). Read the introduction or the first paragraph.
 - (3). Read the first sentence of every other paragraph.
 - (4). Read any headings and sub-headings.
 - (5). Notice any pictures, charts or graphs.
 - (6). Notice any italicized or boldface words or phrases.
 - (7). Read the summary or last Paragraph.

✓ **Scanning:**

- Scanning is a technique you often use when looking up a word in a telephone book or dictionary. You search for key words or ideas.
- In most cases, you know what you are looking for, so you are concentrating on finding a particular answer.
- Scanning involves moving your eyes quickly down the page seeking specific words and phrases.
- Scanning is also used when you first find a resource to determine whether it will answer your questions. Once you have scanned the document, you might go back and skim it.



➤ **Steps** for scanning technique:

- (1). State the specific information you are looking for.
- (2). Try to anticipate how the answer will appear and which clues you might use to locate the answer. For example, if you were looking for a certain date, you would quickly read the paragraph looking only for numbers.
- (3). Use headings and any other aids that will help you to identify which sections might contain the information you are looking for.
- (4). Selectively read and skip through sections of the passage.

Exercise

- 1 EXPLAIN TYPES OF READING.
2. EXPLAIN PURPOSE OF READING.
3. explain **Skimming and Scanning**