Eng201

Quiz+midterm preparation

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Lecture-wise Concept

Lecture 1 :- Search on YouTube: “eng201 Midterm preparation By Amir”

1. Types of communication >> 5

2. people interact with the message to >> create meaning

-: Lecture 2 :-

1. Oral presentations can be >> formal or informal

2. Types of oral presentation >> 2 (•Informative Speaking • Persuasive Speaking)

3. Types of informative speaking >> 4 (Individual or Group Report, Oral Briefing, Panel Discussion, Oral Critique)

4. Methods of making oral presentation >> 4

1. Extempore 2. Impromptu 3. Memorization 4. Reading

5. Extempore >> planned and specific topic related presentation

6. Impromptu >> without planned and tells the audience that they are indifferent to them

7. Memorization >> presented on the bases of memory without any planning

8. how you say it is as important as >> what you say

9. ____ size slides are generally used in presentation >> 35mm

10.OHPs stands for >> Overhead Projection Transparencies

11.limit _____ words per slide >> 10 maximum

12.size of text >> 18pt Times Roman on OHPs

-: Lecture 3 :-

1. planning means >> decide what to say and how to organize your material

2. persuasive argument means >> to convince your readers about your material

3. elements of persuasive argument >> claim and evidence

4. organize a substantial part of their resume around their accomplishments and abilities >> Functional Resume

5. provide the desired prominence by placing the name and professional objectives at the top >> Conventional Resume

6. transform your plans, notes, outlines, and ideas into a communication >> drafting

7. Revision literally means >> "see again,"

8. Writing is a process of >> discovery

-: Lecture 4 :-

1. 'Target audience' is >> a specified audience or demographic group for whom a message is designed

2. Types of experts >> 2 (• General Experts • Specific Experts)

3. General Experts >> possess extensive knowledge about a field in general

4. managers read for the >> bottom line, a concise summary of the present situation and specific recommendations for action

Lecture 5 :-

1. how many purposes of document >> 4 (• to provide information • to give instructions • to persuade the reader • to enact (or prohibit) something)

2. Explicit purpose means >> the purpose which is clearly stated

3. Scientific documents have >> explicit purpose

4. Types of document related to information >> 2 (• Literature Reviews • Specifications)

5. Types of document related to instructions >> Proposals

6. Types of document meant to persuade the Reader >> 4 (• Proposals •

Recommendation Reports • Job application Letters • Résumés)

7. Types of document meant to' Enact' something >> 4 (• Acceptance Letters • Regulations • Patents • Authorization Memoranda)

8. Implicit purpose means >> the purpose which is not clearly stated in the document

9. Scientific and technical writing is based on >> precision

10.technical communication is often more effective when >> it is written down

11.When people read they respond in >> two ways simultaneously. They think and they feel

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-: Lecture 6 :-

1. Types of readers >> 3 (• Phantom Readers • Future Readers • Complex Readers)

2. Phantom readers are >> real but unnamed readers who use communication addressed to others

3. Future readers >> read after communication has been completed like after 3 weeks or years etc.

4. Complex readers are >> the readers consisting of diverse groups each with a different agenda, each with a different way of functioning and communicating

Lecture 7 :-

1. Characteristics of communication >> 5 (• accurate • clear • concise •coherent • appropriate)

2. Accuracy >> which is the careful conforming to truth or fact,

3. Aspects of accuracy >> 3 (• Document Accuracy • Stylistic Accuracy • Technical Accuracy)

4. Document Accuracy refers to >> the proper coverage of your topics in appropriate detail

5. Stylistic Accuracy >> concerns the careful use of language to express meaning

6. Technical accuracy depends on >> the writer's conceptual mastery of the subject and its vocabulary

7. Clarity >> which refers to ease of understanding

8. Types of clarity >> 3 (• Structural Clarity •Stylistic Clarity •Contextual Clarity)

9. structural clarity means >> making it easy for the reader to get the large picture

10.Stylistic Clarity is >> promoted by simple, direct language

11.Simplicity in language is obtained >> with directly worded sentences

12.Contextual Clarity >> in which the importance, authorization, and implications of your work are made available

13.The concise document is >> a piece of writing that conveys only the needed material

14.Coherence is >> the quality of hanging together, of providing the reader an easily followed path

15.Abstracts, clear titles, introductions and problem statements all promote >> coherence

16.The paragraph is one of the most powerful instruments of >> coherence

17.Enumeration means >> to itemize or list a set of topics or a series of some kind

18.Exemplification refers to >> the use of anecdotes or examples to bolster your argument

19.comparison and contrast means to >> develop a topic by examining its similarities or dissimilarities to another thing, process, or state

20.Comparison emphasizes >> the similarities

21.contrast Emphasizes >> the differences

-: Lecture 8 :-

1. principles of communications are : >>

i) Completeness ii) Conciseness iii) Consideration iv) Concreteness

v) Clarity vi) Courtesy vii) Correctness

2. completeness means >> when it contains all the facts, readers or listeners need for the reaction you desire

3. omissions cast >> suspicions

4. Competence >> Does the audience perceive the message sender as communicating honestly

5. Character >> Does the sender of the message know his or her message

6. Composure >> Does the sender give the impression of being calm and Collected

7. Sociability >> Does the sender come across as a likable individual

8. Extroversion >> Does the source exhibit outgoing tendencies rather than timidity

9. Conciseness is >> saying what you want to say in the fewest possible words without sacrificing the other C qualities

10.Relevance means >> Stick to the purpose of the message

-: Lecture 9 :-

1. Consideration means >> to prepare every message with the message receiver in mind

2. Use 'you' instead of >> "I"

3. Concreteness means >> being specific, definite, and vivid rather than vague and general

4. The passive requires >> more words

5. ____ verbs are deadly >> Seven verbs—be, give, have, hold, make, put, and take

Lecture 10 :-

1. Clarity >> Getting the meaning from your head accurately to the reader is the purpose of clarity

2. average sentence length of >> 17 to 20 words

3. unity means >> you must have one main idea.

4. coherent >> the words are arranged so that the ideas clearly express the intended meaning

5. emphasize >> The quality that gives force to important parts of sentences and paragraphs is emphasis

6. Courtesy stems from >> a sincere you-attitude

7. Types of expressions >> 2 (o Irritating Expressions o Questionable humor)

8. Irritating expressions are >>

1. Contrary to your inference. 2. I do not agree with you. 3. If you care

4. I am sure you must realize

9. Omit questionable humor means >> When in doubt as to the relevance of humor, leave it out

10.Be careful about using >> the 'man' word

11.Use names in >> a parallel form

-: Lecture 11 :-

1. Formal writing is often associated with >> scholarly writing

2. Informal Writing is more common in >> business writing

3. Biannually, Biennially >> correct

4. Biannually mean >> two times a year

5. biennially means >> every two years

6. Emphasize on >> positive, pleasant facts

Lecture 12 :-

1. The composition process helps you >> to gain control over your message

2. Technology affects >> the composing process

3. The main idea is like >> the 'hook

4. Oral medium is the best when >> you want immediate feedback

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-: Lecture 13 :-

1. first group the ideas and then >> put them in sequence

2. The main idea should be supported by >> three to five major points

3. Direct approach/deductive means >> putting the main idea first followed by evidence

4. Composition is the process of >> drafting your message

Lecture 14 :-

1. The two key aspects of word choice are >> o Correctness o Effectiveness

2. Denotations means >> dictionary meaning

3. Connotation means >> associative meaning

4. Camouflaged Verbs means >> Turning verbs into nouns and adjectives weakens your writing

5. A simple sentence >> has a single subject and a single predicate

6. A compound sentence >> expresses two or more independent but related thoughts

7. A complex sentence >> expresses one independent clause and one or more dependent clauses

8. Use passive sentences to >> soften bad news

9. Type Face >> refers to the physical design of the letters

10.Type styles >> avoid using type styles that slow your readers down

11.Times Roman is often used for >> text

12.Helvetica is often used for >> headings

Lecture 15 :-

1. Memorandum is >> brief, informal report used to establish a record

2. Agenda >> tells participants what topics will be discussed at the meeting

3. Minutes >> are the written record of meetings

4. Formal minutes are often required by >> federal, state, or local law, bylaws, charters, or regulations

5. Proposal >> A formal written document soliciting business and spelling

out what will be delivered

-: Lecture 16 :-

1. Business letters are >> formal letters

2. Types of letters >> 6 (• Job application letters • Acceptance letters •

Transmittal letters • Inquiry letters • Technical-information

letters • Letters of recommendation)

3. Place the salutation >> two lines below the recipient's address

4. The salutation begins with the word >> Dear

5. Place Date >> Two to four lines below the date

6. Start the letter (body) >> two lines after the salutation

7. Write a complimentary closing phrase >> two lines below the final

body paragraph

8. Acceptance Letters >> Letters accepting a job not only convey

information

9. A transmittal or cover letter >> accompanies a larger item, usually a

document

-: Lecture 17 :-

1. A letter of inquiry >> asks someone for specific information

2. Technical-information letters and memoranda >> short documents

that announce new technical information, such as a software bug

and its solution, or a new feature

3. A letter of recommendation is >> a letter that makes a statement of

support for a candidate

4. The number of recommendations required by employers and

universities usually range from >> one to five, with three being the

most common number

-: Lecture 18 :-

1. Direct Request >> works well when your request requires no special tact or persuasion

2. An Order Latter also known as >> a PO or purchase order letter

3. The objective of an order letter is >> to provide the vendor with detailed instructions for fulfilling an order

4. Customer Services >> responds to inquiries or complaints from customers of that organization

5. Credit Request >> is the type of request for credit

Lecture 19 :-

1. Business communication has two basic purposes >>

1. To convey information

2. To produce in the audience a favorable (or at least accepting) attitude or response

2. Acknowledgement letters are >> sent to a customer confirming the receipt of an order, payment, or inquiry

3. Acknowledgement letters are sent in response to >> credit orders

4. Favorable responses to routine claims are known as >> adjustments

5. Avoid lame excuses such as >> Nobody's perfect or Mistakes will happen

6. There are ____ types of positive responses to routine credit requests:

>> 2 (• Approving Credit • Credit References)

7. credit reference is >> the information, the name of an individual, or the name of an organization that can provide details

8. Credit approvals >> mark the beginning of a business relationship with a customer

Lecture 20 :-

1. The indirect plan consists of ____ parts >> 4

a.

A buffer

b. Reasons supporting the negative decision

c. A clear, diplomatic statement of the negative decision

d. A helpful, friendly, and positive close

2. Buffer means >> to put the audience in an accepting mood by making a neutral, non-controversial statement

3. De-emphasize the >> Bad News

4. After giving the bad news, your job is to end the message on a more upbeat not >> positive close

5. Direct plan >> A bad news message organized on the direct plan starts with a clear statement of the bad news

Lecture 21 :-

1. The persuasive message >> influences the audience by informing them and growing their understanding

2. The word 'freedom' evokes >> strong feelings

3. the best use of emotion is working in >> tandem with logic

4. Semantics >> The words you choose to state your message

5. AIDA plan has ____ phases >> 4

a. Attention b. Interest c. Desire d. Action

6. Writing Sales Letters >> A sales letter is a document designed to generate sales

7. Demographics means >> age, gender, occupation, income, and education

8. Psychographics means >> personality, attitudes, and lifestyle

Lecture 22 :-

1. Reports >> are documents which present focused, salient content to a specific audience

2. The short report >> may range from short statement of facts, presented on a single page, to a longer presentation taking several pages

3. Short report doesn't not carry >> a cover, table of contents or any special display

4. report is always divided into >> clear sections with headings

5. smooth transition >> "to continue the analysis", "on the other hand" and "additional concept" are another type of structural clue