



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

# **University Institute of Liberal Arts and Humanities**

Course Name – Communication Skills

Course Code – 22PCH-105



**Reading and writing skills**

DISCOVER . **LEARN** . EMPOWER

# COURSE OBJECTIVES

The Course aims to:

1	Augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English Language in professional life.
2	Enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations.
3	Build exceptional speaking, reading and writing skills by correcting grammatical errors and pronunciation through practice.
4	Enhances soft skills by fostering self awareness, confidence and a positive attitude in students' ability to communicate effectively in English.

# Course Outcome

On completion, the students are expected to

CO Number	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create



# Techniques for building RW Skills

**“Reading is to mind what  
exercise is to body”**

-Joseph Addison



# Reading Skills

- It is the process of looking at a series of written symbols and getting meaning from them.
- Reading can be silent (in our head) or aloud (so that other people can hear).



# Types of Reading

Skimming

Scanning

Extensive

Intensive

Critical

# Skimming Skills

- Skimming is used to quickly gather the most important information, or 'gist'.
- Run your eyes over the text, noting important information.
- Use skimming to quickly get up to speed on a current business situation.

## **Examples of Skimming:**

The Newspaper (quickly to get the general news )

Magazines (quickly to discover which articles you would like to read in more detail)

Business and Travel Brochures (quickly to get informed)



# Exercise

Every second, one hectare of the world's rainforest is destroyed. That's equivalent to two football fields. An area the size of New York City is lost every day. In a year, that adds up to 31 million hectares -- more than the land area of Poland. This alarming rate of destruction has serious consequences for the environment; scientists estimate, for example, that 137 species of plant, insect or animal become extinct every day due to logging. In British Columbia, where, since 1990, thirteen rainforest valleys have been clear-cut, 142 species of salmon have already become extinct, and the habitats of grizzly bears, wolves and many other creatures are threatened. Logging, however, provides jobs, profits, taxes for the government and cheap products of all kinds for consumers, so the government is reluctant to restrict or control it.

The main idea of paragraph is?

- 1) Scientists are worried about New York City.
- 2) Governments make money from logging
- 3) Logging is destroying the rainforests.



# Try skimming again.....

Much of Canada's forestry production goes towards making pulp and paper. According to the Canadian Pulp and Paper Association, Canada supplies 34% of the world's wood pulp and 49% of its newsprint paper. If these paper products could be produced in some other way, Canadian forests could be preserved. Recently, a possible alternative way of producing paper has been suggested by agriculturalists and environmentalists: a plant called hemp.

**The main idea of paragraph is?**

- 1) Canadian forests are especially under threat.
- 2) Canada is a major supplier of paper and pulp.
- 3) Canada produces a lot of hemp.

# Scanning Skills

- Scanning is used to find a particular piece of information.
- Run your eyes over the text looking for the specific piece of information you need.
- Use scanning on schedules, meeting plans, etc. in order to find the specific details you require.
- If you see words or phrases that you don't understand, don't worry when scanning.

## Examples of Scanning

- The "What's on TV" section of your newspaper.
- A train / airplane schedule

# Extensive Reading Skills

- Extensive reading is used to obtain a general understanding of a subject and includes reading longer texts for pleasure.
- Use extensive reading skills to improve your general knowledge.
- Do not worry if you do not understand each word. **For Example**
- The latest marketing strategy book
- A novel you read before going to bed
- Magazine articles that interest you



# Intensive Reading Skills

- Intensive reading is used on shorter texts in order to extract specific information.
- It includes very close accurate reading for detail.
- Use intensive reading skills to grasp the details of a specific situation.
- In this case, it is important that you understand each word, number or fact.

## **Examples of Intensive Reading**

- An insurance claim
- A contract of employment

# Critical Reading Skills

Language analysis that does not take given text at face value, but involves a deeper examination of supporting points.

Critical readers recognize not only **what** a text says, but also **how** that text portrays the subject matter.

What a text means – interpretation, analysis of the text



# Poll Question

**What do you usually like to read?**

- 1) Novels, short story, poem
- 2) Newspaper
- 3) Non-fiction
- 4) None

# Ways to improve Reading Skills

- Read about things that interest you.
- Read material that is at your level of understanding or just a little more difficult for you to comprehend.
- Ask yourself questions while reading and after reading.
- Read many kinds of texts.
- Let your imagination get involved.
- Listen to audio books and follow the text at the same time.
- Find a place to read where you can concentrate.



# REFERENCES

- <http://www.wikihow.com/Improve-Your-Reading-Skills>
- <http://www.fluentu.com/english/blog/how-to-improve-english-reading/?lang=en>
- <https://www.pickthebrain.com/blog/7-pleasurable-ways-to-improve-your-reading-ability/>

# Writing Skills

- To communicate specific information or ideas, utilizing the formats, language and content relevant to the workplace.
- Writing involves encoding of message as we translate our thoughts into language.



# Good writing

- Completeness: all information needed is provided.
- Correctness: relevant and precise information.
- Credibility: support your argument.
- Clarity :should not be vague, confusing and ambiguous.
- Conciseness: to the point.
- Considerations: anticipate the reader's reactions.
- Vitality: use the active voice rather than passive voice.

# Types of Writing



# Narrative Writing

- Recounts a personal experience in the form of a story and always includes characters, setting, and plot
- Examples: short story, novel, narrative poem, journal

Narrative  
Writing  
tells a  
Story.



# Descriptive Writing

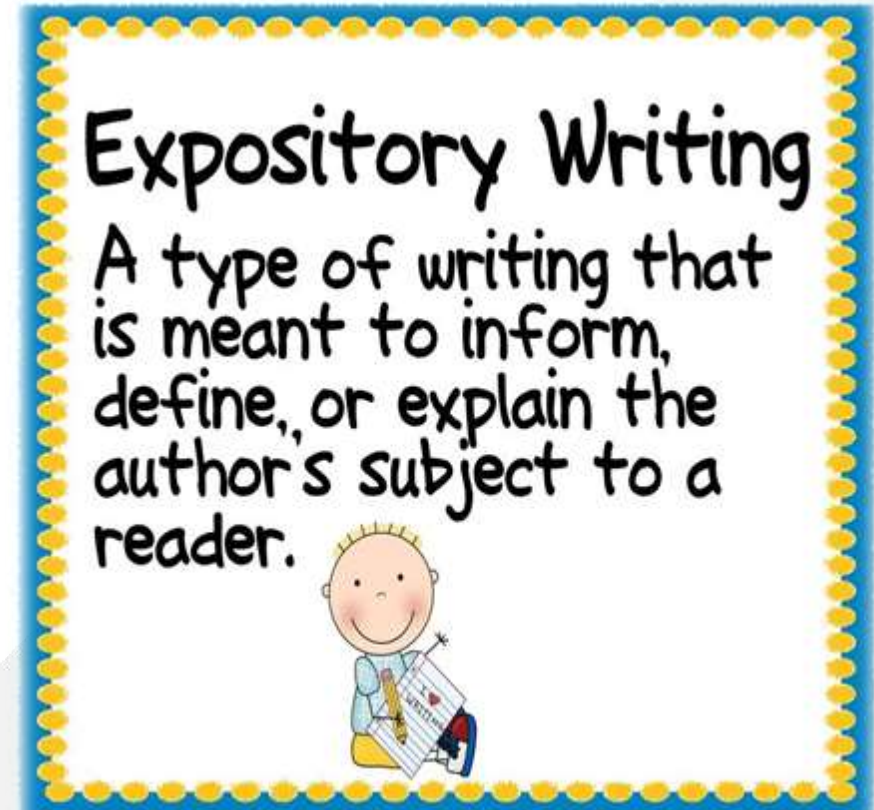
- Uses vivid images to describe a person, place, or event so that the topic can be clearly “seen” in the reader’s mind.
- Examples: menu, travel brochure, poster





# Expository Writing

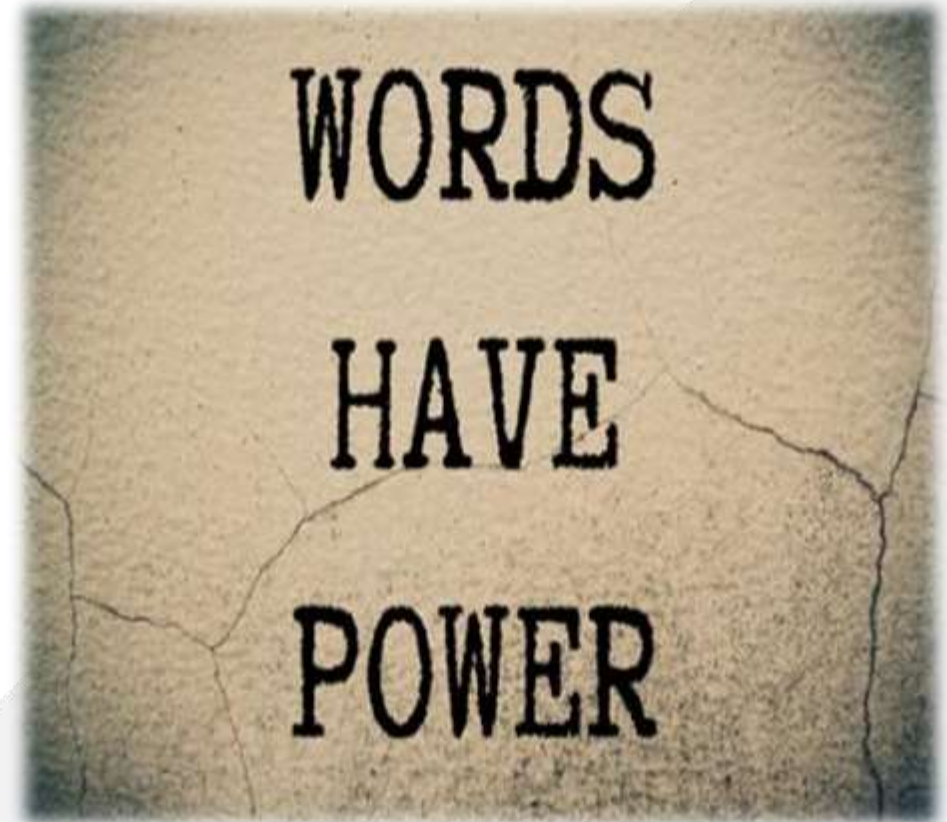
- Provides information that explains, clarifies or defines
- Examples: essay, research paper, report, manual





# Persuasive Writing

- Gives an opinion using facts that attempts to convince a reader to agree with a writer's belief
- Examples: movie review, restaurant critique, letter to a newspaper editor, essay



# Creative Writing

- Entertains the reader
- Examples: short story, novel, poem, play



# Poll Question

**Is Coca-Cola or Pepsi better? Choose the STRONGEST claim:**

- 1) Coke is better than Pepsi because more people in the world like it.
- 2) I believe Pepsi is better because it tastes better than Coke.
- 3) Coca-Cola is better a drink than Pepsi.
- 4) Coca-Cola has more sales and flavor options, and therefore, is better than Pepsi.

# The writing process

- **PLANNING:** keep objectives in mind and research the topic.
- **WRITING:** Inspiration is acceptable but must be carefully reviewed.
- **QUALITY CONTROL:** Reread your work and be critical of your own work.



# Tips for Effective Writing

- Put the reader first.
- Use simple words and short sentences.
- Use jargon only when necessary.
- Use of appropriate punctuation, grammar and correct spellings are essential for effective writing.
- Use multiple examples to clarify your point in each paragraph. Each point should include only one main topic.





# Tips for Effective Writing

- When you begin writing, don't forget to have a solid **introduction**.
- Make sure your entire writing is in the same tense.
- Using formal language is essential.
- Longer sentences are not necessarily better.
- Eliminate unnecessary words and phrases.



# Coherence

- Coherence in writing is the "logical glue" that allows readers to move easily and clearly from one idea to the next.
- Coherence in writing is much more difficult to sustain than coherent speech because writers have no nonverbal clues to inform them if their message is clear or not.



# Things to Remember

- Avoid using contractions like can't, wouldn't etc.
- Do not use words like very, really, a lot.
- Replace weak verbs with strong verbs.
- Prepare set of phrases to be used while writing .
- Read right material that enhances the writing skills.

# Practice Exercise

- Write a story entirely in dialogue, having one side of the conversation unspoken [redacted]. Make sure the reader can guess at what the redacted parts are by what the other character says.
- Make a list of the top five fears in your life. Write a character who is forced to confront one of those fears.
- Create a minor character based upon someone you dislike. Now have your main character encounter them and feel sympathy and empathy for them despite their faults.

# Application

- Helps to express opinions properly.
- Helps to communicate properly by developing an understanding and report the work in informative, concise, and professional formats.
- Helps to discover the creative side of people.
- Helps to discover imagination and discover new things.
- Helps to become clear, focused, and accurate about our opinions.

# **Assessment Pattern**

**Students are assessed on the basis of the following parameters:**

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

# References

- <https://www.skillsyouneed.com/writing-skills.html>.
- <https://www.mindtools.com>.
- [www.wordstream.com/blog/ws/2014/08/07/improve-writing-skills](http://www.wordstream.com/blog/ws/2014/08/07/improve-writing-skills).
- <https://www.shoutmeloud.com/10-tips-to-improve-your-writing-skill.html>.



# THANK YOU

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