Unit 1.2. **Reading.**

Reading is the process of taking the sense or meaning of letters, symbols, etc. Especially by sight or touch. For educators and researchers, reading is a multifaceted process involving such areas as word recognition, orthography(spelling), alphabetics, phonics, phonemic awareness, vocabulary, comprehension, fluency, and motivation.

Reading skill refers to the ability to understand written text. It is advisable to develop this skill at early age of schooling. When students comprehend or understand written text, and combine their understanding with prior knowledge, they are able to perform the following three reading-comprehension skills.

1. Read the variety of materials. Do not limit yourself to the textbooks.

2. Circle unknown or unfamiliar words as you read.

3. After reading, recall as much of the information as possible. Jot down points if you like.

4. To enhance understanding of the content in a text

5. To improve attention and concentration while reading

Skimming and Scanning

Skimming and scanning are reading techniques that use rapid eye movement and keywords to move quickly through text for slightly different purposes. Skimming is reading rapidly in order to get a general overview of the material. Scanning is reading rapidly in order to find facts. You should understand that…

- For which audience the text was written (general public, professionals, laymen…)

- What type of text it is (report, informal letter, formal letter, article, advertisement…)

- What are the purpose of author (to describe, to inform, to explain, to instruct, to persuade) and the general contents of the text?

Churning & Assimilation

Churning and assimilation are the integral part of reading. While skimming and scanning are the quick processes, and the churning and assimilation are slower. The words 'churning and assimilation' are related to the processes of stirring up in our mind the ideas, context, structure, etc., and grasping the contents of the reading text respectively.

Reading is divided into two

a) Skimming and Scanning

Skimming refers to the process of reading only main ideas within a passage to get an overall impression of the content of reading section.

Scanning a text means looking through it quickly to find specific

information. Scanning is commonly used in everyday life. Example when looking up a word in a dictionary or finding our friend's name in the contacts directory of our phone.

b) Close reading.

Close reading is thoughtful, critical analysis of a text that focuses on significant details or patterns in order to develop a deep, precise understanding of the text's form, craft, meanings etc. It is used to assess a student's understanding of vocabulary.

Steps to Close Reading:

1. First read: key ideas and details

2. Second read: craft and structure

3. Third read: integration of knowledge and ideas

Reading News Paper, Magazines, books etc.

Reading skill refers to the ability to understand knowledge.

Reading variety of materials

Writing.

Writing skill equips us with communication and thinking skill- It fosters our ability to explain and refine our ideas to others and ourselves. Writing skills are an important part of communication.

Write cohesively and coherently and flawlessly avoiding grammatical errors, using a wide vocabulary range, organizing their ideas logically on a topic.

E MAIL WRITING

E mail stands for electronic mail. It is the easiest and the cheapest way of communication. It is used in formal, semi-formal as well as an informal way of expression or writing.

The email writing format is the same for each of the categories. Though the choice of words and language differ depending upon the type of email. One can use friendly and casual language in informal emails. The language used in formal emails should be professional, clear, and formal.

The email writing format

An email written for any friends, family members or relatives comes

under this category. Use of polite, friendly and casual words along with

proper greetings and closings are some of the rules of the informal

emails.

Sample: 1

Suppose you have to write an e mail to your friend inviting him or her to your birthday party.

To: XYZCC/BCC:

Subject: Invitation to a birthday party

Hi XYZ!

Hope this mail finds you in the best of your time. I am very happy to invite you to my birthday party on NOV 28 at ABC Hotel from 7: 00 pm to 10: 00 pm. The theme of the birthday party is "Pirate of the Caribbean.''

It would be great if you come and join us at the party. We will have a great time and fun

together.

A Sample of Formal Email Writing Format

An email written for business communication or professional use comes under this category. The email written for any government department, school authority, company or any officers are the formal emails. Use of polite and formal words, the reason for writing mail, clarity, proper greeting and closing are some of the rules of the formal email.

Sample: -2

To: ravikumar 1973@gmail.com

From: rajendran32@yahoo.com

Date: Wednesday, April20 2022 at 3.20 pm

Sub: Presentation on 'Studycom'

Dear Professor A. Ravikumar

This is in continuation of our telephonic talk on April20,2014, regarding our product 'Studycom'- a soft study material for teaching professional communication skills in English. Our materials is quite relevant to the current requirement of communication skills in the job market and has a very good track record.

We would like to give you a presentation on 'Studycom'. Kindly give as a date and time suitable to you. Our representative will contact you on the given date.

Let us know if you want us to earmark any particular aspect of professional communication. Enclosed herewith is our brochure giving details of modules, etc.

Looking forward to a consistent association

Regards

Rajendran

Marketing Executive

Software Brands