

UNIT-5

LISTENING

Effective Listening (1st SEM.)

(Lecture No. 50)

Q.1 Importance of Listening

Listening plays a significant role in the interactive process of business transactions and acquiring knowledge. A no. of benefits would accrue to you by cultivating this skill; It helps you to:-

1. Improve your intellectual ability to understand and evaluate the views and opinions expressed by others.
2. Enable you to gather proper and accurate information, facilitating appropriate decision-making.
3. Assist you to establish rapport with co-workers quickly.

All hearing is not Listening:- The former is merely a physiological process in which the sound waves emanating from animate or inanimate objects strike the eardrums.

Listening on the otherhand is four-stage self generated activity-

1. The first stage is the reception of the sound waves through the ears.
2. The second is the interpretation of the sound received.
3. The third is an evaluation of the interpreted meaning in the context of the needs and expectations of the listener.
4. The fourth stage is the reaction to the message.

Listening thus is purposeful hearing:

Listening is the most basic of the 4 areas of language development: Listen, speak, read and write. Listening accounts for the most significant component of communication in our daily lives. Adults spend 80% of their waking hours engaged in communication. Concurrently, this figure can be broken down. 10% writing, 15% reading, 32% talking and 42% Listening.

Listening is quantitatively, the most important form of verbal communication used. It has a profound effect on the development of our attitudes, skills, behavioral patterns and understanding. It allows you to evaluate strong and weak points in a message, enabling more effective feedback and constructive criticism. Frankly, Listening plays a vital role in our attempts to achieve goals and helps expand personal knowledge.

Without specific training, people do not inherently obtain or develop listening skills that are adequate to meet the need of modern life. We can accurately recall 50% or less of lecture material immediately after hearing it. Mis-information and misunderstanding are common products of our listening experiences. "Effective listening can make the difference between knowledge and ignorance, information and misinformation, involvement and apathy, enjoyment and boredom, understanding and misunderstanding and sharing and withdrawal in our interpersonal relationship."

A listener needs to be aware of what is at stake in the communication situation. The speaker needs to appreciate the listening process and response provided. Unfortunately, listening behavior is often overlooked or ignored.

Listening is often overlooked for various reasons. Schools do not adequately emphasize listening skills; listening skills do not receive the same attention as reading or writing skills. This may be due to 2 reasons: educators fail to acknowledge the importance of listening in today's world, and secondly, deficiencies in listening are not easily detected. In an age where the media saturates our daily lives, people rely on spoken word for information, becoming passive listeners who are not expected to give response. In other words the significance of listening in today's society is generally underestimated.

Lecture No. 51) ^{Good} ~~hard~~ Trails of a Listening

Listening is a crucial component of the communication process. Effective listening is a development skill, which is important to individuals and organization. Without effective listening, information is not received as the sender intended. This is known as a "Communication break-down." In

organizations, poor listening skill can result in misinformation, misunderstanding and misuse of resources. Listening skill have previously been over looked by society. However, with the demand of individuals and organizations today, listening is being regarded in a new light.

Effective listening can impact an individual's Life, Developed listening skill can help a person to become a supportive companion, a more efficient student, a more sophisticated communicator, and have better interpersonal relationships. It takes effort to become an effective listener. To develop effective, Listening skill is often seen as being advantageous, especially to organizations. Today we see employers seeking out people who have excellent communication skills. In order to be an effective in communication, one must first have good listening skill. Listening can affect the climate, productivity and performance of an organization.

To become an effective listener, first there must be an understanding of how listening is defined, what its process is, and how it functions? An identification of poor listening habits, methods of improving listening skills, and the types of listening add to our understanding. Finally realizing the results of effective listening will enable us to become more informed listeners.

Good listening is a part of your non-verbal behavior. It motivates speakers to make effective deliveries. Listening well earns you, appreciation. Listening is an integral constituent of the two, way communication process. Poor listening generate losses in terms of time, money an goodwill. Consequences are uncertainly, anger, loss of production, in complete and misunderstood orders etc. Hence, listening skills make the difference between success and failure of business.

Listening as a communication skill is used by most of managers. Near about 40-45% of individual's time in a typical day is spent on listening. Making people need effective listening to consumers, help to meet out their needs, Similarly positive morale of the employees dampens due to poor listening.

According to Brenda Ueland, "Listening is a magnetic and strange thing, a creative force..... When we are listened to, it creates us, makes us unfold and expand. Ideas actually begin to grow within us and come to life....

When we listen to people there is an alternating current, and this recharges us so that we never get tired of each other.... And it is this little creative fountain inside us, thus begins to spring and cast up new thoughts and unexpected laughter and wisdom... well, it is then when people really listen to us, with quiet fascinated attention, that the little fountain to work again, to accelerate in the most surprising way.

Lecture No. 52 – How to become a good-listener

1. Concentrate on what a person is saying rather than on how he looks.
2. Repeat the key ideas to yourself. Particularly, while listening to a long lecture and see if you can put or repeat all the important ideas the speaker has put.
3. Try to relate the speaker's remarks to your personal background and experience, which will help you to retain those remarks for a long time.
4. Don't have a wavering mind while the speaker is saying. Do not allow anything in your mind except the words of speaker.
5. Listen with a positive attitude. Your prejudices should not close your mind and thus preventing you from listening.
6. Try to grasp the message and listen to what you can not hear.
7. Take notes if you feel desirable to a minimum with out distracting your mind.
8. Do not be afraid to ask questions to seek clarification. Asking questions is an evidence of your interestedness..

Lecture No. 53 – Advantages of Good Listening :-

1. Careful listening to the grapevine will enable you to know the thinking of the staff, about the organization, its policies and activities.
2. If you listen to your subordinates carefully, it will enable you to know which policies are suitable to the organization.

3. Listening mollifies the complaining employees. This is possible if you listen to them patiently and sympathetically.
4. The managers should not be bad listeners. They should listen to the employees sympathetically. The employees will be encouraged to talk and there will be free upward communication.
5. Listening helps to spot sensitive areas before they become explosive. Thus their solutions can be found out easily.

CONVERSATION

Telephonic Conversatin

Lecture No. 54 - One form of dyadic conversation is interaction between two persons on the telephone. In this form of advantage using body language and eye-contact is lost. But it is one the commonest and fastest ways of contacting person. It is simple, handy and in the long run economical.

Guidelines:-

- It cultivates a cheerful and friendly tone.
- It modulates your voice.
- Never sound hurried, flustered or impatient.
- Enunciate your words clearly.
- Do not use slang.
- Speak distinctly if you use a word which is likely to be misunderstood, spell it out.
- Be courteous in all circumstances.
- Don't engage your Telephone longer than necessary.

Receiving Calls

- Lift the receiver promptly.
- Reveal your identity, eg. Ram Gopal, Chief Accountant.
- Hold the mouthpiece properly.
- If you do not know who the caller is, obtain his name and designation.
- Even if the caller is annoyed keep yourself cool.
- Give the required information accurately. If it is not readily available, promise to ring back and of course keep your promise.
- If a wrong number call comes to you do not abuse the caller or slam down the receiver.
- Keep a jot pad and a pencil handy to note message, if any.

- Keep your telephone on your left hand side so that the right hand side is free to write.
- Take the message fully and correctly; a suggested form is given:

Telephonic Message		
Department/Section		
Message from :		
Telephone No. :		
Message for :		
Received	at (time)	on (date)
MESSAGE		
Message taken by:		

Making Calls.

- Have a personal telephone directory listing the telephone numbers, which you have often to use.
- If you are making a call for some body else, follow his instructions.
- Have all the material ready before you dial the number. It is bad manner to keep some body on the line while you rummage through your files.
- If you have to say a number of things, alert the listener saying something like this; " I want your opinion on two points one, two" "
- If you wish to leave a message say so and give a few seconds to the receiver to get ready.

Let your message be clear and accurate. If it is important you may repeat it.

However amiable you may be, but there may be some persons in your organization with whom you may not like to have any face-to-face interaction. Unless circumstances force you, you can use the telephone as a tool of contact. Sincerely if you find that an officer is busy in interacting with

others, very often or for long periods, and you have an urgent business to transact with him, telephone is the answer, of course you have to decide individual cases and situation and when to use the telephone, and when not to use it.