

Listening Skills

DIGITAL MARKETING

 **skill academy**
by testbook



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Listening Skills

What are Listening Skills?

Listening is the ability to accurately receive and interpret messages in the communication process.

Listening is key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

Purpose of Listening

Listening serves a number of possible purposes, and the purpose of listening will depend on the situation and the nature of the communication.

1. To specifically focus on the messages being communicated, avoiding distractions and preconceptions.
2. To gain a full and accurate understanding of the speaker's point of view and ideas.
3. To critically assess what is being said. (See our page on Critical Thinking for more).
4. To observe the non-verbal signals accompanying what is being said to enhance understanding.
5. To show interest, concern, and concentration.
6. To encourage the speaker to communicate fully, openly, and honestly.
7. To develop a selflessness approach, putting the speaker first.
8. To arrive at a shared and agreed understanding and acceptance of both sides' views.

Ways of Effective Listening

1. Stop Talking – Be Silent
2. Show Interest
3. Empathize
4. Ask Questions
5. Maintain Eye Contact
6. Take notes
7. Listen Creatively
8. Put Your Entirety
9. Send feedback
10. Avoid or eliminate distraction
11. Try to gather information about the topic to develop interest and familiarity

Difference between Hearing and Listening

Nature	Hearing	Listening
Meaning	An ability	A skill
Nature	Primary and Continuous	Secondary and Temporary
Act	Physiological	Psychological
Function	Receipt of Ear	Receipt of Mind
Process	Passive Bodily process	Active Mental Process
Occur at	Subconscious level	Conscious level
Attention and Concentration	Not required	Required



Activity

<https://www.youtube.com/c/TheIELTSListingTest>

1. Follow this YouTube channel and watch a video every day for the next 15 days.
2. Use earphones for better understanding and clarification about the audio.
3. Answer all the questions asked in the video and grade yourself at the end of the video.
4. Track your improvement by recording your scores on daily basis and measure your progress at the end of 15 days.

The activity should be practiced for a duration of 15 days.

Video Credits: - The IELTS Listening Test.