**The Importance Of Listening :-**

Listening is an important skill that allows us to receive, understand and evaluate information that is communicated to us. As human beings, we seek to interact on a daily basis with each other. This interaction, consists of the two key elements of speaking and listening. According to Nadig (2010) [speaking] is only half of the communication process needed for interpersonal effectiveness. The other half is listening and understanding what others communicate to us.

The art of listening when practiced properly, leads to the improvement of a person’s ability to communicate effectively in everyday life. Firstly we must explore the concepts of human communication and what role listening plays in it. There are also different levels and modes of listening that can be applied in different situations. Listening also plays an important part in allowing an individual to perform tasks in a business environment. Not only is proper listening important for the listener but it is an integral part of the “aizuchi” process (enhances the speaker’s role in communication). Also, understanding and overcoming the barriers to listening is essential in facilitating highly effective communication skills.

**The Importance Of Speaking :-**

*Ability to stand out from the rest*. When one thinks of speaking skills, one tends to think of it as a common skill. Think again. The ability to stand before others and speak effectively is not an ordinary ability. Many people are deathly afraid of public speaking; others have little ability to form thoughts into sentences and then deliver those words in a believable way. The bad news is that at any given moment the world has precious few with the speaking talents of, say, Winston Churchill or John F. Kennedy. The good news is that a speaker whose skills are honed and developed with constant application and hard work can stand out.

**The Importance Of Reading :-**

1. Reading is fundamental to functioning in today's society. There are many adults who cannot read well enough to understand the instructions on a medicine bottle. That is a scary thought - especially for their children. Filling out applications becomes impossible without help. Reading road or warning signs is difficult. Even following a map becomes a chore. Day-to-day activities that many people take for granted become a source of frustration, anger and fear.
2. Reading is a vital skill in finding a good job. Many well-paying jobs require reading as a part of job performance. There are reports and memos which must be read and responded to. Poor reading skills increases the amount of time it takes to absorb and react in the workplace. A person is limited in what they can accomplish without good reading and comprehension skills.
3. Reading is important because it develops the mind. The mind is a muscle. It needs exercise. Understanding the written word is one way the mind grows in its ability. Teaching young children to read helps them develop their language skills. It also helps them learn to listen. Everybody wants to talk, but few can really listen. Lack of listening skills can result in major misunderstandings which can lead to job loss, marriage breakup, and other disasters - small and great. Reading helps

children [and adults] focus on what someone else is communicating.

1. Why is reading important? It is how we discover new things. Books, magazines and even the Internet are great learning tools which require the ability to read and understand what is read. A person who knows how to read can educate themselves in any area of life they are interested in. We live in an age where we overflow with information, but reading is the main way to take advantage of it.
2. Reading develops the imagination. TV and computer games have their place, but they are more like amusement. Amusement comes from two words "a" [non] and "muse" [think]. Amusement is non-thinking activities. With reading, a person can go anywhere in the world...or even out of it! They can be a king, or an adventurer, or a princess, or... The possibilities are endless. Non-readers never experience these joys to the same extent.
3. In line with the above, reading develops the creative side of people. When reading to children, stop every once in awhile and ask them what they think is going to happen next. Get them thinking about the story. When it is finished, ask if they could think of a better ending or anything that would have improved it. If they really liked the story, encourage them to illustrate it with their own drawings or to make up a different story with the same characters. Get the creative juices flowing!
4. Reading is fundamental in developing a good self image. Non-readers or poor readers often have low opinions of themselves and their abilities. Many times they feel as if the world is against them. They feel isolated [everybody else can read - which isn't true] and behavior problems can surface. They can perform poorly in other subjects because they cannot read and understand the material. Often the reader tends to "give up."
5. Why is reading important? Let's keep going... Good reading skills, especially in a phonics reading program, improve spelling. As students learn to sound out letters and words, spelling becomes easier. Also, reading helps to expand the vocabulary. Reading new words puts them in their mind for later use. Seeing how words are used in different contexts can give a better understanding of the word usage and its definitions rather than just the cold facts of a dictionary.
6. There is an old saying, "The pen is mightier than the sword." Ideas written down have changed the destiny of men and nations for better or worse. The flow of ideas cannot be stopped. We need to read and research to build on the good ideas and expose the bad ideas before they bring destruction. Only by reading can we be armed in this never-ending, life-and-death struggle.
7. The fact of the power of written ideas communicated through reading is a foundational reason why some governments oppose free and honest communication. Illiterate people are easier to control and manipulate. They cannot do their own research and thinking. They must rely on what they are told and how their emotions are swayed. There is a good possibility that this is one of the main reasons phonics was removed from the schools about 100 years ago

**The Importance Of Writing:-**

Why is Writing so important? The importance of writing stems from the fact that writing is the primary basis upon which communication, history, record keeping, and art is begun. Writing is the frame work of our communication. We are encountered with writing every day of our lives. Whether it be an office memo, restaurant menu, or a love letter. Writing is incredibly pliable; you can use it to give information, an opinion, a question, or poetry. Words can take a bounty of forms within writing. The words you use can show who you are as a person, the things writing has done in our lives and the world is profound. I cannot imagine a life that didn’t involve writing.

Writing is extremely important in today’s society. Communications is transmitted more through writing than any other type of media. The most binding contracts and agreements are written and signed. Writing is part of a creative project, whether it is a film, building, or a piece of literature. Without writing the flow of ideas halted shortly beyond the source.

**Types of listening** :-

Here are six types of listening:

**Discriminative listening :-**

Discriminative listening is the most basic type of listening, whereby the difference between difference sounds is identified. If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.

We learn to discriminate between sounds within our own language early, and later are unable to discriminate between the phonemes of other languages. This is one reason why a person from one country finds it difficult to speak another language perfectly, as they are unable distinguish the subtle sounds that are required in that language.

Likewise, a person who cannot hear the subtleties of emotional variation in another person's voice will be less likely to be able to discern the emotions the other person is experiencing.

Listening is a visual as well as auditory act, as we communicate much through [body language](http://changingminds.org/techniques/body/body_language.htm). We thus also need to be able to discriminate between muscle and skeletal movements that signify different meanings.

**Comprehension listening**:-

The next step beyond discriminating between different sound and sights is to make sense of them. To comprehend the meaning requires first having a lexicon of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.

The same is true, of course, for the visual components of communication, and an understanding of body language helps us understand what the other person is really meaning.

In communication, some words are more important and some less so, and comprehension often benefits from extraction of key facts and items from a long spiel.

Comprehension listening is also known  as *content listening*, *informative listening*and *full listening*.

**Critical listening**:-

Critical listening is listening in order to evaluate and judge, forming opinion about what is being said. Judgment includes assessing strengths and weaknesses, agreement and approval.

This form of listening requires significant real-time cognitive effort as the listener analyzes what is being said, relating it to existing knowledge and rules, whilst simultaneously listening to the ongoing words from the speaker.

**Biased listening**:-

Biased listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says based on the [stereotypes](http://changingminds.org/explanations/theories/stereotypes.htm) and other biases that they have. Such biased listening is often very evaluative in nature.

**Evaluative listening**:-

In evaluative listening, or *critical listening*, we make judgments about what the other person is saying. We seek to assess the truth of what is being said. We also judge what they say against our [values](http://changingminds.org/explanations/values/values.htm), assessing them as good or bad, worthy or unworthy.

Evaluative listening is particularly pertinent when the other person is trying to persuade us, perhaps to change our behavior and maybe even to change our [beliefs](http://changingminds.org/explanations/belief/belief.htm). Within this, we also discriminate between subtleties of language and comprehend the inner meaning of what is said. Typically also we weigh up the pros and cons of an argument, determining whether it makes sense logically as well as whether it is helpful to us.

Evaluative listening is also called critical, judgmental or interpretive listening.

**Appreciative listening**:-

In appreciative listening, we seek certain information which will appreciate, for example that which helps meet our [needs](http://changingminds.org/explanations/needs/needs.htm) and [goals](http://changingminds.org/explanations/motivation/goals.htm). We use appreciative listening when we are listening to good music, poetry or maybe even the stirring words of a great leader.