

Speech Chapter 3
Section 1

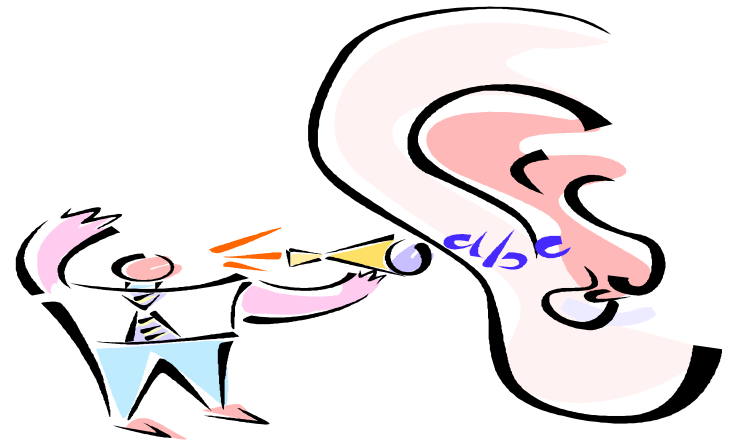
Listening

Target: explain the difference between listening and hearing.

 = Write it down

Listening is More Than Hearing

- Listening is the “receiving” part of the communication process.
- Hearing is only an automatic reaction of the senses and nervous system.



Listening

- Listening is a skill.
- Studies show that we remember only about 25% of what we hear.
- Why???



Why???

- We
- Forget
- Distort
- Ignore
- Misunderstand

The Cost of Poor Listening

- May keep you from doing well on an exam.
- It can cost much more in the “REAL” world

Example

- If each of America's 100 million workers prevented just one \$10 mistake by better listening, their organization would save \$1 billion.

Do workers make these kinds of mistakes?

- Missing a meeting(weren't listening when the boss mentioned the time)
- Putting an item of stock in the wrong place(you were daydreaming)
- Having to retype a letter(you were thinking about the weekend)

Poor Listening is Costly in Business

- Accidents cause physical injury.
 - “I didn’t hear anyone say this is a hard-hat area.”
- Production breakdowns result in losses.
 - “I don’t remember him saying to insert the bolt from the left side.”
- Lost sales and dissatisfied customers hurt business.
 - “Why did she get so angry? I didn’t understand her complaint.”

- What can listening do for me?

- We will remain poor listeners until we make up our minds to change.
- Listening keeps you informed, up to date, and out of trouble.
- It increases your impact when you speak.
- It gives you an edge, power, and influence.



- While hearing is easy, listening is hard.
- You have to TRAIN yourself to listen.



Do Now

What have you listened to in the past 24 hours?

Listening Walk

- We will be walking SILENTLY around the school and then outside. (weather permitting)
- You are to write down all of the things that you hear.
- It is important that the class remains silent.

Listening with time to spare.

- One reason listening can be hard is that our mouths and minds work at different rates.
- Average rate of speech 120-180 words per minute
- We listen 6 TIMES faster than we speak.



The Problem

- At the rate a speaker normally talks, you can sandwich many thoughts btw his/her words.
- Stray thoughts can take you away from grasping the speaker's meaning

Use lag time wisely

- We can train ourselves to improve our listening skills.



The 4 Ways to Listen

Target: Describe the four kinds of listening.



= Write it down

4 Ways to Listen

- We listen most carefully to what we feel is important.
- Winners to a contest we entered.
- What's for lunch today.
- Etc.

Appreciative Listening

- The most basic listening style.
- Music, a babbling brook, a bird's song etc.



Discriminative Listening

- When you want to single out one particular sound in a noisy environment.
- When you listen for a friend's voice in a crowded room.



Empathic Listening

- More complex
- Counselors, psychiatrists, and good friends
- Encourages people to talk freely w/o the fear of embarrassment.
- Sounding board.
- Make no judgments, offer no solutions



Critical Listening

- Evaluate what you hear and decide if another person's message is logical, worthwhile, or has value.



Why listening matters.

- Good listeners are popular everywhere.
- Encourage speakers to do their best.
- Effective listening involves not only tuning in to others, but also tuning in to ourselves.



- Listening is a thinking skill.
- Requires us to be selective with our attention.
- Classify and organize information
- Sort out important facts from a stream of facts, jokes, and stories.



Free Speech

- Good listening skills are especially important in a society that grants freedom of speech to all people, whatever their views or causes.

Wrap it Up

Types of Listening

Type

Empathic listening: understanding and responding to another's feelings

Critical listening: separating facts from opinions and evaluating the speaker's message

Reflective listening: identifying main ideas and thinking about their implications

Appreciative listening: enjoying and interpreting a performance

Example

Participating in an informal conversation with a friend who needs advice

Listening to a persuasive message such as a political speech or a commercial

Listening to an informational message, such as a history lecture

Listening to a spoken performance of a short story

Roadblocks to Good Listening



=

Write it down

That does not mean write every word on the slide, but to summarize the information and write it down.

Standard Target

- Explain why good listening habits are important.

A Small Price to Pay

- Good listening costs us something.
- You must PAY attention
- But while paying attention there are other things that you must do
- Exercise judgement

RESEARCH

- Shows that many of our most deeply held convictions come from things we **hear**, not things we **read**.



Why is listening so difficult?

- Biggest hurdle is the desire to speak.
- When someone is speaking to us, we are thinking about what we want to say next.
- We prefer SPEAKING to LISTENING.



Short attention span

- Busy lives, You Tube, cell phones, ipods.
- TEXTING
- Surfing the net, Video games
- All of the above have led us to develop extremely short attention spans.

Bad Habits

- Middle ages there were 7 deadly sins.
- Today we have the 7 deadly habits of bad listening.



1. Tuning out dull topics

- MEGO syndrome (my eyes glaze over)
- Listen for something you can use.
- Energetic listeners can always find something of value in what a person is saying.



2. Faking Attention

- Avoid this by mentally paraphrasing what the speaker is saying.
- Translate what they are saying into your own words.
- Repeat key points to yourself throughout the conversation.
- Both will help you maintain an attitude of genuine interest

3. Yielding to distractions

- We can ignore outside distractions when we really want to, so don't let small distractions take your attention away from the speaker.



4. Criticizing Delivery or Personal Appearance

- Regardless of who the speaker is, the content of his message is what counts.
- Don't let yourself be put off by someone's manner, accent, or clothing.



5. Jumping to Conclusions

- BE PATIENT!!!
- Personal biases against a speaker's background or position can interfere with listening.
- *What does this 50 year old guy know about today's music?*



6. Overreacting to Emotional Words

- We all have certain words that “push our buttons”
- You must make an extra effort to remain objective (non-judgmental)
- Emotions have a lot to do with our ability to listen.
- When you feel these barriers start to arise, **STAY CALM** and keep listening



7. Interrupting

- “We never listen when we are eager to speak.”
–La Rochefoucauld



Filters that Distort

- Information passes through many filters when it goes from speaker to listener.
- Listeners filter based on their backgrounds and personalities.

Education

Biases

Age

Attitude

Religion

Experiences

Emotions

Morals

Physical
Condition

Family

Filter Example

- You total your dad's car. His reaction to this news will be different if he has had a similar experience or not.
- How?



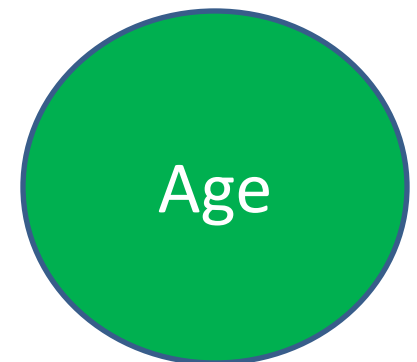
Problem Filter

- Filters become a problem when they interfere
- with good listening habits.
- For example, you may have trouble listening to older people.

- You may lose patience with their style of speech or perhaps you just think to yourself,

“This person was young so long ago, she can’t possibly understand what I’m going through.”

- In this case your age acts as a filter



Think about it...

- Think of a time you had trouble listening to someone.
- What filter was blocking or distorting the message?

Standard Target

- Explain why good listening habits are important.
- Understand listening is a valuable skill.
- Become an active listener.

How do we improve our listening skills?

- Improving your ability to listen is largely a matter of mental conditioning.
- Anytime you feel your emotional barriers or filters start to rise, make a conscious effort to...





Refrain from judging or evaluating the speaker.

- Focus your attention on the message (make the problem under discussion the enemy; that way you and the speaker are on the same side).
- Search for areas where you agree.

- Keep an open mind. (If someone says something that bothers you, write it on a slip of paper.
- You can ask a question about it later when the speaker finishes—because it's safely stored, you don't have to think about it anymore.)



Non-Native Speakers

People from different ethnic backgrounds or people whose first language is not English can also bump up against your filters, and you can bump up against theirs.

Again, special care must be taken to be a responsible listener.

When this happens, you should:

- Be patient.
- Pay closer attention to body language.
- Hold your temper when you disagree.
- Put yourself in the speaker's position.

LISTENING TO A SPEECH

THE BEGINNING

- most entertaining part of the speech,
- vital to gain the listeners attention.

THE MIDDLE

- ◎ The main goal
- ◎ to understand what the speaker is trying to say.

END...

- ◉ Listeners must be on guard for emotional appeals and propaganda.
- ◉ When the speech is over the speaker repeats the main idea.

EXPLORE

- ◎ Think about what lies ahead.
- ◎ Ask yourself what the speaker wants you to believe.

ANALYZE

- ◎ Ask yourself the following...
- ◎ Are the facts convincing?
- ◎ Are things actually as they seem?

- ⦿ Does the info match what you already know?
- ⦿ Is the speaker leaving anything out?

SEARCH FOR HIDDEN MEANINGS

- ◉ Does the speaker's silence mean it is a sore subject?
- ◉ Look at the speaker's body language and non-verbal behavior.
- ◉ Be alert for hidden meanings.

ASK FOR EXPLANATIONS

- ◎ Be clear when you ask.

Examples: Would you say it again?

ASK FOR EXPLANATIONS

- Don't get emotional if while explaining something to someone, they have trouble understanding.
- Remember to ask for explanations if you are struggling to understand.
- Example: What did you say?

PARAPHRASE THE MESSAGE

- ◎ Paraphrasing can help you remember things.

PARAPHRASE THE MESSAGE

- ◎ It is always useful to restate what the person said.
- ◎ Examples: Correct me if I am wrong, but...

PROPAGANDA

Ch. 3 Section 4

JUMPING ON THE BANDWAGON

- ◎ To join a trend

TESTIMONIAL

- ⦿ Using a celebrity, respected, or experienced person to sale a product

NAME CALLING

- ⦿ The use of abusive names to belittle or humiliate another person in political campaign, or argument

STACKING THE DECK

- ◉ To arrange something against someone or something
- ◉ To arrange something in an unfair fashion

FALSE COMPARISON

- ⦿ Comparison that is false

PROPAGANDA APPEALS

- ⦿ Plain Folks: an appeal to identify with a claim because “everyday people” do so
- ⦿ Snob Appeal: an appeal to identify with a claim because rich people do so

CONTINUED

- ⦿ Loaded Words: using words which carry either especially positive or negative connotations
- ⦿ Generalities: making general statements to categorize an entire group

CONTINUED

- ◉ Glittering Generalities:
statements loaded with words
carrying strong, positive
connotations