

★ LISTENING SKILLS

→ ~~Listen~~ Listening is one of the most important and powerful tool of communication.

Listening is a mental activity which requires willpower² and concentration. On the other hand, hearing is a passive activity. It does not require any efforts on the part of the listener to understand or decode a message. In the business world, a person is considered to be a successful person only if he is trained to be a good listener.

According to Keith Davis, "Listening is a ^{conscious} ~~conscious~~ positive act requiring willpower."

★ PROCESS OF LISTENING

Listening happens in 4 stages:-

- 1) Perception:- It is in the mind and when we listen from our ears, it is the same mind where the message is perceived or understood. The person ~~start~~ starts the process by listening or hearing the sound and concentrates on what he wishes to hear, then the mind decides whether to take those messages or not.
- 2) Understanding:- It is in the mind that the person decides to give attention to the messages or the sound. In this stage, the person tries to get the meaning of the message or tries to understand the sound.
- 3) Evaluation:- After understanding the sound, the listener tries to analyze whether the message is useful or not, should be retained or ~~for~~ forgotten. He tries to draw some conclusion out of the analysis.

Result 6 - The result of * to the analysis is the response to the message. It can be in various ways like verbal, non-verbal and formal, informal. This feedback tells the speaker whether the message or the sound has been properly and accurately decoded or not.