Business Communication

Mediated Message-Listening

The purpose of this activity is to analyze listening behaviors in mediated contexts. As a group, discuss the following questions and prepare a response to share with the class.

1) Media influences our listening or non-listening (e.g., the brief segments we have become accustomed to on the radio and television discourage focused listening). Record difficulties (focusing, attention span) that your group members have experienced with the media in the listening process.

2) Describe ineffective listening styles (pseudo-listening, selective, defensive, etc.) that your group thinks are more predominant in mediated contexts.

3) Describe how some listening may be done more effectively through mediated channels.