



2 - WORKSHEET - Hearing vs Listening

Before you do anything, click the ColeCuts Ear logo below and simply listen.



**Click here
to hear**

To create a message that people will listen to, you first should understand the hidden powers of listening. Hearing is the faculty many people employ during the communication process. Yet, many do not fully understand the differences between hearing and listening.

hear /hɪr/ verb
perceive with the ear
the sound made by
(someone or something)

Hearing relates to the limitation of normal perception. Although we may “hear” what’s being said, we rarely “listen” to the actual message being delivered. Listening is more of an acquired skill.

lis·ten /lɪs(ə)n/ verb
to give one’s attention
to sounds and messages

When you were listening to that audio perception recording, were you completely focused on every single sound that played? How many sounds do you think there were? Were there any specific sound pieces that stood apart from others? When asked those three questions did you become more distracted from remembering any of those audio pieces?

Write down as many sounds as you can remember from that audio recording.

Name the different genres of music you heard. _____

While the sound was playing, what were the three questions posted on the screen?

Did reading those questions distract you from hearing the sounds playing? _____

How many US Presidents did you hear and who were they? _____

So, how good are your listening skills compared to others? If you recall less than ten of those sound bites there is little need to worry. The majority of students only recalled an average of six to eight. The reason? Many of us listen passively—more detached, not trying to extract any meaning, receiving occasional messages solely without interaction or emotion. This is recurrent during commercial breaks.

Although you can not force potential customers to completely focus on your message, you might educate them to be more energetically active listeners through questioning or prompting (e.g. *There is a sound of a famous speech in the next ten seconds... Listen for it.*) Make them work for the answers.

Create one prompt for them to focus on a specific product you're selling. _____

It actually may be more beneficial to decipher your target audience's actual listening habits. More often than not, audiences become distracted by outside forces—their own thoughts or subtle surrounding distractions. As a result, they may miss crucial information. And some may not want to work for the answers. This is where repetition becomes supportive. You could also ask them a question leading to an obvious answer—which is you.

Create one question for your audience to remember your brand name. _____

Here the listener makes a connection and actively participates with the purpose of attentive learning or progressive problem-solving. *"What the listener discovers is far more important than what you're telling them."*



List as many images that make this Daisy Ad effective. _____

(Don't Cheat. Cheaters are weak individuals who never learn.)

Answers to the sound perception quiz:

Golf swing	AC/DC; guitar riff	"The first rule of Fight Club is..."	Darth Vader; "I am your father."
Indian sitar music	Toy train whistle	Ba Ha Men; Who let the dogs out?	Richard Nixon; "Well, I'm not a crook."
"Follow the yellow brick road."	Buzz Lightyear; "To infinity and beyond."	Electrical arc	God save the King, open
Horse whinny	Beethoven's 5th, open	"Run Forest, run!"	Doorbell ring
Coyote howl	Ronald Reagan; "Mr. Gorbachov, tear down this wall."	"...you do not talk about Fight Club."	"You can't handle the truth!"
Jazz piano	Jungle bird calls	Basketball clock buzzer	Small bicycle horn
Car horn	Bullfrog	"5 seconds left in the game"	Terminator; "I'll be back."
Pig grunt	Fire engine siren	Drum riff, 'In The Air Tonight'	Star Spangled Banner, close
Woman screams	"I'm as mad as hell and I'm not going to take..."	"...Do you believe in miracles, yes."	JFK; "Ask what you can do for your country."
Cat meows	Old car horn	Lightning strike	"..endzone, caught touchdown!."
Horse trotting	Bon Jovi; "Shot through the heart"	Zombie Nation Kernkraft 400	Austin Powers; "Yeah, baby."
"Figaro!" Opera	Jazz Guitar pick & strum	Car tires screech	Alarm warning
Car racing by	Comedic sneeze	Jet flies by	Dog barking
Man laughing	Classical violin and cello	Cell phone ring	Door closes

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