

## **7.2 Effective Reading**

Reading is also an important communication skill, which is concerned with decoding of message by the receiver. Efficiency in reading can greatly influence the effectiveness of communication. It also involves comprehension. Some people may have well-developed reading skills and they may go through a lengthy report with comprehension very quickly. They can be regarded as efficient communicators. On the other hand, there may be many people who are poor readers. They may take too much time to go through even a very simple writing. It is extremely important for a reader to budget his/her time carefully in reading different literature. As extension workers we generally receive a lot of message through reading. Thus we must know the reasons for poor reading and also know how to improve effective reading skills. This can also benefit us as effective writers.

### **7.2.1 Reasons for poor reading**

There may be many reasons for poor reading. They may relate both to the writers and the readers. Reading and writing are inter-dependent and interrelated. Following are some important reasons:

- The reader may lack sufficient reading ability.
- The reader may not be interested in a particular subject matter. It may not provide sufficient motivation for the reader.
- The reader may not feel comfortable in a particular message. It may be against his/her beliefs. The writing may not serve any of the intended purposes of the reader.

- The reader has poor vocabulary. He/she may face a lot of difficulty in reading.
- The writing may not provide adequate flow for the reader.
- The message does not make any sense to the reader. The reader may find it difficult to understand.
- The message is not presented in a logical sequence.
- The text is not divided into paragraphs. A continuous writing results in dull reading.
- The reader has selective reading habits. He/she tends to pick the simple and the most relevant things and drops the difficult ones.
- The subject matter is totally new for the reader.

### **7.2.2 Tips for developing effective reading skills**

- Increase your vocabulary systematically.
- Think about the subject you are going to read.
- Skim the writing you are going to read. Try to find out anything familiar or new.
- Careful reading is the most important requirement for success.
- Look for contextual clues to deduce the meaning of unknown words.
- Learn the grammatical functions of words as you read.
- Don't waste time to figure out the meanings if you do not understand any word or phrase. Look up the word, which you do not understand in the dictionary if it is inevitable.
- Recognise the reference words and identify the words or phrases to which they refer. This will help you understand the message quickly.
- Read for meaning. There may be many ideas in a given message, not all the ideas are of equal significance. Efficient readers focus on the main idea.

- Observe the flow of ideas. In writing there may be sentences, which are connected in meaning to each other. A good reader tends not to read all sentences in such situations.
- Draw logical inference. There may be many things, which can be inferred without getting into the details.
- Read for comprehension. Remember that there is no point in reading without understanding.
- An efficient reader has an ability to make prediction of what will come next in a passage. This is a type of inferential skill, which helps to save a lot of reader's time.
- Make reading a regular feature of your life. Fix some time for reading something new and make it a routine.