Subject: Management

Production of Courseware
-Content for Post Graduate Courses

Paper: 07, Business Communication

Module: 9, Types of Reading

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Items	Description of Module
Subject Name	Management
Paper Name	Business Communication
Module Title	Types of Reading
Module Id	Module no- 9
Pre-Requisites	Importance and Steps of Reading Proficiency
Objectives	To understand what are the different types of reading. To know the advantages and disadvantages of speed reading. To learn how different software's aids in e reading.
Keywords	Reading, types , speed, skimming, studying, e reading

QUADRANT-I

1. **Module 8: Importance & Steps of Reading**
2. Learning Outcomes
3. Introduction
4. Types of Reading
5. Reading with different pace
6. Reading & Computers
7. Summary

1. Module 9: Types of Reading

2. Learning Outcomes:
By the end of this module, students will be able to

- Understand the different types of reading.
- Know the advantages and disadvantages of speed reading.
- Learn how different software's aids in e-reading.

3. Introduction

Reading is a vital skill, without reading it is difficult to gain knowledge almost every person can benefit from some type of reading. As reading is a skill that is important to nearly every job, whether it is a desk job or a marketing job, for an engineer, a researcher, a pilot or a doctor. It is an area which every professional should examine closely as by reading newspaper, journals, magazines they get to know about the recent procedures, styles, trends and even the customer's requirements.

Therefore, employees spend an average of half their work time reading some or other things and if they could improve their reading efficiency they could greatly improve productivity.

"We used to pick up the telephone. Now we e-mail. Reading and writing are more important than ever."

- Gloria Pincu, president of Basic Learning Systems, a training firm in Plantation.

4. Types of Reading

Reading is not that simple. It is not only about looking through the content, but also to understand and comprehend it. The various types of reading are given below:


4.1 Sampling

Sampling is a reading type useful in deciding the relevant material for people to read. For that it is important to read the preface or foreword, contents page, beginning and conclusion. By this time a reader can take the decision whether to read the entire material, or a part of it from between, or the review.

4.2 Labelling

It is a type of reading that does not focus on the details of the entire text, an article or a book. When time is not sufficient to go through the details but still one wants to have an overall idea of what the concept is all about.

For example if people want to read news paper but have less time, they will at least try to read the headings, look at the pictures and to any attractive graph or non verbalcomponent to roughly build an idea on the activities, events and accomplishments of the day.

4.3 Skimming
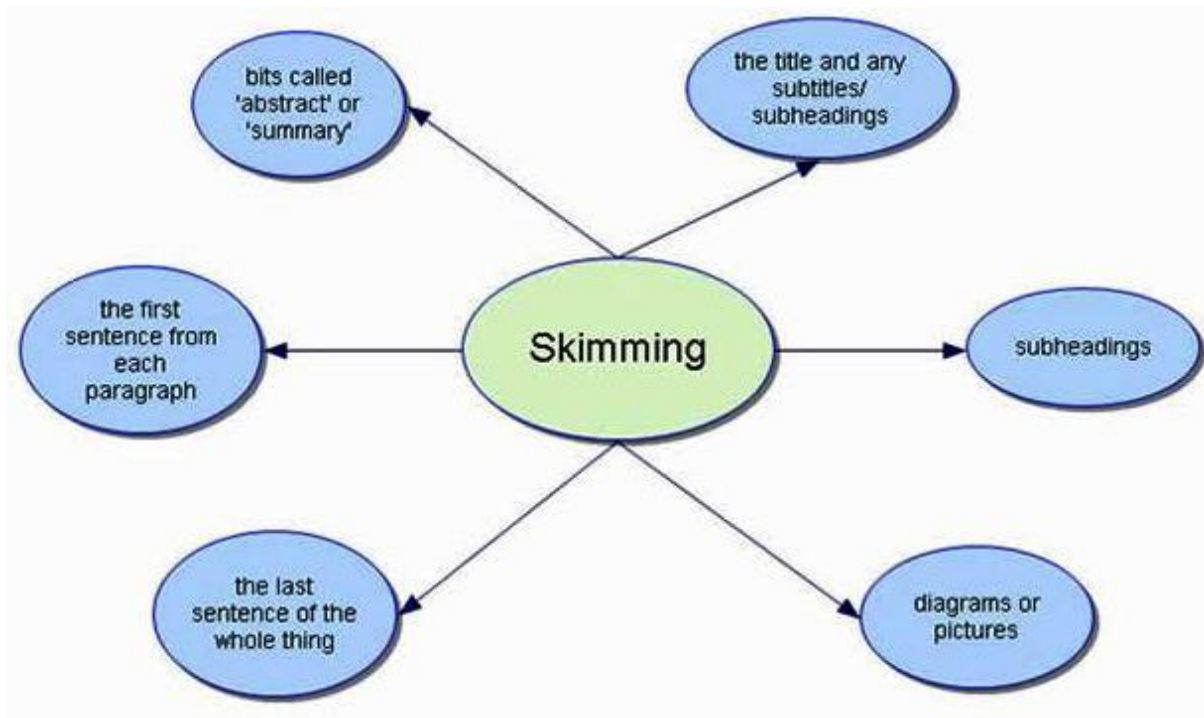
Source: Viernes (2012) "Skimming & Scanning", available online at http://tecnicasdelecturavelozer.blogspot.in/2012/04/skimming-and-scanning.html

Skimming is where the reader reads quickly taking minimum pauses, and do not attempt to look into all the details and focus on the central idea and connected details of the text message. While skimming the focus is just on the starting line or the last line of any paragraph and quickly viewing the subheadings and pictures, to get an overall idea.

4.4 Studying

Studying is more serious of all types of reading. When reading a technical, business orscientific document of greater importance which the readerhave to store itinhis/her permanent memory, and might have to reproduce, use, refer, apply the knowledge associated to it, then we may say that the reader is actually studying the material. Studying a text involves almost all the techniques of reading.

When readingfor the first time, it is important to identify its major and associated ideas, underline the main ideas and to make notes,and then to prepare a paraphrase or summary of the text. To summarize, elimination of unimportant detailsand substitution of longer descriptions with suitable idioms and one word substitutes is required. The lucidity and logic in the text should not be lost. The next phase is interpreting the text where the need is to thoroughly understand the central and associated ideas, tone and intention of the author. Such type of reading would enable in understanding the major, minor ideas of the text, comprehend the use of language in the text, distinguish between explicit and implicit information, and draw inferences and conclusions.

4.5Summarizing

It is a process where the readercompact the length of the original text; a good summary would be one third of the original text. While readingone should identify some important points, either underline or mark a note of them in a note book. Understand the logical ordering of idea and consistency of the text. Hence, after reviewing one can start writing the summary with lowest amountof words. This is possible only when you can substitute many words with a single word;eliminate unnecessary details, descriptions, and examples. The lucidity and clarity have to be maintained.

4.6Scanning
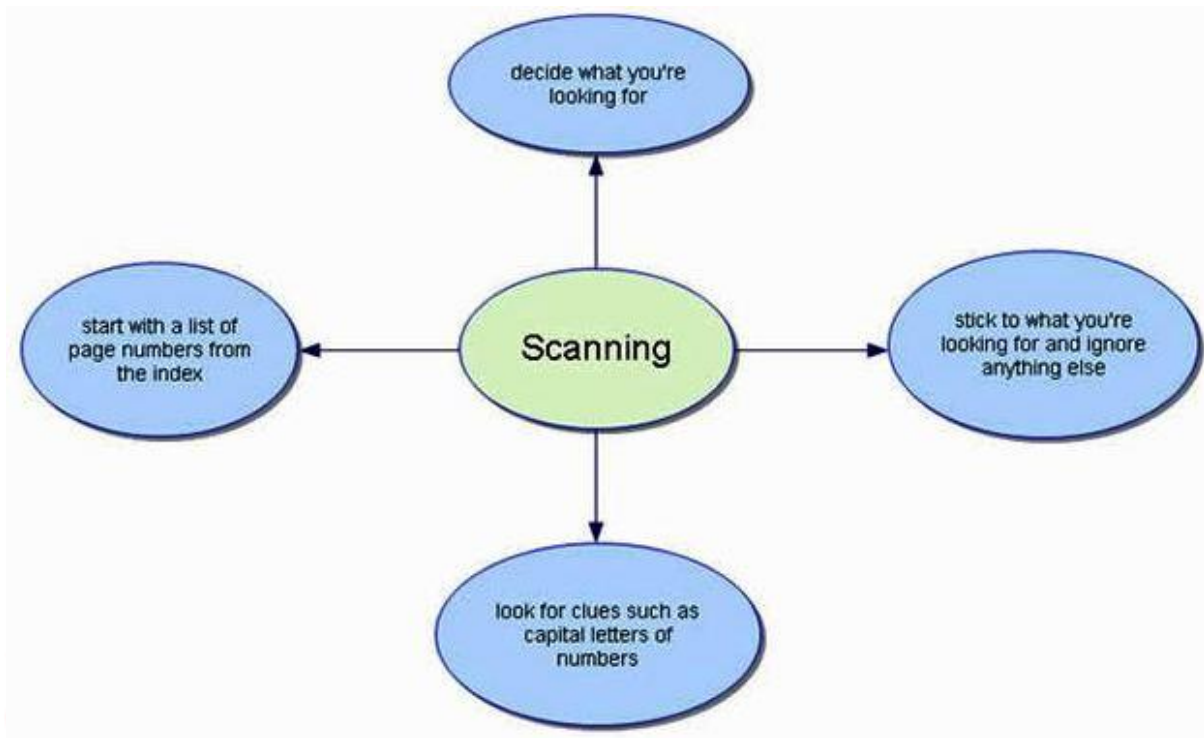
Scanning is a type of reading that gives the reader sufficient time to look into the central idea and the supplementary ideas linked with it. The reader should carefully look for necessary details. This is an advanced skill that can be polished.

To gain expertise in scanning:

- The first step is to know the purpose before you read.
- Adequate concentration is also an essential requirement.
- The ability to use guides and aids, and ability to understand the organizational procedures

All this may help in improving scanning skills.

As a student and as a professional when someone is reading reference material they are supposed to comprehend, explain, describe, differentiate and summarize the required material. Scanning is the skill useful in this regard. Much knowledge can be acquired by focusing on the specific part of the text that contains the necessary information and avoid the rest.

4.7Comprehension

Reading with comprehension helps in understanding the concept, grasping the important data and acquiring knowledge. As words may carry different connotation; the direct meaning or the applied meaning depending on the context, emphasis, etc therefore reading with comprehension assist in analyzing the right meaning of words.

Comprehending Passages:

There are techniques for better comprehension:

- Read the passage to get its general meaning, and note down the main points.
- Read all the questions attentively and look for answers.
- Be precise and to the point in answering the questions.
- Be cautious about the usage of grammar, spelling and punctuation.

This ability can be acquired through intensive and disciplined practice.

Different types of reading aims to aid you in various ways; acquiring knowledge, defining, listing things, describing, identifying specific material, showing or quoting any specific matter. To be familiar with this entire thing one should assess the overall purpose of the text, the central idea or theme, and logical organization of the ideas. The reading materials are generally newspapers, magazines, books, encyclopaedias etc.

5. Reading with different pace

According to Edward Fry, it is observed that there are three reading speeds 'study, reading speed, average reading speed and skimming speed. Grading of each of them is given below:

	Speed	Poor Reader	Good Reader
(a)	Study Reading	90-125 WPM2 80 to 90 comprehension	200-300 wpm 80 to 90 comprehension
(b)	Average reading	150-180 wpm 70 comprehension	250-500 wpm 70 comprehension 800+ WPM
(c)	Skimming	Cannot Skim	50 Comprehension

Source: Das, B. &Satpathy, I. (2007) *Business Communication & Personality Development*, Excel book's publication.

The study reading speed is used for reading material that deals with difficult arguments, ideas and notions, etc. This kind of reading aims at almost total comprehension and retention of what has been read. A good study reader can read 200 to 300 words per minute. Similarly, the 'average reading speed' is the speed used for reading newspapers, magazines, novels, etc. A good average reading speed is 250 words per minute. 'Skimming is

recognized as the fastest reading speed'. A good reader is one who, keeping his purpose in mind can quickly attain the required speed.

5.1 Speed Reading
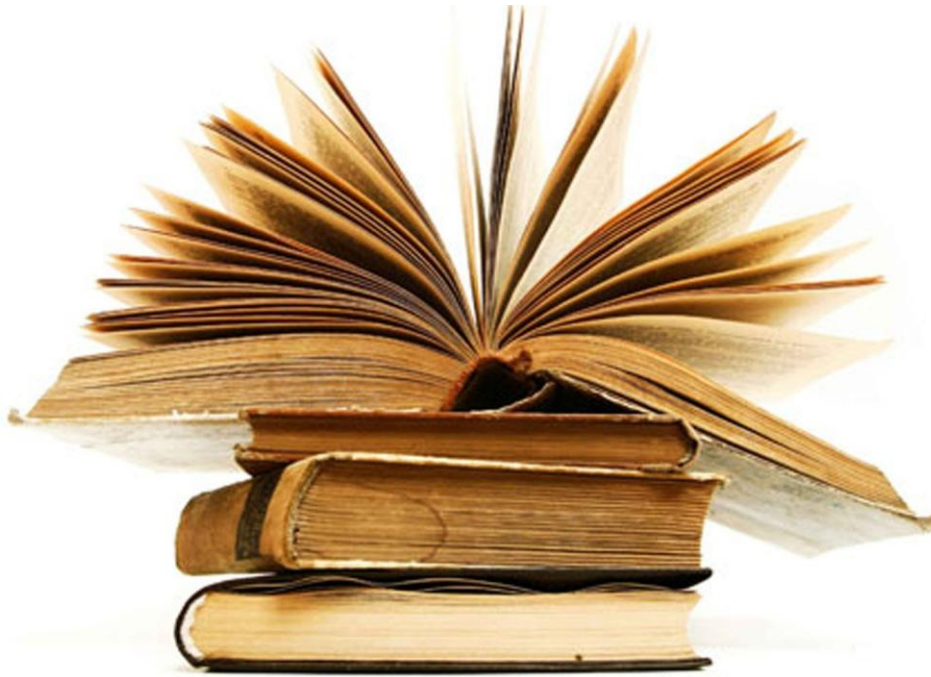
In fact, it is never too late to improve one's speed of reading.Many reading trainers do not want to be associated with the term 'speed reading' because of the negative association it has gained over the years. Most trainers say they teach people how to read faster but that their methods include many other things more than just training in speed reading.

Some Ambiguous notions related to speed reading are:

5.1.1 Lack in Comprehension:

It is a misleading idea that 'when reading speed increases, comprehension suffers'. Therefore, to improve speedone must try to cultivate the habit of looking at larger groups of words and of moving ahead faster. The wider one's 'eyes span', the greater will be his or her speed to comprehend.

5.1.2 Finger Pacing on words:

Another deceptive belief is the habit which slows down reading speed is the 'practice of pointing at the words with pencil, pen or finger' and going back to words which have already been read. This is truly a myth as we have the example of Evelyn Wood, a teacher who is said to read 5,000 wpm by dragging her finger along the page as a pacer.

Speed reading gained reputation when President John F. Kennedy brought teachers from the Evelyn Wood DynamicsReading Program to the White House to instruct his staff. Wood's finger-pacing method is used to increase the rapidity of eye movements and to decrease the length of eye pauses. One reason people read slowly is because they lose their place and either re-read words or skip lines. The finger method is intended to keep a reader's eyes oriented to the page and moving smoothly from one line of text to another.

5.1.3 Reading through eyes & brain

Montvale, N.J., said that, "What Evelyn Wood tries to do is to teach you to look at, and pull meaning from, words in groups". This viewpointbelieves that individuals read with their eyes, and by training the eyes to move faster, one can read faster.

It is also true that eyes are the vehicles that transmit the words, but the brain provides interpretation. As if we consider a blind person reading Braille; he uses his fingers the way a sighted person uses his eyes. Both are reading. Evidently, if your eyes work better, you can look on to the words faster. But if the eyes transmit faster than the brain, the read content will not be absorbed and the reader won't remember what he had read.

> "The biggest challenge people have is thinking of 10 other things while they read,"
>
> -Ed Strachar, creator of Reading Genius, a training program based in Eugene, Ore.

5.1.4 Sub- vocalization

Another speed-reading technique teaches the repression of subvocalization, the act of sounding the words aloud or in one's head while reading. People can read faster than speak, but when they sub vocalize, reading speed is limited to speaking speed.

> "Sub vocalization helps you concentrate and understand difficult material"
>
> -Phyllis Mindell, Author of Power Reading

5.2 The Disadvantages

The potential danger with speed reading is that as you increase your speed, you decrease your comprehension. Mindell said: "Speed reading suggests it's possible and desirable to read extremely fast without sacrificing understanding. Innumerable research studies have demonstrated this is not possible."

However, that comprehension does not decrease with speed reading because, instead of reading a text once slowly, you read it fast several times. For example, instead of reading an article once in an hour, you can read it three times in 45 minutes. "You can go through it several times rapidly and it is much more effective." Repetition is a powerful comprehension tool.

5.3 Efficient Reading

Efficient reading techniques that teach people to read faster are:

5.3.1 Filteringthe content

Filtering out unnecessary material and extracting key points from the rest. Some employees believe they must "read every word that crosses their desks," says Mindell. They "waste too much time on material they already know or don't need to know." Efficient reading teaches employees to do an "overview to determine what justifies careful reading," she says.

5.3.2 Prioritizing reading

Dean Ulsenheimer, talks about "CorporateReading Management." The program includes "establishing a purpose for all reading; organizing reading needs to fit a schedule; prioritizing reading to

accommodate time available; and using previewing, scanning and informationindexing techniques." This efficient reading technique helps in prioritizing what to read first, and what can be done next.

5.3.3 Mix reading type

Most reading trainers teach students how to examine the structure of reading materials and skim for main ideas. Mindell and Ulsenheimer advocate reading important passages slowly and using highlighter pens to mark notes in the material for future reference. This is how the reading can be efficient by mixing the reading types, skimming while the content is familiar or unimportant, and studying or scanning or comprehending while things are new and important.

5.3.4 Good vocabulary

"Why is it that people who read a great deal, read faster? They are familiar with the words"

- Gloria Pincu, president of Basic Learning Systems, a training firm in Plantation.

A poor vocabulary is one of the obstacles to reading quickly, that is why instruction on prefixes, suffixes and root words are important.

6. Reading and Computers (E-Reading)

Source: "E-Reading- Life long seminar" available online at http://lifelongenglish.weebly.com/e-reading.html

In the era of information technology, we prefer to read more online. Letter on papers written by pen are very less in use and the e-mails float in every single second. Even the study contents are available online now days. A growing number of largely e-reading software programs are also available independent of specific e-readers. Here are some of the most interesting efforts:

6.1 Vortex - The program to decrease reading time:

Reading on the computer screen is more difficult than reading on paper because of the glare, the shape of the screen and the software programs' scrolling mechanisms.

"Most people lose 20 percent of their speed and accuracy when reading from a computer screen"

-High

 A speed-reading software program called Vortex has been developed that takes the text in email, Internet sites or any Microsoft word processing document and flashes it back to you one word at a time. Because your eyes can focus on one spot on the screen instead of scanning left to right, you can read much faster, he says.

To retrieve six words of text from a line on a computer screen a person's eyes will rush back and forth 60 times, High explains,"Vortex is designed to deliver up to 2,000 words per minute."

Vortex's biggest customers are brokerages and government agencies, including the Central Intelligence Agency. "We have a county supervisor who gets 600 e-mails a day. He used to spend almost six hours a day dealing with his e-mail. Using Vortex, he has cutreading e-mail down to less than an hour," says High.

Although the program was designed to decrease reading time, it's also ideal for employees with vision problems. High is mostly blind in his right eye and enjoys being able to read his e-mail in huge type. He says companies can "save a fortune in buying larger screens for lowvision persons. With Vortex, you don't need a larger screen and you aren't limited to the maximum font size in Windows."

6.2 Kindle – It makes browsing easier:

Amazon released its Kindle for the Web beta. Intended to make it easier for customers to browse Amazon's book offerings, sampling Kindle books through their web browsers without having to install or download special software.

Amazon is encouraging its content partners to embed samples of their Kindle books on their websites, earning referral fees from Amazon if customers buy books through this process. Users identify books of interest at the Amazon.com and click on the "read first chapter free" button to open the first chapter within that webpage.

 Users can change fonts, background color, or line spacing, as well as share their selections or comments using Twitter, Facebook, or email from that webpage.

6.3 Blio – independent, free e-reading software:

Ray Kurzweil innovatedBlio in 2010. It works on a wide variety of platforms – e-readers, tablets, laptops and more. It provides an excellent, smooth, easy-tooperate reading environment that requires no specific hardware investment and opens doors to content and reading experiences. Blio has been integrated with Goodreaders, for easy review and book tracking.

Blio is easy to install and provides a variety of layouts – single page, side by side, intelligent zooming, and even a 3D book view. Voice-to-text is available, so Blio can read to you while highlighting the text as it goes. You can also insert notes, highlight text, and link for study purposes.

6.4 Copia – to discover, connect and share:

Combining social networking features into Copia's wide range of digital books, magazines and newspapers. The software is able to hold "as many as 3,000 books in addition to your conversations, notes and, most importantly, your friends." Provided by DMC Worldwide, the Copia platform uses mobile social networking capabilities so that you can share opinions and ideas with others.

Demos appear promoting its good navigation, layout, and design. It will be interesting to see if other ereader makers decide to adopt this — or continue to work on their own software platforms.

The software will be available on multiple Android tablets as well as for PC and Mac computers. Users are able to access feeds from Facebook, Twitter, and other social media as they read, as well as share notes and book recommendations — all without having to use the web.

6.5 Google Books & Google – represents current standard for e-reading today:

Google Bookstore's homepage allows the reader to browse by general subject area, search all books or within subject fields, view current top sellers, and see a selection of popular covers taken from New Arrivals.

Reviews and ratings can be viewed by clicking on the covers or clicking on 'about this book'.Registration is required to buy or download titles. As with Google Books, you can search throughout the full text of books with results highlighted.

Source: McKenzie, J. (2012) "eReading: How is reading changing with the advent of eBooks?" The educational technology journal, Vol. 21, no.3, available online at http://fno.org/jan2012/newagereading.html

6.6 Stanza - a free iPod touch/iPhone ebook reader:

Lexcycle's Stanza, touched 2 million downloads in its first year. The system offers customizable formatting, searching, library management, and book downloads on demand. Able to handle ebooks, digital newspapers, and other digital publications, the software supports a variety of ebook formats from proprietary systems including eReader, MS LIB, Kindle, Mobipocket, and Palm Doc, to EPUB, HTML, PDF, MS Word and RTF.

Stanza is available for iPhone/iPod/iPad, Mac and Desktop for Mac and Windows. Perhaps noting its success, Amazon purchased Lexcycle in 2009 — despite Amazon having developed its own Apple solution.

These software solutions provide a compelling and pain-free introduction to the future world of information publishing and use — without having a requirement to commit any ereader platform other than the devices that you probably already have. E Reading is also much popular now days as it follows the concept of save papers and save trees.

7. Summary

Only reading out the things is not sufficient, it also matters a lot that which type of reading is adopted by the reader. There are various types of reading like: Sampling, Labelling, Skimming, Studying, Summarizing, Scanning, Comprehension etc. All these do help in reading but in a different way, sampling assist in deciding what the relevant material is to read, labelling provides an overall idea, and Skimming is to read quickly taking minimum pauses. Studying is more serious of all types of reading, it is used When reading a technical, business or scientific document of greater importance which the reader have to refer in future. Scanning is a type of reading that gives the reader sufficient time to look into the central idea and the subsidiary ideas associated with it.

In today's competitive era, reading slowly doesn't work, so it is required to increase the speed of reading. It is a misconception that'when reading speed increases, comprehension suffers', rather if reading with concentrate and analyzing all the points proper understanding will be there even if reading with a good speed. To improve speed one must try to cultivate the habit of looking at larger group of words.

The e-reading is also very popular now days, many free software's like Kindle, Blio, Calibre, Stanza etc facilitate in reading through electronic mode by saving papers, and by saving time.

Reading is a fun in all; it is of a great assistance in acquiring knowledge of everything, from east to west and from north to south, it's about gaining awareness of the cosmos and then sharing the knowledge back with the cosmos.