



SIGNIFICANCE OF READING SKILLS IN COMMUNICATION

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ABSTRACT	KEY WORDS
Without reading, it is impossible to learn new things, and virtually everyone can benefit from reading in some way. Reading is a talent that is necessary for almost any career 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. This article is devoted to reveal some important points of reading skills in communication. In this paper the author highlights the advantages of reading as improving thinking and analytical skills of a person.	Reading habit, skimming, scanning, critical reading, intensive reading

Introduction

Reading can make people become a better writer and speaker. Reading skills can take students a step ahead and help them achieve their goal by customizing the way students read. If someone choose the appropriate reading skill, it will enhance the reading process and help a person achieve his goal.

Among the various reading skills, intensive reading is used most often. Here, students pay complete attention to every word and understand it fully. This method would take them much longer to read, but the comprehension of the text would be much higher.

Another reading skill, critical reading, helps analyze and question the assumptions in the text. It enables the person to arrive at reader's own conclusions.

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. For example, going through a book before purchasing it.

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.

Choosing the appropriate way to read can help reader get maximum benefit. For example, student should not skim through something that he needs to prepare a report on. Similarly, he/she may not want to apply the extensive reading skill for a topic that he/she does not find interesting.

Problem Statement

Reading enhances our life in several ways:

One of the advantages of reading is that it engages various parts of our brain. When a person reads, they exercise their comprehension abilities and their analytical abilities. It fires up the imagination and stimulates the memory centers of people mind. It helps recall information as well as stabilize reader's emotions.

The importance of a reading habit is that it strengthens mental muscles. Reading is one of the best mental workouts there is. It's been found that regular mental stimulation can slow down and possibly even prevent diseases like Alzheimer's and dementia. It was proven by scholars that Reading keeps the mind agile and young.

The Role of Reading Skills in Communication

Swedish-American writer Frans Johansson, in his book *The Medici Effect*, explains how creativity is intersectional. Ideas born in one medium and industry can be used as inspiration for others.

Reading and writing work in similar ways. Reading improves student's writing style and flow. Writers learn to perfect their craft by taking inspiration from other writers. It is impossible to be a good writer if you don't read. Acclaimed author Stephen King is said to carry a book with him wherever he goes. He even reads while eating.

Another vital role of reading skills in communication is perfecting your oratory skills. Reading teaches the reader new words and perspectives. It helps strengthen language and sharpens sentence structure. It gives you a better command over the language. All of these are critical to being a good speaker.

Books work as portals to newer worlds. They have the potential to broaden your perspective, shape your attitude towards others and life, and open you up to new ways of thinking about everyday life.

One of the several advantages of reading is that it helps shape your identity. When you read, you decide who you want to become. You borrow bits from fictional characters you hold dear. For example, reading Sherlock Holmes can inspire you to become a detective or simply become more observant and analytical.

Becoming A Well-Read Individual

Well-read individuals are held in awe. The words "well-read" are often used to denote a learned individual, full of wisdom.

Before the internet, books were the only sources of information and knowledge. Books contain the collective wisdom of our times. The more you read, the more you will learn about the world and the people in it. One of the great benefits of reading is that it helps you evolve your understanding of the world.

Keeping Calm And Entertained

Books can be a perfect escape from reality. They can cheer you up when you're down, motivate you when you're sad, and even keep you company when everybody else is busy.

One of the benefits of reading is that it relaxes your mind and body. You recharge your energy levels much faster when you read. Reading is the best way to end the day on a calm note. It may even help you fall asleep much faster.

Advantages Of Reading

The points above demonstrate the importance of maintaining a reading habit.

Here are some more benefits of reading regularly:

Improves Your Thinking Skills And Analytical Abilities

There are times when you read a book and realize there are loopholes in the plot. You figure out who the murderer is before the book tells you. Somehow, your mind works faster when you read.

Reading sends your analytical and critical thinking abilities into hyperdrive. Each book becomes a puzzle your mind races to solve. With each book, it keeps improving its score. These same abilities also apply to the real world. A reader's mind is trained to notice tiny details. It puts the pieces together and can find connections. It is more adept at identifying patterns and solving puzzles. It learns how to synthesize knowledge better. In Harappa Education's course on Reading Deeply, this aspect is covered in the module on Post Reading.

Helps You Block Out The Noise. Short attention spans are the order of the day as lives become a constant stream of interruptions and activity. You are expected to manage your WhatsApp messages and check your email and interact with your colleagues, all at the same time. Juggling such tasks reduces focus and lowers productivity.

But when you read a book, all your attention is focused. The importance of reading in our digital age cannot be overstated. It is perhaps the only way left to improve focus and attention.

Helps to Master A Language. Reading is one of the best ways to learn a new language or gain mastery over a known one. Also, when you learn through stories, you learn much faster.

Learning about words through context is one of the most organic ways to understand their meaning and improve your vocabulary

Connecting With Others. Books can be great conversation starters and can help bond with new people. Readers can have multiple stories to tell or topics to discuss, and can easily become the center of attention due to their knowledge. Their ability to objectively critique issues also makes them popular.

Keeps You Grounded Reading is a constant exercise in humility. The more you read, the more you realize how much you haven't. That reminds you of how much further you still need to go. Each book reminds you of how limited your knowledge is. Readers are friendlier and more accepting of others. They are always helpful as they know they too are still a work in progress.

Its benefits make reading a non-negotiable habit. A book can be many different things. It can be a guide when you are lost. It can be a companion when you feel alone Reading skills in business is the skill that people exhibit when they are consuming and then comprehending somebody's written message. That can come in email, Slack messages, and other such channels.

Someone skilled at this will put emotions aside, read the message with an open mind, and understand what the other person is trying to say. They will also take a breath between unrelated conversations to refocus to what each conversation is talking about.

At times, people can fail at reading something correctly because they are:

- reading it too quickly.

A secret trigger word turns me off.

- Multitasking while reading the message.

I am not taking the time to reread.

Still thinking about another conversation they just read and responded to.

Conclusion

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.

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