Bad listening habit No. 7 is tolerating or creating distractions out in the audience. Sometimes you will be at the back of a big audience when there is a noisy little clique around you talking away so loudly that you cannot hear the man up front. Should you submit to this? Never, in my judgment. I think you ought to immediately wave an arm violently at the speaker, and in your loudest roar bellow at him, "Mister, can't hear you back here. Mind if we wave whenever you get inaudible?"

There is only one answer he can make. He has to thank you for your interest and turn on some decibels of intensity. One absolute obligation every speaker carries is the obligation of audibility. If he doesn't know it, force him into a recognition of it.

If you don't like my first option, try a second. Glower fiercely at the people right around you and suddenly scream at them "QUIET." Then look up intently at the speaker. This usually has a salutary effect on the situation.

Bad listening habit No. 8 is evading difficult material. This one is critical. I asked the 100 worst listeners about their radio and TV habits. I discovered that no tone of those bad listeners had ever sat clear through the program called "Chicago Round Table," "Invitation to Learning," "Town Meeting of the Air," "Meet the Press," "See It Now," or "You Were There." Instead they had become authorities on such programs as Bob Hope, Red Skelton, and "The Lone Ranger." I asked the 100 best listeners about this, and they knew who Bob Hope was, all right, but several times in their lives they had sat through one of these more challenging programs.

Take a youngster who has never heard anything more difficult than Bob Hope and put him in an auditorium something like this one. Trot out the best professor of biochemistry on your faculty and let him start to lecture. He cannot talk two minutes before the Bob-Hope-type listener says, "Gee, what is this guy talking about? I don't even dig this stuff." In panic, he beats it for the admissions office at the end of the first class period, cancels the course in chemistry and puts in one maybe in economics--just about as rough. There the poor kid is inundated, and he knows it. He washes right out of college, and he is gone.

Is it important? For every two young people starting college today, one washes out before the end of the sophomore year, and on most of our campuses before the end of the freshman year. At