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COMMUNICATION SKILLS

UNIT 1

TOPIC :

- **Perspectives in Communication :** Introduction, Visual Perception, Language, Other factors affecting our perspective- Past Experiences, Prejudices, Feelings, Environment



Perspectives in Communication

- Perspective in communication refers to the way we interpret, understand, and respond to messages based on individual perceptions, beliefs, experiences, and mental filters.
- Every individual has a unique viewpoint shaped by their background, education, culture, emotions, and more.
- These perspectives greatly influence how
 - Messages are sent
 - Messages are received
 - Meaning is understood or misunderstood



Visual Perception

→ Visual perception is the ability to see, organize, and interpret visual information from the environment.

How it affects communication

- People may interpret facial expressions, gestures, and body language differently.
- For example: A smile can be seen as friendly or sarcastic based on one's perception.

Influencing Factors

- Lighting, distance, posture, clothing, expressions, etc.
- Affects non-verbal communication heavily.

Language

→ Language is the verbal tool through which ideas, emotions, and information are communicated.

How it affects perspective

- Words carry different meanings in different cultures or contexts.
- Tone, accent, choice of words can change how a message is interpreted.

Examples

- Saying “fine” with an angry tone may mean the opposite of being fine.
- Misunderstanding slang or technical terms can change meaning.

Other Factors Affecting Perspective

a) Past Experiences

- Our previous interactions or events shape how we interpret present messages.
- A person who was once cheated may find it hard to trust again.
- In communication, past trauma, success, or conflict can change the way we respond to messages.

b) Prejudices

- Prejudices are pre-formed opinions or biases against a person, group, or idea without proper understanding.
- Prejudices affect how openly or fairly one listens to others.
- Can lead to
 - Miscommunication
 - Dismissal of valid points
 - Stereotyping

c) Feelings (Emotions)

- The emotional state of a person directly affects how they send or receive a message.
- Anger, sadness, happiness, anxiety, etc., can color interpretation.
- Example: A suggestion may be seen as criticism if the person is already upset.

d) Environment

- The physical and social setting where communication takes place.
- Noisy, crowded, or uncomfortable places may distract or distort communication.
- Examples
 - Talking in a noisy hospital ward
 - A cold or dark room affecting attention span