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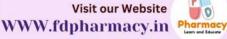


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# COMMUNICATION SKILLS UNIT 1

#### 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.

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#### **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

