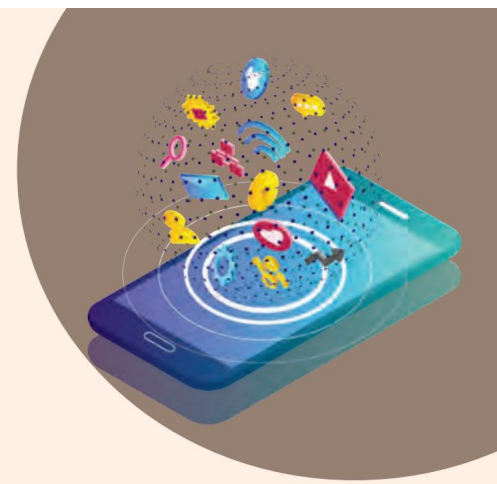


## 3



# Perspectives in Communication

Communication primarily helps in understanding each other's thoughts or viewpoints, which can further strengthen relationships and increase the flow of information. Communication is greatly impacted by an individual's thoughts, culture, and way of perceiving certain situations.

## Perspectives in Communication

Perspectives are ideas, views, or fixed ways of thinking, and this affects how communication is conducted within a group or between individuals. To fully understand the need for communication and encoded messaging, one must explore them from different perspectives. These perspectives provide varied lenses through which we can understand dynamic messaging holistically.

For example, if an employee believes his boss or manager is severe to them, even when they are kind, they may find it difficult to accept their views or feedback. They will be closed to communication, and this can lead to an unpleasant environment.

Thus, there are views that are mostly accountable for the type of communication we have with one another.

However, there are different reasons that shape perspectives towards situations or people. Communication does not have a straightforward or single approach. It is deeply impacted and shaped by factors that affect how we express ourselves, understand others, and perceive the complexities of human connection. Our cultural background, the language we use to express our emotions, personal experiences, and our handling of technology all play a significant role in building our perspectives. These might prevent us from sharing and understanding messages.



### Did You Know?

1. Perspectives are important because they help to determine what the other person is thinking.
2. Perspectives allow for a successful, productive conversation that leads to positive results.

## Factors Affecting Perspectives in Communication

**Language** The language one uses to express themselves and one's proficiency in a language can influence communication. When someone employs incorrect terminology, unfamiliar jargon, or fails to provide sufficient detail, language can act as a barrier to communicating what one wishes to convey.

**Example:** In a multinational company, Tanisha has to meet a client from France. She is proficient in English and Hindi and knows a few phrases and words in French. Mr Andrew, her French client, struggles with English.



**Visual Perception** Visual perception is the ability of the brain to infer what we see through our eyes. Humans have the tendency to focus only on the parts that are easily noticeable or accessible; this leads to forming perspectives based on incomplete information.

**Example:** Look at the image. What do you see?

On first glance, one may see a tree with widespread branches. But on staying further with the visual, one can notice the animals tiger and qorilla too.

We tend to form perspectives and judgments on the first look at this, and they may act as obstacles in communication.

**Experiences** The experiences of the past give shape to a person's communication habits, triggers, and sensitivities. A traumatic experience from the past can stop us from understanding or communicating clearly or without hesitation.

**Example:** Last year, while presenting at the Annual Sales meeting, Rishika mispronounced a word. She noticed her colleagues exchanging glances and giggles. This experience has stayed with her. Thus, when she was asked to present this year, she hesitated and felt under-confident. She was conscious during her presentation and was of the perception that her colleagues might be looking for a moment to mock her.



**Prejudice** Prejudices, or previously built notions about individuals, groups, or something, can affect how we communicate and express them. If we have biases against a particular group, we may be less likely to listen to their perspectives or give them the benefit of the doubt.

**Example:** Kamlesh is a hard-working employee and has been trying to prove it to her management through her rigour and efficiency. In spite of all this, she has not been promoted. The management has a biased opinion that she may not be able to balance her personal and professional lives when scaling up the ladder.



**Feelings** Feelings play a pivotal role in communication. One's feelings towards a person, thing, or group decides the type of communication that will take place.

Feeling negatively or unsure about things may lead to closed and unclear communication. It can be influenced by one's personal opinion.

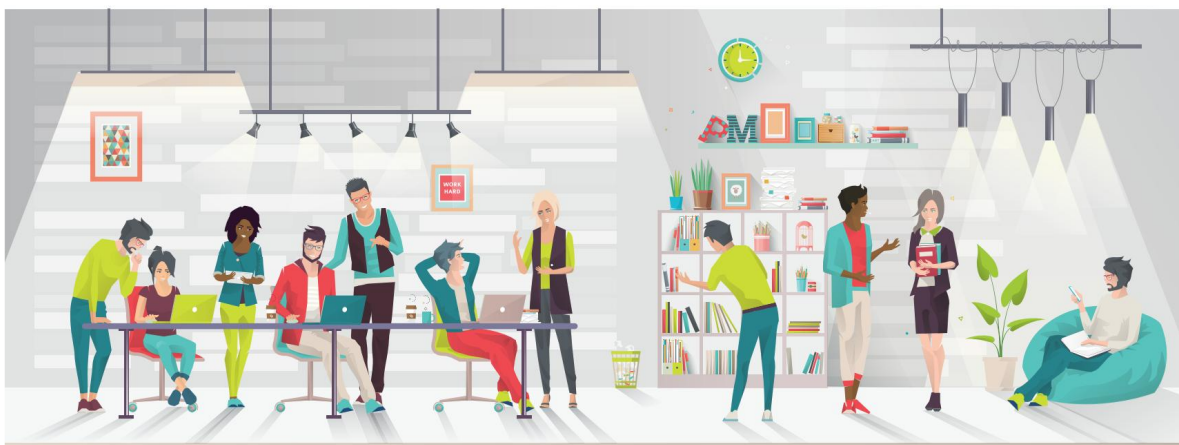
**Example:** Sakshi is a Product Developer at Youth Edtech. She feels insecure about her job role. Thus, every time someone proposes a great idea in a product meeting, she tries to shun them away. Though she believes in the potential of the ideas, she allows her feelings to overpower her while communicating her feedback.



**Environment** The environment in which communication is taking place plays a significant role in forming a perspective.

A noisy or chaotic environment may cause barriers to communication.

**Example:** Two colleagues conversing at a loud office party may not be able to focus. They face difficulty in understanding the information shared. On the other hand, if we communicate in a calm and peaceful environment, we will be able to communicate productively.



**Cultural Difference** Different cultural backgrounds may lead to different interpretations of a message or idea being communicated.

Gestures and symbols that have a certain meaning in one culture may have a different interpretation in another culture. This can lead to misunderstandings when people from different cultural backgrounds interact.

**Example:** India is a land of diverse cultures. While some cultures are loud and expressive in their communication, others may find it disrespectful.



In a nutshell, it is important to allow these elements to impede the sharing of information in any way.

## Activity Time

### Activity 1: What Is Your Opinion

(Group Work)

Choose any one factor affecting perspective in communication. Form a group of 4–5 students and discuss the chosen factor in detail.

Make notes and choose volunteers to summarise the discussion.

### Activity 2: My Experience

(Individual Work)

Share a personal account/experience when you felt your communication was impeded by any one of the factors affecting perspectives in communication. Share details as to what happened and mention the factor that led to the miscommunication/misinterpretation.

### Activity 3: Group Discussion

(Group Work)

In a group of 4–5 students each, discuss the example of factors affecting communication in the workplace. You may discuss and list one example for each factor.

To make your presentation interesting, you may also enact the scene of how these factors can impact communication at work.

## Chapter Checkup

### A Select the correct option.

- 1 Which of the following is not a factor affecting perspective in communication?
  - a Feeling
  - b Prejudice
  - c Attitude
  - d Love
- 2 Perspective is an individual's:
  - a Point of view
  - b Body language
  - c Activity
  - d None of these
- 3 You are talking to a friend at a function where there is loud music being played by the orchestra. Which factor affects this statement?
  - a Language
  - b Environment
  - c Feelings
  - d Past experiences



**B Fill in the blanks with the most suitable words.**

- 1 ..... is a negative attitude, especially when it is related to hatred or intolerance for certain groups of people.
- 2 ..... is a mindset that decides how individual perceives an idea or situation and responds to it.
- 3 Our ..... also serves as a caution and help us protect ourselves from dangerous situations.
- 4 ..... and not trusting others affect communication.

**C State whether the following is True or False. Correct the statements that are false.**

- 1 Language can act as a barrier to communicate what one wishes to convey.
- 2 Feelings cannot affect our ways of communication.
- 3 Perspectives are ideas, views, or fixed ways of thinking. These sometimes affect our communication.

**D Answer the following questions. (Solved)**

Q1. How does the environment affect communication? Give an example.

A1. The environment in which communication is taking place plays a significant role in forming a perspective. A noisy or chaotic environment may cause barriers to communication.

**Example:** Two colleagues conversing at a loud office party may not be able to focus. They face difficulty understanding the information shared.

Q2. Surabhi and her friends were debating an artwork. Some of them think that it is a jungle scene, whereas others perceive it as the journey of a person. Which factor is influencing their perspective on that artwork?

A2. Visual perception is the factor that influences Surabhi and her friends. Visual perception is the brain's ability to make sense of what we see through our eyes.

Q3. Elaborate on how the factors can become barriers in communication.

A3.

Factor	How factor can become a barrier?
Language	In case of the use of incorrect words, unfamiliar language and lack of detail, language can act as a barrier to communicate what one wishes to convey.
Visual perception	Visual perception is the brain's ability to make sense of what we see through our eyes.
Experience	Letting our earlier experience stop us from understanding or communicating clearly.
Prejudice	If we have biases against a particular group, we may be less likely to listen to their perspectives or give them the benefit of the doubt.
Feelings	Our feelings and emotions, such as lack of interest or not trusting the other person, affect communication.
Environment	Noise or disturbances in the surroundings may make communication difficult.
Culture	Signs that have different meanings in different cultures, such as showing a thumb, may mean a good job for some people but may be insulting to others.

**Answer Key**

- A 1. c      2. a      3. b
- B 1. Prejudice      2. Attitude      3. Experience      4. Feelings
- C 1. True.  
2. False. Feelings can affect our ways of communication.  
3. True.