

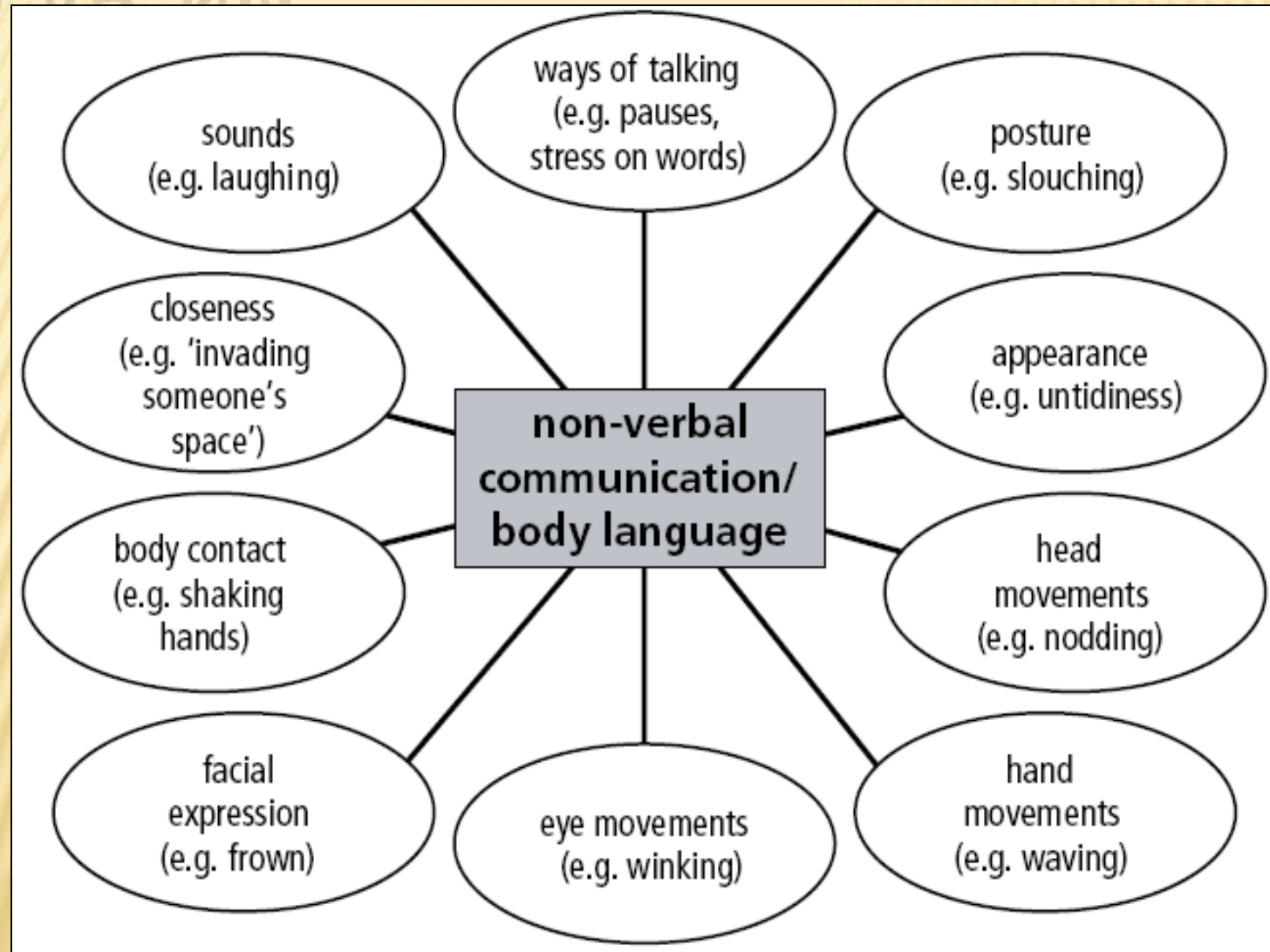
# **PERCEPTION SELF & COMMUNICATION**

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# RECAP; NON VERBAL COMMUNICATION

- ✗ This is communication through sending and receiving wordless cues
- ✗ It includes the use of cues such as
  - + body language (kinesics)
  - + distance (proxemics)
  - + physical environments/appearance,
  - + Of voice (paralanguage)
  - + Of touch (haptics)
  - + Of time (chronemics)
  - + Of sight (oculesics)

# RECAP -NVC





# PERCEPTION

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- ✗ Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment

# PERCEPTION

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## ✕ Perception

- + Process of becoming aware from senses
- + Active Perception
- + Subjective Perception
- + Physiological factors
- + Past experiences
- + Culture and co-culture
- + Present feelings and circumstances

# PERCEPTION PROCESS

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- ✕ How do we perceive?
  - + Selection
  - + Organization
  - + Interpretation



# STEPS OF PERCEPTION

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- ✖ The Perceiver, the person who becomes aware about something and comes to a final understanding.
- ✖ There are 3 factors that can influence his or her perceptions: experience, motivational state and finally emotional state.

# STEPS OF PERCEPTION

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- ✖ The Target. This is the person who is being perceived or judged. "Ambiguity or lack of information about a target leads to a greater need for interpretation and addition."



# STEPS OF PERCEPTION

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- ✖ The Situation also greatly influences perceptions because different situations may call for additional information about the target.

# PERCEPTION ERRORS

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- ✗ Perception errors

- + Attribution errors

- ✗ Fundamental attribution error

- ✗ Self-serving bias

- + Perceptual errors

- ✗ Stereotyping

- ✗ First impressions

# IMPROVING PERCEPTION

- Guidelines for Improving Perception
  - Recognize that all perceptions are partial and subjective.
  - Avoid *mindreading*.
  - Check perceptions with others.
  - Distinguish between facts and inferences.
  - Guard against the self-serving bias.
  - Guard against the fundamental attribution error.
  - Monitor labels.



# WHO ARE YOU?

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- ✖ What do you know about yourself?
  - + Self-perception
  - + Personal identity
- ✖ Who you are develops through
  - + Intrapersonal communication
  - + Symbolic interactionism
  - + Self-fulfilling prophecy

# LEARNING ABOUT YOURSELF

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- ✕ Learning More About Yourself
  - + Understand your physical self
  - + Understand how others perceive you
  - + Understand your communication skills and behaviors

# SELF EVALUATION

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- ✕ What's Your Future Potential?
  - + Self-actualization
  - + The fulfillment of one's potential
- ✕ How Do You Evaluate Yourself?
  - + Self-Appraisal/Self-Concept has two parts
  - + Self-Image
  - + Self-Esteem



# SELF EVALUATION

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- ✖ Self-Image
- ✖ The picture you have of yourself
- ✖ Based on feedback from others
  - + Confirmation
  - + Rejection
  - + Disconfirmation

# SELF EVALUATION

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## ✖ Self-Esteem

- + How you feel about yourself
- + Based on your perceptions of your successes and failures
- + Affects perception and communication

# SELF EVALUATION

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## ✕ Improving Self-Concept

- + Have a goal or objective
- + Make your goal realistic
- + Find information about how to achieve your goal
- + Exercise control and restraint
- + Gain support of friends and family
- + Accept yourself



# SELF PRESENTATION

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## ✕ How Do We Present Ourselves?

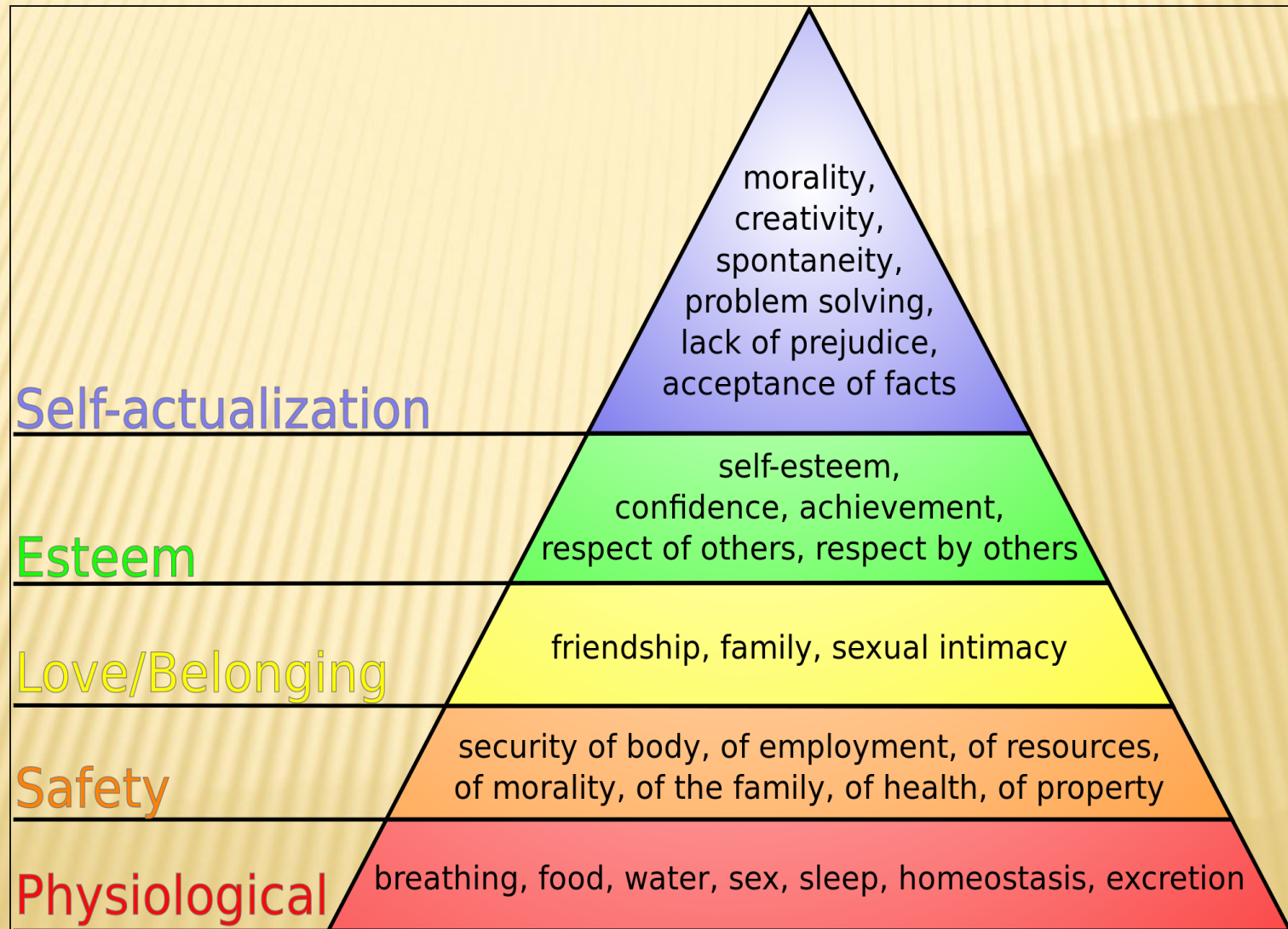
### + Self-presentation

- ✕ The way we portray ourselves to others

### + Identity Management

- ✕ Control (or lack of control) of the communication of information through a performance
- ✕ High and low self-monitors
- ✕ Face, facework, politeness

# MASLOW'S HIERARCHY OF NEEDS



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