



Communicate! **16e Chapter 2:**

**Perception of Self and
Others**

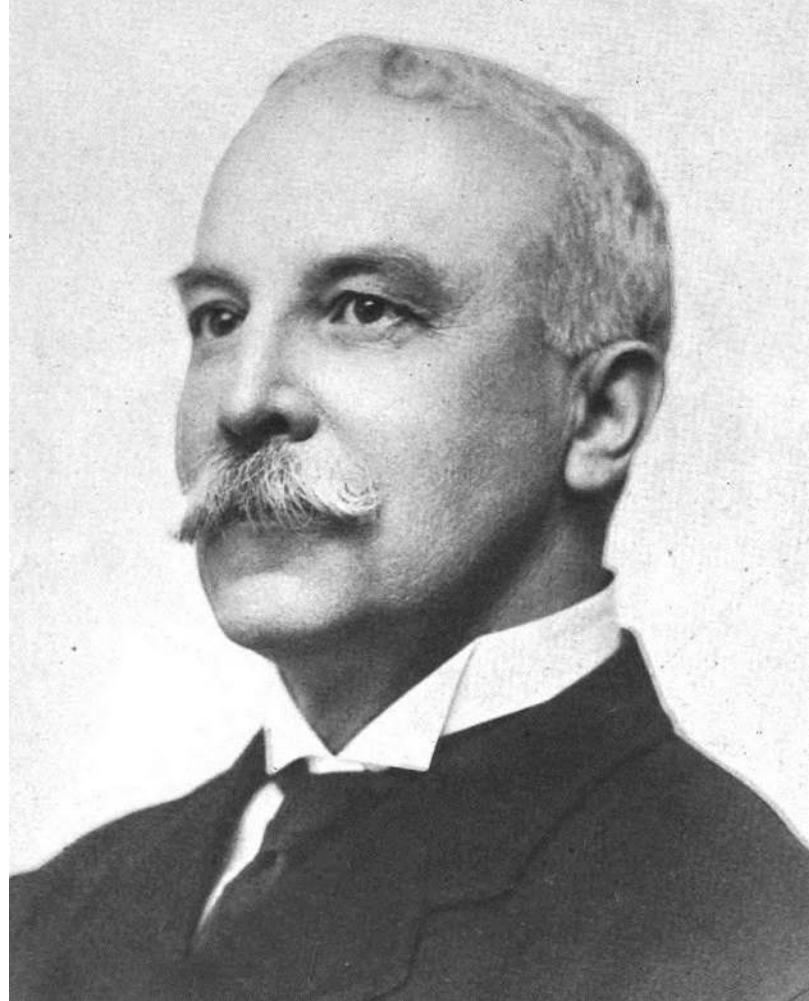
Principle:

a principle is a fundamental truth. It is a rule that typically must be followed.

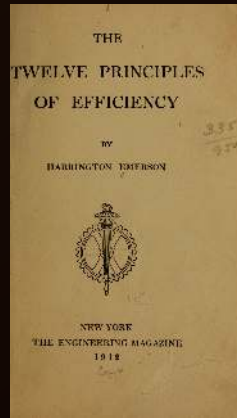


***“As to
methods,
there may be a
million and
then some,
but principles
are few.”***

– Harrington Emerson



"The person who grasps principles can successfully select their methods. The person who tries methods, ignoring principles, will surely have trouble."



By the end of the chapter, you should be able to:

- 1. Describe the perception process.**
2. Explain how self-perception is formed and maintained.
3. Employ communication strategies to improve self-perceptions.
4. Examine how we form perceptions of others.
5. Employ strategies to improve your perceptions of others.

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The Perception Process



Social Perception

who we believe ourselves to be influences
how we communicate.



Perception

the process of selectively attending and
assigning meaning to information

Attention and Selection

- Reduces stimuli we must process.
- Selection depends on needs, interests, and expectations.



Organization

- Simplicity
- Pattern



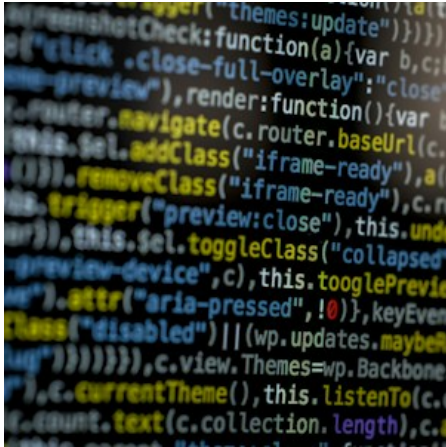


co-existence. collective. zusammenarbeit. critique
selection. impuls. inclusion. interpretation. multip

Interpretation

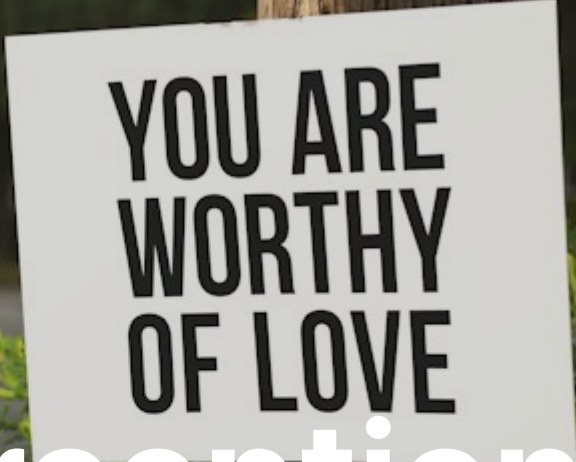
Dual Processing

- **Automatic processing** = subconscious
- **Heuristics** (hyoo·ri·stuhks) = rules of thumb
- **Conscious processing** = deliberative process





Perception of Self

A white rectangular sign with black text is attached to a weathered wooden post. The sign reads "YOU ARE WORTHY OF LOVE" in a bold, sans-serif font. The background is a blurred outdoor setting with green foliage and a path.

**YOU ARE
WORTHY
OF LOVE**

Self-Perception

the overall view we have of ourselves, which includes both self-concept and self-esteem



Self-Concept

the perception we have of our skills, abilities, knowledge, competencies, and personality

A top-down view of a person's feet in blue sneakers standing on a railway platform. The platform is made of dark grey bricks with two parallel yellow lines. Above the platform, there are concrete sleepers and gravel tracks. The words "MIND THE GAP" are painted in large, yellow, block letters on the bricks. The person's feet are positioned between the yellow lines, directly in front of the text.

MIND THE GAP

Ideal Self-
Concept



Self-Esteem

the evaluation we make about our worthiness is based on our self-concept

Cultural Norms and Self-Perceptions

- Independent self-perceptions
- Interdependent self-perceptions
- Gender hegemony
- Cultural identity
- Intersectionality

Independent Self- Perceptions



traits and abilities are internal and universal

Interdependent Self-Perceptions



traits and abilities are specific to a context or situation



Gender Hegemony

huh·jeh·muh·nee

how do people identify male and female
exclusive from binary assumptions

Cultural Identity

how we relate to various cultural norms



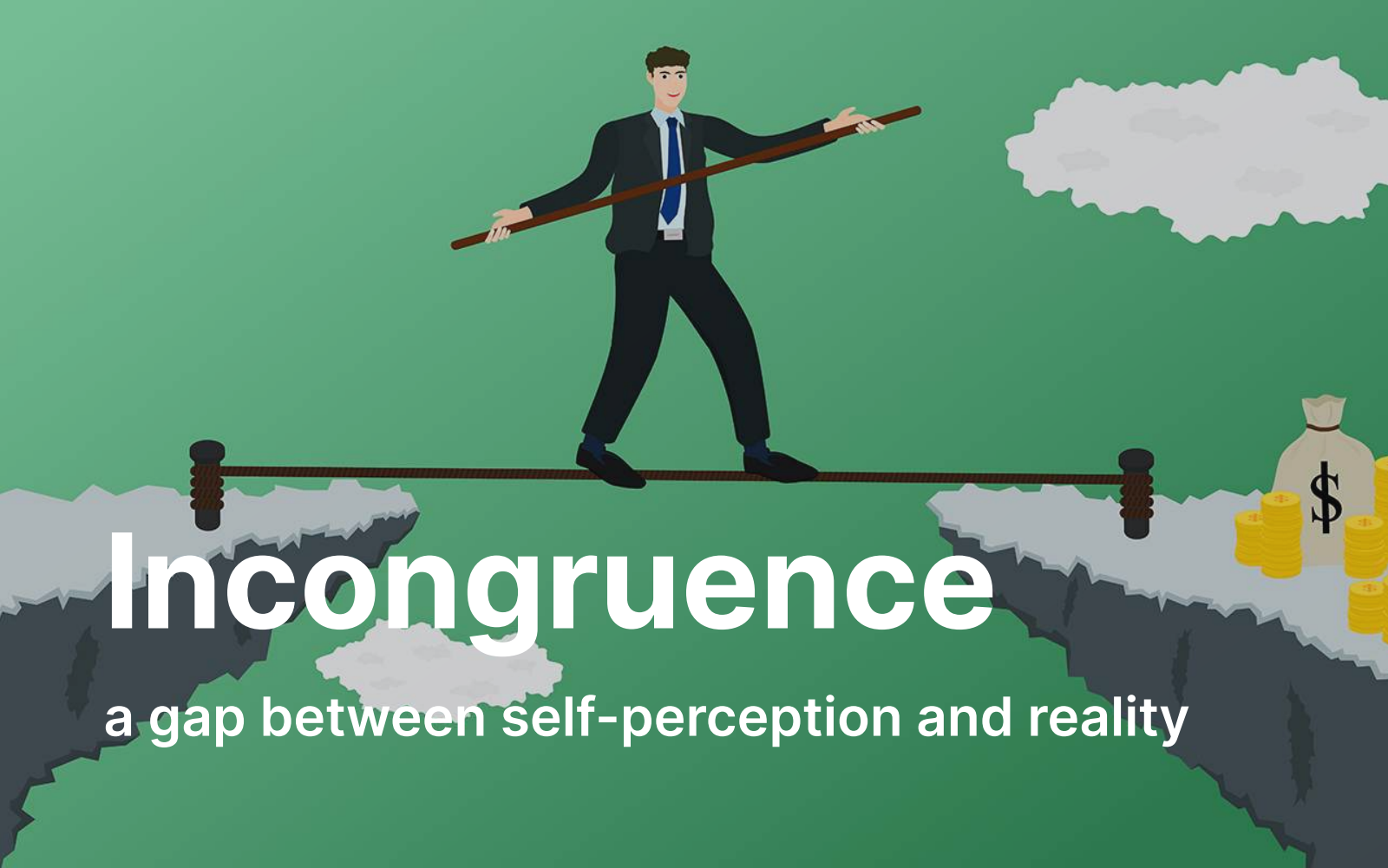
Intersectionality



oppression created through the intersection of race, gender, sexuality, class, ability, and other social categories.

Accuracy and distortion of self-perceptions

- Incongruence
- Self-fulfilling prophecies
- Filtering messages
- Media images



Incongruence

a gap between self-perception and reality

Self-Fulfilling Prophecies



an **inaccurate** perception of skill, characteristic, or situation leads to behaviors that perpetuate that false perception as accurate.

Air Force says that for every one degree a plane gets off course, you will miss your targeted landing spot by 92 feet for every mile you fly.

Filtering Messages



**we pay attention to
what reinforces our
self-perception.**

Social Media

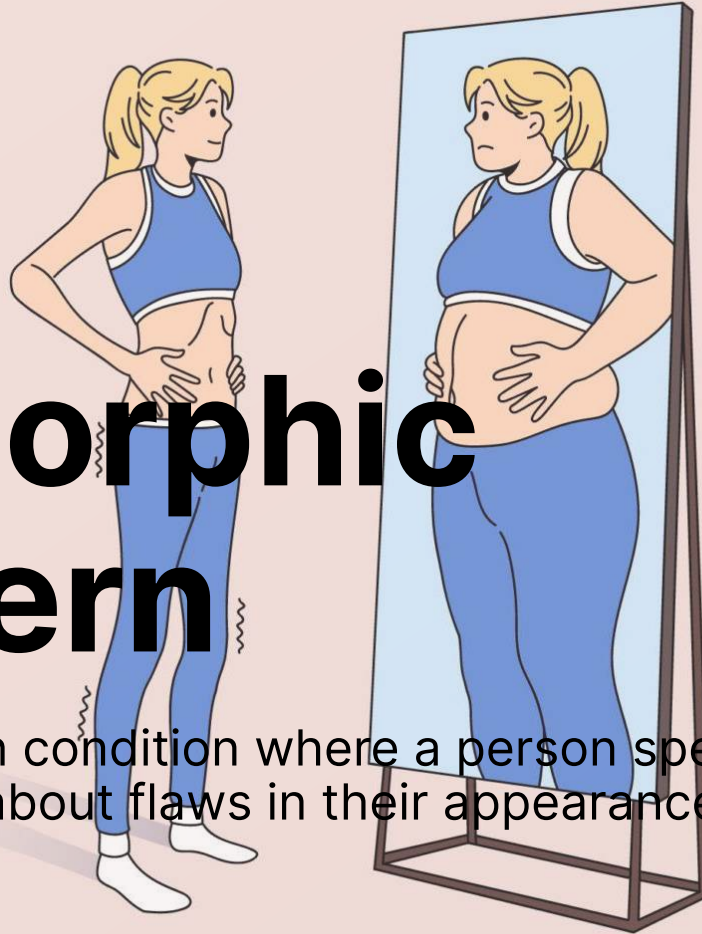


Media Images

self-perception can become distorted through our interpretation of media.

Dysmorphic Concern

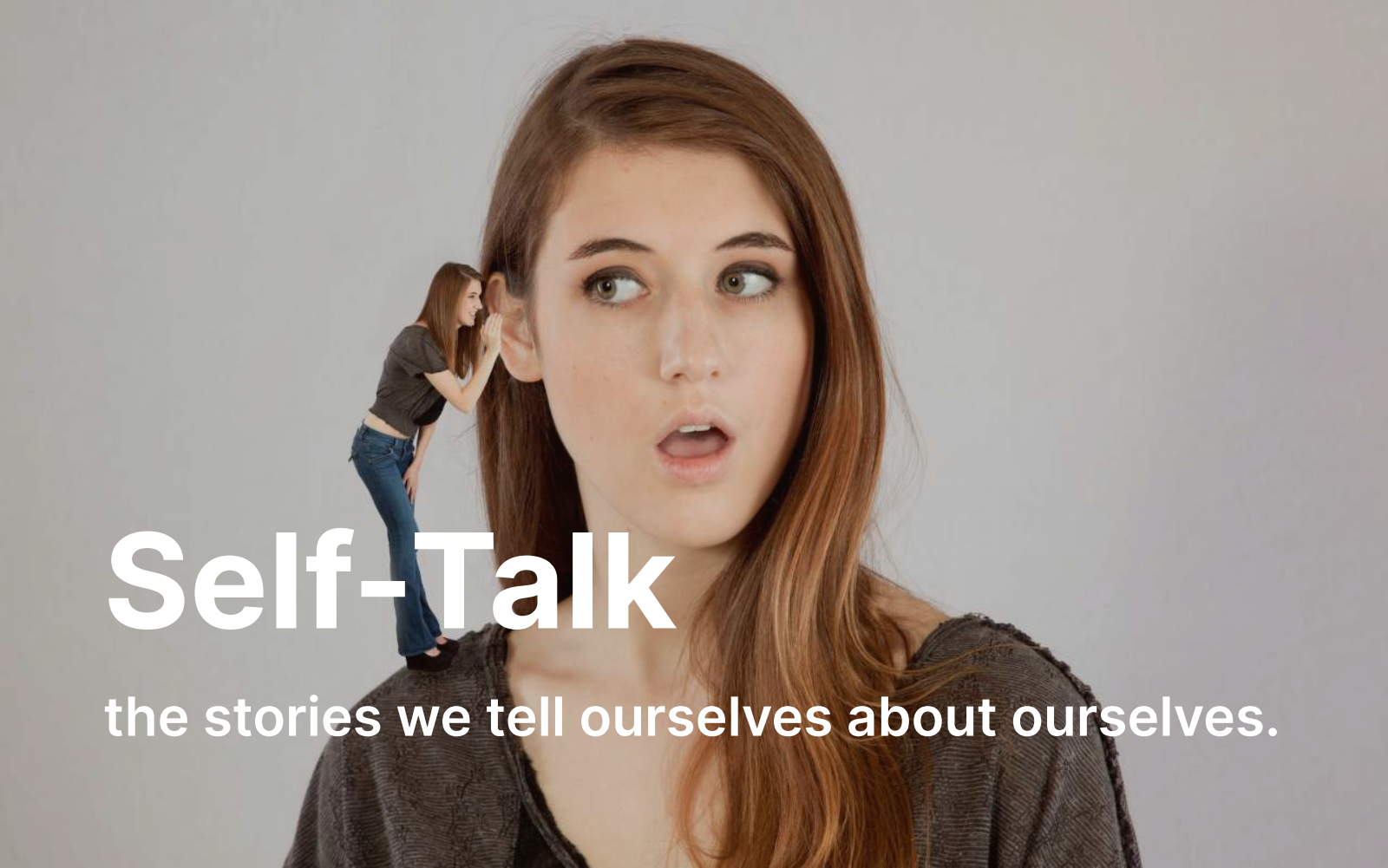
is a mental health condition where a person spends a lot of time worrying about flaws in their appearance





Communication and Self-Perception

Self-perception influences how we communicate. Understanding the connection may provide strategies for improving self-perceptions.



Self-Talk

the stories we tell ourselves about ourselves.

A photograph of a group of people in a social setting. In the foreground, a woman with blonde hair tied back is wearing a dark and light patterned knit sweater. She is looking towards the right. In the background, other people are visible, including a woman with dark hair wearing a black hat and sunglasses, and another woman smiling. The lighting is warm and soft, suggesting an indoor or evening outdoor setting.

Social Construction of Self

presenting different aspects of our self-
concept based on the situation and people
involved

A man is seen from behind, looking out a window at a sunset. The scene is bathed in warm, golden light. The man's shadow is cast onto the window, and within the shadow of his head, a smaller sunset scene is visible, mirroring the one outside. The overall mood is contemplative and introspective.

Self-Monitoring

being self aware of others perception and adjusting

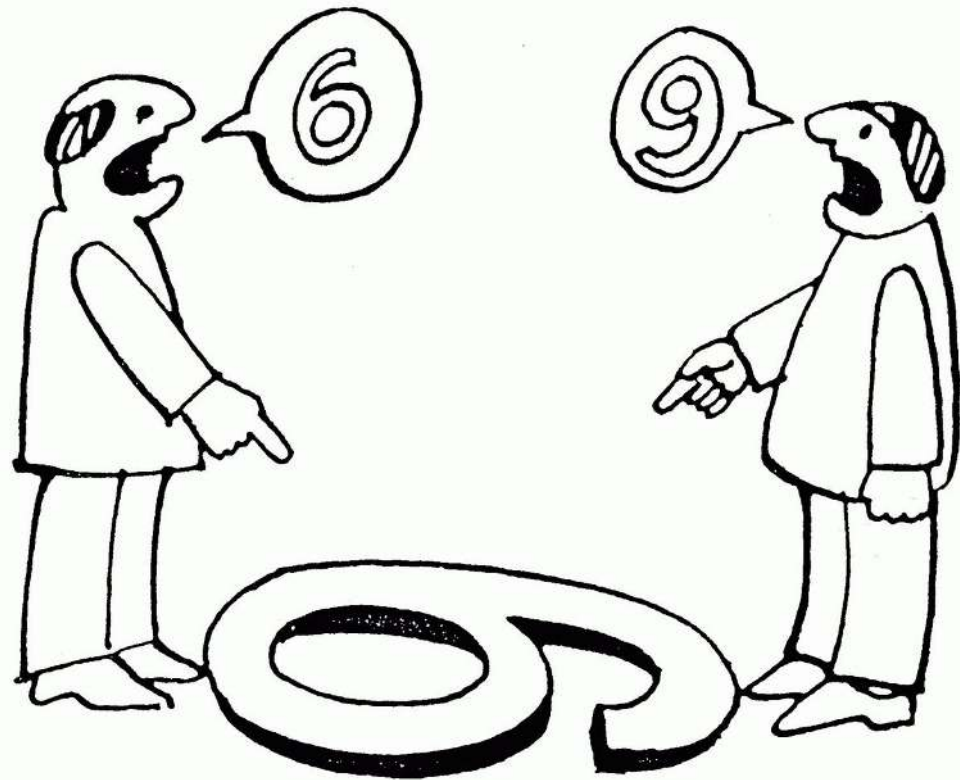
Pros of Self-Monitoring

01 Carefully consider how I will be perceived before answering an interview question.

02 Less likely to disclose sensitive personal information in potentially risky situations.

Cons of Self-Monitoring

- 01 Worrying about making a good impression during a job interview distracts from being authentic.**
 - 02 May struggle to self-disclose and deepen intimacy with friends and family reciprocally**
-



**Perception
of Others**

Uncertainty Reduction

a communication theory that explains how individuals monitor their social environment to know more about themselves and others.



Forming Impressions

- Physical appearance
- Implicit personality theory
- Assumed similarity

Physical Appearance

how someone looks...

Appearance

1 Age
young middle-aged old

2 Height
short medium-height tall

3 Build
well-built plump fat slim

4 Complexion
pale-skinned yellow-skinned olive-skinned dark-skinned

5 Face
oval round square triangle long


6 Hair
short black hair long black hair grey hair wavy brown hair curly hair ponytail red pigtail fair hair (plaits) short spiky hair bold

7 Eyes
blue (brown, black, green) eyes hazel eyes oval eyes big round eyes small eyes

8 Nose
small nose turned-up nose straight nose hooked nose long nose

9 Mouth and lips
full lips thin lips curved lips large mouth small mouth

10 Other features
beautiful (pretty) handsome ugly beard moustache wrinkles freckles large ears small ears



Implicit Personality Theory

their actions = preconceived values



Assumed Similarity

assuming someone is similar to us

Making Attributions

reasons we give
for behavior

Situational attribution = out
of one's control

Dispositional attribution =
within one's control



The background of the slide is a vibrant blue with a complex, marbled pattern. The colors range from deep navy blue to a lighter, almost cyan blue, creating a swirling, organic texture that resembles marbled paper or a liquid effect.

Inaccurate and Distorted Perceptions of Others

Selective Perception



Paying attention to what we expect and ignoring everything else.

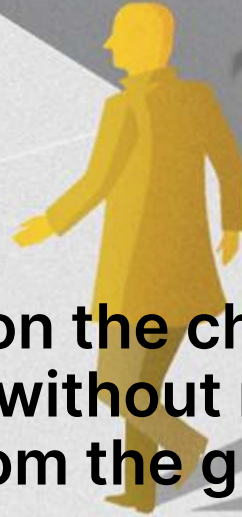


Forced Consistency

**conflicting
reasons for the
same behavior**



Prejudice



judging a person based on the characteristics of a group they belong without regard to how they person may vary from the group

Stereotypes

generalizations to describe a group

Discrimination

acting because of prejudice

Racism, ethnocentrism, sexism, heterosexism, ageism, and ableism

forms of prejudice

feelings of superiority and contempt

Communication & Perceiving Others



Perception Check

a verbal statement that reflects your understanding of another's behavior.

Perception Checklist

01 Question the accuracy of your perceptions.

02 Choose to use conscious processing as you get to know people.

03 Seek more information to verify perceptions.

04 Realize that your perceptions of a person will change over time.

05 Seek clarification respectfully by perception checking.
