



CHAPTER FOUR

The process by which communicators influence each other's perceptions through communication is known as negotiation.



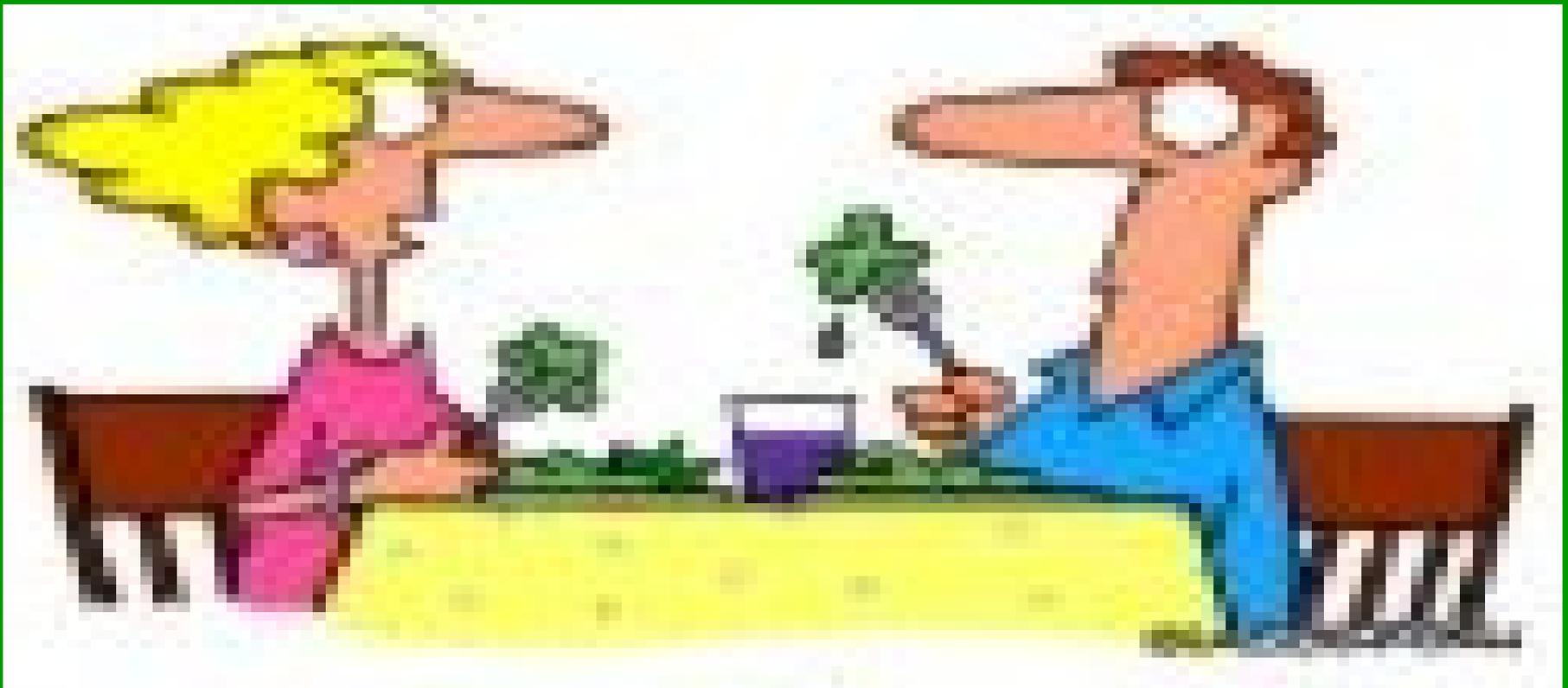
After selecting information from our environment, we arrange it in a meaningful way in order to make sense of the world. This is called organization which has four parts: physical constructs (classifying people based on appearance), role constructs (classifying people on social positions), interaction constructs (based on social behavior), psychological constructs (internal states of mind).

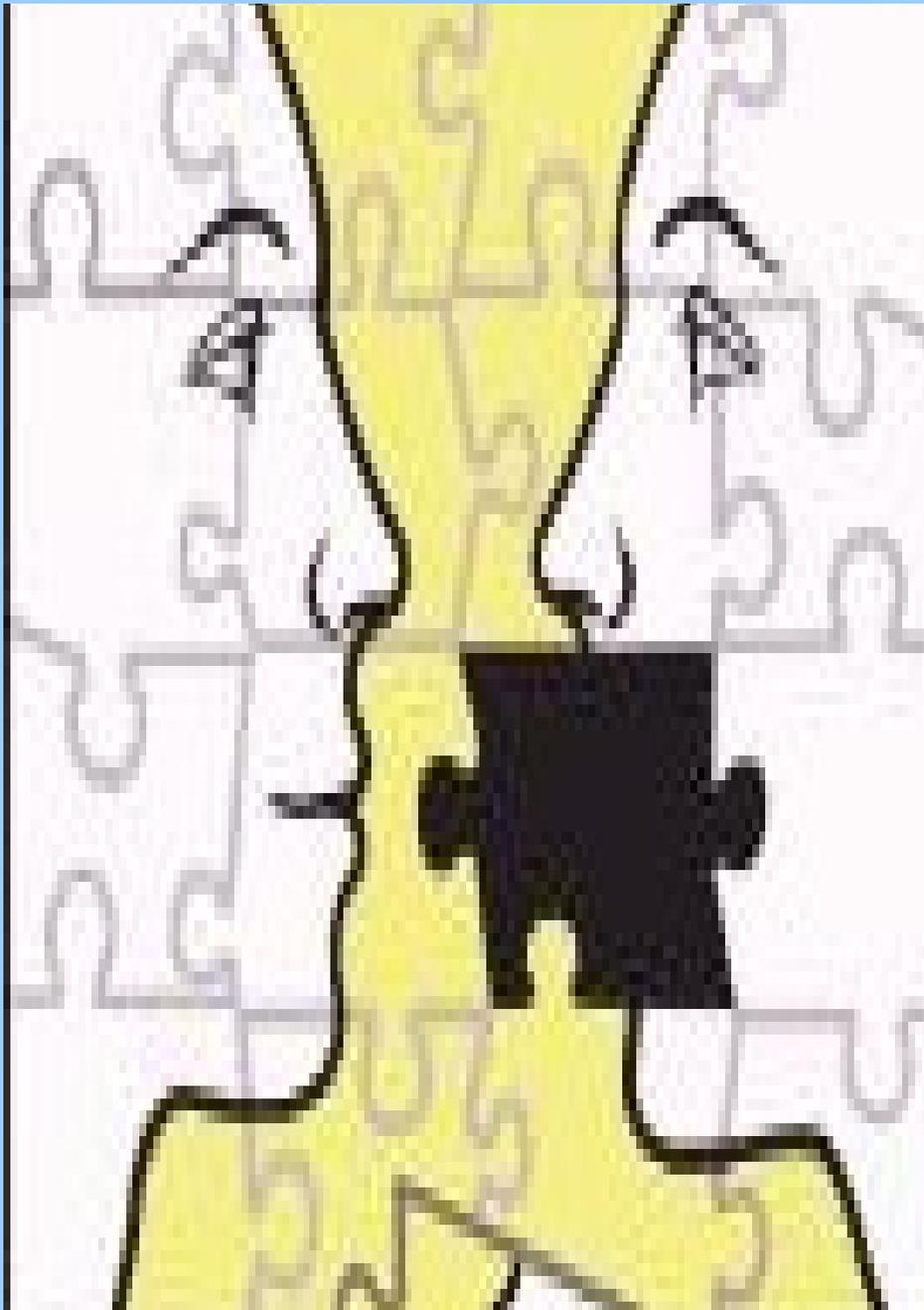




**Influences on Perception include:
physiological considerations (senses,
fatigue, health, hunger, biological cycles,
age), psychological considerations (mood,
self-concept), social considerations (sex and
gender roles, occupational roles), and
cultural considerations.**

Cultural selection, organization, interpretation, and negotiation exert a powerful influence on the way we view other's communication.





Standpoint theory
– a person's
position in a
society shapes his
or her view of
society in general,
and of specific
individuals.



Attribution
– describes
the process
of attaching
meaning of
behavior.



Halo Effect – the tendency to form an overall positive impression of a person on the basis of one positive characteristic.

One way to avoid the kinds of communication problems that come from excessive stereotyping is to “decategorize” others, giving yourself a chance to treat people as individuals instead of assuming that they possess the same characteristics as every other member of the group to which you assign them.





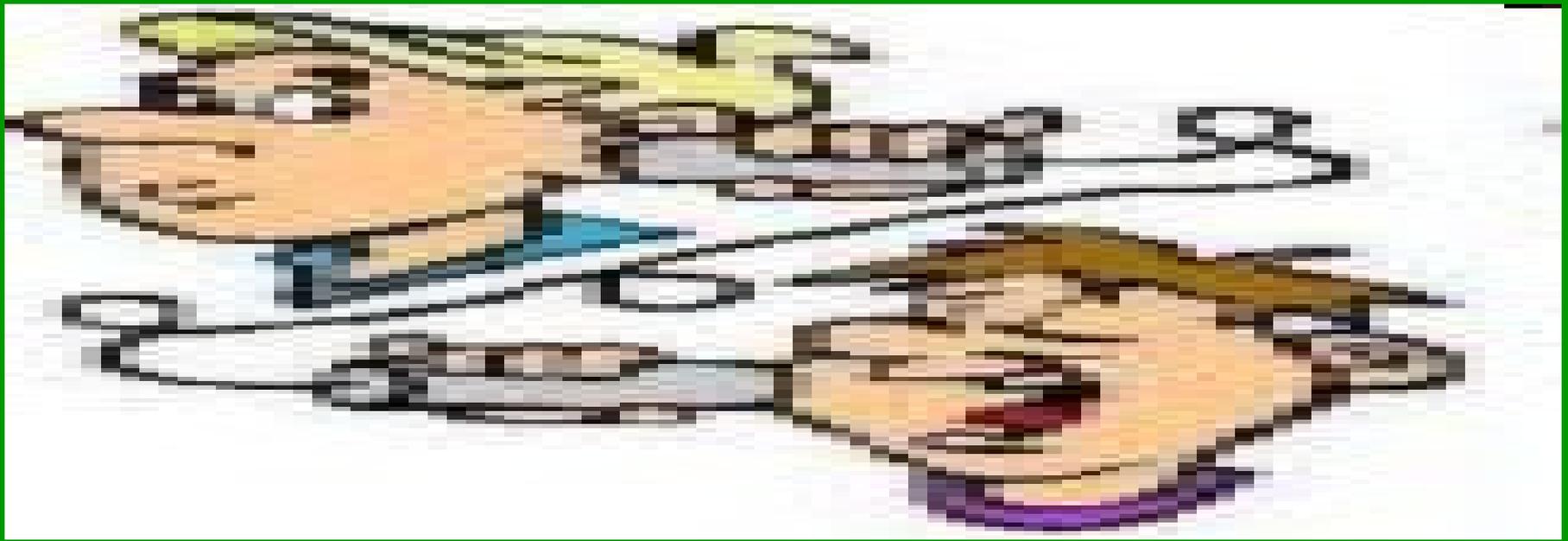
Empathy is the ability to recreate another person's perspective, to experience the world from his or her POV/perspective.



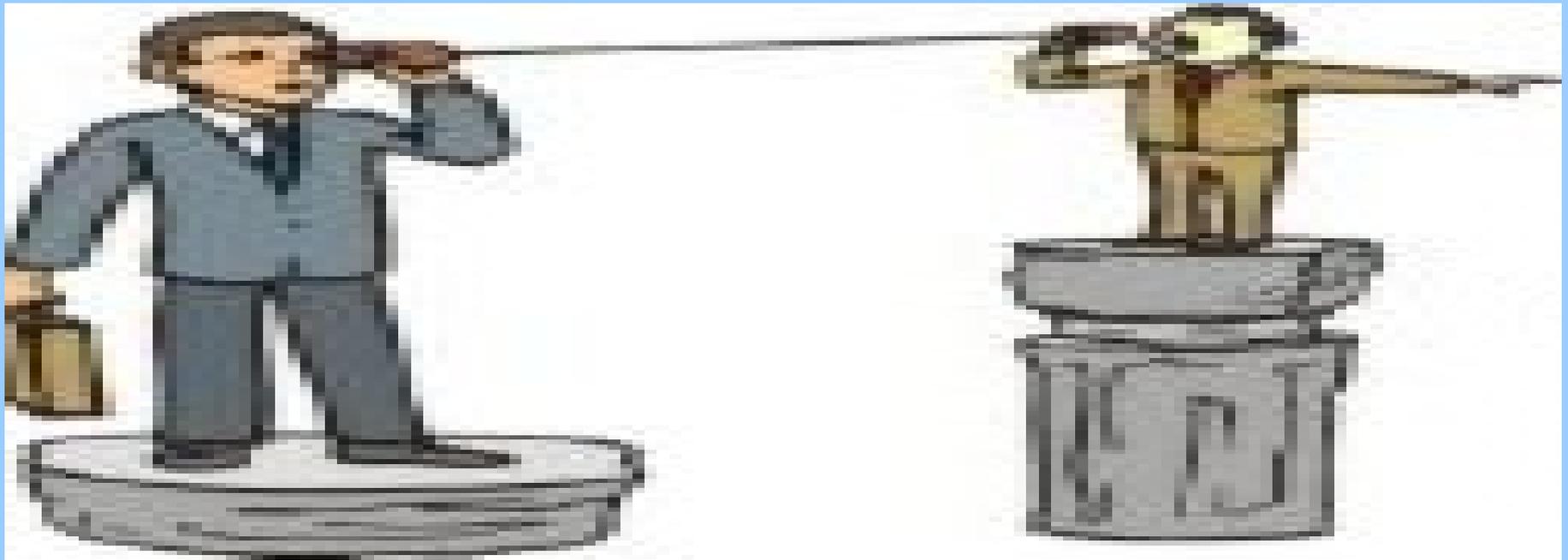
**Our tendency to judge ourselves
in the most generous terms
compared to others is the self-
serving bias.**



Perception checking can help people decode messages more accurately, but does not provide complete information to understand another person.

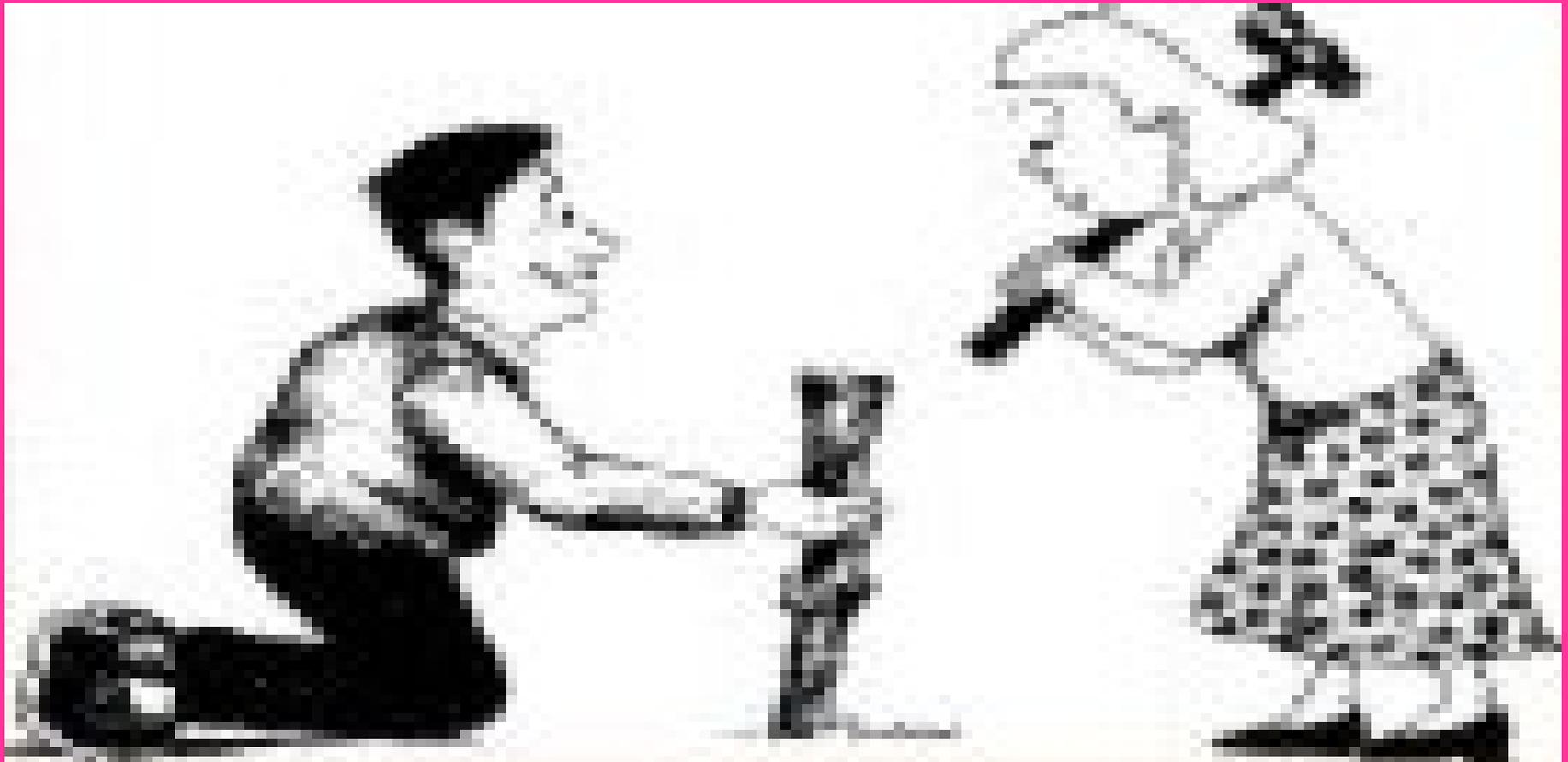


The skill of perception checking provides a better way to check and to share your interpretations. The process has 3 parts: 1. A description of the behavior you noticed, 2. Two possible interpretations of the behavior, 3. A request for clarification about how to interpret the behavior.



**The four psychological sex types:
masculine, feminine, androgynous
(combination of two), and
undifferentiated (neither masculine
or feminine).**

One way to coordinate our interpretations with others is through perception checking.



Cultural influences shape how we recognize and make sense of others' words and actions.

