



Review

PERCEPTION AND INTERPRETATION AT THE CORE OF COMMUNICATION

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ABSTRACT

A theoretical-review approach to visually mediated communication is offered, and the emphasis is on how visual stimuli affect the subconscious mind and how they can influence an individual's reactions. The environment is constantly changing, and one of the factors for this is the constant exchange of visual information. That is why the assumption is made that visual intelligence is of particular importance in selection in the sea of information. In this context, the effectiveness of communication is largely measured by the emotional effect it evokes. Of particular importance is the filtering of the useful from the unnecessary, and it is important to assess the need for visual communication. The other assumption is that the essence of visual intelligence, in turn, is rooted in the awareness and management of a critical evaluation of perception (1).

Key words: Communication, Subconscious, Visual stimuli, Personality, Sensory experiences

INTRODUCTION

Our knowledge is constructed from the external world in the form of internal representations, including those of sensory and abstract objects (2, 3). These constructs are formed by a complex process in the neural network of the brain that varies among individuals. Therefore, the individual is not expected to form knowledge in the same way as others (4-8). Reasons for this variation include differences in the physical structure of the brain, sensory experiences, internal representations, and interactions between these phenomena. Internal representations are formed by observation. Similarly, the external world represents information differently from the paths of probabilistic processes (9). Constraints on knowledge formation are based on mathematics, logic, and individual experience (10, 11). Sensory perception in humans is also subject to variation through various mechanisms, such as genetics, development, and learning. An individual may have a deficit in visual object perception or speech

recognition, while another individual may compensate for this deficit through learning (12, 13). This perceptual phenomenon can be described as a complex pathway involving mechanisms that compensate for an error (14). The phenomenon of speech perception has been theorized since the time of Plato. Therefore, speech perception is a complex pathway that is limited by its physical causes. However, it is perhaps easier to imagine visual perception, as one tends to prefer vision over all other senses (15). These perceptions are not simply abstract ideas for scientific analysis. They are also inherent in our navigation and interpretation of the world. This illustrates the importance of perception as a science and its full inclusion in other fields of knowledge. Perceptual science places a limit on our ability to acquire knowledge and construct beliefs. Sight is perhaps a more reliable sensory input than hearing. However, it can be hypothesized that speech perception is the primary mechanism of sociality in humans, while in other species, such as cyprinids, chemical signaling may be used to enforce strict social organization (16).

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AIM

To observe how visual stimulus affects the communication process, and places a limit on our ability to acquire knowledge.

General characteristics and functions of perception. By means of the first cognitive process (sensation), a person receives knowledge about individual properties of objects and phenomena. Parallel to the individualization and determination of each of the properties, through the corresponding type of sensation, a second process of their unification takes place. This very process of reflection of the properties (parts) of an object united into a whole is called perception (17).

The Nature of the perception. Perception creates an opportunity to establish contact with real objects from the outside world. In the process of this contact, the individual learns that the object standing before him is of a certain color, surface, shape and strength. All these properties, called sense data, are necessarily present in perception. They are established as a result of the simultaneous operation of several analytical systems. The integration of individual data determines the obtaining of a complete image of the subject. In parallel, a second kind of sense data is received. Their sources are not the sound, the light, the smell, but the spatio-temporal characteristics of the objects. The perception of time is expressed in reflecting the duration of functioning and existence of objects, their sequence and emergence, development, and cessation of existence. This information is mainly obtained through the auditory and motor analyzer. The perception of space consists in reflecting the mutual arrangement of objects in the environment. This information is acquired through the coordination of several motion analyzer analyzers (17).

Categorization - sense data does not exist by itself. They become the basis for an answer to one of the most important questions that is constantly in the mind of the perceiving person, namely "What is this object that I am observing?". Formulating an answer to this question means to refer the perceived object to a more general group of objects. This is a process of uncovering the meaning of the subject and is called categorization. This act can be defined as the leading and as the final task of perception. Categorization presupposes, first of all, an accurate differentiation of the degree of expressiveness of the set of properties inherent in the perceived object. Categorization cannot always be done with the necessary accuracy. But even then, when we talk about "obscure" and "unfamiliar" objects,

categorization becomes an internal impulse to continue and deepen the process. This leads to the performance of additional perceptual actions. The perceived object acquires its significance when it is referred to a well-defined class. Each item has its own unique features. Categorization can be done to varying degrees. In general, it is divided into two types: poor and rich. The inclusion of the perceived object in a certain class occurs both on a conscious and a subconscious level. This means that the person possesses a readiness for categorization. The main function of perception consists in presenting the externally visible reality in complete images. The image arises at the moment of exposure to the object and ceases to exist when the stimulus disappears. The synthesis of visual, olfactory, tactile impressions of an object allows the individual to perceive its uniqueness and at the same time - its commonality with other objects. Thanks to the act of categorization, a person is prepared for a way of acting with a certain subject, which is classified in the corresponding subgroup. This relieves the person in the practical interaction with this subject. Another function of perception is to create the possibility of prediction. Attributing the object to a certain class enables the person to make a prediction about the existence of those properties that he was unable to perceive directly (17).

Specific features of perception. The researches of Jean Piaget have shown that in the process of perception, a complex internal activity takes place, expressed in prediction, perceptual comparison, centration. As a result of such activity, some peculiarities of perception are manifested (17).

Constancy. Constancy is expressed in preserving the perceived image of the object regardless of the external conditions occurring, i.e. it retains its place in the appropriate class or subclass. Constancy is an innate ability of an individual that changes in the course of life. The constancy of magnitude is expressed in the perception of the overall dimensions of the object, regardless of the external conditions (distance to it). The constancy of shape manifests itself when perceiving objects that are located at a different angle of vision and are at an unequal distance from approx. Color constancy consists of the fact that the color of the object remains unchanged, even if the external conditions change, for example, its illumination. The constancy of the size, shape

and color is essential for the orientation of the person in the objective reality (17).

Apperception. This is a feature of the analyzed process, which, presented in a generalized plan, means the dependence of the perception on the past experience of the person. Accumulated past experience is influential in determining which of the analysts will play a leading role and which of them will be of secondary importance in the particular perceptual process. In this process, it is quite possible to include in the created image such sides that are not currently observed, but the past experience of the person suggests to him that they exist. The influence of past experience on perception is also evident in cases where a person has difficulty determining the category to which the given object belongs. This is done through the so-called "benchmarks" that depend on the richness of the human experience. This influence is expressed in the ability of the person to "see" more things than are represented by the object (17).

Field of perception and generation of effects. The overall perception of the subject is a primary property of this process (17).

DISCUSSION

What we need to know about personality is that we are not born with it, at least not completely. Because it is determined and developed under the influence of the genes we have inherited and our physical and social environment, our life experience. All of these give rise to our unique individual values, beliefs and needs that shape our behavior towards the world. Once we reach the level of mental maturity, our individuality does not change much, and its components integrate with each other. This means that because we each have different life experiences and rarely has the same physical and social environment as other people, the combination of inherited and environmental factors that interact with each other in complex ways result in behavioral patterns unique to each of us as an individual. Therefore, people vary in intelligence, education, social background, experience, religious beliefs, and this affects the way we communicate. All of these factors create different individual "coordinate systems" and reference points, resulting in each individual viewing the world in a specific and unique way. Our physical and mental makeup and our environment directly influence our perceptions and judgments. Perception is the process by which we select, organize and

interpret sensory stimuli, and information in ways that are in harmony with our own coordinate systems and worldviews. We receive information constantly. Some of it we ignore, some we accept and interpret in the light of our past experience in order to predict as accurately as possible what will happen in the future. So we often form an image of people based on too little information, predict their behavior in certain situations, and choose what we think is the best way to approach, influence, or communicate with them. Too often, when we interpret information, we see and hear what we expect to see and hear rather than operate on objective facts. The biggest obstacle to objectivity is our self-esteem—what we know we are, in relation to the world and other people, and the resulting tendency to reject information that we feel threatens the way we see and appreciate. We simply don't want to be in an embarrassing situation because of something we've done, so we accept information that contradicts our self-esteem calmly and non-threateningly, only from people we feel comfortable with. Since we are all different and our perceptions are also different, communicating fully with others can be difficult at times. It is easier when we get to know and understand people: where there are perceptions, values, and understandings that are not shared, the likelihood of effective communication is nil. How many times when we first meet someone have we said to ourselves, "I don't like this guy, I can't reach him"? First impressions tend to remain constant because we tend to reject signals that contradict them because they threaten our confidence in our ability to judge people (18). When we are with other people, there is an element of ourselves, our attitudes, behavior and personality that we know and that are evident to others. Similarly, other people may notice aspects of our personality that we are not aware of, for example "he has bad breath". We also keep some things to ourselves, our attitudes and feelings hidden and we don't show them to others. We also know that there are aspects of our own nature that we do not understand and which are invisible to others, but which influence our behavior - for example, when we fly into a blind rage for no apparent reason (18). This posits six character traits and corresponding behaviors that may provide ideas for effective communication behavior: humility, empathy, courage, reliability, curiosity, open-mindedness (19).

CONCLUSIONS

Perception is a process that involves extracting information and building a representation. Consciousness is better categorized as perception caused by physical processes in the neural network of the brain. Therefore, there are time delays in this perceptual experience, similar to motor actions, because the information in the neural network is not processed instantaneously. Physical processes in biology are not expected to have instantaneous dynamics. In the cognitive sciences, there are theories about awareness, and this term can be used in different contexts, where experts divide awareness into many types (20, 21). Cognition processes can be quantified (22) and abstract models (23). Over time, the natural sciences can tend toward better models of reality, and this includes concepts of perception and mind. To summarize, the science of perception is essential to understanding the nature of humanity, along with the role of individuals' observation in forming common sense and knowledge about the world around us (23). Visual stimulus affects the communication process and places a limit on our ability to acquire knowledge. This illustrates the importance of perception and the need for knowing it for bettering the education process. We can simply try to present given information by different ways so it can be better understood.

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Statement of Ethics

An ethics statement is not applicable because this study is based exclusively on published literature.

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