Chapter 2
PERCEPTION, SELF & COMMUNICATION

- **Lecture 1:** OVERVIEW OF THE CHAPTER – WHAT DO YOU NEED TO KNOW? (NOTE-TAKING)
  - Take notes on the overview slide –focus on active listening.
  - Think about how to answer the follow-up questions on the overview slide.
  - At home, prepare for the next lesson. Look at the task that needs to be completed.
- **Lecture 2:** PRACTICAL ACTIVITY – HOW THE CHAPTER WORKS IN PRACTICE (GROUP/PAIR WORK)
  - Look at the tasks that need to be completed. Complete it with someone next to you.
  - Create the chapter mock exam assessment questions on AI. Try to answer the questions without using the answer key.
- **Lecture 3:** LAB ASSIGNMENTS GRADED (individual WORK)
  - Make sure you have a device, or you use the university computers in the lab
  - Log onto your Online Account.
  - Access the assignment during the class time. This is a review of the chapter.
  - Keep note of the deadline and complete the rest at home.
- STUDENT RESPONSIBILITY: READING CHAPTER– (ONLINE COURSEBOOK + EXTERNAL READINGS)
  - Take notes on the overview slide –focus on active, independent reading.
  - Complete the weekly **CHAPTER** assignments on McGraw Hill Connect

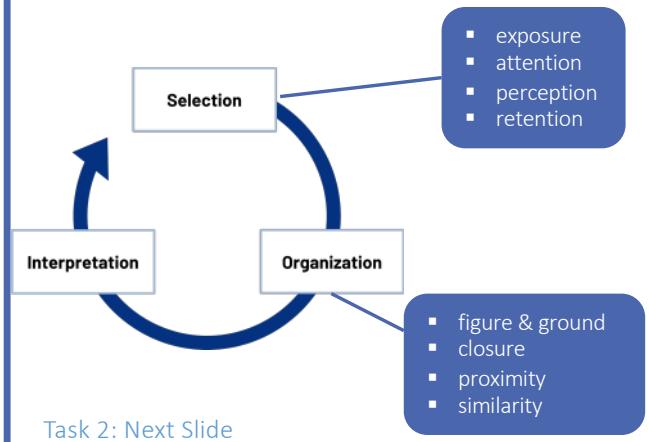
Ms. Hannah Sarjeeq

(A) You should be able to **define** 'perception', 'active perception' and 'subjective perception' using the language in the course book.

(B) You should be able to **know the differences in perception from one person to another.**

1. Identity factors
2. Temporal Conditions
3. Perceptual Constancy-
4. Role -
5. Social events

(C) You should be able to describe **the perceptual process (active perception)** and the different parts and the definitions.



Task 2: Next Slide

(D) You should be able to list **errors in our perception and how to perception check** and how it refers to your life as a student.

1. Stereotyping:
2. Prejudice:
3. First Impressions: An initial opinion about people upon meeting them.

Perception checking reduces perceptual errors:
Four steps:

1.
2.
3.
4.

(E) You should be able to describe **your personal identity** with examples from your life.

(F) You should be able to list three **ways to present yourself to others through impression management.**

You may want to use this slide to take extra notes

The Perceptual Process



5 types of stimuli that are entering your senses

in

Focusing on only some BUT NOT ALL things in your environment.

Selection

1. selective exposure

We all have different beliefs and opinions. So, we tend to focus on things that support (reinforce) or beliefs and opinions. **Example**: Read books, watch videos, or talk to people who share your thoughts, like finding friends who agree with you!

2. selective attention

In a specific situation, you cannot get rid of all the stimuli which is around you in your environment. You can only control your own mind (your attention), so you choose to focus on certain cues and ignore others. **Example: Y**ou're travelling on a bus and are focusing on someone's talking about their holiday in Spain, while ignoring the bus driver saying, 'This is the last stop'.

3. Selective perception

The tendency to see, hear, and believe only what you want to see, hear, and believe. **Example:** Imagine a classmate who everyone says is not a nice person, but because they are your best friend, you believe they are good despite everyone saying the opposite.

4. Selective retention

The tendency to better remember the things that reinforce your beliefs than those that oppose them. **Example**: It's like when you leave home to go to college. Maybe in the past, when you were a small child, your parents would always tell you off for doing something wrong, but as an adult, when people ask you about your family, you only remember all the good things your parents did for you, because you genuinely believe they are good people.

Grouping of stimuli into meaningful units or wholes.

Organization

Interpretation

Trying to understand our world by what we know internally and what we sense externally.

1. figure and ground

This is an explanation of how we organise thins when we use ***selective attention***. Figure: The focal point of your attention. Ground: The background. **Example:** In class, imagine you're looking at a PowerPoint presentation on the board. The presentation is the "figure" because it's what you're focused on. The wall, windows, or desks are the "ground".

2. Closure

The tendency to fill in missing information to complete an otherwise incomplete figure or statement. **Example:** Imagine you are on a phone call which cutes out at the end. Closure is like guessing the missing ending when a telephone call cuts out

3. Proximity

The location, distance, or range between persons and things; the principle that objects physically close to each other will be perceived as a unit or group. **Example**: A man and woman coming out of a car together = husband & wife?

4. Similarity

The principle that elements are grouped together because they share attributes, such as size, color, or shape. **Example**: Our friends and loved ones are usually people who like or dislike the same things we do. In-group/Out group= Our Intergroup perspective: the ways in which people in a social interaction identify and categorize themselves or others in terms of group membership and how these categorizations shape perceptions and interactions with others.

COURSE LEARNING OUTCOME #2: SKILL

COURSE LEARNING OUTCOME #4: VALUES

CLO3.2: Analyze and explain academic, personal and professional communication situations . CLO 3.2 Demonstrate communication competence through understanding the perceptual process. Think about how our brain selects, organises and interprets information all around us so that we focus on somethings more and in some cases ignore other things. We also need to organise the things we sense so we can connect our external environment it to what we internally understand and try to make sense of it (interpret it) . Match the different types of selection from the 'perceptual process' with the SEVEN (7) different types of academic/social situations.

TYPES OF SELECTION

[A] SELECTIVE EXPOSURE: We all have different beliefs and opinions. So, we tend to focus on things that support (reinforce) or beliefs and opinions.
Example: Read books, watch videos, or talk to people who share your thoughts, like finding friends who agree with you!

[B] SELECTIVE ATTENTION: In a specific situation, you cannot get rid of all the stimuli which is around you in your environment. You can only control your own mind (your attention), so you choose to focus on certain cues and ignore others.
Example: You're travelling on a bus and are focusing on someone's talking about their holiday in Spain, while ignoring the bus driver saying, 'This is the last stop'.

[C] SELECTIVE PERCEPTION: The tendency to see, hear, and believe only what you want to see, hear, and believe.
Example: Imagine a classmate who everyone says is not a nice person, but because they are your best friend, you believe they are good despite everyone saying the opposite.

[D] SELECTIVE RETENTION: The tendency to better remember the things that reinforce your beliefs than those that oppose them.
Example: It's like when you leave home to go to college. Maybe in the past, when you were a small child, your parents would always tell you off for doing something wrong, but as an adult, when people ask you about your family, you only remember all the good things your parents did for you, because you genuinely believe they are good people.

TYPES OF ORGANISATION

[E] FIGURE & GROUND: This is an explanation of how we organise thins when we use ***selective attention***. Figure: The focal point of your attention. Ground: The background.
Example: In class, imagine you're looking at a PowerPoint presentation on the board. The presentation is the "figure" because it's what you're focused on. The wall, windows, or desks are the "ground".

[F] CLOSURE: The tendency to fill in missing information to complete an otherwise incomplete figure or statement.
Example: Imagine you are on a phone call which cutes out at the end. Closure is like guessing the missing ending when a telephone call cuts out

[G] PROXIMITY: The location, distance, or range between persons and things; the principle that objects physically close to each other will be perceived as a unit or group. **Example**: A man and woman coming out of a car together = husband & wife?

[H] SIMILARITY: The principle that elements are grouped together because they share attributes, such as size, color, or shape. **Example**: Our friends and loved ones are usually people who like or dislike the same things we do. In-group/Out group= Our Intergroup perspective: the ways in which people in a social interaction identify and categorize themselves or others in terms of group membership and how these categorizations shape perceptions and interactions with others.

ACADEMIC SITUATION – SCENARIO QUESTIONS

QUESTION 1: During the lecture, you tend to get bored when the lecturer is explaining facts using numbers and graphs, but when he starts to discuss his life and interesting stories about his part experiences in other countries, you tend to listen. **What type of selection is being used here?** _____

QUESTION 2: A student has a a choice of two lecturers for their science course. One lecturer believes in free speech and has very liberal views about the world. The other lecturer has very conservative views about the world and how much you can express your views in public. The student chooses to attend the Arab lecturer's course. **QUESTION 1: What type of selection is being used here?** _____

QUESTION 3: On the first day of the lecture, a student is weaking sunglasses, has a tattoo, and some nose and lip piercings. She is looking around the lecture hall to decide where to sit. She sees another student with a similar look and decides to take a seat next to her. **What type of selection is being used here?** _____

QUESTION 4: John likes to play football and so does Stephen. They decide to become friends on the first day of school. **What type of organisation is being described here?** _____

QUESTION 5: The lecturer is presenting a topic to the class. Two students are talking at the back of the class. The lecturer is who students should be focusing on. **What type of organisation is being described here?** _____

QUESTION 6: A man and woman come out of the car together holding hands. They do not look the same. They kiss goodbye. **What type of organisation is being described here?** _____

QUESTION 7: Based on Q.6, What is your interpretation after organising the stimuli? Mother/son or Husband and wife? Why? _____

USING AI TECHNOLOGY: GROUP OR PAIR WORK

Please help me create a quiz using the following keywords: [insert your list of keywords]. The quiz should be in an exam-style format and include the following types of questions:

1.True/False Questions (T/F):

1. Create 5 statements (one per keyword).
2. Ensure each statement is clear and unambiguous.
3. DO NOT Indicate whether the statement is True or False.

2.Multiple Choice Questions (MCQs):

1. Write 5 questions (one per keyword).
2. Provide 4 answer options for each:
    1. One correct answer.
    2. Three plausible distractors (incorrect answers).
3. DO NOT mark the correct answer.

3.Situational Multiple-Choice Questions (MCQs):

1. Write 5 realistic scenarios based on the keywords.
2. For each scenario, ask a question that tests understanding of the keyword.
3. Provide 4 answer options:
    1. One correct answer.
    2. Three plausible distractors.
4. DO NOT mark the correct answer.

4.Short Answer Questions (Fill-in-the-Gap):

1. Create 2 sentences with a blank where students must write the correct keyword or phrase.
2. DO NOT indicate the correct answers in brackets.

5.Essay Question:

1. Write 1 question describing a communication or situational problem involving one or more keywords.
2. Include 3 sub-questions that require thoughtful analysis or application of the concepts.

Answer Key Page:

•Provide all correct answers on a separate page at the end of the document.

•The answer key should include answers for:

- True/False Questions
- Multiple Choice Questions (MCQs)
- Situational MCQs
- Short Answer Questions
- Essay Question answer in 200 words only

Output Requirements:

•Format: The quiz must be created in an exam-style layout and saved as a Word document.

•Answer Key Placement: The answer key must appear only at the end of the document.

Key Terms

Active perception
Closure
Figure
First impression
Gender identity
Ground
Impression management
In-group
Intergroup perspective
Interpretive perception
Mental health
Organization
Out-group
Perception
Perception checking
Perceptual constancy
Personal identity
Prejudice
Proximity
Role
Selective attention
Selective exposure
Selective perception
Selective retention
Similarity
Stereotyping
Subjective perception
Symbolic interactionism

