

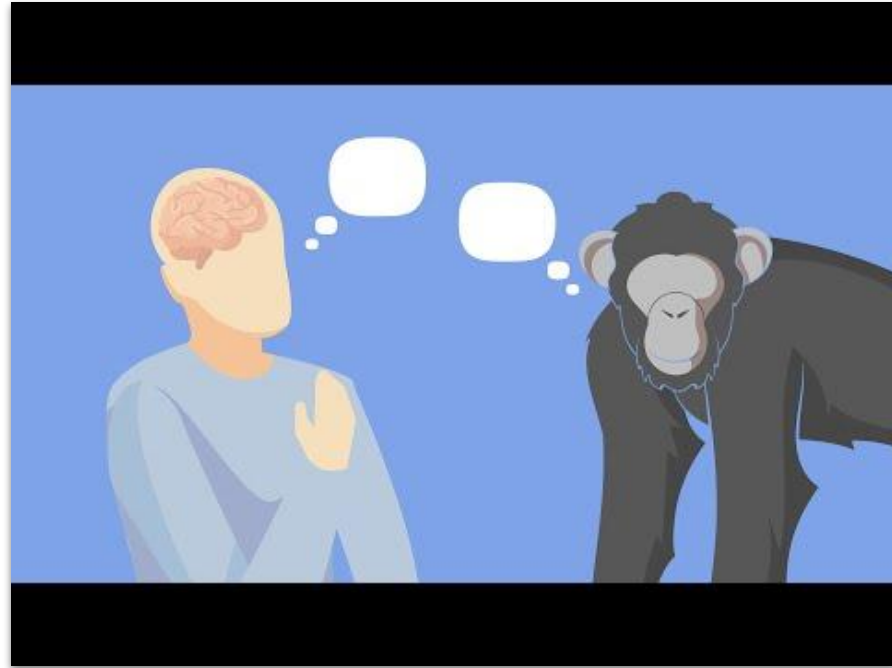
Chapter 1: The impact of words



1. Language

We all know how to communicate but because it's something we learn naturally, we don't always know how it works.

Here is a video that explains it.



2. Mental Representation, interpretation

When you see a movie, read a book, contemplate a painting, listen to music...



You perceive it according to your sensitivity, your history, your understanding, skills, knowledge... Basically, according to who you are.

It is because it depends on the **Mental Representation** proper to each, our **interpretation**.
The spectator is **an active participant to the process**.



Language and words work on the same way that the **artistic work**.

Mental Representations

to represent our knowledge, memories, or ideas

A structure in our mind, such as an idea or image, that stands for something else

- external object, things sensed in the past or future, but not present

Think about things that are abstract and that have no physical existence

→ love, passion, truth, justice



There is what it is said or shared from one perspective.

And from another perspective, there is the receiving and so the interpretation; taking into account knowledge and skills proper to each, it is *subjective*.



Accordingly, we can figure out that it exists a relationship between language and interpretation.



And from this relationship, another notion comes out of: the one of **Influence**.

3. Influence

Invisible Influence





When you put yourself in the shoes of the one who shares, you can be sure that what you say will have an effect on people's mind.

It is what we call **Influence**,
and it is not only attributable in
the journalism field, but also
within a family, society,
friends...



4. Intention behind the words

The **intention** is the first thing we should take into account when we want to talk about a subject.

Using words comes with a choice, that of making the idea you want to convey as well as possible understood.

That said their interpretation depends on the people and the way they perceive it is not always what we thought.



To make it simple the intention of our message is the idea we want to spread.

How to make it in harmony with your values?



How to be sure that your message is well defined, before sharing it?



In the next chapter we will see more in depth tools that could help us achieving this goal thanks to AI.

Conclusion

- When we talk about communication and depending on each person's experience and knowledge, we have a different **interpretation** and we make our own **Mental Representation**.
- Words can have an **influence** on other people so it is important to choose them wisely.
- Even if the **intention** is well outlined, no one can have the power to control the influence that the words will have because they are linked to the representation that each one has of them.
- The words having an undeniable weight it is important to choose them well to be the most in agreement with the subject we want to talk about in order to limit the misinterpretations.