



## Stratagame Project

## Communication and sensory perceptions



Any person would argue at first sight that there is no direct link between communication and the way each of us perceives the outside world. But the specialists in the field of communication, neuro-psychological programming and psychology have shown us the opposite, that is: each of us describes the same event differently, depending on the perceptual capacities that it holds or is predominant. When we talk about perception, we mean the five ways to perceive by: hearing, seeing, touching, smelling, taste - the latter two being versions of the same sense.

Through these senses we collect all the information about what surrounds us, about what we feel and what we are analysing. We are preoccupied with a multitude of sensory perceptions, but we are not aware of all at the same time. Whenever we bring a person to attention, or we refer to an event, or we try to describe a situation, or we are debating a problem, it seems that one type of sensory information is consciously taken into account. This information transmitted by the senses is coded in the form of representations. These sensory representations make up the characteristics that communicate with us. There are four types of visual, auditory, kinaesthetic and digital additions, and recognizing the category we are part of helps us to know how we communicate. Also knowing what kind of representation, we are part of, will help us and recognize our interlocutors in their ways of representation, which will allow us to communicate using the same language.

All these elements will be evaluated and described in detail through the test that our STRATAGAME project proposes.

