

# The Power of Language : How words shape our perception of reality

## 1. Introduction :-

**Thesis Statement :-** Language is the most important tool for human society. Its usage has deep impacts on one's thinking and opinion-making. Governments, media and technological entities all use words to influence masses. By remaining vigilant, unwanted influences can be avoided.

## 2. Correlation between language and perception of reality

## 3. State Role of State in regulating language :-

- a. Imposition of language of the ruler over masses
- b. Release of selective information
- c. Usage of Euphemisms
- d. Propaganda favouring state narrative
- e. Silencing of critics
- f. Framing of slogans

## 4. Guileful usage of words by media :-

- a. Headlines and word choice
- b. Editorials — topics and areas
- c. Selective quoting — out-of-context statements
- d. Tone and emotional appeal
- e. Opinions from selective experts only

## 5. Technology — thoughtful word choice :-

- a. Usage of Jargon to create impression
- b. Using fear words to impart urgency

c. User interface design and labels

d. Branding/naming of gadgets

6. Way forward to avert/minimize influences through words:-

a. Recognize potential biases

b. Seek information from credible sources

c. Vigilance about tone and underlying meaning

7. Conclusion