

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 :-

- Imposition of language of the ruler over masses
- Release of selective information
- Usage of Euphemisms
- Propaganda favouring state narrative
- Silencing of critics
- Framing of slogans

4. Guileful usage of words by media :-

- Headlines and word choice
- Editorials — topics and areas
- Selective quoting — out-of-context statements
- Tone and emotional appeal
- Opinions from selective experts only

5. Technology — thoughtful word choice :-

- Usage of Jargon to create impression
- 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

Good