

Cognitive processes paper

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Cognitive Processes Paper Maggie Morrison PSY/560 December 3, 2013

Isabelle Three types of cognitive processes Subliminal perception is believed to be effected by its based finding of mind control, weather it's one person or group of people. Mind control can be used on a group of people without their awareness. The perception of this idea is to get people to do things that would not normally do. For instance, during the 1950s there was a message that says Drink Coca-Cola which attack many people into trying this product or making them thirsty for a cold Coca Cola. This ad was used enter a person mind while making them thirsty for the item, because the company wants to sell their product (Pratkanis, 1992). This ad was used in order to send a subliminal message to the unconscious mind so they would try the product without knowing they were being control in to doing something they did not want to do. The company strategically is to mind persuade or manipulated each individual into doing what the company what the individual to without them knowing they are being brainwash into doing something new. Once an individual feeds into an ad, the subliminal message has persuaded several individual into trying or buying a new product. Subliminal Perception is a manipulation of thoughts, attitudes, and a behavior which is observes by their awareness of stimulus. Since there is some controversy, there is adequate evidence on how observer's response can be affected by the stimuli in which they claim how they have not seen. The cognitive psychologist is not predominantly devastating, but the media and the public has responded several times to the notion of subliminal perception. Most people do not think of being subliminal manipulation but we need to determine whether the conditions are reflected within the product. So now each individual is control into purchasing these items without knowing how

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they were manipulated into making a purchase. Throughout the years subliminal perception has been used on many advertisements in order to influence each person to purchase their product whether they need it or not (Moore 1982, 1988). Visual perception is what we our eyes and brain does on daily basics. When looking at images we see them as a whole instead of in sections. Although, images can be broken into their visual elements, such as shapes, lines texture and color. These images that we see allow our eyes to focus helps our brain to get acquainted with the image, in order for us to transmit the information into our brain. Psychologist explains the process of the physical energy which is received by the sense organs. These sensory are converted into perceptions of sight, sound smell taste, and touch (McLeod, 2007). Since there are two different approaches of visual perception, the first approach is to perceive the constructive while approaching the pondering. The direct approach is to emphasizes the richness of the visual environment from moment to moment. Whereas the constructive approach is what could be considered the subsequent steps of the visual experience which include the roles of memory, imagination while problem solving the world as we see it. Although, the constructive approach attend to focus more on the cognitive factors rather than specify the aspects of visual stimulus (Rochat 1999) When processing the visual perception their main focus emphasize on the top down interpretation which inherent the expectation of our knowledge while surrounding the information of the cognitive factors. Wagner and Sparrow (2004) talk about the direct bodily feedback from the visual perception and how their action is significant and appreciate to the three dimensional worlds. Vision is the majority prevailing sense; in which we use for all information throughout the world. Once we

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open our eyes there is some form of light that enters our eye while processing this information to our brain. Once this information has entered our brain we see objects and how they operate and the way they move. Visual perception has taken a different approach of perception, beginning with its function of vision which serves as an active observer within the environment. The general induction of our current knowledge is to study the vision and its function (Wade & Swanston, 2001). Auditory perception has the capability to recognize and understand sound with explicit organs, such as a person's ear. Each sound can exist in the form of vibrations which can travel through the air or other substances. Our ears can identify the sound of vibrations, while converting it into a nerve impulse which is immediately sent to the brain where it can be distinguished. If an individual is deaf he or she has no auditory perception because they cannot interpret any sound. Although, when it comes to animals they can make out different sounds, especially dogs they are skilled in perceiving sounds of a very high pitch whereas humans cannot hear a sound of that capacity. There are several factors that can affect the auditory perception further than hearing any type of sounds. Our brain is mostly responsible for it; many processes it can turn a large group of incoming noise into something useful and clear. Auditory perception discrimination is a process of being able to know the differences between sounds; however, it is tremendously important to know the language of sound as if it was speaking different sounds. Among the effects of discrimination, the foreground and the background is a significant part of auditory discrimination. It's important to be focused on the important noises so that not so important noise will not be so overwhelming to the human ear.

(Broadbent, 1958, and Cherry 1953). Reference Michael T. Swanston;

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