
EFFECT OF THE MASK ON COMMUNICATION: A PERSPECTIVE OF THE SCENARIO OF COVID-19

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ABSTRACT

The COVID-19 pandemic has radically altered our way of life, and it has become the "new normal" for us. The wearing of a facemask in public areas has now become a requirement. Many people used to cover their faces in public places for a variety of reasons, but it was not considered proper etiquette at the time. In the past, wearing a mask was considered unsuitable in many situations due to concerns about safety and identification. This has changed. Even though the vaccine for COVID-19 has already begun, and COVID-19 may be eradicated within a few years, wearing a mask will continue to be a part of everyday life for a variety of reasons. A new pandemic is expected at any time as a result of pollution, and we have observed and scientifically shown that viral infections have decreased significantly since we began wearing masks in public places. Specifically, the problem of face-to-face communication while wearing a face mask will be investigated in this research. The movement of the muscles on the face is very significant in the process of communication since it conveys a lot of information. When we wear a mask, the lower sections of our faces, including the part of the nose, the corners of our mouths, the corners of our jaws, and the insides of our cheeks, are hidden. The movements of the muscles in these areas of the face are critical in the communication process because they convey significant information. It is necessary to speak the messages that would otherwise be delivered through facial expressions. The use of facial expressions to complement spoken communication has been phased out. The real question is how communicators will navigate their way out of this dilemma.

KEYWORDS: *Face-To-Face Communication, Facial Mask, Facial Expression.*

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