

Section - 4

Ans 1 Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment. All perception involves signals in the nervous system, which is then translated from physical or chemical stimulation of the sense organs. It is not the passive receipt of these signals but is shaped by learning, memory, expectation, and attention. The study of these perceptual processes shows that their functioning is affected by three classes of variables - the objects or events being perceived, the environment in which perception occurs, and the individual doing the perceiving.

Perception depends on complex functions of the nervous system but subjectively seems mostly effortless because this processing happens outside of conscious awareness. According to Joseph Rife; "Perception includes all those processes by which an individual receives information about his environment - seeing, hearing, feeling, tasting and smelling. According to B.V.H Gilman, "Perception is the process of becoming aware of

situations as adding meaningful
arguments to narrations.

Process = Perception is the process of selecting, organizing, and interpreting information. This process, which includes the perception of select stimuli that pass through our perceptual filters, are organized into our existing structures and patterns, and are then interpreted based on previous experiences. Although perception is a largely cognitive and physiological process, how we perceive the people and objects around us affects our.

Communication we respond differently to an object or person that we perceive favorably than we do to something we find unfavorable. But how do we filter through the mass amounts of meaning information, organize it, and make meaning from what makes it through our perceptual filters and in our social realities?