

Concept of Perception

Perception is another most important aspect of life of organization. Many problems of the organization and that of its members may be traced to the distortion in perception. Perception means the ability to perceive i.e. understanding or knowledge, mental grasp of qualities by means of senses or awareness.

Communication is influenced by one's perception of individual. When we communicate with someone, the language we used, the tone of the language and gesture we make portray an individual's character and a kind of relationship he wants to develop.

People's behavior is determined by their perception. Perception consists of several processes which are influenced by the circumstances and the perceiver himself. In the words of H. Joseph Reitz perception includes, "all those processes by which an individual receives information about his environment — seeing, hearing, feeling, tasting and smelling. 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 varies from person to person and situation to situation and time to time i.e. it is relative to person situation and time. *Different individuals have different thinking styles, beliefs, feelings and objectives etc. and almost every individual behave accordingly.* The individuals listening to the same thing may perceive it differently. In the same manner the individuals looking at the same thing may perceive it in different ways.

The environment consists of lights, sounds, smell, objects, social, political, cultural, technological environments which govern the human behavior and stimulate him into action. On listening, seeing and talking he makes judgment about others.

The information which is received in the communication takes place in a perceptual process which is responsible in organizing the information into meaningful unit.

Meaning

Perception is the process through which the information from outside environment is selected, received, organized and interpreted to make it meaningful to you. This input of meaningful information results in decisions and actions. It is the process of interpreting something that we see or hear in our mind and use it later to judge and give a verdict on a situation, person, group etc.

Perception can also be defined as "a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment".