

Unit-3

Meaning of personality :-

The term personality is derived from the persona in Latin word which means to speak through. It describes the person as a whole it includes

(i)- External appearance through which a person influence others. These are the observable traits of a person.

For example : Sociability physical appearance related with height, look , complexion. (behavior, friendly courteous smooth).

(ii)- Internal factors represented by directly there are not directly observable but are inferred through observable behavior.

Personality thus represent a person and how he behaves in response to environmental Variables personality traits of a person, are partly inherited and partly develop through his/her experiences in life. They are thus influenced by the environmental stimulate no two person have same . personality person differ in their personality traits and every person behavior is the outcome of age unique personality.

Features of personality :- Personality of a person is characterize by the following feature :

- (i) It represent a trait of a person and is distinguished and unique for each person.
- (ii) It represent stable pattern of behavior which recharge only in extreme situation.
- (iii) It has both internal & external elements while external element can be observed internal elements (emotions, thoughts, feelings) etc. Can not be directly observed. They can however we infer from the external elements.

- (iv) It is genetic as well as acquired from the form the environment (through once experiences in life).

Factor's affecting personality :- Personality is affected by following factors.

- (i) – Biological factors
- (ii) – Personal factor
- (iii) – Culture factors
- (iv) – Family , group factor
- (v) – Situational factor

1. Biological factor – The biological systems of a person influence as behavior and personality through the personality traits that a person acquires at birth. These factor are as follows:

(i) Heredity: Heredity is transmission of qualities through ancestors. Physical attributes, energy level, facial composition, temperament etc. are usually transmitted in a person through his parents. Attributes like being an introvert, extrovert etc. are also inherited through heredity. Though these features affect personality of a person, personality does not completely depend upon heredity characteristics. The personality acquired through these features is partly stable, the other part of personality changes with life experiences (occupational and non-occupational). Even for the part of the personality that is acquired through heredity, temperament and physical features affect the personality more than the values, beliefs or ideas of a person.

(ii) Brain: Brain affects the personality of an individual through its parts - left and right. Left side of the brain hemisphere processes information sequentially and is analytical because it helps in recognizing parts which make a whole. Right side parts help a person frame his personality through electrical stimulation of the brain.

(iii) Physical features : Physical features represent the external appearance of a person which he acquires through biological factors. How one looks, height, skin complexion, body weight etc. affect the personality of a person to a large esteem.

2. Personal factors: Personal factors like age, gender, marital status etc. affect the personality of a person in the following ways:

(i) Age: If reference of personality is to be made to satisfaction, absence and productivity on job, age affects personality in the following ways:

(a) People older in age usually have low turnover while younger population have a higher rate of turnover. They look for new jobs with higher responsibilities and challenge.

(b) Older population is more experienced in their jobs and, thus, usually add more to productivity. While it is generally believed that skill of a person declines with age, this loss is offset by the maturity and experience of people.

(c) People performing professional jobs usually find more satisfaction with advancing age while non-professionals experience uptrends and downtrends in satisfaction with age. While initially, their satisfaction goes up, it further moves up with advancing age.

(ii)- Gender: Through male and female employees are at par in conceptual and analytical abilities, job which are demanding on physical strain and time are stressful for women more than men.

(iii)- Ability: Physical and intellectual abilities of a person affect the personality of a person in terms of defining his stamina and skills to work and also the aptitude. Perception, conceptualization and analytical abilities at work.

3. cultural factor : Culture represents the values, system, belief and customs of the society. Personality of a person is shaped by the cultural factors of the place where he is born. His thinking, values and idealism follow the culture of the society to which he belongs. Cultural values are transmitted from one generation to the other and are accepted by the members. Cultural values are imbibed in a person since childhood and, therefore, his personality and behavior conforming to cultural values is obvious. However, everyone is not equally affected by the cultural values. While culture of one region demands that everyone should speak the truth and work hard, everyone may not actually do so. Within the same culture, people behave differently depending on sub-cultural values and personal factors like age, educational background, skills etc.

Every culture has sub-culture that consists of smaller groups of people who share common values and beliefs. People in every culture belong to different age groups, castes, nationality, economic groups, religion etc. and thus, have different behavior.

4. Family and group factors: Family and group factors have important bearing on personality of a person. People are strongly influenced by the values of their group members. People belong to different groups for satisfying their social needs. The group members interact with each other and are influenced by each other's habits and preferences. Family (parents, siblings, close relatives) affects the personality of a person through his upbringing. Family and group factors affect the personality of a person through socialization process and identification process.

In socialization process, a person socializes with his family members and social groups. When a child is born, his initial socialization starts with his mother and as he grows, he socializes with other members of the family and also the social groups of the society of which he is a part, for example, school, college friends etc.

In identification process, a person identifies himself with his family members, first as a child, then as an adult. He tries to copy the actions of his parents and other family members which subsequently becomes part of his personality.

Thus, environment at home (warmth of the parents in bringing up children), family members (the teachings they imbibe in children) and social factors (interaction with friends at home and schools/colleges) affect the personality of a person which is reflected in his behavior at the work place.

5. Situational factors: Though largely, personality of a person is affected by the factors discussed above, sometimes a person behaves contrary to his personality. It is because of the situation that he faces. A person with higher-order needs of achievement and recognition will not be comfortable in a work environment with autocratic style of being directed rather than work through self-direction and self-control if he has to work in management. Conversely, a person whose lower-order needs are strong would prefer to behave differently as it would be in an autocratic work environment. An environment where laissez-faire style of

management is adopted, his personality and Personality traits, thus, differ with situation.

“Situation exerts an important pressure on the individual. It exercises constraints and may provide push. In certain circumstances, it is not so much the kind of person a man is as the kind of situation in which he is placed, that determines his actions.”