



UNIT-II **MEMORY** (cc-5)

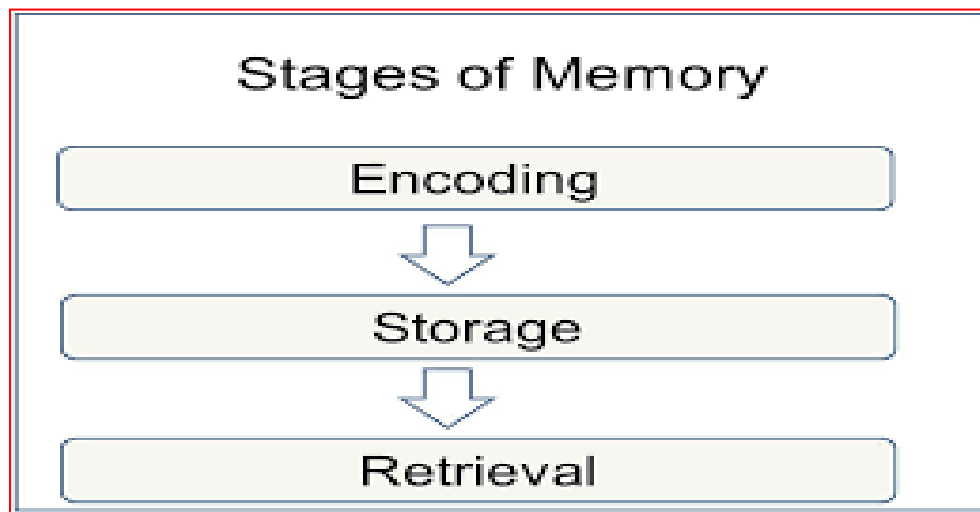
STUDY MATERIAL FOR M.A (IInd semester)

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WHAT IS MEMORY?

The study of memory is the attempt to describe how human retain the information , recalls when it is needed and recognize its familiarity when they later see or hear it.

- **Memory:** The ability of an organism to record information about things or events with the facility of recalling them later at will. Memory is the ability to take in information, store it, and recall it at a later time.
- **Memory** has importance in an individual life because it is the mental ability which helps to store, retain and recall the information.
- It is the process to acquire, store, retain, retrieve information.
- **MENTAL PROCESS** is the mental activity we perform in order to put information into memory and the activity that later makes use of that information.
- **MENTAL STRUCTURE** is the nature of memory storage itself :how this information is represented, how long the representation may last, how memory is organized . it concerned with what is represented(content), characteristics of the representation (duration ,time, space etc)
- There is three main stages or component of memory are encoding, storage, and retrieval. Problems can occur at any of these stages and leads to forgetting

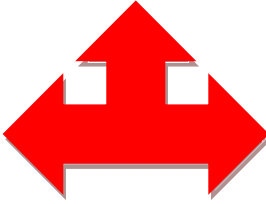


Component or stages of memory.

1. **ENCODING (OR REGISTRATION):** it is the process of receiving, processing, and combining of recieved information. It allows the physical and sensory information from the outside world to reach our senses in the forms of chemical and physical stimuli. In this first stage we must change the information so that we may put the memory into the encoding process.
- When nervous system code the information in its form is encoding.

- Encoding could be:

- 1. Automatic or incidental



- 2. Effortful or explicit or through Attention

- TYPE OF ENCODING :Visual, Acoustic, semantic, tectile(through touch)
- It can be enhanced through overlearning, rehearsal,distributed practice.

2. **STORAGE**:. Storage is the second memory stage or process in which we maintain information over periods of time either permanently or temporarily. It is the creation of a permanent record of the encoded information.

3. **RETRIEVAL (OR RECALL, OR RECOGNITION)**): The third memory stage . When stored information is searched according to needs. It is the process of calling back of stored information in response to some cue for use in a process or activity. We must locate it and return it to our consciousness. Some retrieval attempts may be effortless due to the type of information.

- It is also called remembering