

Viewing

A joint action of more or less **purposeful perception** and **aesthetic feeling** in the visual modality. Purposeful perception of aesthetic experience and pleasure; perception for the purpose of aesthetic evaluation. The most vivid examples are viewing pieces of art, nature or a beautiful thing. However, reading an educational text mainly belongs to **observation**; just like in the case of listening to a lecture the leading process is thinking rather than perception.

Differently from common visual perception or seeing, viewing is a **form of behavior** since it has its own **need**. Viewing is sometimes accompanied by other types of purposeful perception: **listening** (e.g. watching a film or performance), **tasting** (e.g. exhibition of drinks) or **aesthetic type** (e.g. flirting games). Understanding and aesthetic feeling are important in reading fiction, whereas viewing is not important in this respect.