

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

M.A. SEMESTER-III

PSYCHOLOGY PAPER – CCT – 13

Advance of Social Psychology – I

(To come in force from June, 2012)

University Exam	:	70 Marks
Internal Exam	:	<u>30 Marks</u>
Total	:	100 Marks

Objective:

The Objective of this Course is to apprise the students with Various theories and systems of Psychology and to Provide the theoretical base of Psychology.

- Definition , Nature and Scope of Social Psychology.

UNIT- I

1. Definition of Social Psychology - Nature of Social Psychology as a Science Relation to Psychology - Sociology and Anthropology - Scope of Social Psychology.

2. Methods of Social Psychology

Introspection
Observational Methods
Psychological Experimentation
Survey research Method
Sociometric Methods
Content Analysis
Cross-cultural research method
Projective Techniques.

3. Cognitive Processes-Perception.

- Cognitive World.
- Principles of Cognition.
- Social nature of perception and its different aspects.

- Person Perception.
- Errors in Person Perception

UNIT- II

4. Social Aspect of Motivation

- Meaning and nature of motivation.
- Needs and Goals.
- Some major human wants.
- Approaches of Social motivation.
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5. Interpersonal response traits and Self-Perception

- Cognitions, Needs and Inter-Personal Response.
- Some Primary interpersonal response traits.
- Inter Personal response traits and the need satisfaction.
- Self-Perception.
- Characteristics of interpersonal response traits.

UNIT- III

6. Attitudes

- Definition and nature of attitudes.
- Attitude Structure.
- Attitude Functions.
- Determinants of attitudes.

7. Attitudes Measurement

- Theoretical basics of attitude measurement.
- Measurable attributes in attitudes.
- Characteristics of attitude scales.
- Types of items.
- Methods of attitude measurement.
- Reliability and Validity of the Scales.
- Measurement by rating.
- Survey interview.
- Limitations in attitude measurement.

8. Attitude Change.

- Types of situations in attitude change.
- Source Variables in attitude change.
- Message factors in attitude change.
- Channel factors in attitude change.
- Receiver individual factors in attitude change.
- Consistency of attitude and behavior.

UNIT- IV

9. Prejudices

- Definition and nature of Prejudice.
- Are Prejudices natural or learned ?
- Stages of Prejudice development.
- Determinants of Prejudice.
- Reducing methods of Prejudices.

10. Language and Communication

- Theories of Origin of language.
- Nature of Communication
- Functions of the Words.
- Language and thought.
- Semantics.
- Communication and Cognitions, needs and attitudes.
- Language and Personality.
- Language and Culture.

Readings :

1. Krech D, Crutchfield R.S. and Bellachey C.L. (1962) Individual in Society, New York. MCGraw Hill.
2. Sargent and Williamson R.C. (1966). ' Social Psychology', New York, Renali Press.
3. Ray Gilbert S.A. (1951), ' Laboratory manual for social Psychology', New York, American book co.
4. Kuppaswami B. (1961), ' An introduction to social Psychology', Bombay, Asia Publication.
5. Dr. B.A. Parikh, Advanced Social Psychology, University Granthnirman Board, Ahmedabad.
6. Berkowitz L. (1964), ' Advanced Experimental Social Psychology,' New York, Academic Press.
7. Brown Roger (1965), 'Social Psychology' New York, Free Press.
8. Hollender E.P. and Hunt R.G. (1963), 'Current Perspectives in Social Psychology, New York. Oxford.
9. Klineberg O. and cristia R (1964), 'Perspectives in Social Psychology'. New York, Holt.
10. Newcomb T.M. Turner R.J. and converse P.E. (1965), 'Social Psychology': 'A study of Social interaction', New York, Holt.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

M.A. SEMESTER-IV

PSYCHOLOGY PAPER – CCT – 18

Advance Social Psychology – II

(To come in force from June, 2012)

University Exam : 70 Marks

Internal Exam : 30 Marks

Total : 100 Marks

Objective:

The Objective of this Course is to apprise the students with Various theories and systems of Psychology and to Provide the theoretical base of Psychology.

UNIT- I

1. Social Norms, Roles and Status.

- Nature of Social interaction.
- Social norms-Nature of Social norms.
- Formation of Social norms.
- Social Status and Social Role.
- Roles, nature and determinants.
- Role Strain-Role conflict.
- Status and Status System.
- Social class and social environment in Indian society.
- Social mobility and status change.

2. Leadership Behavior.

- Nature of leadership.
- The emergence of leadership.
- Functions of a leader.
- Dimensions of leadership behavior.
- Psychodynamics of the leader follower relation.
- Theories of leadership

- Effects of leadership, types of leadership.
- Evaluation of leadership behavior.

UNIT- II

3. Public Opinion.

- Public, Opinion and Public Opinon.
- Formation of Public Opinion.
- Role of rational-irrational elements in public opinion.
- Factors in formation and change in public opinion.
- Importance and dangers of public opinion research.
- Measurement of public opinion
- Polling.
- Stability, validity and reliability of public opinion.
- Media of mass communication.

4. Propaganda.

- Meaning, nature and characteristics of propaganda.
- Techniques of Propaganda or Principles of Propaganda.
- Propaganda and language.
- Effectiveness of Propaganda.
- Protection against Propaganda.
- Protection against Propaganda.
- Need for Propaganda.

UNIT- III

5. Psychological Group : Structure, Tasks and Performance.

- Definition of a Psychological group.
- Methods of Study.
- Models of group structure.
- The characteristics of small groups, Functional analysis of groups.
- Group Cohesiveness.
- Group goals.
- Group ideology.
- Process of group formation.
- Social Organisations.
- Group effectiveness.

- Group Performance Versus individual performance.

6. Group behaviour and the Crowd.

- Nature and type of Crowds.
- Crowd and deindividuation.
- Elementary features of Crowd.
- Theories of Crowd behavior.
- Methods in the study of the Crowd.

UNIT- IV

7. Socialisation, Self-Concept and personality.

- Approaches to Socialisation.
- Nature of Socialisation
- Nature of the Self-Concept.
- Culture.
- Personality and Culture.

8. Pro-social and antisocial behavior

- Helpful behavior
- Aggression.
- Attraction : Linking and Loving others.

9. Social Psychological aspects of International Relations.

- War and international relation.
- Psychological aspect of war.
- Contribution of Psychology for Peace.

Readings :

1. Krech D, Crutchfield R.S. and Bellachey C.L. (1962) Individual in Society, New York. MCGraw Hill.
2. Sargent and Williamson R.C. (1966). ' Social Psychology', New York, Renali Press.
3. Ray Gilbert S.A. (1951), ' Laboratory manual for social Psychology', New York, American book co.
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