

Man is a social animal and so from birth till death, he learns from his experiences in various social situations and changes that take place. We hold a variety of attitudes in social life which are towards friends, parents, relatives, social organizations, literature, culture etc. With wide variety of experiences, we tend to get idea about different individuals, objects, situation or circumstances. In Psychological language it can be called Attitude. Attitude gives shape to human behaviour. We tend to have either favourable or unfavourable attitudes depending upon our experiences. So likes and dislikes also play an important role in formation of Attitude. It is as per our like and dislikes that we show, our behaviour towards certain people, objects or situations.

Do you like this vegetable? Do you like to roam about with your friends? Do you respect your elders? Do you like to go to school? When such questions have to be answered in either 'Yes' or 'No' , we can know the attitude and its direction. Normally attitude is either positive or negative. Attitudes can be overt or covert and it can be seen in our language, behavior and relationship with others. Social Psychology is an independent branch of Psychology. Where man's social behaviour is studied in-depth. Attitude is one of the important factor for study of social behaviour of an individual as per Social Psychology.

What is Attitude ? How is it formed or developed? Can it be changed or not ? etc. If we have the answers to the above questions then we can understand the attitude of other people and behave accordingly, to help in creating a better process of social organization.

A firm negative thought is Prejudice. Prejudice takes place in opposition to attitude and always creates a negative effect. Prejudice leaves a lasting impression on the behaviour of the individual as well as the people living in the society. Prejudice is the cause of social conflicts and social discrimination. It is important task for the psychologists to free the society from prejudices and make it more organized and harmonious. Hence it is necessary to understand to a few strategies of reducing prejudices.

Attitude

As we have seen earlier that Attitude gives directions to human behaviour and help in living an adaptive and adjustive life. It is important to understand the nature and meaning of Attitude.

1. Meaning and Nature of Attitude :

“Attitude is a consistent, learned and impulsive response or behaviour towards a specific, object, individual or a situation.

B. Kuppuswamy (Indian Psychologist)

“Attitude is a mental and neural state of readiness to respond to a specific object, individual or situation with which it is related”.

Gordon Allport

“When people evaluate any aspect of their social world like objects, thoughts, events, individuals, social groups either in a positive or negative way and respond to it then it is called Attitude”. **Baron & Byrne(1996)**

“Attitude represents fundamental factor of all facets of thought”.

Ito & Cacioptho(1999)

Every society has got wide variety of traditions, values, culture, morals, thinking, life style etc. which bring about a change in attitude and behaviour time and again. They also change the human values and goals. On the basis of the above definitions, few points become clear about attitude –

- Attitude is a psychophysical behaviour of the individual arising out of mental cognition.
- Attitude gives directions to human behaviour and leads him/her to give a response.
- As every individual possess different attitudes, their reaction to them is also different.

Nature of Attitude

To understand attitude it is important to understand its nature. The following points are :

(I) Attitude is not inborn but a learned reaction : Attitudes are formed on the basis of the way in which an individual is brought up in the family, school, society and culture. e.g, if a child tells the mother that he does not want to eat vegetable then the mother gives other optional food items to the child to eat. So whenever the child shows his dislike towards a particular thing, object, mother gives him other options to choose from, which the child likes or desires. In the same way attitudes can also be formed in children regarding T.V. programmes, cartoon serials etc.

(II) Attitudes are relatively permanent: Attitudes formed on the basis of experiences are stable, permanent and bring long term change in the behaviour and so sometimes are difficult to change also. As per the experiment, by Norman – Silver, it's proved that Attitudes once formed do not change that easily specially in social traditions, customs etc. For e.g, over years together many thinkers, social reformers, religious leaders etc. have tried to eradicate caste system, child marriages, untouchability etc. but still many societies are not ready to accept the change and still practice it. We have to keep trying till we can bring awareness and awakening among the people This shows that change in attitude is difficult but not impossible. So we can say that Attitude is permanent.

(III) Attitude is related to individual or object

Attitude is an individual's personal reaction or behaviour towards a specific thing or object. They are unique or typical characteristics of a person. As per Allport, Attitude is a mental readiness to respond to a specific object, individual or situation. Attitude encourages an individual to react – either in favour or opposition of an object or thing. e.g, a person who is in favour of semester method in exam will always speak good about it and show how advantageous it is.

(IV) Attitude develops from individual towards group

Just like learning and perception even in Attitude we can see the principle of generalization. Attitudes which are formed on the basis of individual experiences slowly move from individual to the religious group or community to which he belongs and everybody starts reacting in the same way. e.g, many times it has been observed that when a girl from rich family gets married to a boy middle class family, people assume that as she comes from rich family she will not do any work and on the basis of this, they generalize that “Girls of rich family are not good”. If an individual is cheated once or twice by a business man, then the individual generalizes that “All businessmen are cheaters”. So Attitudes formed on the basis of individual experiences slowly pass on

from individual to the group to which they belong.

(V) Attitudes are extended to group

Members of the same group usually have similar attitudes. They do not remain only to the individual but the whole group gets affected by it. e.g, Gandhiji's principle of cleanliness and untouchability, was not only his principle but of the whole ashram and all those people who were associated with him. His revolution on "Swadeshi movement" and "Bharat Chhodo" slowly spread all over India and became very strong. So sometimes it can be said that few persons attitudes can be extended to the group.

(VI) Attitudes are purposeful and full of feelings

Most of our attitudes are purposeful and based on feelings. They make an individual behave either in favour or opposition of another group or individual. Generally attitudes are not very firm. e.g, Even after having very positive attitude towards religion, many religious leaders and superstitious people are not ready to accept scientific explanations for religious practices and in the same way people of science background do not accept preaching of religious leaders because they consider them to be superstitious. In this way both groups oppose the views of each other as per their Attitude.

(VII) Attitude show likes and dislikes of an individual

Every individual will have likes or dislikes towards an object or a thing. The way a person thinks, feel or acts is guided in a direction by attitude. An individual likes to be in the company of the people whom he likes and also maintain long term relation with them. Supposing, he dislikes a person then he tries to remain away from him. For eg. a child who does not like to go to school or do homework, will develop dislike towards school, teachers, parents and develop negative attitude towards them.

2. Formation of Attitudes

We have seen from the earlier features that attitude is not inborn or inherited but it is learned by the process of socialization and learning skills. Attitude is formed on the basis of experiences, develops and then becomes firm. Different types of learning methods play an important role in formation of attitude.

(I) Learning Methods which help in attitude formation

(a) Classical conditioning: Conditioning means 'to join or to associate' In this process, a neutral stimulus is associated with an established stimulus response connection. Eg. – In Pavlov's study, food salivation reaction occurs naturally. The reaction of salivation that occurs due to sound of the bell, a substitution for food is called classical conditioning. Due to this type of conditioning many positive attitudes are formed. e.g, when a mother breastfeeds her baby, it experiences satisfaction which is natural. The baby will immediately show happiness on seeing the mother after many such experiences of breastfeeding. The presence of mother is enough to make the child feel happy and so will develop a positive attitude.

(b) Operant Conditioning : In this type of conditioning, those responses which are reinforced become very firm and are repeated. Such attitude will be awarded by teacher, parents, friends etc. This method also helps in controlling behaviour. If a certain attitude is systematically rewarded, the person learns that attitude

and if he is punished for it then he avoids to practice it. Positive reinforcement like praise, reward, etc. help in developing positive attitude while negative reinforcement like punishment, avoidance, shock etc, help in developing negative attitude. Children form many attitude by reward and punishment. e.g, if you praise the child and ask him a favour he will immediately do it but if you scold him than he will refuse to do the favour.

(c) Observational Method: Observation is the main source for emulation. It is not possible to learn emulation without observation children closely observe behaviour of parents, relative and other family members and learn many forms of behaviour. They acquire many new attitudes towards racial groups, neighbour and ideologies by observing behaviour of adults. Acceptance or non-acceptance, like or dislike towards the attitude by the people will help an individual in developing either positive or negative attitude. e.g, A teacher asked a question to a student and if student gives right answer and the teacher praises him in front of the whole class then that student feels happy and the other students are also encouraged to answer. But if the student gives wrong answer and the teacher abuses the child than it creates a negative effect on the mind of the child and also other students. Hence positive or negative attitudes can be developed by observation.

(d) Exemplary behaviour: Man is a social animal and hence majority of his attitudes are formed and developed with his interaction with the social environment. Every individual observes, evaluates and also sees how it is looked upon by the society and then decides whether to practice it or not. Usually every individual evaluates and perceives attitudes of other people in a wide variety of ways but it can be said that only that behaviour is exemplary which is accepted by the society. Many people have father, mother, teacher, religious leaders, social reformers, political leaders, actors etc. as their ideals and they try to emulate their desirable and exemplary behaviour in their daily life. e.g, Gandhiji's simplicity, behaviour, language was always in relation to his principles of truthfulness, determination, his prayers, which all were examples of positive attitude for his followers and they also started developing his attitude. Many great people like Dr. Jai Prakash Narayan, Swami Vivekananda, Dr. A.P.J. Kalam, Amitabh Bachchan, Dr. Ambedaker, Smt. Indira Gandhi, Kalpna Chawla etc. They have become positive ideals of people which reflect in their language, thinking and behaviour.

(II) Factors influencing attitude formation

Attitude provides a direction to human behaviour and so its important to understand attitude. Which factors play an important role in shaping our attitude? How does it develop? etc. are the questions which needs to be answered. During his life cycle individual learns attitude either in covert or overt way. It is also developed through interaction, exchange of thoughts, behaviour evaluation etc. He, in this process accepts the positive ones and rejects the negative ones. The following factors affect attitude formation.

(a) Family

(b) Socialization

(c) Direct personal experience

(d) Effects of mass media

(a) Family : During the entire life span of an individual family plays an important role. Family is a small unit of society but an individual is the smallest unit of a family. Man is a social animal and so for him family life

is very important. The most basic and primary knowledge about socialization can be learned in family. It is through parents and family members that the child has contact with the social world. In family every member has different roles to play as per the age and experience. Every member in the family behaves differently with each other. A human child is mostly influenced by the mothers' behaviour and as per studies human child is more dependent than animal babies. Positive attitude in children are developed by interaction with parents family members and how they respond with love, satisfaction, co – operation, praise etc. In the same way hatred, contempt, malice, jealousy etc. develop negative attitude in children. Often children classify behaviour good or bad on the basis of likes and dislikes practiced by family members. Many times when parents scold the child and grandparents scold the parents for shouting at the child then the child will develop good attitude towards grandparents and bad attitude towards parents. In short, family forms many attitudes of an individual.

(b) Socialization: It is a term used by sociologists which refers to the lifelong process of inheriting and disseminating norms, customs, values, habits and ideologies. It is a process through which social and cultural continuity are attained. Socialization is lifelong learning process. Every society has got different social structure and hence the process of socialization is also different. There can be changes in the process of socialization because of close internal inter action with different cultures, their life styles, customs, traditions etc. Which also affect the socialization process in children. After family the other institutions that affect socialization are school, culture, religion, caste etc. Children who are brought up in family who have strict and rigid religious practices, have positive attitude towards religion. Language, province, geographical locations all help in socialization. eg. a Gujarati will eat their stable food, Punjabi will give more importance to dairy products, in south India more usage of coconut and rice etc. suggest lifestyle and habit as per geographical location. How to respect elders, welcome the guest, clothing style etc. are developed by the process of socialization.

(c) Direct personal experience: Experience is the best teacher. Every individual learns from experiences. Individual's experiences are specific and their understanding is also based on the perspective of the individual. Many people in the same situation react differently because their experience, past knowledge, education, understanding is all different. e.g, a very strict teacher has helped any student in personal way by taking care and guiding her then the student will have positive attitude towards the teacher in comparison to other students because of her positive direct personal experience.

(d) Effects of Mass – media : Its said that 20th century was science era and 21st century is technologoy era. In this modern era science and technology both have become comprehensive. They both help in conveying information and entertainment faster which has changed the life of human beings all over the world. In ancient times, people had to go personally to give a message or a letter which was very time cousuming where as in today's modern world newspapers, T.V. mobile, internet, whats app, twitter, facebook, google etc. are important media of communication which are quick and authentic. An event taking place anywhere him the world can reach the people every where within minutes and we also get their response immediately. There was live telecast of Uttarakhand floods on television and the people saw how the military aided those who were affected by the floods. Seeing this the attitude of the people became more firm and positive towards the army. Mass media has become important source in changing and forming attitudes of the people.

Attitudes give direction to behaviour and they help in the process of social development. Attitudes are learned and they keep on developing so we should avoid negative attitudes and have more positive attitudes for harmonious living in social world.

3. Techniques of attitude change

Earlier in the lesson we have seen that attitudes are learned. Experience, education, socialization, group, propaganda etc. help to develop attitude. Many negative attitudes are harmful for the society, individual and also the world. Such attitudes are difficult to change but not impossible. Family, parents, school, teachers, religious leaders, political leaders, newspapers, television etc. help in bringing a change in attitude:

The following are the techniques which bring change in attitude :

- | | |
|-------------------------|----------------|
| (I) Education | (II) Publicity |
| (III) Group discussions | (IV) Norms |

Let us understand the above techniques in detail :

(I) Education: We all know that learning is a relatively permanent change in behaviour arising out of experience, training and practice. It means that education can bring change in behaviour which can be either covert or overt learning in school/college or learning by socialization can also bring behavioural changes in the individual. A traditional farmer through education and learning changes his method of farming by using modern technology and also develops positive attitude towards it. In school/college parents have developed positive attitude for activities for all round development of their children and not just bookish knowledge.

(II) Publicity : Publicity, propaganda, advertisement etc are all effective means for learning. Mass media also plays an important role. Who does the publicity? In which group it is done? Which medium is used ? All these questions affect attitude. Tag lines used in advertisements also become important in bringing change in attitude. Before hundred years, 90% of the people, were dependent on agriculture in India and at that time it was believed that “Children are assets” but slowly the increasing population and its negative effects changed the belief of the people to “we two, our two”.

(III) Group discussion : Communication and interaction are two important features of group discussion and they help in changing attitude of the people. In development of attitude group membership, group activity, status all play an important role. Two groups with opposite attitudes, can by interaction and discussions bring change in their attitude towards each other. In 1943, Newcomb was successful in changing the attitude of rigid college going girls. Management and employees can also solve their problems by open discussions had interactions. India has been the victim of terrorism from last many years. By discussing this problem with various leaders of the world, we have been able to get their attention towards its harmful effects. They too,

have joined with India to fight terrorism. So by group discussion we have been able to change the attitude of the world towards terrorism.

(IV) Norms : Many times individual is not ready to change attitude even by experience, understanding or discussion. At that time norms or rules are effective tools to bring change in attitude. In a country like India even today ancient and traditional customs are practiced which are not good. In such situations norms, laws, rules etc. can help to bring a change. There were many temples in India where ladies were not allowed to go but in 2016 supreme court of India gave the verdict that as per law men and women have equal right to worship. So women were allowed and it was accepted by all. So sometimes norms or laws can also help in changing attitude of the people.

Still there are so many negative attitudes prevalent in the social world, which need to be changed. For that psychologists, social reformers, teachers, political leaders etc. should take help of the Judicial system.

4. Obstacles in Attitude change : We have seen in the chapter that how important it is to remove negative attitudes from the mind of the people for the betterment of individual, society or nation. Even after trying very hard, many times it becomes difficult to change the attitude. There are many obstacles in attitude change and they are as follows :

(I) Strength

(II) Complexity

(III) Importance

(IV) Inter connectedness

(V) Functionality

(I) Strength : Attitudes which are there in an individual for a long time cannot be changed easily as with time they become firm and stable. Extremely strong attitudes are difficult to change e.g, Though we are influenced by western food habits, we cannot forget our traditional ones neither are able to change them. In America still there is racial discrimination between the Negroes and Whites, In Asia India and Pakistan people have not been able to change their attitude towards each other because they are very strong.

(II) Complexity : An attitude is formed by multiple factors. It is said that development of attitude is a complex process and formed by a large number of factors and so is difficult to change. A simple attitude is easier to change than a complex one Social reformers have tried hard to abolish social customs like child marriages and dowry system but have not been successful because of its social complexity, and such customs are still prevalent in the society.

(III) Importance : In every human being's life, different things are important at different point of time. An individual behaves as per the importance of the situation. When attitudes are related to life goals their importance increases and they are difficult to change. For eg. suppose for an individual his friend has a very important place in his life then in such situations, he overlooks all the negative aspects and continues to be friends with him.

(IV) Interconnectedness : Many attitudes are complex as well as interconnected. An attitude that is closely connected with another attitude becomes more balanced. Such connections strengthen each of these attitudes. Connected attitudes are more difficult to modify. For eg. a boy or a girl belong to the same religion and are in love, want to get married, then they are made to understand that love marriages are not acceptable and so it should not be practiced. But the boy as well as the girl are firm about their attitude towards love marriage as all factors are in favour of it- caste, religion, community and falling in love with boy of the same community etc. are all interconnected and so very difficult to change their attitude towards it.

(V) Functionality : If an attitude is useful to a person and serves many important functions as well as needs that it is less subject to change. For eg. many times it happens that people have positive attitude towards certain religious leaders political parties or a particular individual because they help him to get social status, power, increases their self respect and esteem. In such situations it is difficult to change attitude towards them as they play an important role in their life.

Prejudice:

Majority of the problems that arise in the world today like terrorism, racial discrimination, problems of reservations, caste discrimination, intercaste conflicts, cold wars, religious, biases etc. are the result of negative attitude like prejudice. Prejudice can sometimes bring very destructive outcomes we are all living in a world of science and technology but the most painful situation is that we cannot leave our prejudices and live a harmonious life. A long time negative attitude can later change into prejudice. It is acquired without making adequate inquiry and without adequate knowledge. Negative socialization can lead to prejudice. If we want to live a peaceful harmonious life then it is essential to either eliminate or reduce prejudice.

1. Nature and definition of prejudice : The word prejudice is derived from the Latin word “praejudicium” in which “prae” means “Before” and judicium means “judgment”. On the basis of this it can be said that “prejudice is judgement before hand”. Psychologists believe that it is a predetermined negative attitude and there is no supportive evidence or proof for it. Prejudice is practiced in an aggressive manner which is harmful for the society.

(1) Definition :

“Prejudice is a preconceived attitude opinion feeling or a thought with a view to show opposition.”

Newcomb

“Prejudice is an impulsive negative attitude which is predetermined and acceptable thought which is without any proof.”

Ogborn

“Prejudice is an aggressive negative attitude which is learned without any support of real facts or sufficient scrutiny.”

B. Kuppuswamy

On the basis of the above definition we can say that prejudice is a predetermined thought or attitude, which is not supported by any real facts.

(II) Nature of Prejudice are as follows:

(a) Prejudice is based on inadequate knowledge and information

For socialization or other social reasons, an individual becomes a member of a particular group.

He follows the beliefs, attitude, prejudice etc. followed by the group members. Sometimes it is also on the basis of personal experiences. Usually when a person is asked about the reasons for prejudice, he does not have any facts to support it. But he practices it because the other members also do the same and is not ready to change it.

(b) Prejudice is always aggressive

Prejudice is based on inadequate information, which is never tested but it is the centre of emotions and aggression. It is directed towards individual, caste, community, group, religion etc. for whom there is prejudice it is expressed by using foul language, negative behaviour, aggression, violence etc. India and Pakistan are two countries whose prejudiced attitude is reflected in sports. For eg. In cricket world cup final match between England and West Indies then people of India or Pakistan are not bothered whosoever wins but if the same final is between India and Pakistan then the whole scenario is different. If India wins, people will burst crackers and rejoice with such aggression which is suggestive of prejudice attitude towards the other country.

(c) Prejudice teaches an individual rationalization

Rationalization is a defense mechanism where an individual uses false or concocted reasons for his behaviour. As the individual does not have any justification for his prejudice and does not accept his negative behaviour but he tries to logically reason out for his action.

(d) Prejudice arouse poisonous feelings

Prejudice is a negative attitude which give rise to negative emotions and aggressions. If one group shows aggressive attitude towards the other than the other group retaliates with more aggression which increases the prejudices. Prejudice give rise to many antisocial activities like communal riots, strikes, destruction etc. which increases the conflicts and negative feelings.

(e) Prejudices are group-oriented

Every member of a group has different types of experiences, beliefs, understanding etc. Within the group members which give rise to prejudice. Such individual prejudices are generalized towards people, religions, group, community etc. If we have seen one business man who is a cheater then we say that “All business man are cheaters”. i.e. the whole group of business man are categorized as cheaters. If in a class two three students are notorious, the teacher develops prejudice for the whole class instead of those students.

(f) Prejudice is passed on from generation to generation

Man is a social animal and so all his life he undergoes the process of socialization. He realizes that prejudice is the result of personal experiences, social conditioning and present social situations. Many times

we have seen that children do not understand the prejudiced behaviour of elders in the family. But as time passes and the child grows up and matures, he starts understanding the prejudiced behaviour by interaction and socialization. He also starts behaving in the same manner. So we can say that prejudices are passed from generation to generation.

2. Techniques of Reducing Prejudice

In earlier chapter we have studied that prejudice is a negative attitude which give rise to aggressive activity as well as response. So it is very harmful for the society. It leaves a longlasting negative effect which harms the harmony and peace of the society. The big challenge for Psychologists is to work for a society without prejudice or to reduce mutual prejudices in the society. A few strategies of reducing prejudice are as follows :

(I) Socialization : Prejudiced behaviour is learned by process of socialization through family, religion, society, community, group etc. Inadequate information and knowledge give rise to prejudices. So it is important that through proper understanding, correct information, knowledge with justification can help to reduce prejudice. In ancient India, inter caste marriages were not allowed because of caste discrimination but due to socialization it was possible to change their thinking and hence people started accepting inter caste marriages which is a positive step towards reducing prejudice and also caste discrimination.

(II) Inter group contacts : An important technique of reducing prejudice is to provide opportunities to various groups to come into contact with each other. When people have to work together it is very difficult to maintain negative stereotypes for each other. But merely increasing the contacts will not lessen the inter group conflicts. When the groups social and economic status is similar increasing their contact is worthwhile. Inter group contacts can help in reducing negative feelings and can give rise to more positive attitude. Such atmosphere should be created where there is trust, faith, security, love, tolerance among two groups rather than hatred, resentment, insecurity etc. This is possible only by increasing inter group contacts.

(III) Reorganising learning in family and school : For a human child, the first school is family and the second is school. In both the institutions the child learns various types of lessons. In school and family, if we want to reduce prejudice in children then more purposeful education, should be provided. In school if more importance is given to group learning and activities like social service are conducted then prejudice can be reduced. Even in family the parents should not force their views opinions, prejudices on children but instead teach them to be independent in their learning. As per Stumbara's studies it is found that illiterate people stick to traditional values and so it is important to educate them. Harding and his colleagues say that change can be brought about in thinking by sending strong message through teaching learning process.

(IV) Mass media : For sending message to a large mass of people, various media of communications are useful. Mass media can help to spread message to a large number of people speedily as well as accurately. Science and technology has played an important role in development of mass – media. Newspaper, radio, television, internet, face book, SMS etc. are powerful means of public education and also shaping their opinions. In ancient times, women role was to look after the family children and do household work. They were not allowed to go out.. But the present situation has changed because of mass media continuously spreading message of “Save girl child and Educate them” has been effective in changing the thinking towards girl's education and women liberatio. Free, fair and balanced use of mass media can reduce social tension and help in maintaining social harmony.

(V) Recategorization : When person's from different groups see themselves as a member of a single social identity, their prejudice against – the former out group members change. Due to a favourable attitude towards the group positive contacts increase and prejudices are reduced. Once the group boundaries become weak and ineffective, groups are socially categorised differently which help in reducing or eliminating prejudices. In ancient times caste structure was divided into many parts like sub – caste, higher and lower caste and so on gave rise to prejudice. But with recategorization this kind of attitude can be eliminated.

(VI) Cognitive Interventions : Attitude is based on three main components cognitive behavioural and feeling. By cognitive development we can bring change in individual's perception, thoughts and attitude. Cognition means understanding, knowledge, ability to accept adequate knowledge and also pass it to other people convincingly. For removing prejudice cognitive change plays an important role. Many times people with high social status, power, religious leaders can help in bringing change in cognitive process of the individual or group. In today's world many communities organise group marriages to reduce unwanted expenses and seeing this other people are also encouraged to practice it. Mass media and advertisements play an important role in cognitive development.

(VII) Developing positive attitude : Prejudice means negative attitude which are formed by inadequate knowledge and information. In any society to reduce negative attitude we have to develop more positive attitude. People who have prejudice see only negative aspects in all situations and also behave accordingly. Positive attitudes can be developed among people through various activities like providing proper knowledge, safety, security, face to face persuasion modifying behaviour patterns, role - playing etc. In ancient times there was gender inequality where women had to stay in the house and look after the children but in present world there is no difference i.e. men and women are equal. Propaganda and advertisements like “A daughter makes a home”, “save girl child”, “who will marry your son if there are no girls” etc. have helped in reducing prejudice for girl child.

(VIII) Through Norms : Norms help people in maintaining social peace and law and order in the society. Prejudice give rise to social conflicts, tension etc. in various social situations. Law and order can help in maintaining peace, safety, security and control in the social life of the people. For eg. to increase the female ratio, we should stop female feticide and sex test which is legally a crime. Moreover to make a women capable and independent, “equal inheritance act” has proved to be helpful. Many such laws and acts have increased the safety of women and so they can work freely with males without any fear.

In this chapter we have tried to understand the effects of attitude and prejudice on human behaviour. Negative attitude like conflicts, tension, unpleasantness are increasing in all societies and hence it is important to find ways to reduce them. We should recognize such prejudice, Stay away from them and try to develop positive attitude which will help in the development of our country.

Exercises

SECTION – A

Choose the correct alternative from those give below and rewrite it :

1. Which factor plays on important role, on an individual's thought, language, behaviour, lifestyle etc ?
(a) Heredity (b) Mass media (c) Government (d) Norms
2. What do we call those thoughts that are developed towards different individual's, objects, things or situations ?
(a) Attitude (b) Learning (c) Forecast (d) Inspiration
3. What is the Psychophysical behaviour arising out of mental cognition called ?
(a) Process (b) Attitude (c) Response (d) Expectation
4. Attitudes are not inborn but they are
(a) Expected (b) Inevitable (c) Learned (d) Permanent
5. What is developed in children by positive interactions, love, co-operation with parents and relatives ?
(a) Competition (b) Conflict (c) Positive attitude (d) Negative attitude
6. What is the process of assimilating social customs, values, lifestyle and thinking called as ?
(a) Prejudice (b) Attitude (c) Socialization (d) Social orientation
7. What are firm negative thoughts in the mind of the individual called as ?
(a) Attitude (b) Prejudice (c) Conditioning (d) Socialization
8. What kind of tools are newspapers, television, telephone, mobile, internet etc ?
(a) Mass - media (b) Reduce sale (c) attention (d) stress
9. Which Psychologist said that to reduce prejudice if an individual or group practices, "messages through education and learning" then it is more effective?
(a) Harding (b) B.Kuppuswamy (c) Stamber (d) Sheriff & Sheriff
10. Which Psychologist said that illiterate people stick to traditional beliefs and so to reduce prejudice, education is very important ?
(a) B. Kuppuswamy (b) Stamber (c) Skinner (d) Newcomb

SECTION – B

Answer the following in one or two sentences :

1. Which type of direction is Attitude ?
2. Is socialization an important factor for attitude formation ?
3. Name the tools of mass-media.
4. Define attitude by B . Kuppuswamy.
5. State any two factors of attitude formation.
6. State the techniques which help to change attitude.
7. State the obstacles in Attitude change.
8. What is prejudice ?
9. What is the meaning of reorganizing in school and family ?
10. What is rationalization in prejudice ?

SECTION – C

Answer the following in about 30 words :

1. State any four points of nature of attitude.
2. Explain the method of classical conditioning in attitude formation.
3. Which factors affect the process of socialization ?
4. How publicity can help in changing attitude ?
5. What is the importance of strength as obstacle in changing attitude.
6. “Prejudice is learned” - Explain.
7. What is the meaning of mass-media ?
8. What is the role of interconnectedness in creating obstacle in attitude change ?
9. “Prejudice gives rise to poisonous feelings” Explain.
10. Prejudice moves from individual towards whole group. - Explain.

SECTION – D

Answer the following in about 50 words :

1. Explain : “Attitudes are not inborn but learned”.
2. State the factors affecting attitude formation and discuss any one.

3. Explain : “Complexity” as obstacle in attitude change.
4. Explain the definition of prejudice.
5. Explain : “Cognitive interventions” as a method to reduce prejudice.
6. Explain that attitudes are group oriented.
7. Explain with example how prejudice can be reduced by developing positive attitude.
8. How inter group contacts can help in reducing prejudice ?
9. Explain how norms can help to reduce prejudice.
10. Explain the importance of mass – media in reducing prejudice.

SECTION – E

Answer the following in about 80 words:

1. State and explain the definition and nature of attitude.
2. Explain with example the method of observation in attitude formation.
3. Explain the factors that create obstacle in attitude change.
4. Explain nature of prejudice.
5. State the techniques to reduce prejudice.

