

**K.V.R.Govt.College (W), Kurnool**  
**(Autonomous)**

**Degree II B.A Psychology Curriculum 2020-21**  
**Semester-III**

**Paper-III SOCIAL PSYCHOLOGY**

Time : 3 hours

Marks :60

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**Unit-I: - Nature and scope of social Psychology**

- a) Definition, Nature and scope of Social Psychology
- b) Research method in Social Psychology- Observation, Survey, Field study correlation and Experimental Method.

**Unit-II: - Social perception and Impression Formation**

- a) Social perception-meaning and factors influencing social perception.
- b) Attribution- Meaning and Errors in attribution- Impression formation Techniques of Impression management

**Unit-III: - Socialization**

- a) Definition and goals of Socialization. Socialization process.
- b) Stages of Socialization. Agencies of Socialization, Self concept.

**Unit-IV: - Communication**

- a) Definition, Nature and types of communication
- b) Barriers to effective communication-Rumors and propaganda

**Unit-V: - Attitudes**

- a) Definition- features and formation of attitudes
- b) Measurement of attitudes – Methods by Likert, Bogardus and Turnstone.

**Reference Books:**

1. Myers, David G.(1988) Social Psychology, Nd Edition, McGraw Hill Book Company.
2. Baron, Robert. A. and Byrne.Donn. Social Psychology, 7<sup>th</sup> edition, Prentice Hall of India Pvt.Ltd
3. Lindgren, Henry.(1973), An Introduction to Social Psychology, John Wiley & Sons
4. Munn, N.L., (1948). Laboratory Manual in Experimental Psychology, Houghton Mifflin co., New York
5. Natraj.P (1970). A manual of laboratory experiments in psychology, Mysore printing and Publishing House. Mysore.

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**Semester-IV**  
**Paper-IV- SOCIAL PSYCHOLOGY-II**

Time : 3 hours

Marks:60

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**Unit –I: - PREJUDICE**

Prejudice and text 179 Discrimination, Origin text 167 and causes of Prejudice, Techniques notes 40 of reducing prejudice.

**Unit II:-AGGRESSION**

Definition, Determinates of Human Aggression-Social, Personal and Situation Factors, Theoretical perspectives on Aggression- Biological Perspective, Drive Theories, Social learning Perspective, and General Aggression Model, Prevention and Control of Aggression

**Unit III: - GROUPS AND INDIVIDUALS**

Definition and Types of Groups, Functions of Groups: Role status, Norms, Cohesiveness; Individual Performance in groups – Social Facilitation, Social Loafing

**Unit IV: - LEADERSHIP**

Definition, Traits of Leader, Types of Leaders – Autocratic, Democratic and Charismatic Leaders; Classic studies on Leadership.

**Unit V:- SOCIAL MOTIVATION**

- A) Definition of Social Motivation, Types of Social motivation-Biogenic, Psycho-Social
- B) Achievement Motives- Social Incentives-Theories of Motivation-Psychoanalytic Theory-Gestalt Theory-Max Theory- Sociological Theory.

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