

Attitude

I Fill in the blanks:-

- 1) Ivan Pavlov invented classical conditioning.
- 2) General conservation often found in old age.

II Match the pairs:-

- 1) Beliefs - value judgement
- 2) Opinions - evaluative judgements.
- 3) Values - ~~ex~~ important life-goal or standard of behaviour.
- 4) Habits - repeated patterns of behaviour.

III State whether True or False:-

- 1) The term 'attitude' was first used by Herbert Spencer.

Ans True.

- 2) 'Attitude' referred to a person's bodily position or posture.

Ans False.

3) Skinner has found instrumental conditioning.
Ans True.

4) Encephalitis increases general aggressiveness.
Ans False.

IV Answer in one sentence:-

1) Define attitude with the comprehensive definition.

Ans The term 'attitude' was first used by Herbert Spencer in 1862. Originally the term 'attitude' referred to a person's bodily position or posture, and it is still sometimes used in this way - for example, 'He sat slumped in an attitude of dejection.'

2) What is prejudice?

Ans Prejudice refers to positive or negative evaluation or judgements of members of a particular group which are based primarily on the fact of their membership in the group, and not necessarily because of particular characteristics of individual members.

3) Give the definition of classical conditioning.
Ans Classical conditioning is the process to test the presence of learning the unconditioned stimulus is then omitted. If the response is given to the stimulus alone we say that the response has been conditioned to that stimulus which is termed the conditioned stimulus.

V Answer in 30 to 40 words:-

- 1) Define attitude with its nature.
Ans ① An attitude is a positive or negative evaluative reaction towards a stimulus, such as a person, action, object or concept.
- ② Whether agreeing or disagreeing with a political policy or a friend's opinion of a movie, you are displaying an evaluative reaction.
- ③ Our attitudes help define our identity, guide our actions, and influence how we judge people.
- ④ According to Allport, an attitude is not behaviour, not something that a person does; rather it is a preparation for behaviour, a predisposition to respond in a particular way to the attitude object.

2) Explain components of attitude.

Ans One common view of attitudes is that they have three components: beliefs, emotions and actions.

① Belief component -

The belief component of an attitude is what you believe about a particular object or issue.

② Emotional component -

The emotional component consists of your feelings toward the attitudinal object.

③ Action component -

The action component refers to your actions toward various people, objects or institutions.

VI Explain in 25 to 30 words:-

1) Attitude -

An attitude is a positive or negative evaluation^{ve} reaction towards a stimulus, such as person, action, object or concept. Whether agreeing or disagreeing with a political policy or a friend's opinion of a movie, you are displaying an evaluative reaction. Our attitudes help define our identity, guide our actions, and influence how we judge people.

According to Allport, an attitude is not behaviour, not something that a person does; rather it is a preparation for behaviour, a

predisposition to respond in a particular way to the attitude object. The term attitude object is used to include things, people, places, ideas or situations, either singular or plural. For instance, it could be a group of people, or an inanimate object, or an abstract concept, or an idea linking several concepts.

2) Prejudice-

Prejudice refers to positive or negative evaluations or judgements of members of a particular group which are based primarily on the fact of their membership in the group, and not necessarily because of particular characteristics of individual members. For example, sex prejudice occurs when an individual is evaluated on the basis of membership in a particular group - i.e. as a male or female - and not because of his or her own specific characteristics.

3) Change in attitude-

Changing attitude is a science of persuasion. The urge for reading newspaper every morning, as well as reading magazines, books, watching and listening television, radio, internet attempts to persuade us to change our attitudes.

An attitude change has a great importance in human affairs because in

Our daily events and experiences, the attitude change, such as commercial advertising campaigns, political persuasions, religious conversions and changes in personal prejudices are the example of attitude change.

There are three principal aspects of any situations in which attitude change is attempted: (1) the source of the message, that is, the person or group trying to work a change, (2) the message itself, meaning the statement or appeal used to produce the change and (3) the characteristics of the person who receives the message - the recipient.