

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Part II)
Psychology
(Introduced from June 2019 onwards)

Semester – III

SOCIAL PSYCHOLOGY (Paper – IV)

Module 1. Introduction to Social Psychology

1.1: Definition of Social Psychology:

- A. Social Psychology Is Scientific in Nature
- B. Social Psychology Focuses on the Behavior of Individuals
- C. Social Psychology Seeks to Understand the Causes of Social Behavior

1.2: Social Psychology: Advances at the Boundaries

- A. Cognition and Behavior
- B. The Role of Emotion in the Social Side of Life
- C. Social Relationships

1.3: Research as the Route to Increased Knowledge

- A. Systematic Observation
- B. The Experimental Method
- C. Correlational Method

Module 2. Social Perception

2.1: Nonverbal Communication

- A. Basic Channels of Nonverbal Communication
- B. Nonverbal Cues in Social Life
- C. Recognizing Deception

2.2: Attribution

- A. Theories of Attribution
- B. Basic Sources of Error in Attribution
- C. Applications of Attribution Theory

2.3: Impression Formation and Management

- A. Impression Formation
- B. Impression Management

Module 3. The Self

3.1: Self-Presentation

- A. Self-Other Accuracy in Predicting Our Behavior
- B. Self-Presentation Tactics

3.2: Personal Identity versus Social Identity

- A. Who I Think I Am Depends on the Social Context?
- B. Who I Am Depends on Others' Treatment ?

3.3: Self-Esteem

- A. The Measurement of Self-Esteem
- B. How Migration Affects Self-Esteem?
- C. Do Women and Men Differ in Their Level of Self-Esteem?

Module 4. Attitude

4.1: Attitude Formation

- A. Classical Conditioning
- B. Instrumental Conditioning
- C. Observational Learning

4.2: The Science of Persuasion

- A. Persuasion: Communicators, Messages, and Audiences
- B. The Cognitive Processes Underlying Persuasion

4.3: Cognitive Dissonance

- A. Dissonance and Attitude Change
- B. Alternative Strategies for Resolving Dissonance
- C. When Dissonance Is a Tool for Beneficial Changes in Behavior?

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i. Paper : IV

ii. Title of paper : SOCIAL PSYCHOLOGY

iii. Specific objectives :

1. To acquaint the students with processes of Social Psychology
2. To introduce students the concept of Social Perception.
3. To acquaint the students with the Self and self esteem.
4. To introduce students concept of attitude formation, persuasion and cognitive dissonance.

iv. Module No. of credits

Module- 1:Introduction to Social Psychology	01
Module- 2:Social Perception	01
Module- 3:The Self	01
Module- 4:Attitude	01

v. Equivalence

Old Paper	New Paper
SOCIAL PSYCHOLOGY	SOCIAL PSYCHOLOGY

vi. Recommended reading

a) Book for Study:

Branscombe, N. R., Baron, R. A. & Kapur, P. (2017). Social Psychology.(14th ed.), Noida (UP) :Pearson India Education Services Pvt. Ltd., Second Impression 2018 .

b) Books for Reference:

1. Aronson, E., Wilson, T. D., Akert, R. M. & Sommers, S. R. (2015). Social Psychology, (9th ed.), New Jersey: Pearson Education Prentice Hall.
2. Baron, R. A., & Branscombe, N. R. (2012). Social Psychology. (13th ed.). New Delhi: Pearson Education; Indian reprint 2014.
3. Mercer, J. & Clayton, D.(2014). Social Psychology, New Delhi: Dorling Kindersley India Pvt. Ltd.