

PAPER-IV HUMAN BEHAVIOUR IN SOCIETY

Unit-I Social Processes

Social Attraction, Determinant of Attraction, Balance Theory, Nature of Social Psychology, Types of Analysis, Opinion Leaders and the Flow of Information, Importance of Personal Influence, Society and Mass Communication, Attitude Formation, Prejudice and Discrimination, Stereotypes, Implicit Stereotypes.

Unit-II Group Dynamics

Concept of Group, Roles Differentiation, Status, Norms, Cohesiveness, Social Facilitation, Social Loafing.

Unit-III Coordination : Is it Cooperation or Conflict ?

Conflict : Its Nature, Causes, and Effects, Group Nature, Leadership in Group Process, Groups as Agents of Change, Decision Making in Groups, Reference Groups.

Unit-IV Collective Behaviour

Collective Behaviour, Masses, Theories of Collective Behaviour, Nature of Collective Behaviour, Crowd Behaviour, Mass Society and Crowd Behaviour, The Psychology of the Audience.

Unit-V Mass Media : Its Use and Abuse; Persuasive and Propagative

Introduction, Importance of Communication, Definitions, Modes of Communication.