

PAPER CODE : 1562

PAPER – II : SOCIAL PSYCHOLOGY

- Unit-I : Meaning, nature and scope of social psychology and its relation with social sciences. Methods of social psychology, observation-participant and non-participant, Interview, Field experimentation, sociometry.
- Unit-II : Social perception: Its nature and meaning, effects of motive, attitudes and values of social perception. Social norms – Meaning, tradition custom, law and fashion. Socialization – meaning, nature and process of socialization. Agents of Socialization.
- Unit-III : Attitude and Social change: Meaning, nature characteristics and methods of measurement of attitude. Thurston and Likert methods, attitude change.
- Unit-IV : Prejudice and stereotypes: Meaning, nature; effect on social behaviour. Methods of removing prejudices.
Leadership: Meaning, nature characteristics and functions of leader. Types of leader.
- Unit-V: Social cognition: Meaning, nature and determinants. Communication-meaning nature, factors and types: Verbal and non-verbal, one way v/s two way, one sided v/s two sides.

Books Recommended:

1. S.S. Mathur Social Psychology
2. Kretch and Krutchfield Individual in society. McGraw Hill, 1962.
3. M.C. David J.W. Social Psychology, New Delhi Willey Eastern,
and Harary 1979.
4. Lindgren, G. An introduction to Social Psychology, New Delhi
Willey Eastern.
5. लाल बच्चन त्रिपाठी आधुनिक सामाजिक मनोविज्ञान, हरप्रसाद भार्गव, आगरा
।
6. डॉ० के.एन. श्रीवास्तव आधुनिक सामाजिक मनोविज्ञान, हरप्रसाद भार्गव, आगरा
सिंह व पाण्डे ।
7. डॉ० के.एन. शर्मा सामाजिक मनोविज्ञान, राजस्थान, हिन्दी ग्रन्थ अकादमी,
जयपुर ।
8. Baron & Byrend Social Psychology, Pranteci Hall India, New Delhi
9. Paliwal, Murty Suprithy Social Psychology