

**SRI VENKATESWARA UNIVERSITY**  
**B.A / B.Sc. DEGREE COURSE IN PSYCHOLOGY**  
**SEMESTER SYSTEM WITH CBCS**

**SEMESTER III – W.E.F.2016-17**

**Core III – Social Psychology I**

**UNIT I: Nature and Scope of Social Psychology**

- A) Definition, Nature and Scope of Social Psychology
- B) Research methods in Social Psychology- observation, survey, correlational method, field study 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 – Meaning and techniques of impression formation

**UNIT III: Socialization**

- a. Definition and goals of socialization, socialization process; the context of socialization
- b. Social motives: Sex role identity, agencies of socialization, the development of self-concept, self evaluation.

**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 Thurstone

## **REFERENCE BOOKS:**

1. Myers, David G. (1988) Social Psychology, 2nd Edition, McGraw Hill Book Company.
2. Baron, Robert. A. and Byrne, Donn . Social Psychology, 7th edition, Prentice Hall of India Pvt. Ltd.
3. Lindgren, Henry.C. (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. Nataraj.P. (1970). A manual of laboratory experiments in psychology, Mysore printing and Publishing House. Mysore

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**SYLLABUS**

**Semester III - Core III – Social Psychology Practicum- I**

**Conduct any Eight experiments from the following**

1. Anger Expression
2. Knowledge of results
3. Level of Aspiration
4. Dimensions of Rigidity
5. Sociometry
6. Attitude measurement
7. Serial reproduction of an event
8. Rumor transmission
9. Suggestion
10. Field work/ Project Work- Observation visit to two NGO's working with socially disadvantaged people

**SRI VENKATESWARA UNIVERSITY**  
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**(Effective from the academic year 2015-16)**  
**BA -III Semester**  
**Psychology Model Question Paper**  
**Subject: Social Psychology**

Time: 3 Hrs

Max. Marks: 75

Part-A

Answer any Five questions

5X5=25

1. Observation method  
 ఏరిశీలన పద్ధతి
2. Impression formation  
 అభిప్రాయము ఏర్పరచుకొనుట
3. Rumours  
 వదంతులు
4. Medium of communication  
 భాషప్రసార మాధ్యమము
5. Social perception  
 సాంఘిక ప్రత్యక్షము
6. Sex-role identity  
 లింగ-పాత్ర గుర్తింపు
7. Goals of socialization  
 సమాజీకరణ లక్ష్యాలు
8. Propaganda  
 ప్రచారము

Part-B

Answer the following questions

(5X5=50)

9. a. Explain nature and scope of social psychology

Or

- b. Explain survey and correlation methods in social psychology

10. a. Describe errors in attribution

భ్రష్టాదన జాషాలను వివరింపుము

or

b. Discuss techniques of impression formation

అభిప్రాయ నిర్మలీ పుణ్యులను చర్చింపుము

11. a. Explain the agents of socialization

సమసోకరణ సంస్థలను వివరింపుము

or

b. Explain the socialization process

సమసోకరణ ప్రక్రియను వివరింపుము

12. a. Describe types of communication

భావ ప్రసార రకాలను వివరింపుము

or

b. Discuss barriers to communication

భావ ప్రసారములలో క్రమ్మంతులను చర్చింపుము

13. a. Explain formation of attitudes

వైశ్చలలు ఏర్పడుటను గుర్తింపుము

or

b. Explain Bogardus Social Distance Scale

బొగార్డుస్ సాంఘిక ద్రంతర మూలనిని వివరింపుము.