

**UNIVERSITY OF MADRAS**  
**B.Sc. DEGREE COURSE IN PSYCHOLOGY**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

**BPY-DSC14**

**CORE-XIV: SOCIAL PSYCHOLOGY-II**

**Instr.Hrs.: 6**  
**Credits : 4**

**Year : III**  
**Semester: VI**

**Course Learning Outcome**

After completion of the social psychology - II course, students will be able to:

1. Outline the theories of persuasion and illustrate the factors in resisting persuasion
2. Determine the influence of various group behaviors in relation to individual's performance
3. Outline the nature, sources and consequences of prejudice and illustrate methods to counteract effects of prejudice
4. Summarize the theories of aggression and strategies to regulate aggression
5. Identify the dynamics of intimate relationships in relation to internal and external sources of attraction

**UNIT I: PERSUASION**

Theories of Persuasion: the central route - the peripheral route - different pathways for different purposes- Elements of Persuasion: communicator, content, channel, audience –Cults & persuasion - Resisting Persuasion: strengthening personal commitment, inoculation programs, implications of attitude inoculation.

**UNIT II: GROUP INFLUENCE:**

Definition of Group - Social Facilitation: mere presence of others, crowding, factor, Social Loafing: Introduction, social loafing in everyday life, Deindividuation: importance of working together, diminishing self-awareness, Group Polarization: The risky shift phenomenon, Group influence on opinions, Group Think: symptoms, critiquing, preventing group think, group problem solving, The influence of the minority: consistency, self-confidence, deflections from majority, leadership as minority influence.

**UNIT III: PREJUDICE**

Nature and Power of Prejudice – Social Sources of Prejudice – Motivational Sources of Prejudice – Cognitive Sources of Prejudice – Consequences of Prejudice -Discrimination- prejudice in action- Techniques for countering the effects of prejudice.

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**UNIT IV: AGGRESSION**

Aggression: Definition - Hurting Others – Theories of Aggression – Media violence - Sexual violence - Strategies to reduce Aggression.

**UNIT V: LIKING, LOVE AND OTHER CLOSE RELATIONSHIPS**

Internal sources of liking others: the role of needs and emotions, External sources of attraction: the effects of proximity, familiarity and physical beauty- Sources of liking based on social interaction - Close relationships - foundations of social self - Divorce & the detachment process.

**REFERENCES**

1. Myers, D.G., &Twenge, J.M. (2017). *Social psychology*. New York, NY: McGraw – Hill Education.
2. Branscombe, N.R., Baron, R.A. &Kapur, P. (2017). *Social psychology*. Chennai, India: Pearson India Education Services Private Limited.
3. Myers, D. G. (2002). *Social Psychology*. New York, NY: McGraw Hill Book Company.
4. Baron, A., & Byrne, D. (2002). *Social Psychology*. New Delhi, India: Prentice-Hall of India.
5. Baron, A., Branscombe, N., Byrne, D., &Bhardwaj, G. (2009). *Social Psychology*. New Delhi, India: Dorling Kindersley (India) Private Ltd.

**WEB RESOURCES**

1. [https://www.sagepub.com/sites/default/files/upm-binaries/4985\\_Dainton\\_Chapter\\_5.pdf](https://www.sagepub.com/sites/default/files/upm-binaries/4985_Dainton_Chapter_5.pdf)
2. <https://facultystaff.richmond.edu/~dforsyth/pubs/ForsythBurnette2010Proofs.pdf>
3. [https://catalogue.pearsoned.co.uk/assets/hip/gb/hip\\_gb\\_pearsonhighered/samplechapter/0132824892.pdf](https://catalogue.pearsoned.co.uk/assets/hip/gb/hip_gb_pearsonhighered/samplechapter/0132824892.pdf)
4. <https://2012books.lardbucket.org/pdfs/social-psychology-principles/s13-aggression.pdf>
5. [https://he.kendallhunt.com/sites/default/files/heupload/pdfs/Curnalia\\_Insights\\_1e\\_Ch10.pdf](https://he.kendallhunt.com/sites/default/files/heupload/pdfs/Curnalia_Insights_1e_Ch10.pdf)
6. <https://www.coursera.org/learn/social-psychology>
7. <https://nptel.ac.in/courses/109/104/109104048/>