

MANAGING INERPERSONAL EFFECTIVESS

UNIT-1

SELF PERCEPTION AND SELF-PRESENTATION

Defining & perceiving self, gaining self-knowledge, self-effectiveness, self-presentation, self-presentation motives and strategies, impression management, self-monitoring.

1.WHAT IS MEANT BY MANAGING INERPERSONAL EFFECTIVESS?

- A set of abilities enables a person positively and work effectively with others.
- This skills used by a person to interact with others properly.
- They are pre-requisite for many positions in an organization.

2.WHAT IS MEANT BY SELF / PERSONAL EFFECTIVENESS

- **Self / Personal Effectiveness** is often conceived as a set of competences, capabilities or qualities etc.,
- *Our personal Talents*
- Personal effectiveness creates success
- So be a Star performer, don't need only degrees and medals but also self-improvement.

3.DEFINITION OF PERCEIVING SELF?



Perceived **Self** is how a person assesses himself and how he thinks others view him. Second, Real **Self** is how the person really is. Lastly, Ideal **Self** is how the person would like to be.

- All the characteristics of the person
- Self concept: Everything the person believes to be true about him/her
- It includes traits, preferences, social roles, value, beliefs, interest etc...

4.WHAT IS MEANT BY GAINING SELF KNOWLEDGE?

Self-knowledge is a term used in psychology to describe the information that an individual draws upon when finding an answer to the question “WHO AM I (OR)WHAT AM I “

The ideal self is the kind of person you would like to be

- a. Intellectual self
- b. Emotional self
- c. Bodily self

5.WHAT IS MEANT BY SELF PRESENTATION?

Self-presentation

Self-presentation refers to how people attempt to present themselves to control or shape how others (called the audience) view them. It involves expressing oneself and behaving in ways that create a desired impression....

6.WHAT IS THE SELF PRESENTATION MOTIVES &STRATIGES?

Self Presentation Motives

- **Self-Promotion** – Conveying Positive Information about oneself .
- **Exemplification** – Self presentation designed to elicit perceptions of integrity and moral worthiness.
- **Modesty** – Under representing your positive traits, contributions or accomplishments.
- **Intimidation** – (Afraid/Threaten) Gains power and arouses fear in others by convincing them that oneself is powerful or dangerous – (He She tries to intimidate his opponents).

Strategies

- Supplication
- Self-Handicapping
- Ingratation

- **Supplication** – (To present without dependence) Advertising ones weakness or dependence on others in the hopes of soliciting help or sympathy out of a sense of social obligation
- **Self – Handicapping** – (Impression of others) A Self-Presentation strategy in which a person creates obstacles to his or her own performance either to provide an excuse for failure or to enhance success
- **Ingratiation** – (To establish oneself) Others impressions are shaped through flattery

7.WHAT IS IMPRESSION MANAGEMENT?

- Self-presentation is part of a broader set of behaviors called **impression management**.
- Impression management refers to the controlled presentation of information about all sorts of things, including information about other people or events. Self-presentation refers specifically

The process of portraying yourself to others in a manner that creates a desired impression on the basis of,

- i. Dress, make up and hairstyle
- ii. Manner and general behavior
- iii. Body language

8.WHAT IS MEANT BY SELF MONITORING?

- **Self-monitoring** is a concept introduced during the 1970s by **Mark Snyder**, that shows how much people monitor their self-presentations and expressive behavior.
- There is a strong connection between self-monitoring and **self-presentation**,

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1.WRITE THE BENEFITS /ADVANTAGES OF INTERPERSONAL SKILL?

- To get a self learning
- To give better decision making

- To provide a better ideas
- To effectively translating & conveying information
- To be polite
- To help for it control emotional
- It helps to reach your goal easily
- It help to take better decision

2.WHAT ARE THE SOURCE SELF PERCEPTION?

They **are three** types,

Cognitive sources

Sense sources

Stimulus sources

➤ **COGNITIVE PROCESS:**

lets a person makes sense of stimuli from the environment

- Talent
- knowledge

➤ **SENSE SOURCES:**

- Sight
- Touch
- Taste
- Smell
- Hearing

➤ **STIMULUS SOURCES:**

- People
- Event
- Physical objects
- Ideas

3.WHAT ARE SELF PRESENTATION & MOTIVES AND STRATEGIES ?

➤ **SELF PRESENTATION:**

- Behavioral strategies people use to affect how others see them.
- Affect others people impression to win their approval

- Increase the person influence in a situation

➤ **MOTIVES AND STRATEGIES :**

- Self promotion
- Exemplification
- Modesty
- Intimidation
- Supplication
- Self-Handicapping
- Ingratiation
- **Self-Promotion** – Conveying Positive Information about oneself .
- **Exemplification** – Self presentation designed to elicit perceptions of integrity and moral worthiness.
- **Modesty** – Under representing your positive traits, contributions or accomplishments
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1.HOW TO IMPROVE THE IMPRESSION MANAGEMENT ?

MEANING:

The impression management is how to make a favorable impression .the process of portraying yours to others in a manner that creates a desired impression.

WAY TO IMPROVE THE IMPRESSION MANAGEMENT

1. Set goals
2. Commit to the change you want to create
3. Dress appropriately
4. Learn how to properly shake hands
5. Keep your body language open

How To Improve Impression Management :-



- **Set goals.**
- **Commit to the change you want to create.**
- **Dress appropriately**
- **Learn to shake hands**
- **Keep your body language open**
- **Keep smiling and feel confident**

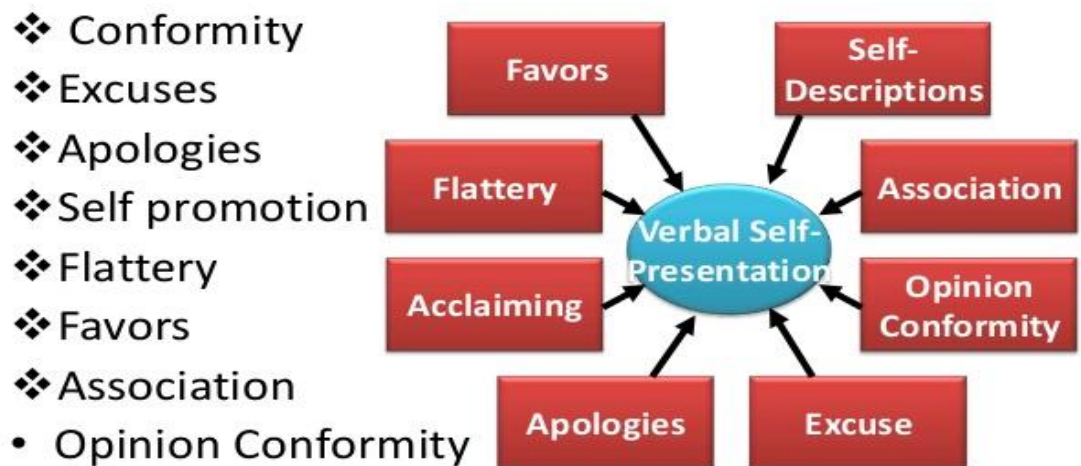


Trimmed Haircut
Clean Shaved
Warm Smile
Feel of Confidence
Formal Dress
Firm Handshake
Correct Body Posture

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2. TECHNIQUES OF IMPRESSION MANAGEMENT

TECHNIQUES OF IMPRESSION MANAGEMENT :-



- ❖ Conformity
- ❖ Excuses
- ❖ Apologies
- ❖ Self promotion
- ❖ Flattery
- ❖ Favors
- ❖ Association
- Opinion Conformity

- 1.Conformity
 - 2.Excuses
 - 3.Apologies
 - 4.Self-promotion
 - 5.Flattery
 - 6.Acceptable
 - 7.Helping
 - 8.Hairstyle
 - 9.Manner
 - 10.Makeup
 - 11.talent
 - 12.Advise
 - 13.Favors
 - 14.Body language
- etc.,

EXPLAIN SELF MONITORING?

- **.Self-monitoring** is a concept introduced during the 1970s by Mark Snyder, that shows how much people monitor their self-presentations and expressive behavior.
- There is a strong connection between self-monitoring and self-presentation,
- Human beings generally differ in substantial ways in their abilities and desires to engage in expressive controls. It is defined as a personality trait that refers to an ability to regulate behavior to accommodate social situations.
- People concerned with their expressive self-presentation (i.e impression management) tend to closely monitor their audience in order to ensure appropriate or desired public appearances

- Self monitors try to understand how individuals and group will perceive their actions.
- Some personally types commonly act spontaneously and others are more to purposely control and consciously adjust their behavior

Self Awareness Exercises

- **Personal: Who Are You?** – What are some of your personal strengths and weaknesses? What are your core beliefs about life? What are your fears and dreams? This section will help you discover what makes you tick. Answer personal questions...
- **Social: Who Are You in Public?** – Who are you with people? What kind of impression do you try to make? What kinds of people do you like to hang out with? The purpose of this section is to understand who you are in social situations. Answer social questions...
- **Relationships: Who Are You In Romantic Relationships?** – What are your primary beliefs about love? What do you want in a relationship? What are your deal-breakers? Are there patterns in your relationships? This section will give you a better grasp of who you are in love relationships. Answer relationship questions...
- **Work: What Is Your Calling?** - What kinds of work do you enjoy? What types of activities did you love to do as a child? The purpose of this section is to help you figure out what activities bring out your best talents and skills. Answer career questions...
- **Financial: What Do You Believe About Money?** – What does money mean to you? Where did you get your beliefs about money? How do those beliefs affect your behavior? This section will provide you with a clearer understanding of your perspective on money. Answer financial questions...
- **Spiritual: What Do You Believe About God?** – Do you believe in God? How do your spiritual beliefs affect your day-to-day life? Explore your ideas about the universe and the meaning of life. Answer spiritual questions...

- **Who Do You Admire?** – Use this exercise to further clarify the characteristics and qualities you would like to possess. Who Do You Admire Exercise...

(MIE)Unit II
COMMUNICATION

Communication & language, Non-verbal communication, proxemics (interpersonal space) paralanguage, kinesics, deception, detection deception, non-verbal leakage.

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1.WHAT IS MEANT BY COMMUNICATION?



- Communication means Exchange Of Information

Communication is the process of sending and receiving messages through verbal or nonverbal **means**, including speech, or oral **communication**; writing and graphical representations (such as infographics, maps, and charts); and signs, signals, and behavior.

Communication is the act of one or more persons conveying information to someone else. The content of the communication can be facts, ideas, concepts, opinions, attitudes and emotions.

2.WHAT IS MEAN BY LANGUAGE?

A language is a structured system of communication

a system of communication consisting of sounds, words, and grammar.

3.WHAT IS NON-VERBAL COMMUNICATION?

- **Non-Verbal Communication is the process of conveying meaning without the use of words either written or spoken**
- facial expressions, hand movements, body language, postures, and gestures is called as non-verbal communication.

4.WHAT IS MEAN BY PROXEMICS?

- **space** or **distances** between individual.
 - Do you feel uncomfortable when someone stands too close to you?
 - Do very bright colors in a room make you feel distracted?

These questions are important to the study of **proxemics**.

- **proxemics is the study of space and how we use it, how it makes us feel more or less comfortable,.**
 - It is the study of the cultural, behavioral and sociological aspects of spatial **distances** between individual.
 - Every person has a particularly **space** that they keep to themselves when communication like a personal bubble

5.WHAT IS MEAN BY PARALANGUAGE?

- Paralanguage is the area of non-verbal communication that emphasizes body language and voice nuances as means of expressing thoughts and feelings
- **Paralanguage The use of voice tone, loudness, intonations, speech rate, pitch, etc.** The process of wordless communication (nonverbal communication) includes: body language, face expression, gestures eye contact and actions of looking, paralanguage, touch, use of distance, use of time speaking tempo, vocal pitch etc.

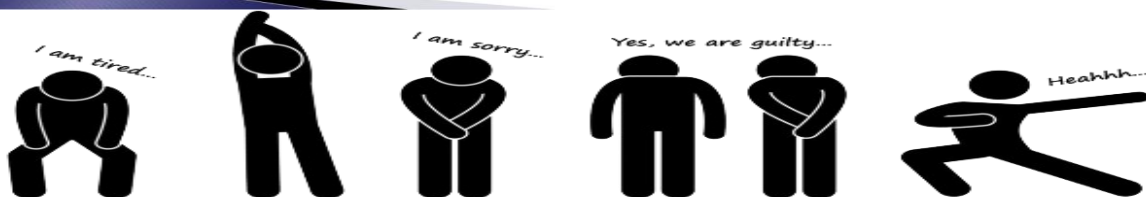
6.DEFINE KINESICS?

The **study of body movements, gestures, facial expressions, etc.**, as a means of communication.

he study of the way in which certain body movements and gestures serve as a form of nonverbal communication

What is Kinesics?

- ▶ Kinesics is the study of Body Language
- ▶ The study of the way in which certain body movements and gestures serve as a form of non-verbal communication.
- ▶ Body movements and gestures regarded as a form of non-verbal communication.



7.WHAT IS MEAN BY DECEPTION?

- Deception is an **act or statement** which misleads, hides the truth, or promotes a belief, concept, or idea that is not true.
- It is often done for personal gain or advantage.
- Deception can involve dissimulation, propaganda, and sleight of hand, as well as distraction, camouflage, or concealment. There is also self-deception, as in bad faith..

- Fraud
- artifice.

8.WHAT IS MEAN BY NON-VERBAL LEAKAGE.

zperson verbalizes one thing, but their body language indicates another, common forms of which include facial movements and hand-to-face gestures.

9.WHAT IS MEAN BY GESTURES?

a movement or position of the **hand, arm, body, head, or face** that is expressive of an idea, opinion, emotion, etc.:



10.WHAT IS MEAN BY POSTURE?

The position or bearing of the body whether characteristic or assumed for a special purpose erect posture



5MARK

1.EXPLAIN THE VARIOUS TYPE OF STYLE COMMUNICATION?

ANS: It is key to getting what you want .In order to be successful you need to know how to effectively express yourself.

- 1.passive communication
- 2.Assertive communication
- 3.Aggressive communication

- **PASSIVE COMMUNICATION:**

This style of communication typically involves going along with what someone want and expressing little to no opinion this person may compliment others, yet put themselves down.

- **ASSERTIVE COMMUNICATON:**

This style of communication involves expressing how you feel in a polite manner

This person shows confidence and stands up for what they believe is right.

- **AGGRESSIVE COMMUNICATION :**

This person can come across argumentative, hostile, rude and even intimate others

3.WHAT ARE THE TYPES OF NON-VERBAL COMMUNICAION?

Facial expressions	Gestures	Silence
Posture	Proxemics	Paralanguage
Kinesics	Haptics	Chronemics
Appearance	Inconics	Dress
Smell	touch	Eye contact

4.EXPLAIN ABOUT THE PARALANGUAGE.

- Paralanguage is the area of non-verbal communication that emphasizes body language and voice nuances as means of expressing thoughts and feelings

Paralanguage The use of voice tone, loudness, intonations, speech rate, pitch, etc. The process of wordless communication (nonverbal communication) includes: body language, face expression, gestures eye contact and actions of looking, paralanguage, touch, use of distance, use of time speaking tempo, vocal pitch etc

PARALANGUAGE INCLUDE:

1. Facial expressions
2. Tones of voices
3. Gestures
4. Eyes contact
5. Spatial arrangement
6. Expressive movements
7. Pattern of touch
8. Expressive movements
9. Silence
10. Posture

5. EXPLAIN DETECTION DECEPTION

- Each year, people in **police stations** and even in their own offices are questioned about their involvement in **criminal activity** and **workplace misconduct**.
- The goal of the **police investigator, polygraph examiner, and juries** is to determine whether the statements given by these individuals are indeed true.
- To this end, **a number of tests** have been created to determine if an individual is telling **the truth or lying**.
- Often, these tests are accompanied by some physiological measure of **heart rate, respiration, blood pressure, galvanic skin response, or brain wave patterns**. Polygraph results are often highly publicized and

- widely reported in the media as evidence of a suspect's guilt or innocence.
- Is there really a way to measure deception? Is our technology advanced enough that we are able to accurately identify every liar without falsely accusing innocents?
 - While interviewing the suspect who claims ignorance about an incident, the witness who saw it happen, or the informant who identified the perpetrator, the detective asks a question that will eviscerate the perpetrator's story. As the suspect prepares to answer, he looks up and to the left, purses his lips, tenses his eyelids, and brings his eyebrows down.
 - The investigator knows that a suspect displaying shifty eyes and gaze aversion and looking up and to the left when answering uncomfortable questions is exhibiting signs of lying. The suspect is not totally disinterested, but he is reluctant to participate in the interview. Because the suspect's behavior suggests dishonesty, the detective prepares to drill still deeper in the questioning.

6.EXPLAIN NON-VERBAL LEAKAGE.

One of the most important concepts in the study of body language is that of non-verbal leakage.

This occurs when we say one thing but our body language gestures give a different impression.

The most obvious of these are *hand-to-face gestures*. The best way to understand these is to think how you

- Imagine your national football team is playing in the World Cup Final. One minute into extra time and your main striker steps up to take a penalty that will hand your team the World Cup. He shoots and the opposition goalkeeper tips the ball around the post, putting the game into extra time. What would most of the fans do?
- Watch an audience watching a horror movie in the cinema. When the females scream at a moment of high tension, it is often accompanied by the placing of both hands on the cheeks or over the mouth or eyes (the more deep throated male scream is reserved almost exclusively for pain). Afterwards,

they may watch the rest of the movie through their fingers. Think about this for a second. If you don't want to watch something,

Hand To Eyes

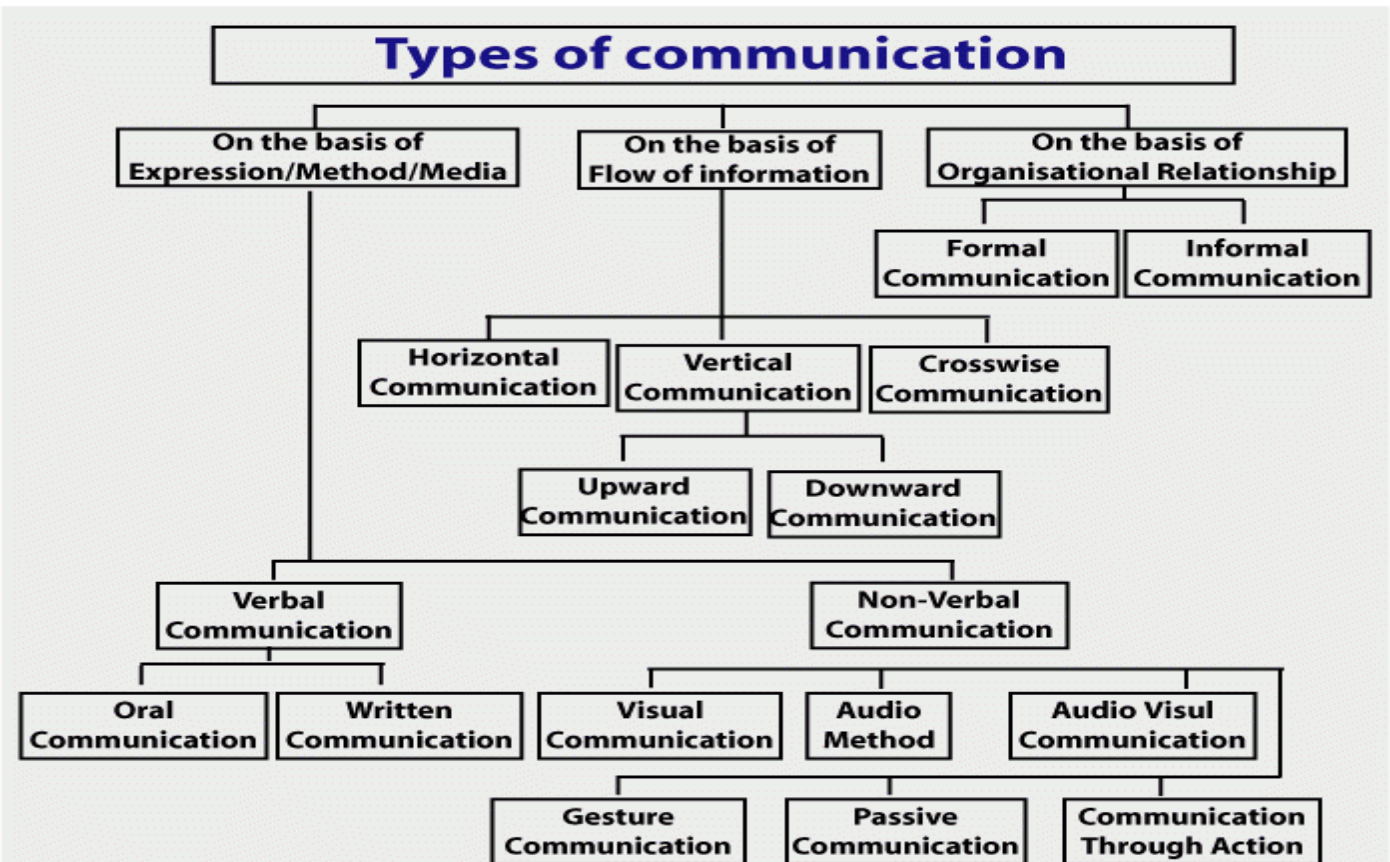
Hand To Nose

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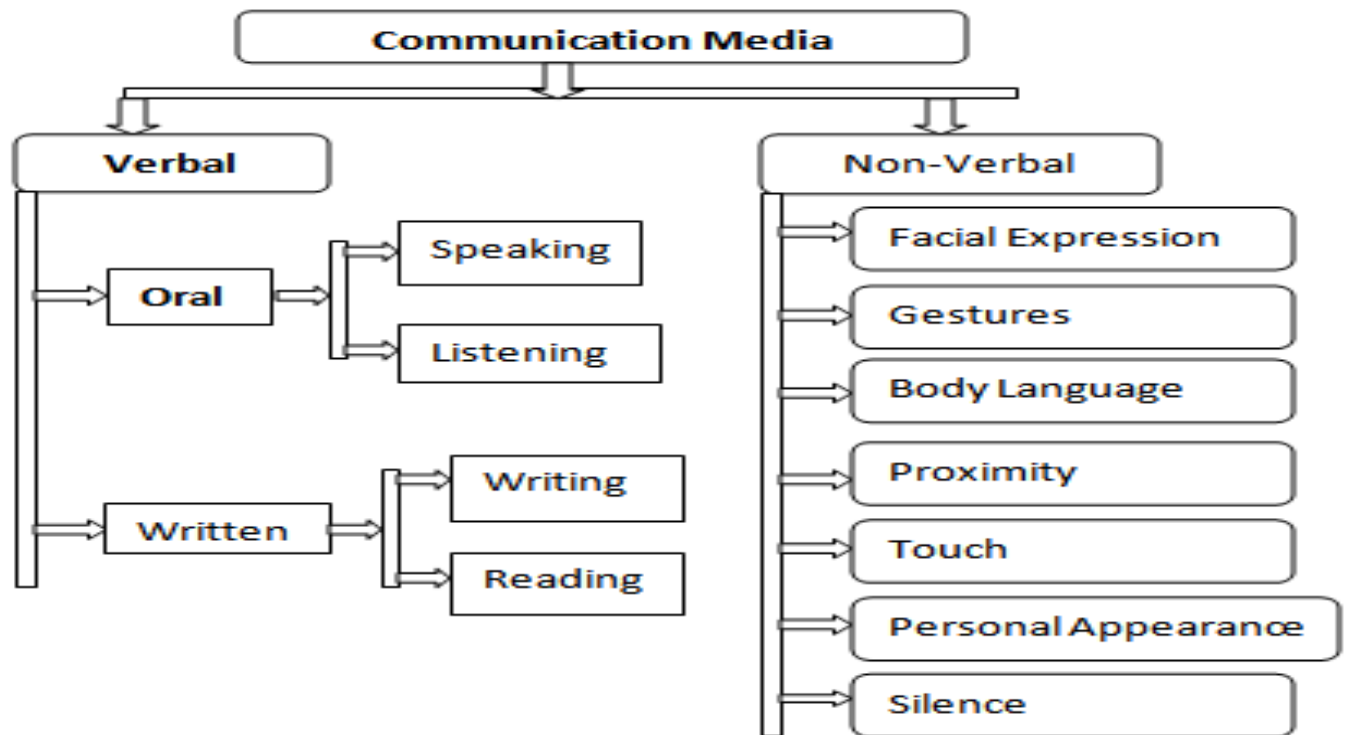
1.WHAT ARE THE TYPE OF COMMUNICATION?

DEFINITION OF COMMUNICATION:

- An interpersonal process of sending and receiving symbols with message attached to them.



Business Communication Articles



TYPE OF COMMUNICATION:

BASED ON THE COMMUNICATION CHANNELS :

- **Verbal communication**

Verbal communication can also be called as Oral communication. In very simple terms, any communication that happens orally between people is known as verbal communication.

VERBAL COMMUNICATION:

- Oral communication

Face-to-face oral communication is the most recognized type of communication

- Written communication

There are many many ways that written communications can be used. The number of ways is ever increasing with the penetration of smartphones and the internet

Non verbal communication

➤ **Non-Verbal Communication is the process of conveying meaning without the use of words either written or spoken**

➤ Non-verbal communications or interpersonal communications.

✓ Facial expressions	Gestures	Silence
✓ Posture	Proxemics	Paralanguage
✓ Kinesics	Haptics	Chronemics
✓ Appearance	Inconics	Dress
✓ Smell	touch	Eye contact

BASED ON STYLE AND PURPOSE:

- Formal communication
- The **Formal Communication** is the exchange of official information that flows along the different levels of the organizational hierarchy and conforms to the prescribed professional rules, policy, standards, processes and regulations of the organization.
- Informal communication
- The **Informal Communication** is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command.

2. WRITE THE KEY ELEMENT OF THE COMMUNICATION PROCESS

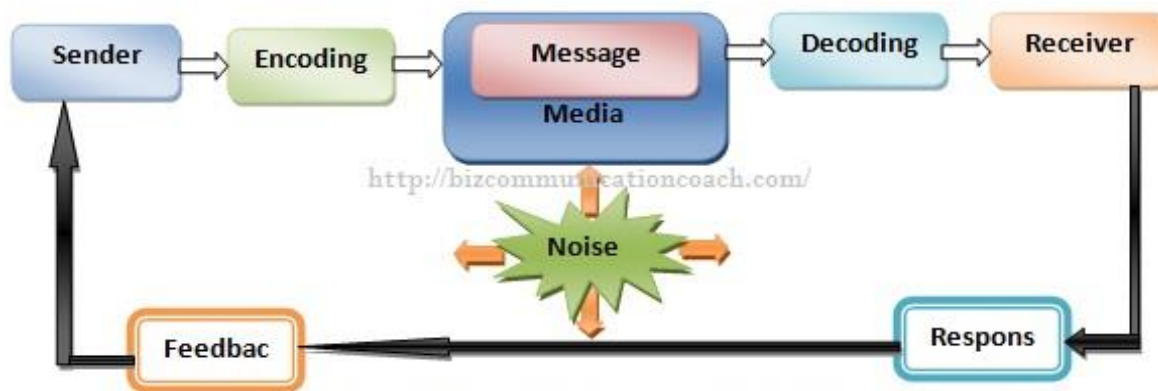


Figure: Elements of Communication Process

(1) Sender:

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas or message:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

(4) Communication Channel:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(5) Receiver:

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

(6) Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(7) Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

UNIT- 3

ATTITUDE AND ATTITUDE CHANGE

The nature of attitude, changing attitudes – theoretical perspectives, changing attitudes through persuasion, Avoiding measurement pitfalls, conditions promoting and reducing consistency.

Spontaneous attitude change:



Thoughtful attitude change:



1.WHAT IS ATTITUDE AND ATTITUDE CHANGE?

An attitude is a hypothetical construct that represents an **individual's degree of like or dislike for an item.**

Attitudes are generally **positive or negative** views of a **person, place, thing or event**

➤ Behavior-induced **OR** Persuasion

2.HOW DOES YOUR ATTITUDE AFFECT YOUR BEHAVIOR?

- **Attitudes** can positively or negatively **affect** a person's **behavior.**
- A person may not always be aware of his or her **attitude** or the **effect** it is having on **behavior.**
- A person who has positive **attitudes** towards work and co-workers (such as friendliness etc.) can positively **influence** those around them.

3.WHAT IS THEORETICAL PERSPECTIVES?

In general, a condition is necessary for an attitude to be translated into behavior. This will only occur if an individual likes a potential future state more than the present state. The desire must subsequently be transformed into a goal. -Wicker 1969

4.WHAT IS PERSUASION?

- Persuasion is an umbrella term of influence. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviors.
- Persuasion is a process of changing our attitude toward something based on some kind of communication

5.WHAT IS MEAN BY PITFALLS?

PITFALLS means - danger or risk

- **a likely mistake or problem in a situation**



- It involved in a particular activity or situation are the things that may go wrong or may cause problem .
- The pitfalls of working abroad are numerous .he also point out that forward planning can help avoid stressful pitfalls

6.What is meant by Negative attitude?

- Negative- unfavor attitude does not like people /object etc..,
- A negative attitude is something that every person should avoid.

7.What is meant by Positive attitude?

Positive – It means that keeping a positive mindset and thinking about the greater good, no matter whatever the circumstances are.

Ex: Confidence, Happiness, Sincerity and Determination

8. Persuasion and Attitude Change

Advertisers, politicians, and potential romantic partners all aim at *persuasion*. Persuasion aims to change behavior. It can be accomplished by altered a person's *attitude* (favorable or unfavorable view of something). That might, in turn, alter the person's *disposition* to act one way or another.

9 . What is meant by Sikken Attitude

This attitude is **more dangerous than a negative attitude.**

Sikken Attitude Example:

Anger is an example of **Sikken Attitude**. Anger is your biggest enemy, so control it. Otherwise, anger will destroy you, so control it as soon as possible

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1.WHAT ARE THE NATURE OF ATTITUDE?

DEFINITION OF ATTITUDE:

- An attitude is a positive, negative, or mixed evaluation of an object that is expressed at some level of intensity
- **Attitudes** are fundamental determinants of our perceptions of, and actions toward all aspects of our social environment.
- An attitude is a hypothetical construct that represent an individuals degree of like or dislike for an item.

Attitude are generally positive or negative views of a person, place thing or event.

1. Behavior-induced
2. Persuasion

NATURE OF ATTITUDE

- Attitudes refer to **feelings and beliefs** of individuals or groups of individuals.
- Attitudes are a complex combination of things we tend to call **personality, beliefs, values, behaviors, and motivations**.
- An attitude exists in **every person's mind**. It helps to define our **identity, guide our actions, and influence how we judge people**.
- The feelings and beliefs are directed towards **other people, objects or ideas**.
- Attitudes help us define how we **see situations**, as well as define how we behave toward the **situation or object**.
- Attitudes are evaluative statements, either **favourable or unfavourable**.

CHARACTERISTICS OF ATTITUDES

- Affecting cognitive consistency
- Strength
- Valence
- Direct experience
- Multiplicity
- Relation to needs

Affective Cognitive consistency: The degree of consistency between the affective and cognitive components influences the attitude—behavior relationship.

- **Strength:** Attitudes based **on direct experience** with the object may be held with greater certainty
- **Valence:** It refers to the degree or grade of likeliness or unlikeliness toward the entity/incident. **Direct Experience:** An attitude is a summary of a person's past experience
- **Multiplicity:** It refers to the amount of **features creating the attitude**.
- **Relation to Needs:** Attitudes vary in relation to requirements they serve. Attitudes of an individual toward the pictures serve only entertainment needs, but attitudes of an employee toward task may serve strong needs for security, achievement, recognition, and satisfaction.

2.WHAT ARE THE COMPONENTS OF ATTITUDE?

Every **attitude** has **three components** that are represented in what is called the **ABC Model of attitudes**:

- **A** for **Affective**,
- **B** for **Behavioral**, and
- **C** for **Cognitive**

Component	Measured by	Example
A ffect	Physiological indicators Verbal statements about feelings	I don't like my boss.
B ehavioral intentions	Observed behavior Verbal statements about intentions	I want to transfer to another dept.
C ognition	Attitude scales Verbal statements about beliefs	I believe my boss plays favorites.

AFFECTIVE: Emotions and feelings the objects (positive&negative)

Ex – I dislike my supervisor

BEHAVIOURAL: Reaction towards the object (positive & negative actions)

Ex – I am looking for another job

CONGNITIVE: Opinions or beliefs about attitude object (positive&negative)

Ex-My pay is low & my superior is unfair

3.WRITE A FUNCTION OF ATTITUDE?

Function of attitude:

- **THE ADJUSTMENT FUNCTION:** --Attitudes often help people adjust to their work environment.
- **EGO- DEFENSIVE FUNCTION-** Along with the adjustment function, attitudes also help them defend their self images. People often form and maintain certain attitudes to protect their own self images
- **VALUE EXPRESION FUNCTION** – Attitudes provide people with a basis for expressing their values. Our value expressive attitudes are closely related to our self concept. .
- **KNOWLEDGE FUNCTION-** Attitudes are often substituted for knowledge. Attitudes help supply standards and frames of reference that allow people to organize and explain the world around them.
- **UTILITARIAN / INSTRUMENT FUNCTON-** enable us to gain rewards and avoid punishment

2.EXPLAIN THE TYPE OF ATTITUDE

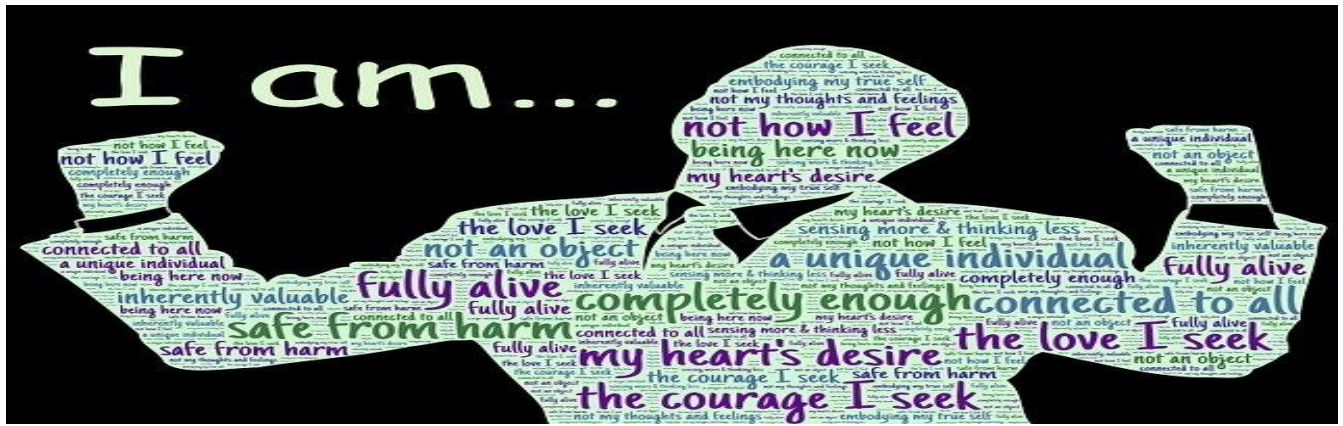
4 Type of attitude

1. Positive Attitude
2. Negative Attitude
3. Neutral Attitude
4. Sikken Attitude



SIKKEN ATTITUDE

(is more dangerous than a negative attitude.)



- **POSITIVE** – It means that keeping a positive mindset and thinking about the greater good, no matter whatever the circumstances are.

This is one type of attitude in organizational behaviour. One needs to understand how much a positive attitude it takes to keep the work moving and progressing. It means that keeping a positive mindset and thinking about the greater good, no matter whatever the circumstances are. A positive attitude has many benefits which affect out other kinds of behaviour in a good way.

- Confidence
- Happiness
- Sincerity
- Determination

- **NEGATIVE**- unfavor attitude does not like people /object etc.,

A negative attitude is something that every person should avoid. Generally, people will negative attitude ignore the good things in life and only think about whether they will fail. They often find a way out of tough situations by running away from it. They often compare themselves with other persons and find the bad in them only.

- Anger
- Doubt
- Frustration

- **NEUTRAL** - neither favor for unfavor

This is another type of attitude that is common. That mindset is a neutral one. There is no doubt. Neither is there any kind of hope. The people generally tend to ignore the problems in life. They wait for some other individual to take care of their problems. They generally have a lazy life and they are often unemotional. It is as if they don't think about anything that much and doesn't care for the same as well.

➤ **SIKKEN ATTITUDE:**

SIKKEN ATTITUDE One of the most dangerous types of attitudes. This attitude has the calibre to destroy every image that comes in connection with a positive image. This attitude is **more dangerous than a negative attitude.**

Sikken Attitude Example:

Anger is an example of **Sikken Attitude**. Anger is your biggest enemy, so control it. Otherwise, anger will destroy you, so control it as soon as possible.

4. DESCRIBE THE SOURCES OF ATTITUDE DEVELOPMENT.

All attitudes ultimately develop from human needs and the values people place upon objects that satisfy those perceived needs.

- Social learning
- Peer group
- Family
- Religious organization
- culture shape
- Influential
- Personal experience
- evaluation process
- developing attitudes
- Needs to develop our attitude
- Selective perception
- Group Associations ure shape
- Same problems form the same judgments ect.,

5.DISCUSS ABOUT THE THEORIES OF ATTITUDE FORMATION?

3 type of theories

1. Cognitive-Consistency Theories

2. Functional Theories

3. Social Judgment Theories

➤ CONGNITIVE CONSISTENCY THEORIES:

The cognitive consistency theories are concerned with inconsistencies that arise between related beliefs bits of knowledge and evaluation on object

Research has generally concluded that people seek consistency among their attitudes and between their attitudes and their behaviour. This means that people seek to reconcile divergent attitudes and align their attitudes and behaviour so that they appear rational and consistent.

➤ FUNCTIONAL THEORIES

The functional theory considers how attitudes and efforts are related to the motivational structure of the individual.

This theory focuses on two things:

(i) The meaning of the influence situation in terms of both the kinds of motives that it arouses and

(ii) The individual's method of coping and achieving his goals.

➤ SOCIAL JUDGMENT THEORIES

The social judgment theory was originally formulated by Sherif and Hoveland. This theory attempts to explain how existing attitudes produce distortions of attitude related objects and how these judgments mediate attitude change.

Factor influencing persuasion

- Communication
- Message
- Audience

Indicators of attitude Affective reaction

- Self report
- Peer report
- Physiological
- Behavior

UNIT-4

Unit IV : ENVIRONMENTAL INFLUENCE

Territoriality, crowding, environmental quality and social behaviour, the impact of our surroundings

1.WHAT IS TERRITORIALITY?

It is a plot of land controlled by a specific person animal or country or where a person has knowledge right or responsibilities

An ex: the area where you have been granted an exclusive licence to sell a product

2.WHAT IS MEANT BYCROWDING ENVIRONMENT QUALITY?

Decision making and behavior make an impact on environment quality-did you walk, bike, drive or use public transit .

Density is typically indexed as people per room or people per square foot.

3.WHAT DO YOU THINK ABOUT ENVIRONMENTAL QUALITY

- Environmental Quality" is a set of properties and characteristics of the environment, either generalized or local, as they impinge on human beings and other organisms.
- It is a measure of the condition of an environment relative to the requirements of one or more species, any human need or purpose.

3.WHAT IS SOCIAL BEHAVIOR?

The environment can influence people behavior and motivation to act.,

The behavior can effected by both the qualities of the individual the environment factor.

5. LIST OUT WHAT ARE THE ENVIRONMENTAL PROBLEM(ISSUES)?

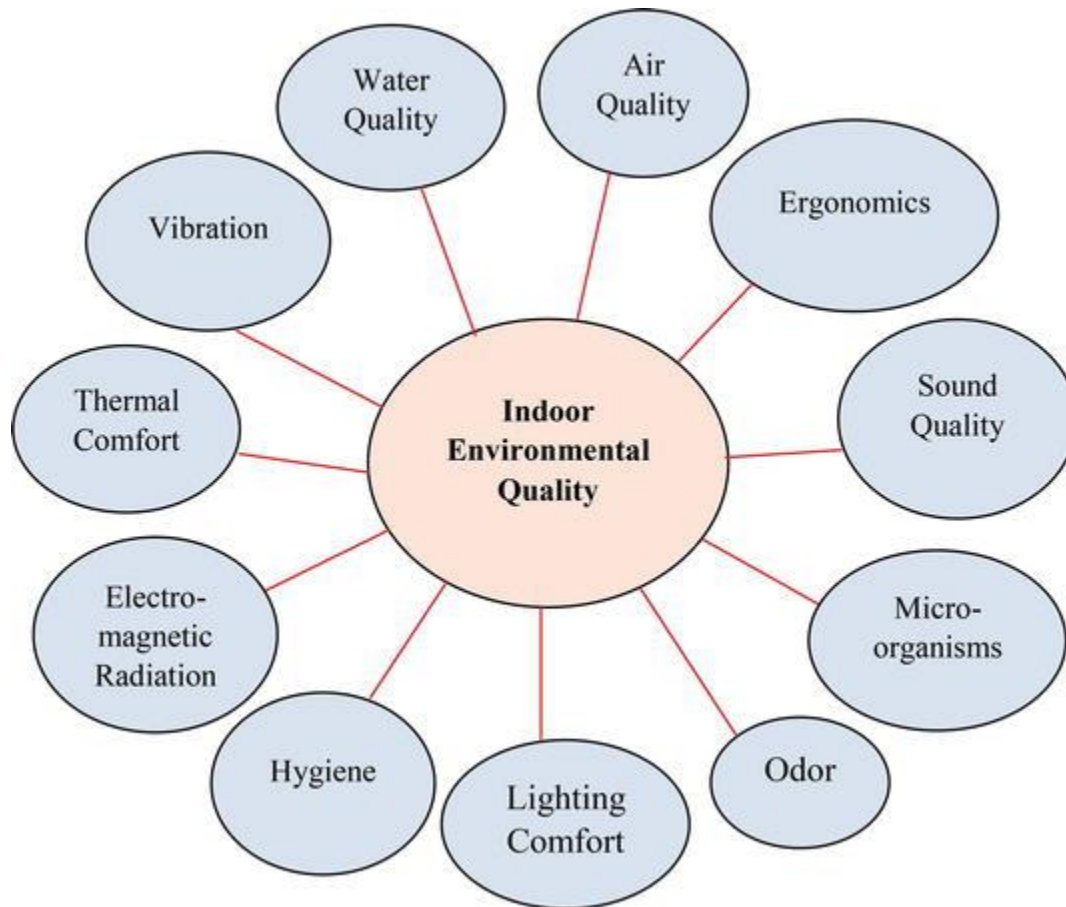
Some of the major **environmental issues** that are causing immense concern are **environmental pollution, air pollution, water pollution, garbage pollution, noise pollution, deforestation, resource depletion, climate change etc.**

5 MRK AND 10 MARK

Good Environmental Quality

- **Improves Health and wellbeing**
- **Improves occupational Safety**
- **Reduces stress and Leads to Happiness**
- **Improves Liveability and life expectancy**
- **Improves efficiency and performance at work place**

IMPROVES QUALITY OF LIFE



1. LISY OUT THE CROWDING ENVIRONMENT QUALITY & SOCIAL BEHAVIOR?

DEFINE CROWDING QUALITY:

Decision making and behavior make an impact on environment quality-didyou walk,bike,drive or use public transit .

Density is typically indexed as people per room or people per square foot.

- 1.Economic Hardship
- 2.Econoic Pressure
- 3.Parent Distress
- 4.Distrupted Family Relation
- 5.Child And Adolescent Adjustment

ECONOMIC HARDSHIP:

- Low income
- High debt,low assets

- Negative financial events

ECONOMIC PRESSURE:

- Unmet material needs
- Unpaid debts
- Painful cutbacks

PARENT DISTRESS:

- Emotional problems
- Behavior problem

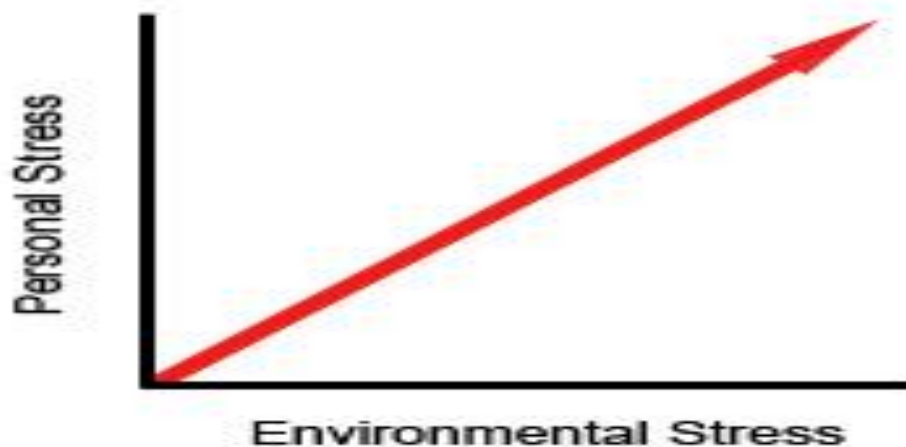
DISRUPTED FAMILY RELATIONS

- Interparent conflict /withdrawal
- Harsh,inconsistent parenting

CHILD AND ADOLESCENT ADJUSTEMENT:

- Emotional behavioral problems
- Impaired competence

2.WHAT IS IMPACT OF OUR SOURROUNDING?



- TO innate awareness of our environment and seek out environment with certain qualities.
 - Human have a strong need for safety and security and look for those attributes in their environment
 - We also look for physical comfort such as an environment with the right temperature
1. The environment can facilities or discourage interaction among people
 2. The environment can influence people behavior and motivation to act
 3. The environment can influence mood
 4. For example : the result of several research studies reveal that rooms with bright light both natural and artificial, improve health out comes such as depression,agitation,sleep.

WHAT ARE THE CURRENT ENVIRONMENTAL PROBLEMS?

15 Major Current Environmental Problems



1. *Pollution*
2. *Global Warming*
3. *Overpopulation*
4. *Natural Resource Depletion*
5. *Waste Disposal*
6. *Climate Change*
7. *Loss of Biodiversity*
8. *Deforestation*
9. *Ocean Acidification*
10. *Ozone Layer Depletion*
11. *Acid Rain*
12. *Water Pollution*
13. *Urban Sprawl*
14. *Public Health Issues*
15. *Genetic Engineering*

1. Pollution: Pollution of air, water and soil require millions of years to recoup. Industry and motor vehicle exhaust are the number one pollutants. Heavy metals, nitrates and plastic are toxins responsible for pollution..

2. Global Warming: Climate changes like global warming is the result of human practices like emission of Greenhouse gases.

3. Overpopulation: The population of the planet is reaching unsustainable levels as it faces shortage of resources like water, fuel and food.

4. Natural Resource Depletion: Natural resource depletion is another crucial current environmental problems. Fossil fuel consumption results in emission of Greenhouse gases, which is responsible for global warming and climate change

5. Waste Disposal: The over consumption of resources and creation of plastics are creating a global crisis of waste disposal.

6. Climate Change: Climate change is yet another environmental problem that has surfaced in last couple of decades..

7. Loss of Biodiversity: Human activity is leading to the extinction of species and habitats and and loss of bio-diversity.

8. Deforestation: Our forests are natural sinks of carbon dioxide and produce fresh oxygen as well as helps in regulating temperature and rainfall..

9. Ocean Acidification: It is a direct impact of excessive production of CO₂. 25% of CO₂ produced by humans.

10. Ozone Layer Depletion: The ozone layer is an invisible layer of protection around the planet that protects us from the sun's harmful rays.. This is one of the most important current environmental problem.

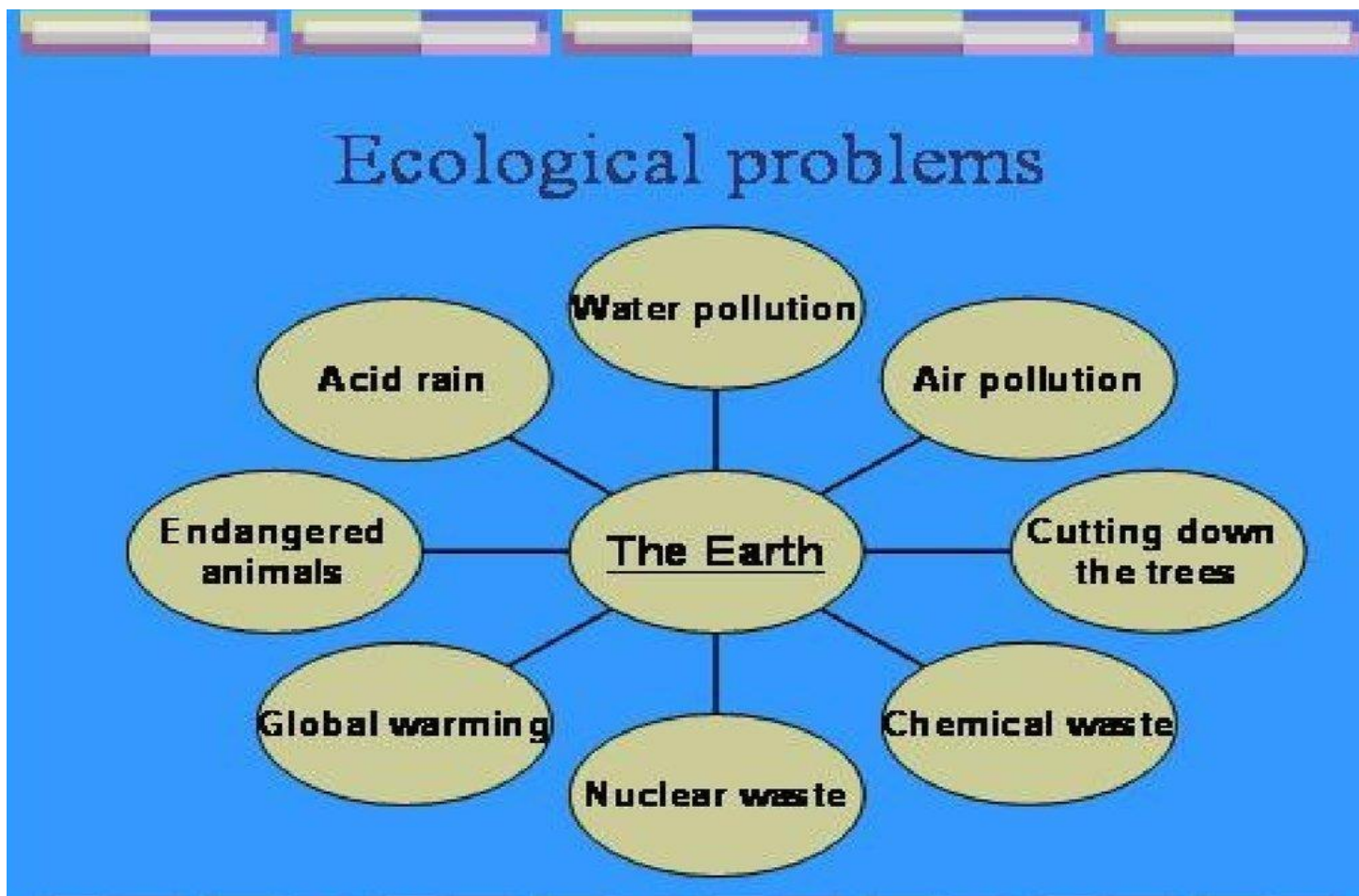
11. Acid Rain: Acid rain occurs due to the presence of certain pollutants in the atmosphere. Acid rain can be caused due to combustion of fossil fuels or erupting volcanoes or rotting vegetation which release sulfur dioxide and nitrogen oxides into the atmosphere. Acid rain is a known environmental problem that can have serious effect on human health, wildlife and aquatic species.

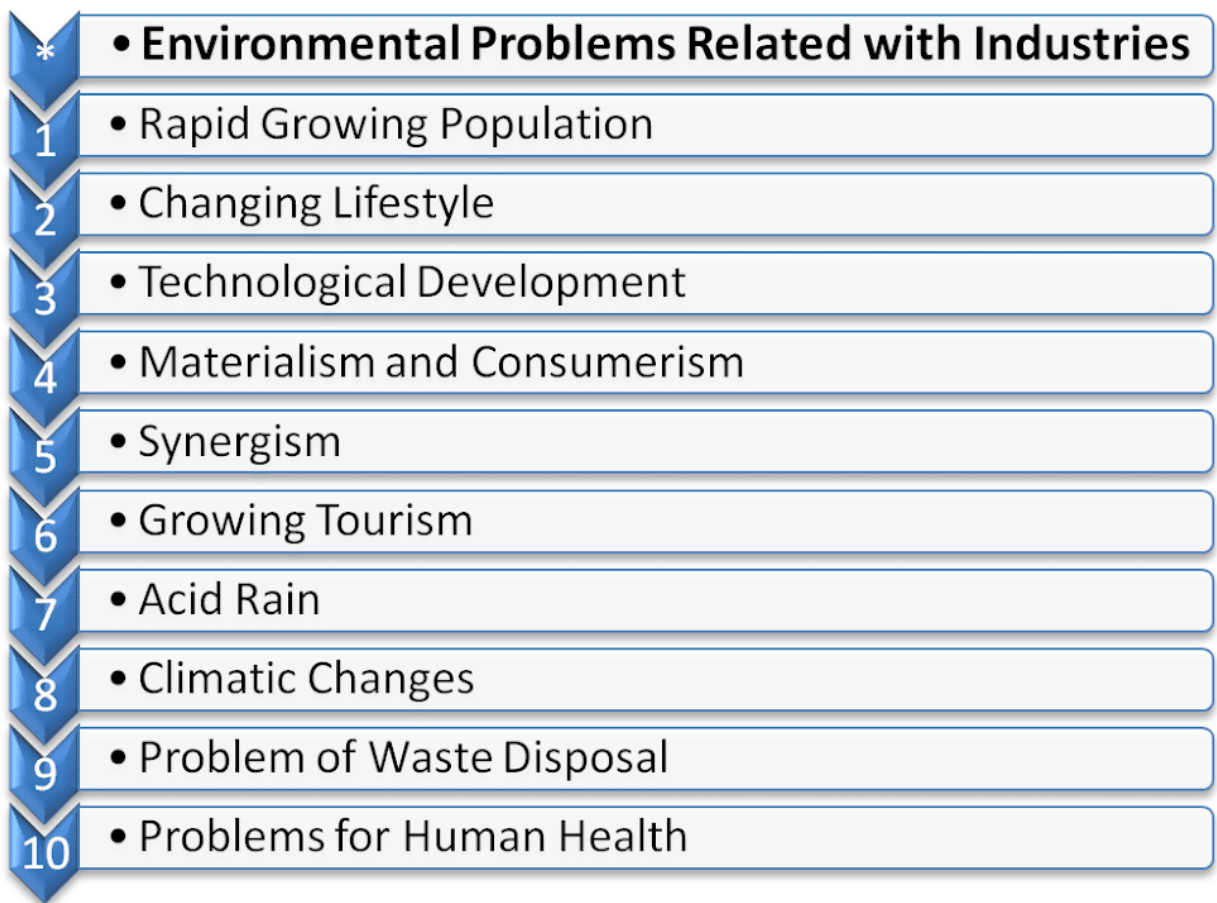
12. Water Pollution: Clean drinking water is becoming a rare commodity. Water is becoming an economic and political issue as the human population fights for this resource. One of the options suggested is using the process of desalinization. Industrial development is filling our rivers seas and oceans with toxic pollutants which are a major threat to human health.

13. Urban Sprawl: Urban sprawl refers to migration of population from high density urban areas to low density rural areas which results in spreading of city over more and more rural land..

14: Public Health Issues: The current environmental problems pose a lot of risk to health of humans, and animals. Dirty water is the biggest health risk of the world and poses threat to the quality of life and public health.

15. Genetic Engineering: Genetic modification of food using biotechnology is called genetic engineering.





SOLUTIONS TO ENVIRONMENTAL ISSUES

Following are some of the most common solutions to the environmental issue:

1. Replace disposal items with reusable items.
2. The use of paper should be avoided.
3. Conserve water and electricity.
4. Support environmental friendly practices.
5. Recycle the waste to conserve natural resources.

Environmental issues are a warning of the upcoming disaster. If these issues are not controlled, there will soon be no life on earth

UNIT-5

QUALITY OF WORK LIFE (QWL)

Quality of Work Life : Working and well being, The working woman and the stress on working women, Advertising and consumer Behaviour, public health, aging and life quality, using social psychology to improve quality of work life.

QUALITY OF WORK LIFE

QUALITY: Satisfy the expectation by performance

WORK: Application of discretion and abilities within limits in order to produce a result.

QWL: Overall well-being of an individual

Meaning: Quality of work life refers to the favorableness or unfavorableness of a job environment for the people working in an organization.

1.WHAT IS MEAN BY QUALITY OF WORK LIFE?

Quality of work life is the quality of relationship between employee and total working environment

Definition:

According to **Luthans** “the overriding purpose of QWL is to change the climate at work so that the human-technological-organizational interface leads to a better quality of work life”.



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STRESS: Stress is a person's physical and emotional response to change .

WORKING WOMAN MEAN :

- A woman who earns a salary, wages, or other income through regular employment
- Men associated home with rest, relaxation, place of seclusion from stress. Because men didn't associate home with work, they also failed to associate women with work.
- Children at home much stress, guilt.



2. WHAT IS MEAN BY ADVERTISING?

Advertising is mean of communication with the users of r services advertisement are message paid for by those who send them and are intended to inform or influence people when receive them

3. WRITE ABOUT THE CONSUMER BEHAVIOUR?

Consumer behavior is a branch which deals with the various stages a consumer goes through before purchase product or services for his end use.

4. DESCRIBE THE OLD AGE QUALITY OF LIFE?

It has been emphasized that quality of life is an extremely complex abstract and scattered concept difficult to define and has a high impacts on research and practice.

-FERNONDEZ 1997

5.WHY WE STUDY PUBLIC HEALTH?

- Increase life expectations
- Worldwide reductions in infant and child mortality
- Eradication or reduction of many communicable diseases

6.WHAT IS MEAN BY SOCIAL PSYCHOLOGY?

The study of the manner in which the personality, attitudes, motivations, and behavior of the individual influence and are influenced by social groups.

5 MARK and 10 MARK QUESTION

Improve the QWL:

1. Recognition of work life issues
2. Commitment to improvement
3. Quality of work life teams
4. Training to facilitators
5. Conduct focus group
6. Analyze information from focus group

7. Identify and implement opportunities
8. Flexible work hours
9. Autonomy to work

Importance of QWL:

- Enhance stakeholder relations and credibility
- Increase productivity
- Attraction and retention
- Reduces absenteeism
- Improve the quality of working lives
- Benefiting families and communities
- Job involvement
- Job satisfaction
- Company reputation

Objectives of QWL:

1. To improve the standard of living of the employees
2. To increase the productivity
3. To create a positive attitude in the minds of the employee
4. To increase the effectiveness of the organization (profitability, goal accomplishment etc.)
5. To understand the relationship between QWL and employee satisfaction
6. To know the level of employee satisfaction
7. To study whether QWL motivates the employees to learn further for present and future roles

Problems in improving the QWL:

- ✓ Poor reward and recognition
- ✓ Dead-end job
- ✓ Managing by intimidation
- ✓ Negative working environment
- ✓ No job security

Increasing quality of work life:

1. Avoid micromanaging while managing workforce
2. Recognizing the good work

3. Set goals and reward the best performers
4. Put employee in challenging situation
5. Entertainment and food for refreshment

Health and wellbeing of quality of work life:

It refers to physical and psychological aspects of an individual in any work environment. An unstressful work environment provides comfortable work life. Therefore higher job demand which leads to higher strain work environment will affect the employees' health and wellbeing.

The working woman and the stress on working women:

Stress is a person's physical and emotional response to change. Stress is the reaction people have to excessive pressures or other types of demand placed upon them. Stress is the "wear and tear" our minds and bodies experience as we attempt to cope with our continually changing environment.





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Types of stress:

Positive effect, spurring motivation and awareness, providing the stimulation to cope with challenging situation. Urgency and alertness needed for survival when confronting threatening situations.

Negative effect excessive, prolonged and unrelieved stress can have a harmful effect on mental, physical and spiritual health.

Stress related illnesses:

1. Cardiovascular disease
2. Immune system disease
3. Asthma
4. Diabetes
5. Digestive disorders
6. Ulcers
7. Skin complaints – psoriasis
8. Headaches and migraines
9. Depression

Workplace Stressors

- **Commonly studied stressors**
 - Role stressors
 - Workload
 - Interpersonal conflict
 - Organizational constraints
 - Perceived control
- **Contemporary organizational stressors**
 - Work-family conflict
 - Mergers & Acquisitions
 - Layoffs & Job insecurity
 - Emotional Labor

Social psychology:

It examines the influences of social processes on the way people think, feel, and behaves.

Improve quality and work life balance:

1. *Plan the day*
2. *Get in the zone*
3. *Take a lesson from the world of sport*
4. *Think about your energy balance*
5. *Listen to the rhythms of your body*
6. *Take some time for you*
7. *Remember what it's all about*
8. *Get some sleep*

Stress management techniques:

- *Change your thinking*
- *Change your behavior*
- *Change your lifestyle*

Time Management

- Make a list
- What must be done?

- What should be done?
- What would you like to do?
- Cut out time wasting
- Learn to drop unimportant activities
- Say no or delegate
- Plan your day
- Set achievable goals
- Don't waste time making excuses for not doing something

Ventilation

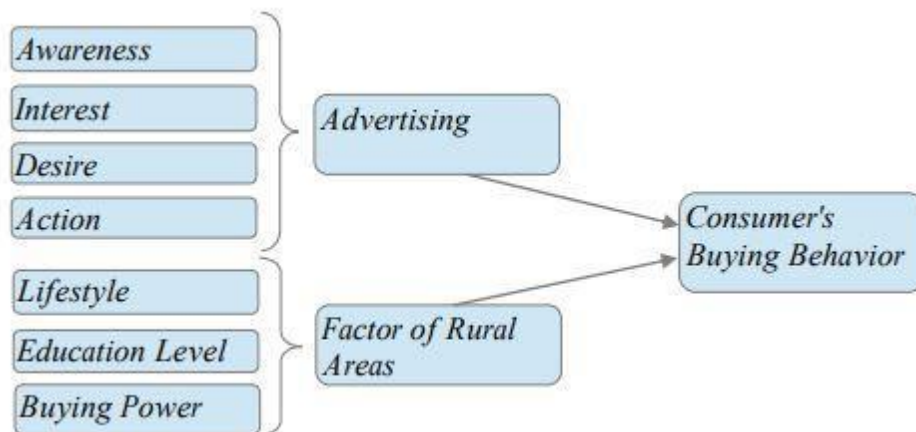
- Develop a support network
- Writing a diary or notes may help release feelings but do not re-read what has been written.

Humor

- Applies at home and work
- Act as Good stress reducer
- Relieves muscular tension
- Improve breathing

ADVERTISING ON CONSUMER BEHAVIOUR •

Marketers need to understand the buying behaviour of consumers while designing their advertisements for the desired impact. Advertisements play an essential role in creating an image of a product in the minds of consumers. Advertisements must be catchy and communicate relevant information to consumers.



AGING: The results of the study revealed that age has a positive impact on QWL as the older people are having higher degree of quality of work life than younger.

Social psychology

Social psychology is the scientific study of how people's thoughts, feelings, and behaviors are influenced by the actual, imagined or implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method.

Social psychology to improve quality work life: Social psychology can be used in different areas of our lives such as, our way of thinking, relationships (personal and professional), physical and mental health etc. Social psychology tries to understand group as well as individual behavior when reacting to or thinking about the social environment. Social psychology tends to study the behavior of people at group level more than anything else. It tries to describe and explain human behavior by reducing it to psychological variables.

The behavioral psychologist, Adams (1963) developed a Useful model for explaining why this is true. Equity Theory (or Adam's Equity Theory) explains the thought process an Employee uses to determine the fairness of management Decision making. The core of equity theory is that individuals Judge the fairness of their treatment based on how others like Them are treated. Employees make social comparisons to Others who are similarly situated in the organization.

Factors affecting women in workplace:

1. Stereotypes
 1. Token employees
 2. Queen bees
2. *Access discrimination*
3. *Evaluation and promotion bias*
4. *Job leaves*
5. *Sexual harassment*
6. *Occupational segregation*
7. *Salary differentials*
8. *More household responsibilities*

9. *Work life balance*
10. *Friends and family*
11. *Concern over remuneration and the gender pay gap*
12. *Lack of job satisfaction*
13. *Mentally stress, especially depression*
14. *Career stress*
15. *Career progression*
16. *Weak superannuation*
17. *Competitive stress*

Categories of strain:

1. *Psychological*
 - i) *Emotional response to stressors*
 - ii) *Depression, anxiety, frustration, hostility*
2. *Behavioral*
 - i) *Response associated with behaviors*
 - ii) *Job performance, substance abuse, absenteeism, turnover*
3. *Physical*
 - i) *Response related with employees physical health and well-being*
 - ii) *Blood pressure, heart rate*

IMPORTANCE OF ADVERTISING

- ❖ Advertising doesn't mean selling but helps in increasing sales.
- ❖ Creates awareness in people.
- ❖ Create brand awareness.
- ❖ Important for buyer and seller.
- ❖ Creates regular demand.
- ❖ Provides information about market and every thing which happens around you.
- iii) ❖ Helps educating people.



Advertising and consumer behavior:

- ✓ *Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience. Remember it is only through advertisement; individual are able to connect with your brand.*
- ✓ *The advertisement must show what the product is all about. It should in a way give some kind of information about its price, benefits, usage, availability and so on.*

Consumer behavior in advertising:

- *Helps in selecting message content*
- *Helps in selecting message source person*
- *Helps in selecting media and media mix*
- *Helps in deciding media scheduling*
- *Helps in understanding buying motives*

- *Effective advertising campaign*

Healthy ageing:

Healthy ageing is the process of developing and maintaining the functional ability that enables well-being in older age. Functional ability is about having the capabilities that enable all people to be and do what they have reason to value. – WHO

Healthy age means continually reinventing yourself as you pass through landmark ages such as 60, 70, and 80 and beyond. It means finding new things you enjoy, learning to adapt to change, staying physically & socially active, and feeling connected to your community and loved ones.

What is needed for Healthy ageing?

- ❖ *A change in the way we think about ageing and older people*
- ❖ *Creation of age-friendly environment*
- ❖ *Alignment of health system to the need of older people*
- ❖ *Development of system for long term care*

Overview of Basic principles of Public Health

- PHILOSOPHY OF PUBLIC HEALTH
- DEVELOPMENT OF PUBLIC HEALTH.
- DETERMINANTS OF HEALTH AND DISEASE.
- INTRODUCTION TO HEALTH SYSTEM
- HEALTH CARE AND HEALTH RISK
- PRIMARY HEALTH CARE.
- SECONDARY AND TERTIARY HEALTH CARE
- HEALTH FINANCING
- MEDICAL RECORD.

2.DEFINE THE FACTORS INFLUENCING CONSUMER BEHAVIOR?

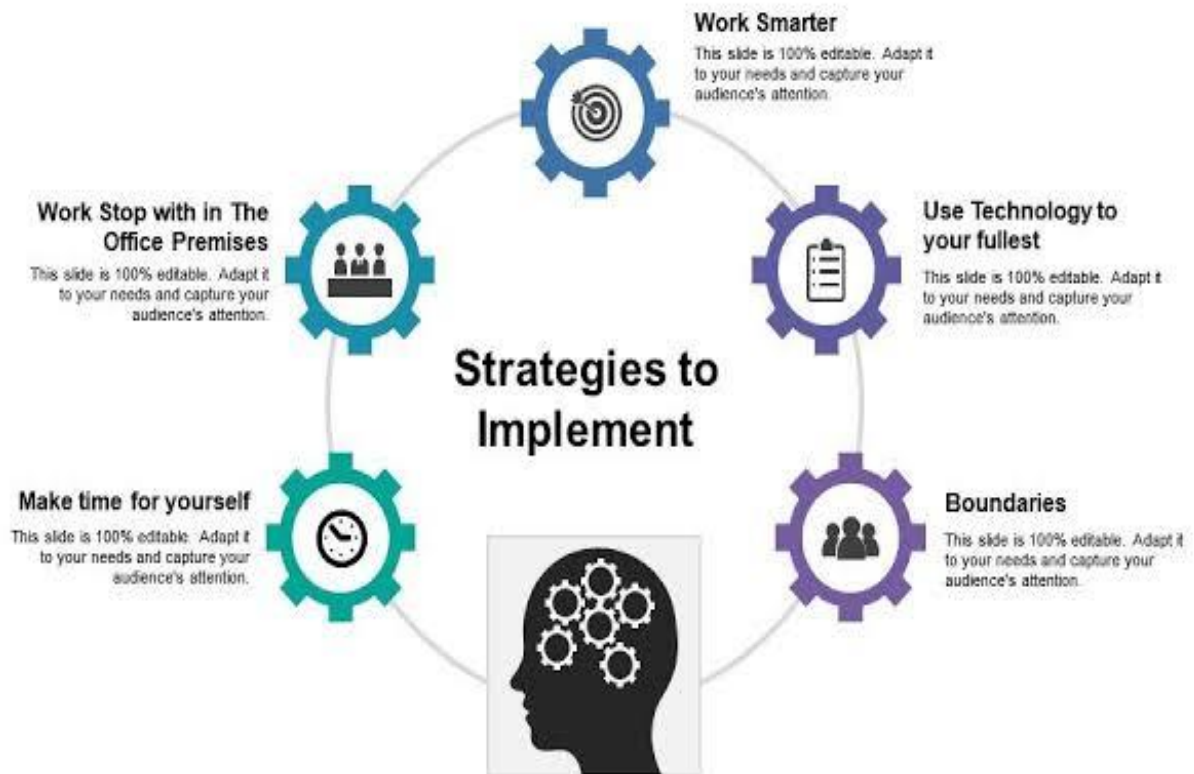
DEFINE CONSUMER BEHAVIOR:

Consumer behavior is a branch which deals with the various stages a consumer goes through before purchase product or services for his end use.

The are given by:

- Cultural factors
- Social fators
- Personal factors
- psychologicalfactors

Work Life Balance Strategies to Implement include Proper...



WRITE A IMPORTANT OF QUALITY WORK LIFE?

DEFINITION OF QUALITY OF WORK LIFE:

Quality of work life is the quality of relationship between employee and total working environment.

Quality of work life presents concern for human dimenions of work and relates to job satisfaction and organization development.

Importance of quality of work:

- Enhance stakeholders relations and credibility
- Increase productivity
- Attraction and retention
- Reduces absenteeism
- Improves the quality
- Benefits families and communities
- Job innolvement

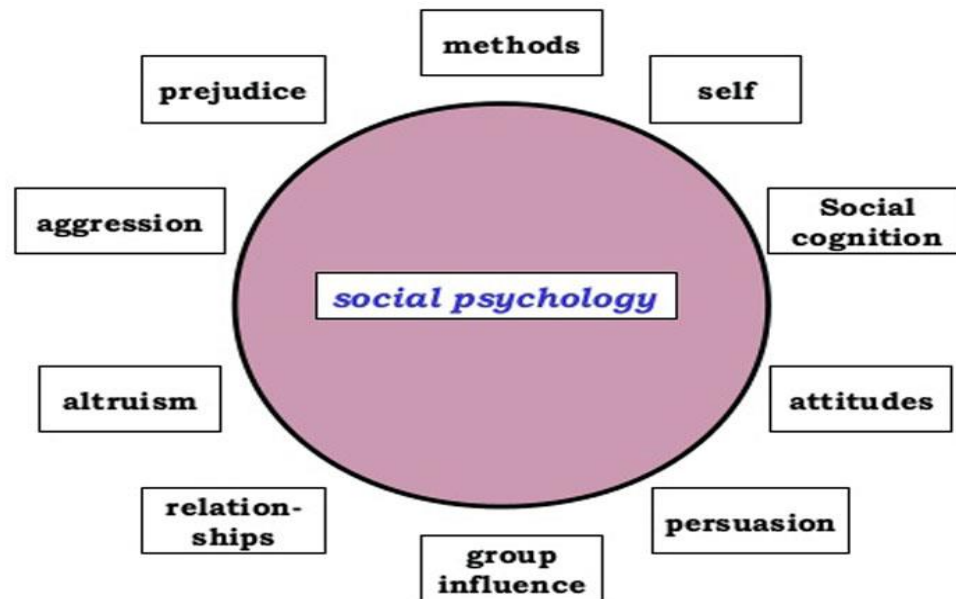
WRITE THE PROBLEM IN IMPROVING THE QWL?

- Poor reward and recognition
- Deal-end jobs
- Managing by intimidation negatives work environment
- No of security
- Negative attitudes

THE STRESS OF WORKING WOMEN:

According to “Women of tomorrow “, survey showed that out of 21 nation and 6500women india is leading national when it comes to stress for women about 87% of women were stressed most of their time and 82% claimed that they did not find to time relax.

WRITE A USE OF SOCIAL PSYCHOLOGY TO IMPROVE QUALITY OF WORK LIFE?



- Individual power
- Employee participation in the management
- Fairness and equity
- Social support
- Self development
- A meaningful future at work
- Effect on extra work activities
- Managing the workforce
- Recognize good work
- Set goals rewards
- Challenges your employee
- Food is fun