

Module 2.1: ATTITUDE

In psychology, **attitude** is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and are an acquired state through experiences. It is an individual's predisposed state of mind regarding a value and it is precipitated through a responsive expression towards oneself, a person, place, thing, or event (the **attitude object**) which in turn influences the individual's thought and action.

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.

Factors Influencing Attitude:

Direct Personal Experience

Association

Family and Peer Groups

Neighbourhood and Environment

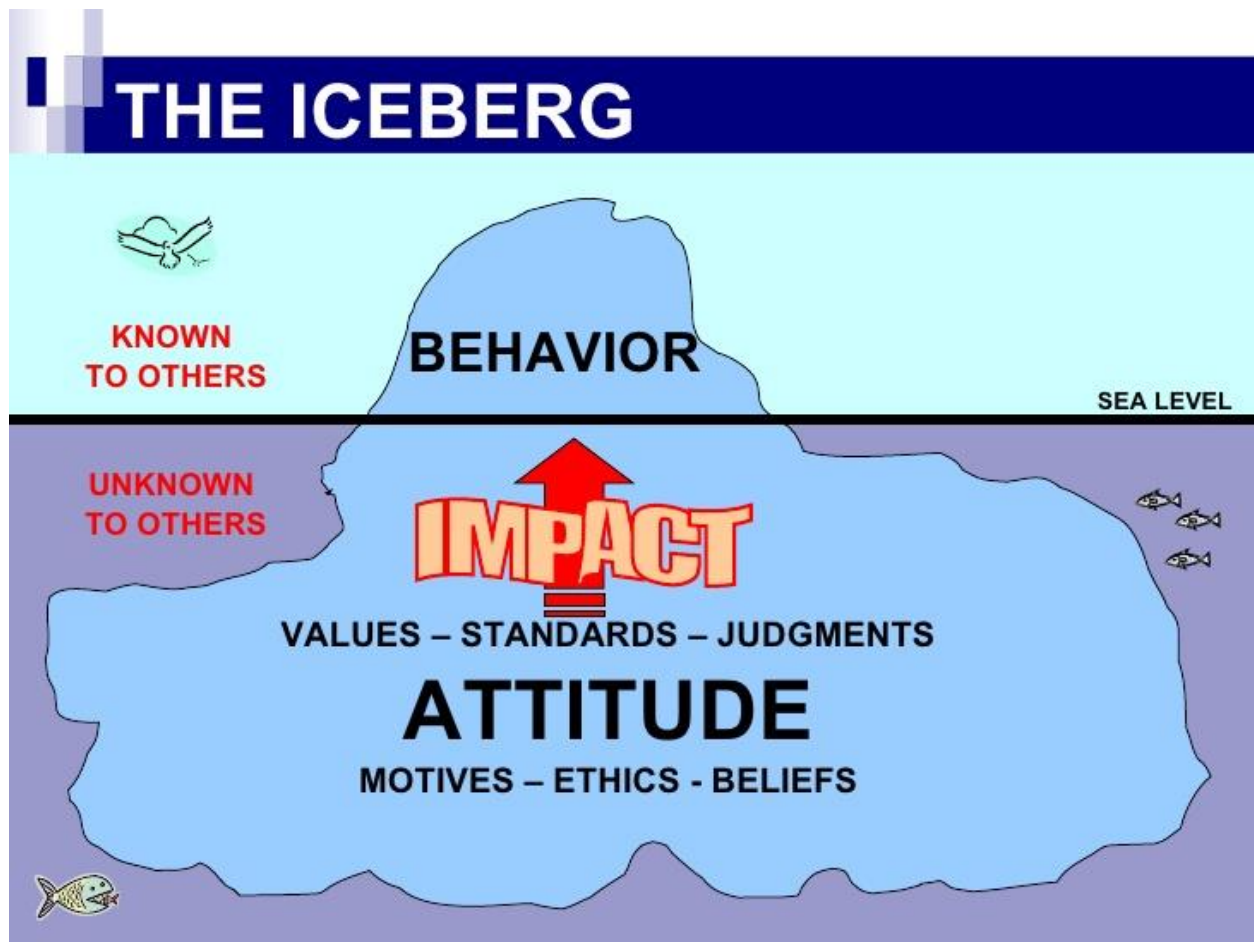
Economic status and occupation

Challenges and Lessons from Attitude:

When the going is good, we all have a great attitude. What happens when the going gets tough?

Challenging times tend to affect our attitude and behaviour.

The effect of attitude on behaviour can be understood from the iceberg model.



(a) Steps to Overcome Challenges of Attitude

Take responsibility

Examine your Assumptions

Avoid the trigger

Minimize the impact

Be objective

Tips for a Positive Attitude:

- Start the day with a **positive** affirmation
- Focus on the good things, however small
- Find humor in bad situations.
- Turn failures into lessons.
- Transform negative self-talk into **positive** self-talk.
- Focus on the present.
- Find **positive** friends, mentors and co-workers.

Etiquette:

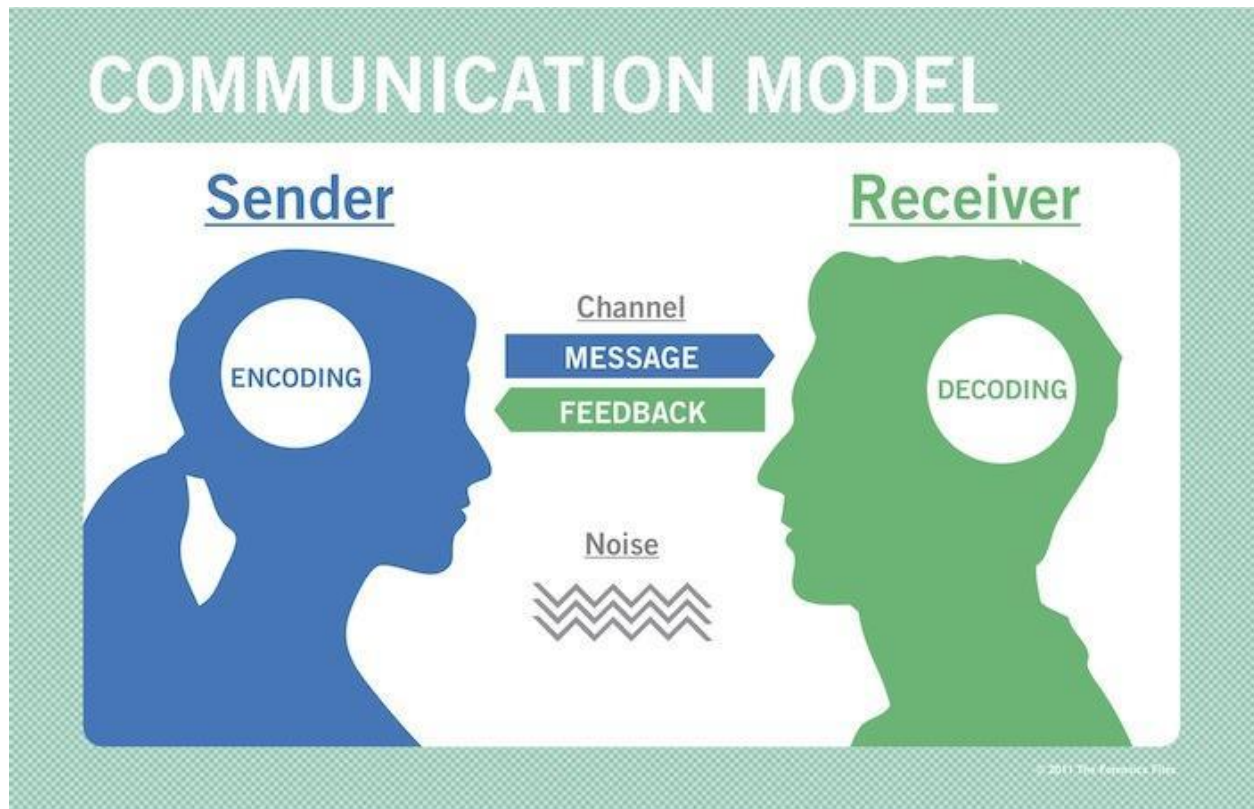
Introduction

- comes from the French word etiquette meaning ticket/tag/label
- was often a list of instructions on how guests were expected to conduct themselves at ceremonial occasions
- the code of behaviour expected of people at various occasions and events
- Communication forms an integral part of etiquette.

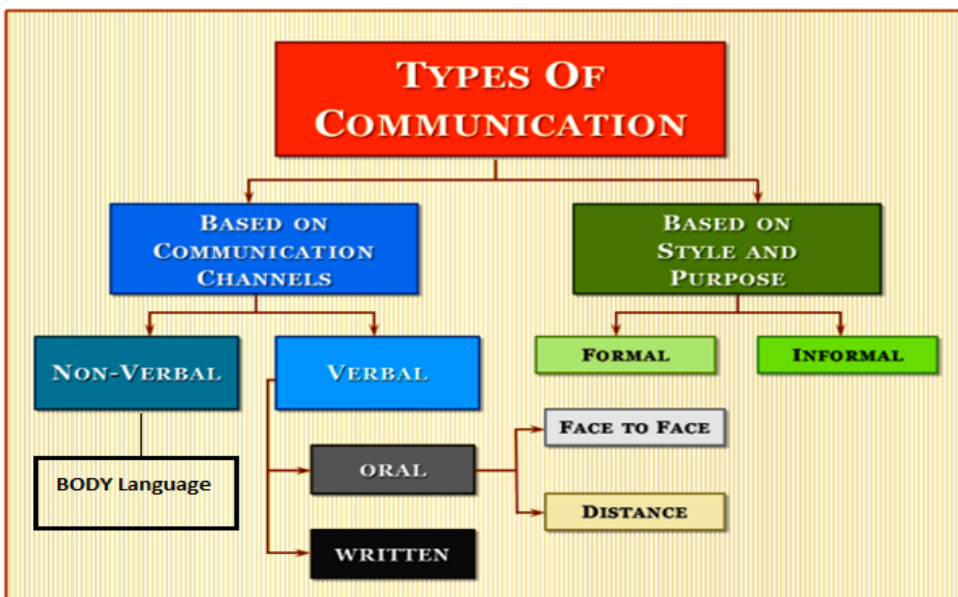
Communication :

What is communication ?

- The word communication has originated from a Latin word “Communes” which means something common.
- Communication is a process of exchanging information, ideas, thoughts, feeling and emotions through speech signals, writing or behavior. In communication process, a sender encodes a message and then using a medium and send it to appropriate feedback using a medium



Communication can be:

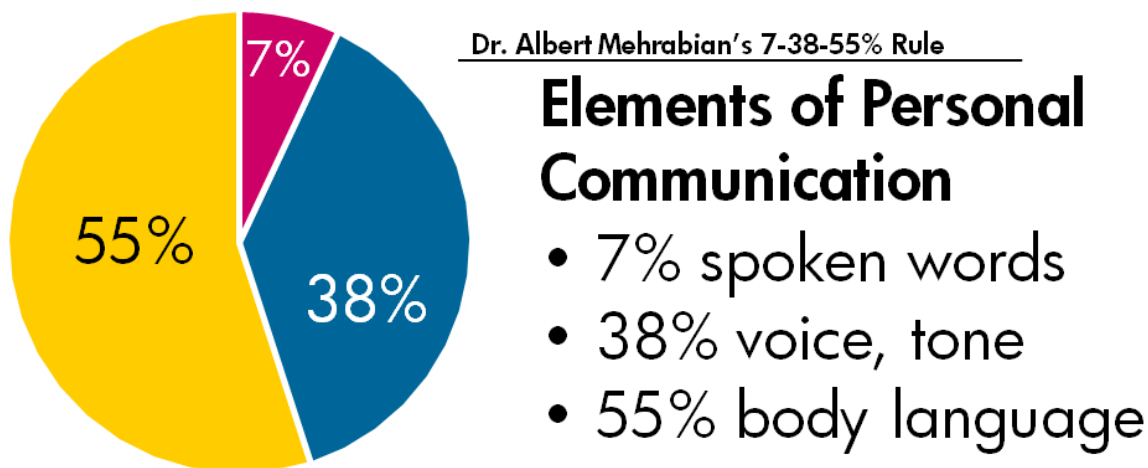


Verbal Communication:

Verbal communication is the use of sounds and words to express yourself, especially in contrast to using gestures or mannerisms.

Dr Albert Mehrabian's Theory of Communication

Dr Albert Mehrabian in his pioneering study in communication attributed 7% of all communication to words; 38% to tone, pitch, modulation, etc., and 55% to non verbal communication or body language.



Types of Verbal Communication:

The two major **forms of verbal communication** include written and oral **communication**. Written **communication** includes traditional pen and paper letters and documents, typed electronic documents, e-mails, text chats, SMS and anything else conveyed through written symbols such as language.

Non- Verbal Communication:

Non-verbal communication includes facial expressions, the tone and pitch of the voice, gestures displayed through body language (kinesics) and the physical distance between the communicators (proxemics).

(a) Elements of Body Language

Proxemics

Eye Contact

Gestures

Posture

Facial Expressions

Proxemics

Proxemics is the proximity or distance between the speaker and the listener. Psychologist Edward Hall suggested that there are four definable personal space zones. □ Intimate Space □ Personal Space □ Social Space □ Public Space

The term proxemics was introduced by anthropologist Edward T. Hall in 1963 to describe the measurable distances between people as they interacted.

Hall pointed out that social distance between people is reliably correlated with physical distance, and described four distances:

- Intimate distance for embracing, touching or whispering (15-45 cm, 6-18 inches)

- Personal distance for interactions among good friends (45-120 cm, 1.5-4 feet)
- Social distance for interactions among acquaintances (1.2-3.5 m, 4-12 ft)
- Public distance used for public speaking (over 3.5 m, 12 ft)

Eye Contact

- Most direct form of communication
- Our eyes can convey interest, attention, and engagement
- Our eyes also express emotions that our words may be trying to cover up

Gestures

- Hand gestures are a natural part of communication
- Hand gestures can be used by themselves
- Hand gestures to enhance the meaning of the spoken word.

Postures

In humans, posture can provide a significant amount of important information through nonverbal communication. Psychological studies have also demonstrated the effects of body posture on emotions

Some common postures:

- arms folded across the chest : unsympathetic
- arms held loose : open positive attitude
- upright posture : high status , I am the boss
- bowing head : lower status
- sideways lean : relaxation, friendliness
- self wrapping : withdrawal, self protection
- slouching with forward lean : lowliness
- moderately upright : enthusiasm, friendliness



Facial Expression:

CAN FACE SPEAK?

- HAPPINESS
- SADNESS
- DISPLEASURE
- ANGER
- FEAR
- INTEREST

Mobile Phone Etiquette - Dos

- ☐ Speak softly over the phone
- ☐ Keep the phone on silent/vibrate during meetings, theatres, performances, etc.
- ☐ Be polite and courteous
- ☐ Select ringtones that will not embarrass you in public
- ☐ Excuse yourself if you absolutely have to take a call when you are with friends or colleagues
- ☐ Be careful of what you say in a text/SMS, etc

Mobile Phone Etiquette – Don'ts

Use your phone while riding/driving

- ☐ Use your phone when you are seated with family/friends
- ☐ Call people at odd hours
- ☐ Call a person repeatedly if your call has not been answered. Wait a while and call again.
- ☐ Use your phone when you are walking on the street, etc.

(v) Digiquette

- Advancement in technology has caused the need for digiquette
- Digiquette is digital media etiquette

Email Etiquette

1. Subject line: Write the specific reason for your email in about 4-5 words.
2. Greeting: Keep this appropriate to your relationship with the recipient. If it's a colleague, say, 'Hi' or 'Hello'. If it's a client, 'Dear' reads better.
3. Fonts and style: NEVER WRITE E-MAILS IN ALL CAPS. It denotes shouting. Use professional fonts such as Arial, Times New Roman, or Calibri.
4. Structure: Keep your emails clean with breaks in paragraphs. Use bullet points to make yourself clear.
5. Disclaimers: Never use your favourite quotes as a signature. It doesn't look professional. Check if your IT department has already added the company's disclaimer as part of your sign-off.
6. Marking emails: Use the 'high priority' option to mark urgent emails, if necessary.
7. Replying to emails: Don't start a new e-mail. Use the 'Reply' or 'Reply all' option. This will help keep a record of the entire conversation.
8. Sending attachments: Mention any attachment you send. Use either 'Please find attached' or 'The file has been attached for your reference.' Do use 'Zip' if you are sending more than one file.

Netiquette – Tips

- ☐ Agree to disagree and appreciate the other person's viewpoint
- ☐ Do not make personal comments
- ☐ Avoid airing your grievances online
- ☐ Avoid spamming
- ☐ Remember what you write will be read by someone. So express yourself clearly. Etc

Tips for Social Media Etiquette

- ☐ Keep your profile updated in all respects

- ☐ Do not offend people with your posts/comments
- ☐ Are you using social media as an emotional garbage can? Is there a better place to vent your emotions?
- ☐ You are what you post; think before you share
- ☐ Is your post a reaction to something or have you thought it out?, etc.

Summary:

- ☐ Attitudes are formed during the course of a person's life and have an impact on behaviour
- ☐ One can have any of three attitudes towards something: positive, negative, or neutral. ☐ Etiquette is the code of behaviour expected of people
- ☐ Verbal communication is closely supported by non verbal communication.
- ☐ The most important elements of body language are proxemics, eye contact, gestures, posture, and facial expressions.