



*Chapter 2.1*  
**Attitude**

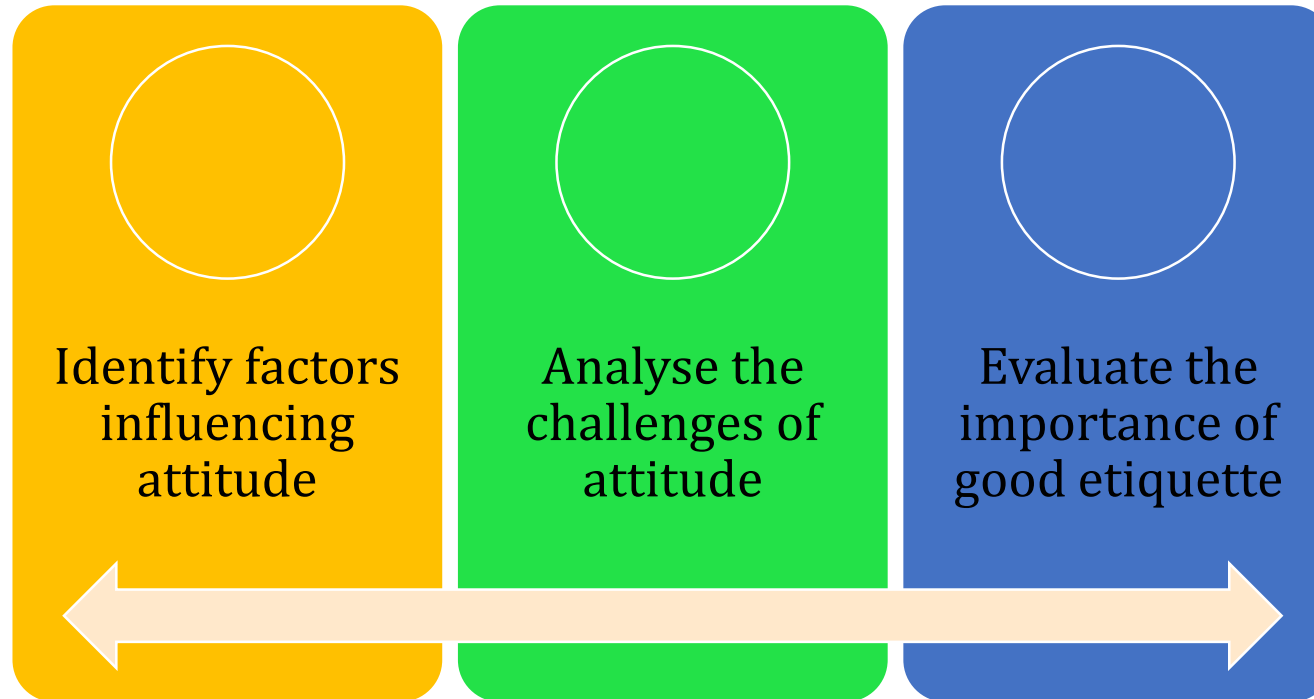


## Aim

To acquaint the students with the importance of a good attitude in daily life.

# Instructional Objectives

After completing this module, you should be able to:

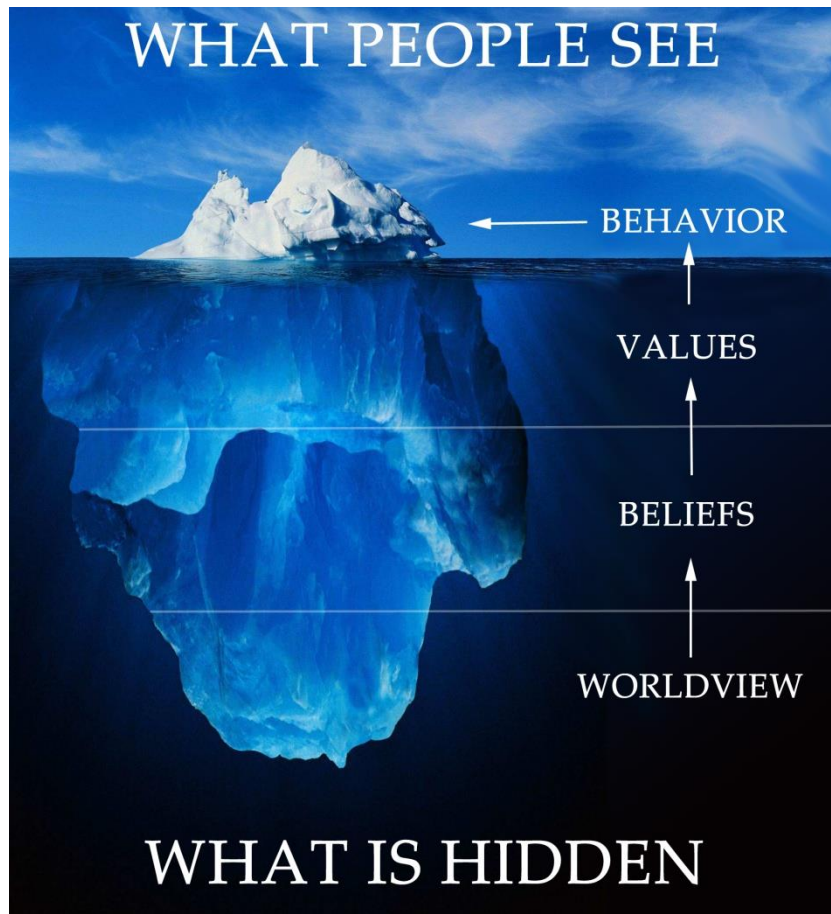


# Attitude

## (i) Factors Influencing Attitude



## (ii) 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



## (b) Lessons from Attitude

Look at the following pictures:



Sachin Tendulkar



Oprah Winfrey



Narayana Murthy

What comes to your mind when you see them?



## Lessons from Attitude (contd)

Look at the following pictures:



Justin Bieber



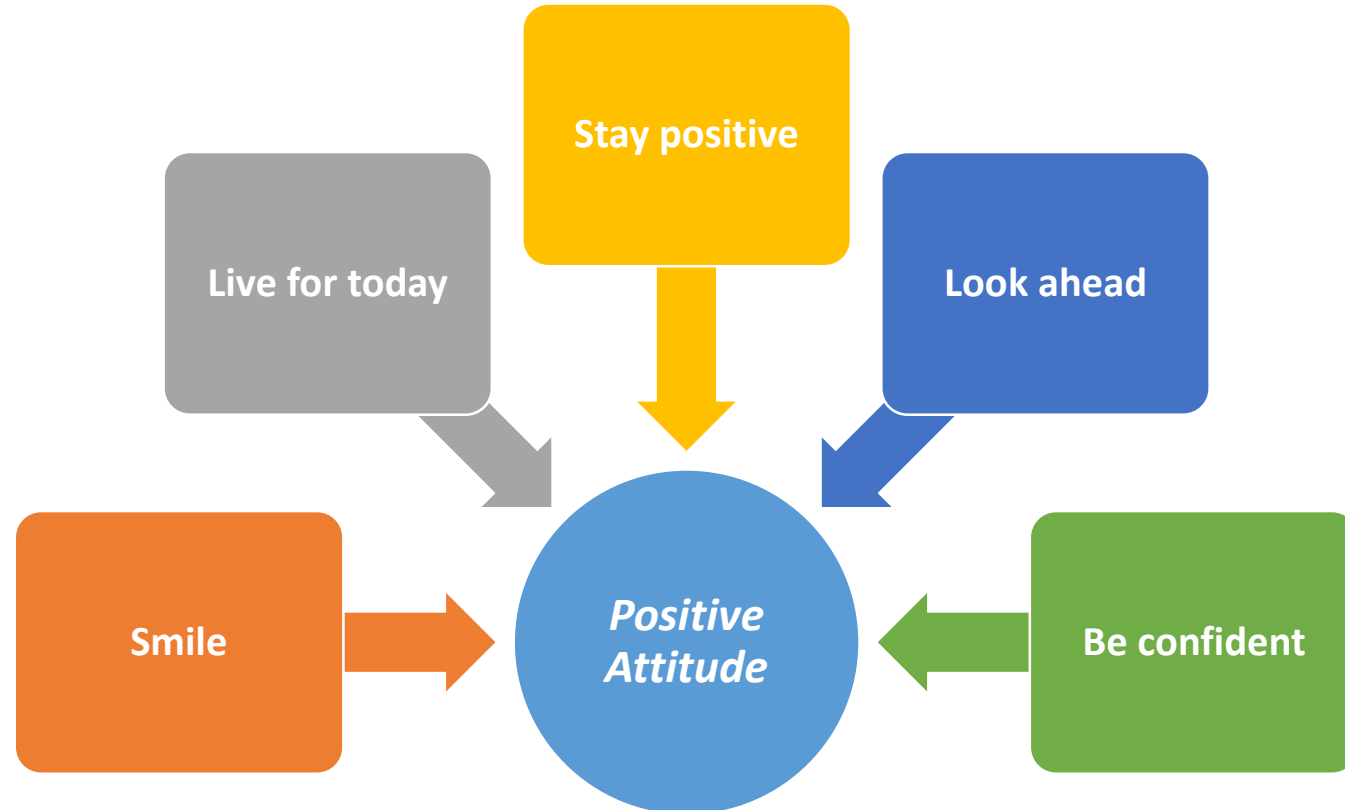
Salman Khan



Shoaib Akhtar

What comes to your mind when you see them?

### (iii) Tips for a Positive Attitude





## Quiz / Assessment

1) \_\_\_\_\_ is a person's exposure to the attitude object.

- a) Direct personal experience
- b) Association
- c) Peer groups
- d) Environment

2) One of the ways to overcome challenges of attitude is \_\_\_\_\_.

- a) Taking responsibility for one's actions
- b) Blaming the person responsible
- c) Eliminating the trigger
- d) Questioning oneself



## Quiz / Assessment

3) \_\_\_\_\_ is a way to have a positive attitude.

- a) Smile
- b) Avoid the trigger
- c) Identify the reason
- d) Never take the blame

4) \_\_\_\_\_ is an expression of attitude.

- a) Opinion
- b) Excuses
- c) Reason
- d) Status

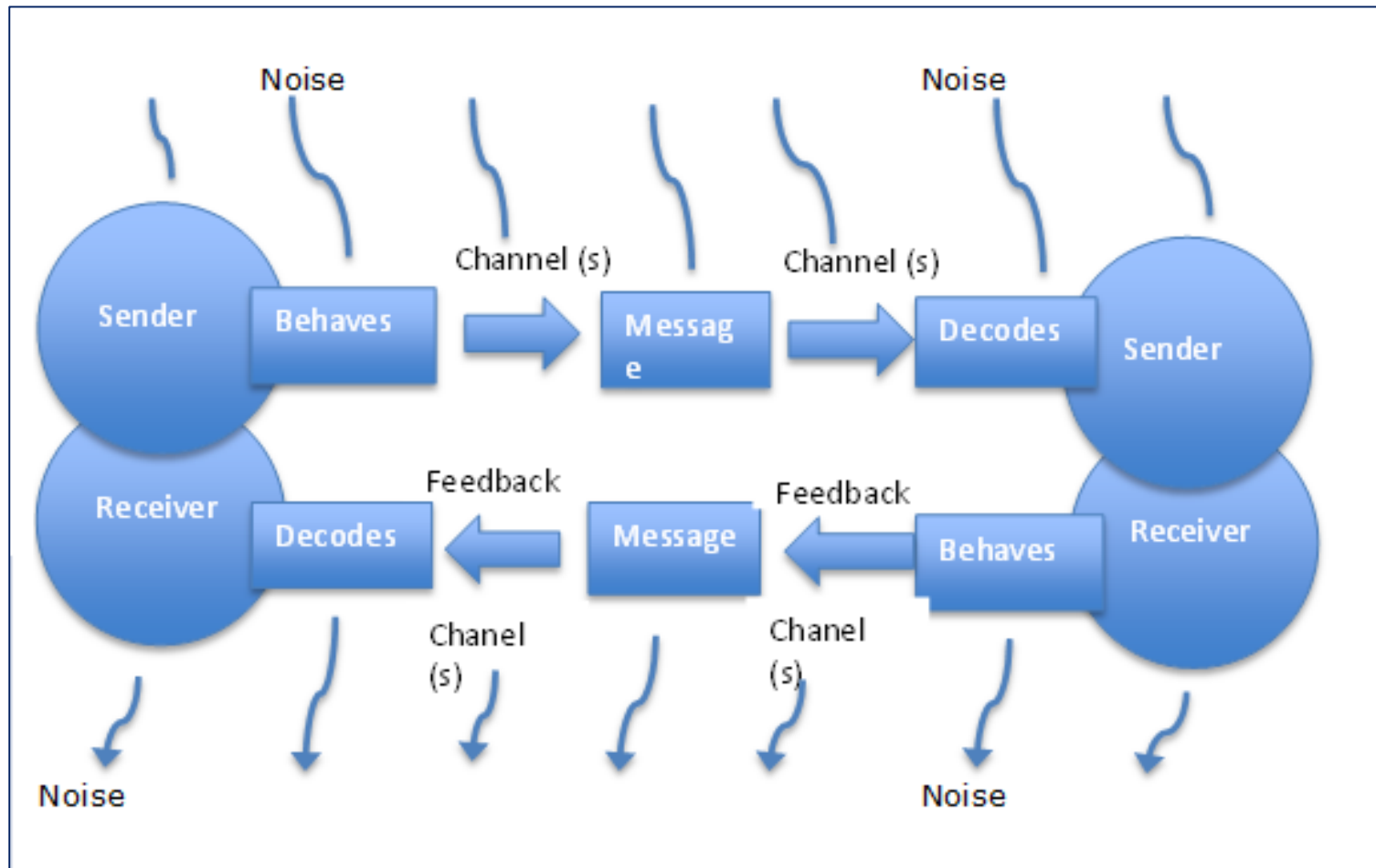
# Etiquette

## (i) Introduction

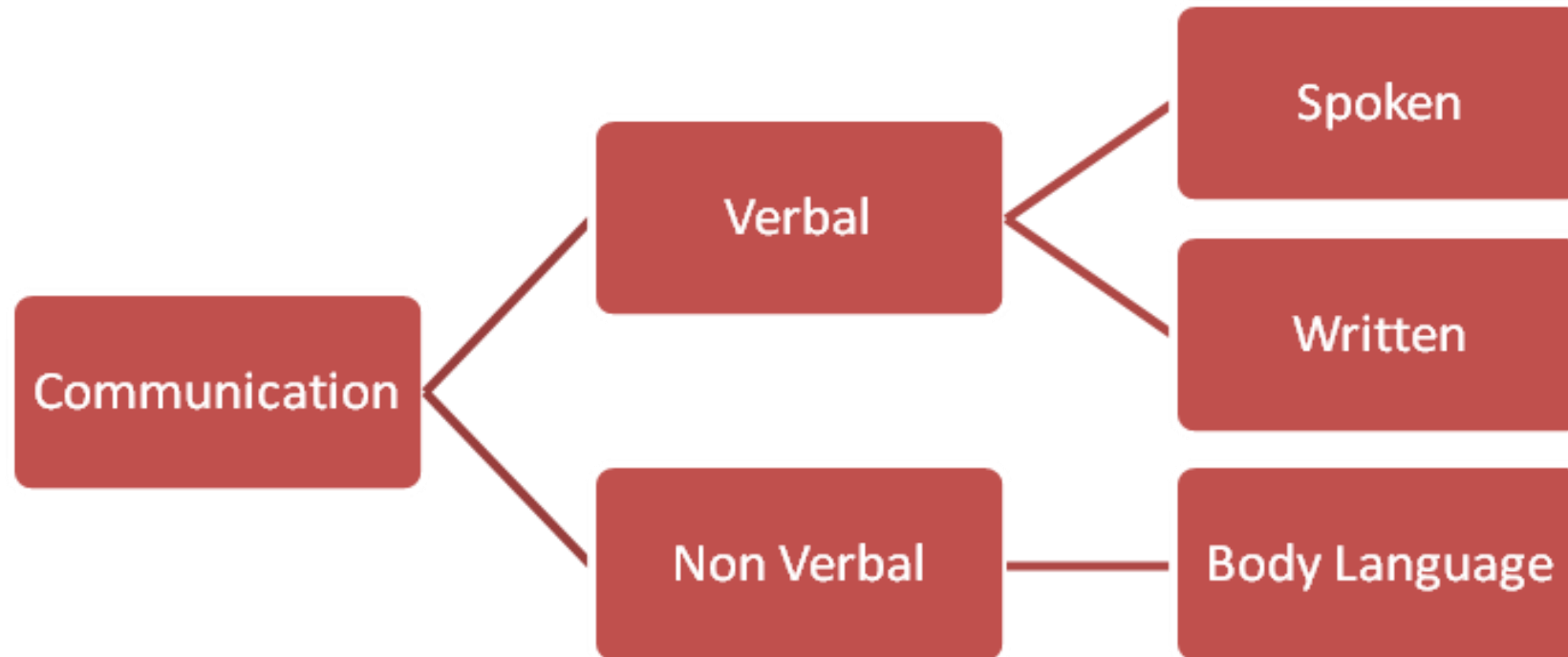


- comes from the French word *étiquette* meaning ticket/tag/label
- was often a list of instructions on how guests were expected to conduct themselves at ceremonial occasions
- the code of behaviour expected of people at various occasions and events
- Communication forms an integral part of etiquette.

## (a) How do we communicate?



Communication can be:

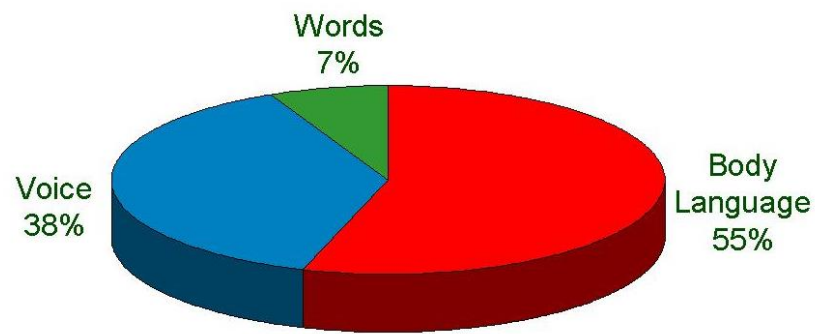




## (ii) Verbal Communication:



# 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.

Source:

<http://www.lcnetwork.co.uk/non-verbal-communication-getting-your-message-across/>

## (iii) Non Verbal Communication



## (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

# 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

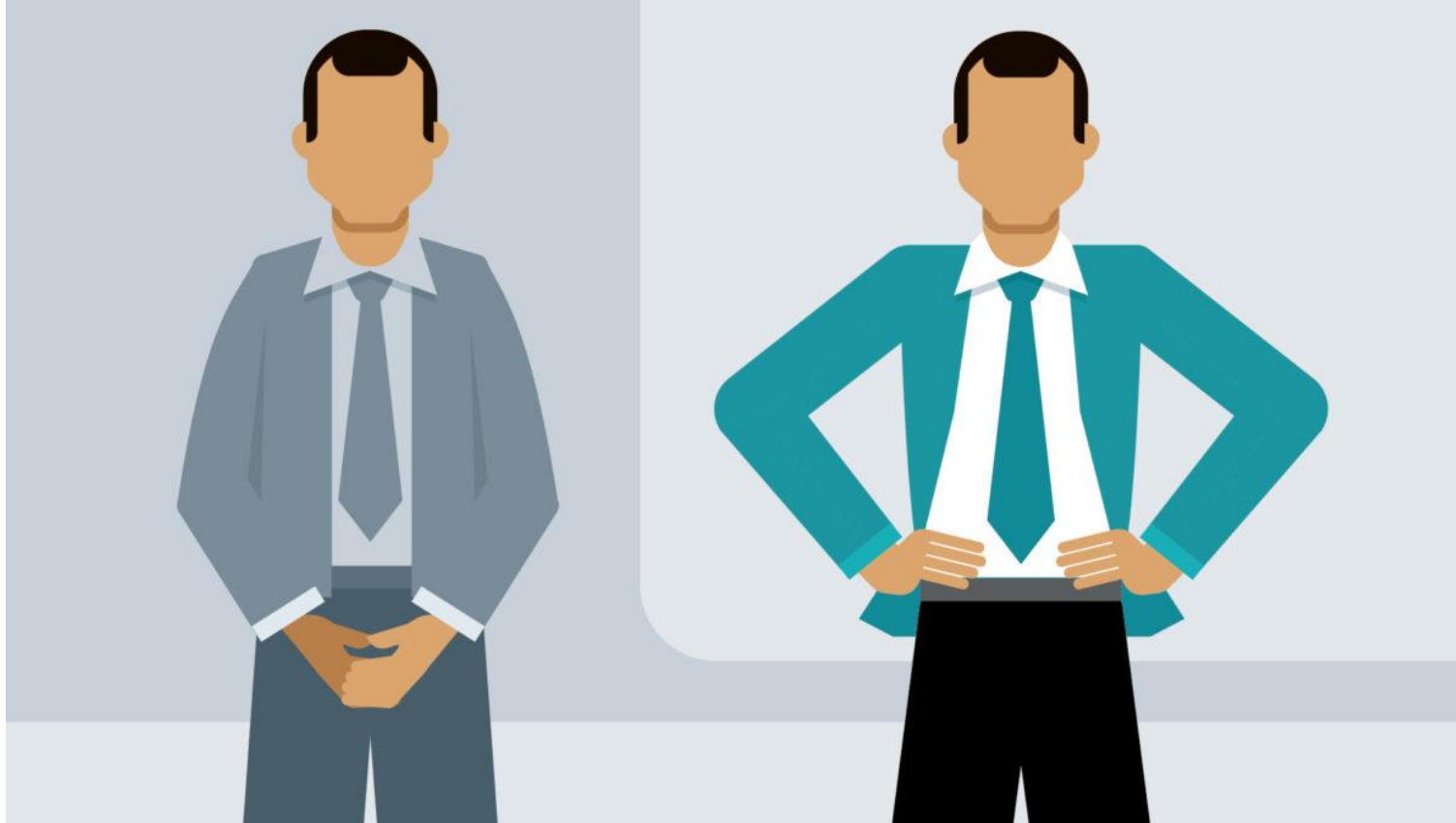


# Gestures

- 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.

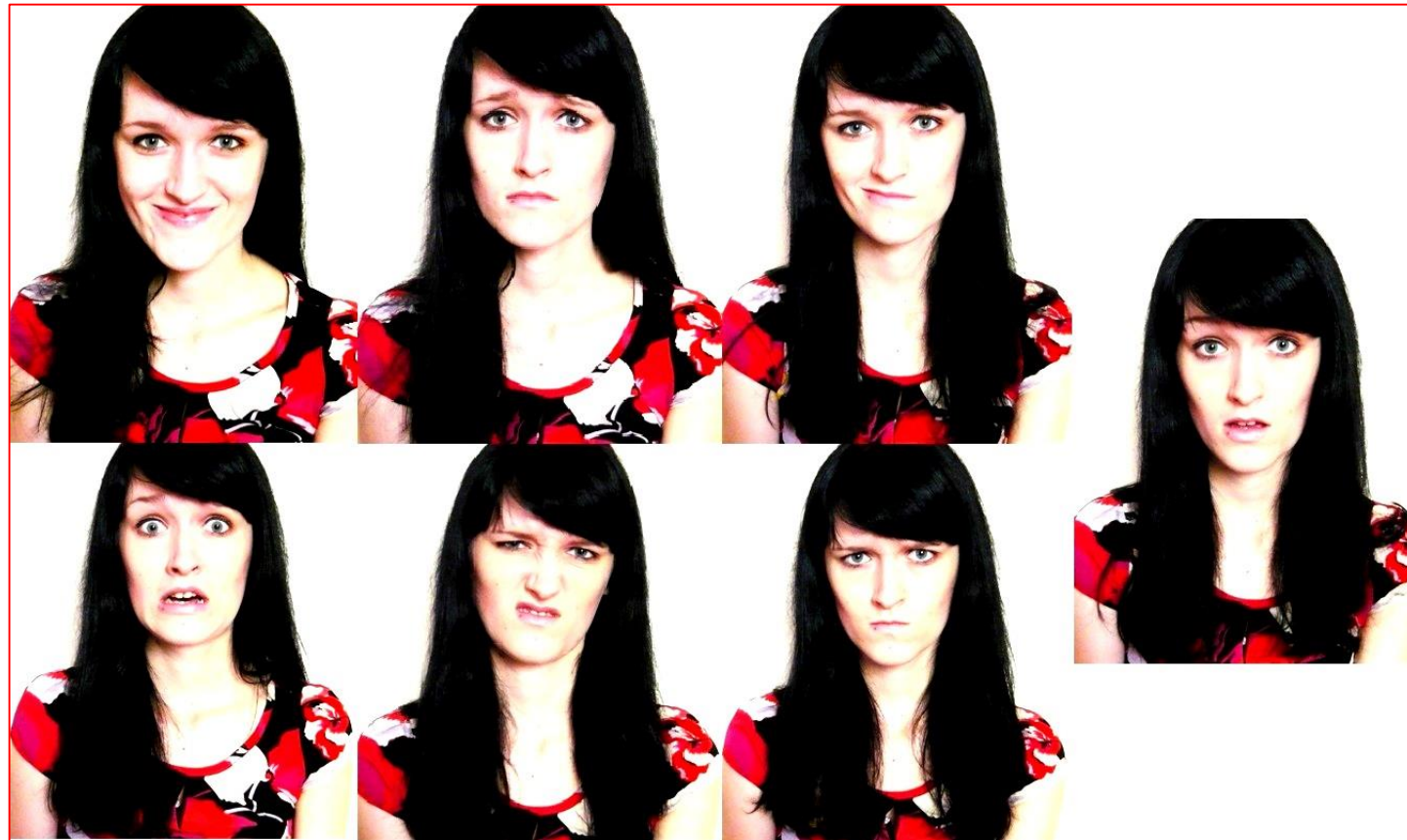


# Posture





# Facial Expressions



## (iv) 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

## (a) Email Etiquette - Dos

- Write a clear and direct subject line
- Greet appropriately
- Choose recipients carefully
- Use the appropriate tone
- Check for accuracy and completeness
- Keep sentences short and crisp
- Maintain a logical flow of ideas, etc.



## Email Etiquette – Don'ts



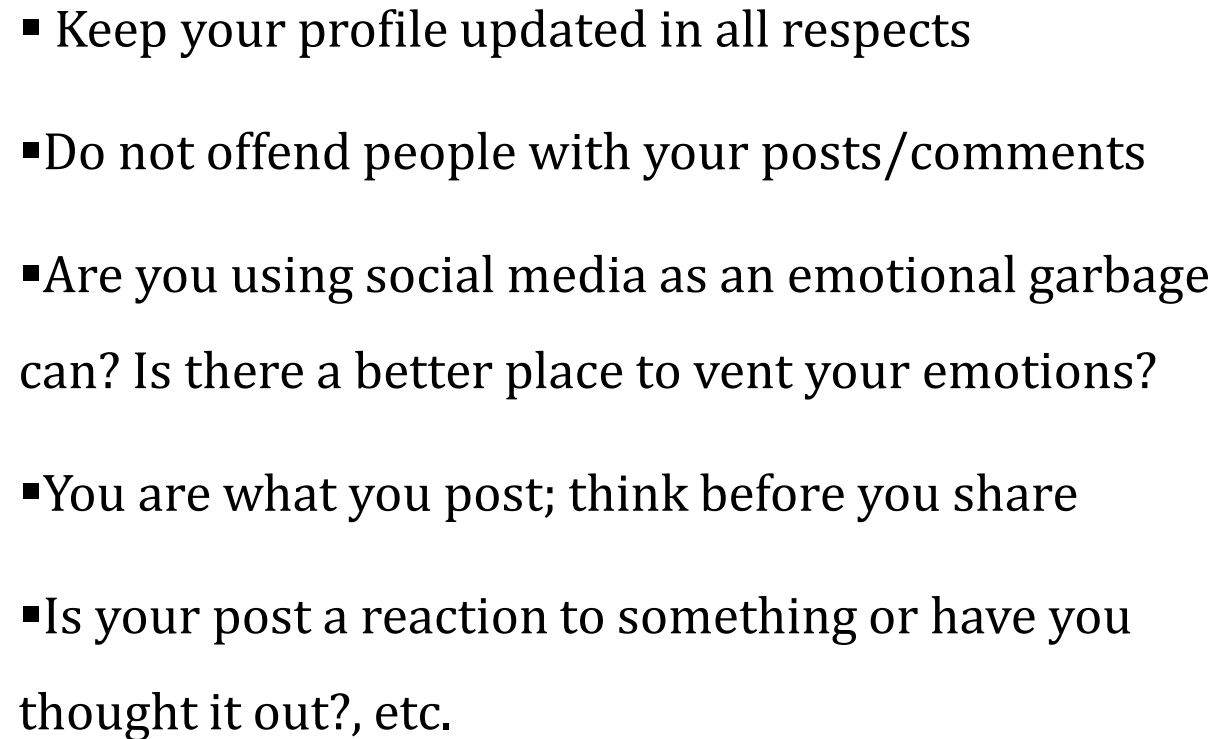
- Use all CAPITALS
- Hit bcc unless necessary
- Use jargon
- Forward chain mails and spam mails
- Use an official mail id for personal purposes
- Use 'reply all' option indiscriminately
- Forget attachments, if any, etc.

## (b) 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









## Quiz / Assessment

5) Communication is complete when the receiver gets \_\_\_\_\_.

- a) Message
- b) Noise
- c) Channel
- d) Feedback

6. According to Dr Mehrabian \_\_\_\_\_ of communication can be attributed to body language?

- a) 7%
- b) 35%
- c) 38%
- d) 55%



## Quiz / Assessment

7) \_\_\_\_\_ is the distance maintained between two people in face to face communication.

- a) Proxemics
- b) Personal Space
- c) Public space
- d) Intimate space

8. When writing an email one must avoid

- a) Using all caps
- b) Writing in the subject line
- c) Signing on it
- d) Greeting the recipient



## Activity

Brief description of activity

**Offline Activity**  
(40 mins)

The class will be divided into 5 groups.  
Each group will come up with a role  
play for the given scenarios.



## 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.



## e-References

- *Introduction to Attitudes / AQA B Psychology. (2017). Aqabpsychology.co.uk. Retrieved from <http://aqabpsychology.co.uk/2010/07/introduction-to-attitudes/>*
- *8 Factors Responsible for Development of Attitudes. (2017). Psychology Discussion - Discuss Anything About Psychology. Retrieved from <http://www.psychologydiscussion.net/attitudes/8-factors-responsible-for-development-of-attitudes/696>*
- *Eyring, P. (2017). Mobile phone etiquette: dos and don'ts. The Sydney Morning Herald. Retrieved from <http://www.smh.com.au/digital-life/mobiles/mobile-phone-etiquette-dos-and-donts-20130723-2qfql.html>*
- *Psychologist reveals the 17 golden rules of 'digital etiquette'. (2017). Mail Online. Retrieved from <http://www.dailymail.co.uk/sciencetech/article-3463952/Thou-shalt-not-end-relationship-text-Psychologist-reveals-17-golden-rules-digital-etiquette.html>*



## External Resources

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2. Halloran, J. (1970). *Attitude formation and change (1st ed.)*.
3. Fox, S. (2017). *Etiquette for Dummies (1st ed.)*.
4. Carnegie, D. (1985). *How to enjoy your life and your job (1st ed.)*. New York: Pocket Books.

**THANK YOU**