**Assignment 2**

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**Q.1 What is the difference between attitude, behavior and character ?**

**Ans. Attitude**

Attitude is a person’s mental outlook, which defines the way we think or feel anything. It is a hypothetical construct, i.e. whose direct observation is not possible. It is a predisposition to respond in a settled way to a person, event, opinion, object, etc., which is reflected in our body language. It has a strong impact on our decisions, actions, stimuli, etc. Education, experience, and environment are the major factors that affect a person’s attitude.

A person’s attitude can be positive, negative or neutral views, which shows one’s likes and dislikes for someone or something. So, the type of attitude we carry, speaks a lot about us, as we get into that mood and transmits a message to the people around us. There is no such thing like ideal attitude, for a particular situation as it is spontaneous and so we always have a choice to opt the right attitude for us.

**Behavior**

The term ‘behavior’ can be described as the way of conducting oneself. It is the manner of acting or controlling oneself towards other people. It is the range of actions, responses, and mannerisms set by an individual, system or organization in association with themselves or their environment, in any circumstances.

In short, behavior is an individual or group reaction to inputs such as an action, environment or stimulus which can be internal or external, voluntary or involuntary, conscious or subconscious.

**Character**

The character of a person has to do with the inner qualities that he possesses and are particular, understand; your personality. It refers to the kind of person who is “inside.” It involves ethics and morals, as well as a mental concept that each one has about him.

There are thousands of human beings and they all have different types of character. It is something that each one carries so deep inside that it is a difficult task, not to say almost impossible to change someone’s character.

Some research suggests that certain characteristics of personality (character) can be inherited from parents. Also, it is important to emphasize that some people fix to be in a certain way to make believe to others something that they really are not; therefore, in many cases it can be quite difficult to determine the character of a person with the naked eye. At the moment of evaluating this we must take into account, something that has been repeating for centuries: “appearances deceive”. Character and behavior are related. Both things have a major impact on life.

**Difference between attitude and behavior are -**

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| **Attitude** | **Behavior** |
| Attitude is defined as a person’s mental tendency, which is responsible for the way he thinks or feels for someone or something. | Behavior implies the actions, moves, conduct or functions or an individual or group towards other persons. |
| A person’s attitude is mainly based on the experiences gained by him during the course of his life and observations. | On the other hand, the behavior of a person relies on the situation. |
| Attitude is a person’s inner thoughts and feelings. | As opposed to, behavior expresses a person’s attitude. |
| The way of thinking or feeling is reflected by a person’s attitude. | On the contrary, a person’s conduct is reflected by his behavior. |
| Attitude is defined by the way we perceive things. | Whereas behavior is ruled by social norms. |
| Attitude is a human trait. | Behavior is an inborn attribute. |

**Q.2 What are components of attitude ?**

**Ans.** There are three components of attitude -

1. Affective or Emotional component
2. Cognitive or Informational component
3. Behavioral component

**Informational or Cognitive Component:**

The informational component consists of beliefs, values, ideas and other information a person has about the object. It makes no difference whether or not this information is empirically correct or real. For example, a person seeking a job may learn from his own sources and other employees working in the company that in a particular company the promotion chances are very favourable. In reality, it may or may not be correct. Yet the information that person is using is the key to his attitude about that job and about that company.

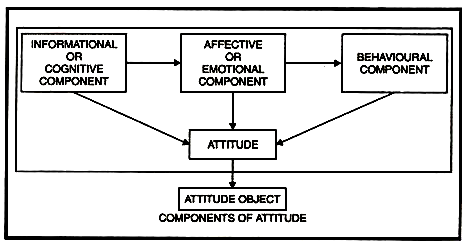
**Emotional or Affective Component:**

The informational component sets the stage for the more critical part of an attitude, its affective component. The emotional components involve the person’s feeling or affect-positive, neutral or negative-about an object. This component can be explained by this statement.” I like this job because the future prospects in this company are very good”.

**Behavioral Component:**

The behavioral component consists of the tendency of a person to behave in a particular manner towards an object. For example, the concerned individual in the above case may decide to take up the job because of good future prospects. Out of the three components of attitudes, only the behavioral component can be directly observed. One cannot see another person’s beliefs (the informational component) and his feelings (the emotional component). These two components can only be inferred. But still understanding these two components is essential in the study of organizational behaviour or the behavioral component of attitudes.

**The components are illustrated in the following table:**

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**Q.3 Write a short note on character building.**

**Ans.** Character to a certain extent is hereditary but it is built by acquiring a long list of virtues. The qualities like morality and discipline, honesty and integrity will power and courage, chastity and loyalty, sacrifice and self respect, kindness and truthfulness go a long way in building up a noble character. Practice of morality is a must for developing a good character because it teaches a person to distinguish good from bad and right from wrong. Another important virtue is discipline. Discipline breeds character. A person of high morality always practices truth and justice. Such qualities develop self- respect and strong will power; these qualities contribute for the development of good character.

Character building is a continuous process, so it is not possible to built character of a person in a single day. It should be built step by adding one virtue to another.

Character-building should start from childhood, follies like stealing, lying and bullying should be checked and if necessary should be stopped by punishment, among children.

Also good habits like wearing neat and tidy dress, maintaining good health and clean life help in the development of good character. Character always depends on the quality of thought that one holds in the mind.

A man of character always finds a place importance in society. He is liked by all. A good character provides reputation and personal charisma. A man of character endears everybody. As the fragrance of a flower envelops the whole garden in which it is bloomed. So also the greatness and frame of a person with character spread, far and wide. Socrates was an ugly person but of sterling character. He was liked by all none were repelled by his ugliness but all were attracted by his good character.