



Attitude



Meaning

Attitudes are understood as the beliefs, feelings and tendencies of an individual or group of individuals towards objects, ideas and people.



Definition

An attitude is mental state of readiness, learned and organised through experience, exerting a specific influence on person's response to people, object and situations with which it is related.

Formation of Attitude

- How attitudes are formed? How do you develop your attitude? Essentially attitudes are the outward manifestation of your inner values and beliefs. These develop over time. As you grow you watch the significant people around you behaving in a particular way; you are being told to cherish certain things over others and you learn from your teachers and peers and come to value certain things over other, thus forming your value system. These in turn give rise to development of your attitudes.



Formation of attitude

Direct experience with the object

Classical conditioning of attitude

Vicarious learning

Family and peer groups

Neighbourhood

Economics status and occupation

Mass communication



Components of attitudes

An Affective component: feelings, sentiments, mood and emotions

A cognitive element: beliefs, opinion, knowledge, information

A behavioural component: predisposition to get on favourable or unfavourable evaluation of something.



Functions of attitudes

Adjustment function

Ego defence function

Expressive function

Knowledge function

Functions of Attitude

- The Adjustment Function.

Attitudes often help people to adjust to their work environment. Well-treated Students tend to develop a positive attitude towards their Faculty and the organization in general while berated and ill treated students develop a negative attitude. In other words, attitudes help people adjust to their environment and form a basis for future behaviour.

The Knowledge Function

- Attitudes provide standards and frames of reference that allow people to understand, and perceive the world around him. If one has a strong negative attitude towards the management, whatever the management does, even students welfare programmes can be perceived as something 'bad' and as actually against them.

Ego-Defensive Function.

- Attitudes help people to retain their dignity and self- image. When a young member who is full of fresh ideas and enthusiasm, joins the organization, the older members might feel somewhat threatened by him. But they tend to disapprove his creative ideas as ‘crazy’ and ‘impractical’ and dismiss him altogether.

The Value-Expressive Function

- Attitudes provide individuals with a basis for expressing their values. For example, a student who values hard and sincere study will be more vocal against the student who is having a very casual approach towards study.



Changing attitudes of self

Be aware of ones attitudes

Think for self

Keep an open mind

Get into continuous education programme

Build a positive self esteem

Stay away from negative influence