1	Oxecs
hotolog if il	who shedited to tray tools if it sheetitto up to to make
	Detinition of Attitude:
	An attitude reten to a set of emitions, beliefs and behaviors towards a
	particular defect person there or event
J 7500	* Attitude is different from personality traite is second
21 romany	* It is basically an evaluation of an object, person event, idea
200	W W W W W W W W W W W W W W W W W W W
Lorins	CIPILE POLICE POLICE BY FINALLY OF A LEGISLIC
	* In layman's tenne it is as penonis vienopolist, nurdect or beliet
	* The way we perceive cometing determines our attitude.
)	* It can range from extreme negative to extreme positive
- 4	* It changes with experience to show dondo it
-	Types & arthrude: principal Addition is stone torrition
77	Positive artitude - It is a favourable attitude towards something.
1	Westend to approaches, rich out or be andiated with Things we
	like light and down of the
	* Negative attitude - It is an untavourable attitude towards connetting
<u> </u>	We avoid, shun or reject transcription do not like 11
	* Neutral attitude - It means that there is neither In favourable
	Prodittevent to somethinging a debut without the sound the
	* Ambivalent attitude - There is a presence of both the attitudes
	simultaneonedy: positive and negative. It is the degree to which an
	object is evaluated positively and negatively at the same time
	Desiron Start Of \$ 2
<del>-</del>	Components of attitude:
,	* Affective component - It is the emotional or feeling regment it an
	arthude It deals with emotions that are brought to the surface.
	about cometting
	* Behavioral component - It consists of a penon's tendencies to beliave
	Pu a particular way towards an object. It reten to that part of
	attitude which reflects the intermion of a person fur about new or
- New Contraction	long nun.
# 1	* Cognitive component - It reten to the belief, thought, attributes
	that we would asociate with an object. It is the opinion or belief

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	sequent of an attitude. It is that part of attitude which is related
	to the ak of a person. " shortists I received -
Con Character of	considered but delid wasters to tex a at red a shiften wh
$\rightarrow$	Penuasion: donne og prillt rang mid militære
	Penuasion is a process turnigh which one or more penous attempt to
	alter the attitude the elatoration likely would model of persuacion is
7.7.50	acted the attitude the elocoration trends that attitudes
177	a dual procen throng describing the change of attitudes
100000000000000000000000000000000000000	People process pequative menages hu two distinct ways - central
Total X	voute aud systematic procening.
	* It involves careful consideration of menages
4	* The proceeding rengulte effortable and the state of the
	* It absorbs much of the Sutomation His
	D.O. D.O. O.
	Peripheral Poute or Heuristic Processing:
( 1 1 H 13)	* It involves true of mental shortents Aller Miled
Total Control	* It wer belick such as expert statements an be muted.
the state of the s	* It is much less elfortfull.
- 32 m 14 3 1 m 1 h	onet aboutito allowarountum un si all - harita aritamente *
	How Persuasion changes nattitude: + 19 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
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	* Through attractive modely or packages the things of the file
- 10 mg - 10 mg	* Through attention of a continue to the state of the sta
) 1 h 1 - f is	1. An O. I
1111	* Through rapid apeaking .
the second of	* Through rapid spianing
7	* By using strong emotions.
- in	Way to reast persuacion :
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- sontann	* Proctance of see land market and start of the seed of
	* Selective avoidance ! House of - tonger
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