

ATTITUDE

→ Definition of Attitude:

An attitude refers to a set of emotions, beliefs and behaviors towards a particular object, person, thing or event.

- * Attitude is different from personality traits.
- * It is basically an evaluation of an object, person, event, idea or activity.
- * This evaluation is either with some degree of favour or disavour.
- * In layman's terms it is a person's viewpoint, mindset or belief.
- * The way we perceive something determines our attitude.
- * It can range from extreme negative to extreme positive.
- * It changes with experience.

→ Types of attitude:

* Positive attitude - It is a favourable attitude towards something. We tend to approach, seek out or be associated with things we like.

* Negative attitude - It is an unfavourable attitude towards something. We avoid, shun or reject things that we do not like.

* Neutral attitude - It means that there is neither a favourable nor an unfavourable attitude towards something. It is being indifferent to something.

* Ambivalent attitude - There is a presence of both the attitudes simultaneously; positive and negative. It is the degree to which an object is evaluated positively and negatively at the same time.

→ Components of attitude:

* Affective component - It is the emotional or feeling segment of an attitude. It deals with emotions that are brought to the surface about something.

* Behavioral component - It consists of a person's tendencies to behave in a particular way towards an object. It refers to that part of attitude which reflects the intentions of a person in short run or long run.

* Cognitive component - It refers to the beliefs, thoughts, attributes that we would associate with an object. It is the opinion or belief.

segment of an attitude. It is that part of attitude which is related to the C/K of a person.

→ Persuasion:

Persuasion is a process through which one or more persons attempt to alter the attitude. The elaboration likely model of persuasion is a dual process theory describing the change of attitudes. People process persuasive messages in two distinct ways - central route and systematic processing.

- * It involves careful consideration of messages.
- * This processing is quite effortful.
- * It absorbs much of the information.

→ Peripheral Route or Heuristic Processing:

- * It involves use of mental shortcuts.
- * It uses beliefs such as 'expert' statements can be trusted.
- * It is much less effortful.

→ How Persuasion changes attitude:

- * Through experts.
- * Through soft selling.
- * Through attractive models or packages.
- * Through attention.
- * By using a two sided approach.
- * Through rapid speaking.
- * By using strong emotions.

→ Ways to resist persuasion:

- * Reactance.
- * Forewarning.
- * Selective avoidance.
- * Counter arguing against competing views.
- * Biased assimilation.
- * Attitude Polarization.