

स्थापना पंजीयन क्रमांक : C/177429

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MPPSC Mains Paper- 4



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MPPSC Mains

Paper 4

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Paper- 4

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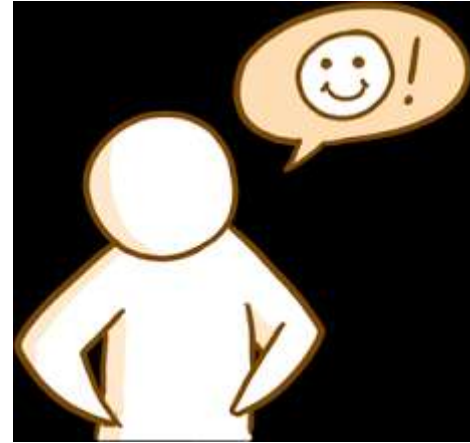
UNIT-II

Attitude

Definition

Attitude refers to a psychological tendency that is expressed by evaluating a particular object with some degree of favour or disfavour. "Object" includes people, things, events, and issues.

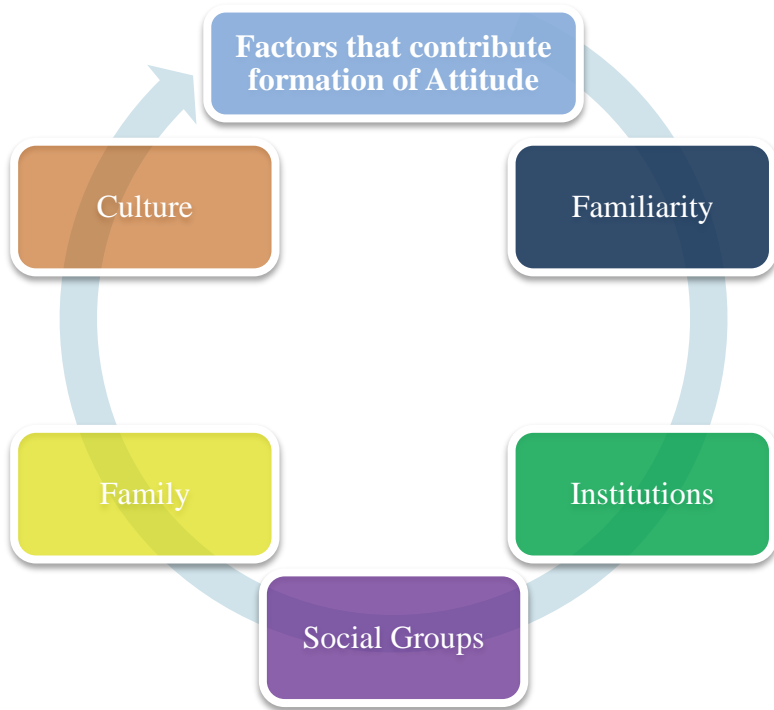
Attitude can be defined as evaluation – positive or negative regarding ideas, objects, actions, people, events or concepts.



The evaluation need not always be positive or negative, it can also be uncertain. We can like, dislike, or have mixed feelings towards any object (living or non living). We can have a good opinion, a bad opinion, or no opinion at all. We can be theist, atheist or agnostic.

For example:

- When passing through road you see a group of people protesting against an events, the mental construct that you create for/against the protesting crowd is an attitude you just generated.
- A person with a negative attitude pays attention to other people's shortcomings, while a person with a positive attitude pays attention to the virtues of others. Therefore all variables must be identified and analyzed which help in the formation of favourable attitudes.
- Attitude influences an individual's choice of action, and responses to challenges, incentives, and reward.
- Attitude formation occurs through either direct experience or the persuasion of others or the media.



Culture

Culture exerts enormous influence on an individual. Culture in itself includes religion, tradition, customs, prohibitions, rewards and sanctions. Socialization is the process by which culture shapes attitudes of the people. Culture teaches individual beliefs, attitudes and behavior that are acceptable in one's life and society. This culture is not universal rather diverse and localized.

Family

Family is the most important and closest social group for a person. It is the nursery for attitudinal formation. **Talcott Parsons** considers that the important function of family lies in being the primary socialization benchmark.

Parents are more influential among the family system, who structures and mould the attitude of a child. Extended family and sibling relationships, in particular, play an important role in attitude formation.

Parents are themselves products of culture of their times. They teach the child about their families and society's customs, traditions, beliefs and practices. The influence of parents starts from the moment a child opens its eyes and it continues all through the child's formative years. Because of this the attitude and beliefs of the individual will almost be a mirror image of the

म.प्र. गृहमंत्री

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