

**ELECTIVE COURSE – V : MANAGING INTERPERSONAL EFFECTIVENESS**

**UNIT – I : SELF PERCEPTION AND SELF-PRESENTATION**

Defining & perceiving self, gaining self-knowledge, self-effectiveness, self-presentation, self-presentation motives and strategies, impression management, self-monitoring.

**UNIT – II : COMMUNICATION**

Communication & language, Non-verbal communication, proxemics, paralanguage, kinetics, deception, detection deception, non-verbal leakage.

**UNIT – III : ATTITUDE AND ATTITUDE CHANGE**

The nature of attitude, changing attitudes – theoretical perspectives, changing attitudes through persuasion, Avoiding measurement pitfalls, conditions promoting and reducing consistency.

**UNIT – IV : ENVIRONMENTAL INFLUENCE**

Territoriality, crowding, environmental quality and social behaviour, the impact of our surroundings.

**UNIT – V : QUALITY OF LIFE**

Quality of Life: Working and well being, The working woman and the stress on working women, Advertising and consumer behaviour, public health, aging and life quality, using social psychology to improve quality of life.

**References:**

- PENROD – Social Psychology.  
HANEY W V (1979) – Communication and Organizational Behaviour. Homewood III : IERWIN.  
OSKAMP S (1977) – Attitudes & Opinions Englewood Cliffs, N I Prentice Hall.  
UDAJAIN (1989) – Crowd Behaviours.  
ALTMANI (1975) - Environmental and Social Behaviour, Privacy: Personal Space, Territory and Crowding, Monterey Calif: Brooks/Cole.  
STEVEN PENROD (1986) – Social Psychology, Second Edn., Prentice Hall