

Social Attitudes: Needs of Present Scenario

*Sarita Rani

**Shilpi Purohit

Abstract

Individual attitudes directed toward social objects make up what are known as social attitudes. Individual attitudes may become collective attitudes when they are significantly inter-conditioned by collective encounters to the point that they become extremely standardized and consistent among members of the group. Although the majority of social attitudes are thus the result of collective inter-conditioning and standardization, other attitudes, such as those held by people who are antisocial and maladjusted or by those who are living ahead of their time, are equally significant. People form their social views based on their own experiences or on what they have seen. Similarly, social roles and norms have the ability to direct the development of attitudes. While social roles specify the attitude an individual occupying a particular position or context in society is expected to demonstrate, social norms define the behavior that is acceptable to the society as a whole. Social roles are determined by the society's expectations of the individuals who occupy those positions and contexts. People form attitudes through forming assessments of things, concepts, events, or other individuals in their lives. Both good and negative attitudes are possible. Explicit attitudes are ideas that are held consciously and have the potential to influence both decision-making and conduct. Implicit attitudes are ideas that are held unconsciously but which may nonetheless have an effect on choices and behavior. The cognitive, emotional, and behavioral aspects of a person's makeup may all be included in their attitudes.

Keywords: Social Attitudes, Observation, Feelings and Behaviors.

Introduction

An individual's overall attitude is referred to as their social attitude. It is made up of an individual's or group's social ideas, sentiments, and behaviors toward other people in their society. In addition to this, it exerts forces in the direction of the aims and philosophies of a person. The social attitudes of individuals are what determine the course of society. how individuals interact with one another and behave. It is vital not just for educational institutions but also for society as a whole.

*Research Scholar, Banasthali Vidyapith, Rajasthan, mba.sarita@gmail.com.

**Associate Professor, Banasthali Vidyapith, Rajasthan, shilpipurohit@banasthali.in.

A social attitude is a learned propensity to appraise many aspects of social life in a certain manner. It may be positively or negatively defined by thoughts, attitudes, and actions that are directed against a certain thing. Emotional, cognitive, and behavioral aspects are the primary constituents of one's social attitude. The individual's perspective on society is a significant factor in the degree to which human conduct may be predicted. The word "attitude" is common lingo, and the meaning of the phrase in sociology is not different to that in common usage. A learned and, to some extent, ingrained propensity to behave in a certain manner in response to other people or to objects is what we refer to as an attitude. One way to think about it is as a taught bias toward, against, or indifferent to a certain person or thing. Attitudes range from great attraction, such that which is represented in the feeling of love, all the way to disgust and hatred on the other end of the spectrum.

Both positive and negative orientations are possible for attitudes. Therefore, the person has either a positive or negative orientation toward certain social institutions, such as a country, caste, race, or political party. They have a larger range of application and a more passive character overall. The individual could have attitudes, yet they might not do anything about them.

Attitudes are not innate but rather are learned by the person as he grows and matures over the course of his life. Both maturity and learning take place during the process. When education comes into play, it is inevitable that people who were brought up in various cultures would have certain unique patterns of attitude. This is because different cultures teach their children different things.

Attitudes are tinted with emotions and are very personal and complicated in nature. They are individually structured inside each person, and their organization is the outcome of an individual's own response to his or her own experiences.

The individual's attitudes have the ability to selectively orient him toward specific things and concerns, which in turn influences the individual's conduct. He responds either positively or adversely, depending on the nature of the attitudes he has, but no one is born with any attitudes. They are acquired through the process of individual growth within the context of a culture. The circumstances in which a person is raised have a profound influence on the views that they develop. Because he is aware of the perspectives and principles that are widespread in a subculture, he knows knowledge that is vital to comprehending that culture. The infant is

subjected to a variety of mentalities and values that are prevalent in his social environment very immediately after birth. As he gets older, he will start to respond to things like these.

Due to the fact that attitudes are learned, it is impossible to study them apart from the context of the cultural pattern, which requires both knowledge and comprehension.

Definition of Attitude

G.W Allport has defined an attitude as, "a mental or neural state of readiness, organized through Experience to all objects and situations with which it is related. "Like interest's attitudes are learned in course of life experiences which make the individual behave in characteristic ways toward person's objects or issues to which they are related."

Allport (1935) defined attitude as "a mental and neural state of readiness, organized through experience, and exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related".

Fishbein & Ajzen (1975) define an attitude as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object".

2) Elements that Comprise a Social Attitude

The following is a list of the three components or factors that make up social attitudes:

1. An emotive element

Because there is no such thing as a flawless human, every person has at least one emotional quality. since each person has their own unique set of challenges, emotions, etc. Affective components include things like feelings, sentiments, states of mind, and emotions. Therefore, we are able to convey not only our inner sensations but also our emotions via the social attitude.

2. A cognitive element

A big group of individuals who all adhere to the same norms and regulations constitutes a social setting. When it comes to the dissemination of information, knowledge, ideas, and philosophies held by individuals, social attitudes play an essential role.

3. A behavioral factor

Social attitudes are comprised of a number of components, including ideologies, emotions, behaviors, and actions, among other things. The propensities to have a positive or negative opinion of someone or something, depending on the circumstances.

3) Functions of Social Attitude

1) The function of adjustment

It is helpful in adjusting the person to their new working environment. The favourable sentiments that the professors and students have toward the education officials and the institution are a direct result of the good treatment they get. Students that have good attitudes tend to have higher learning outcomes and are more motivated to put in effort. Therefore, a social attitude plays a more significant part in the functioning of well-adjustment.

2) Ego protective function

Ego has the potential to be destructive to one's life. Ego protection is provided by the societal attitudes that people have. When there is a lot of attitude on the part of the professors and students, it may lead to the organization suffering harm. Therefore, social attitudes play a significant part in the process of ego protection.

3) Value impressive influence

It contributes to the individual's ability to convey their self-identity as well as their views, standards, and values. Individuals are also better able to define their self-concept thanks to the expressive function.

4) The function of knowledge

One may learn a great deal about themselves via maintaining a cheerful mindset. The individual acts of a person are the best place to look for evidence of the knowledge function of social attitude.

4) Factors Affecting Attitudes

1) Family

2) Parent – Child Relationship

3) Socio – Economic factors

- 4) Cultural effect
- 5) Industrialization
- 6) Teacher

5) Role of Parents

- 1) The family should pay desirable attention to the physical health of the child.
- 2) Encourage the blossoming of the interest of the child.
- 3) Provide opportunities for the free expression of the child's desires and urges.
- 4) Make the children conversant with the facts of life.
- 5) Provide moral values.
- 6) Provide co-operation in character building.
- 7) Helps in the intellectual development of the child.

6) Role of the School

- 1) The fundamental responsibility of education in relation to civic attitudes is fourfold.
- 2) Analysis of the rich background of our cultural heritage to determine those elements which have proved of worth to the individual and to society.
- 3) Constant appraisal of social change to establish the nature and direction of adaptation to meet new developments as they occur.
- 4) Inculcating in to each generation of youth respect for kind conviction toward these common elements of our social structure.
- 5) The development of the personality of each individual, with in the social milieu.

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