

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

Course: Social Psychology Part-I
Level: M.Sc

Code No: 5639
Semester: Autumn, 2013

INSTRUCTIONS

1. This course carries two assignments.
2. Each assignment carries 100 marks.
3. Write the assignment in your own words.
4. Some of questions require use of examples from Pakistani perspective/setting. So do not simply rehash material from the book in verbatim but rely on synthesizing materials from different chapters of the book in your own language.
5. Discuss complex issues of the course with your tutor in the tutorial meetings.

LIST OF CONTENTS

This package comprises the following material:

1. Text Book (Social Psychology)
2. Assignments 1 & 2
3. Assignment forms (2 sets)
4. Schedule of submitting the assignments and tutorial meetings.

Note: If you find any thing missing from the above mentioned material, kindly inform:

Mailing Section
Allama Iqbal Open University
H-8, Islamabad

Best of luck.

Saadia Anwar Pasha
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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ASSIGNMENT No. 1

Note: All questions carry equal marks.

- Q.1 Describe the basic concept of Social Psychology. Also elaborate Social Psychology's research techniques and their application in everyday life.
- Q.2 Describe the over confidence phenomenon in detail.
- Q.3 Our beliefs control not only our perceptions and interpretations but also our memories. Explain this statement with reference to memory construction.
- Q.4 What are the universal norms? Also explain how norms vary with culture and gender?
- Q.5 How do we see and explain ourselves? Discuss.

ASSIGNMENT No. 2

Note: All questions carry equal marks.

- Q.1 What actions affect attitudes? Also explain self-presentation and self-perception.
- Q.2 Write short notes on the following.
 - i) Social cognition and Loneliness.
 - ii) Social cognition and Social Anxiety
- Q.3 Our beliefs may generate their own reality. Discuss. Also explain do we get what we expect from others.
- Q.4 Write a detailed note on culture and Social diversity.
- Q.5 Critically discuss the classic studies about conformity.