

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

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

Code No. 5640
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

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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 influence of group size, unanimity, cohesion and status on conformity.
- Q.2 What is persuasion? What are the essential elements of persuasion? Give summary of the case study "Resisting Persuasion: Attitude inoculation".
- Q.3 What do you know about Social Facilitation? Also briefly explain why are we aroused in the presence of others?
- Q.4 How are the Juries' verdicts influenced by their individual dispositions and by their working together? Explain with examples from Pakistani society.
- Q.5 What is prejudice? Elaborate social sources of prejudice with examples from Pakistani Society.

ASSIGNMENT No. 2

Note: All questions carry equal marks.

- Q.1 Define and explain the concept of aggression. What are the aversive incidents that influence aggression? Discuss.
- Q.2 Summarize the three different theories of aggression.
- Q.3 Define and elaborate passionate love and companionate love. Also make a comparison between these two types of love.
- Q.4 How can we increase altruism? Describe different measures to help others.
- Q.5 Some powerful forces can transform hostility into harmony. In the light of this statement, discuss the factors that can play an important role in the process of "PEACE MAKING".