



SNS COLLEGE OF NURSING Saravanampatti (po), coimbatore.

DEPARTMENT OF NURSING
COURSE NAME: BSC (NURSING) II YEAR

SUBJECT: CET

UNIT III: HUMAN RELATIONS

TOPIC: SOCIAL ATTITUDE, MOTIVATION



SOCIAL ATTITUDE



- Attitude is the state of conscious within the individual human being.
- It refers to certain regularities of an individual's feelings, thoughts & predisposition to act towards some aspects of his environment.
- It refers to how a group of people or individuals from a society perceive other objects, situations, people & phenomenon.



Contd...



• Ex: Some individual may have negative social

attitude with HIV patient.





DEFINITION



 Attitude is the sum total of a man's inclination & feelings, prejudices or bias, preconceived notions, ideas, fear, threats & conviction about any specific topic.

- Thurstone





IMPORTANCE



- It determines the social behaviour of a person.
- It provides a mechanism of social control.
- Life organization demands membership in a group & attitudes are an expression of the desire for status.
- Approval or acceptance of an individual's behaviour reinforces social behaviour.



Contd...



 Social rejection of an activity restraints the culprit from repeating the same activity in future thus maintaining conformity.



CHANGES IN SOCIAL ATTITUDE



- It is dynamic attribute that keeps on changing with new experiences. A change in social attitude could be positive & negative.
- Alternation in attitudes do not arrive alone; they come hand-in-hand with changed social values.
- A sudden change involve a radical modification of many attitudes is commonly known as a conversation.



Contd...



 It is a sudden withdrawal from one's usual attitude to adjust to new needs.





MOTIVATION



- It is a process that produces energy or drive in the individual to proceed with an activity.
- The activity is aroused, fulfills the need & reduces the drive of tension.
- Motivation is often used to refer to an individual's goals, needs, wants & intentions.



DEFINITION



 Motivation is the process of arousing the action, sustaining the activity in process & regulating the pattern of activity.

- Young



MOTIVATION APPROACH







BE-STRONG



- Conventionally, the management resorted to being strong.
- According to this enterprise put a thrust on economic rewards.
- The assumption was that people work more efficiently if threatened with financial loss or penalty on failure to do their job.





BE-GOOD



- It refers to rewarding personnel to get productive work in return.
- Rewards may include job security, recreation, fair supervision & sound working condition.



EFFORT REWARD

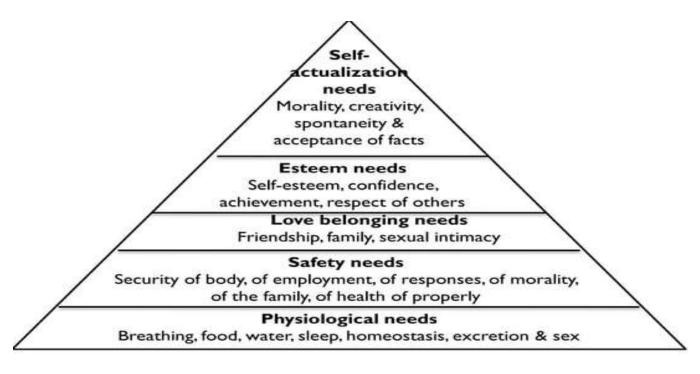


- It operates on the basis of the effort or endeavor on the part of personnel to achieve organizational objectives.
- The manager sets up standards of practice & observes adherence to these standards.
- Ultimately, the reward is decided on the basis of performance.
- This gives a sense of motivation to work.



MASLOW'S PRIORITY MODEL OF MOTIVATION







CONCLUSION



Human relations are the relations between human being that are affected by many other factors & helps in the accomplishment of goals of an organization. It is helping relationship are the foundations of the clinical nursing practice.



ASSESSMENT



- 1. Define social attitude?
- 2. Explain approaches of motivation?
- 3. Describe the changes in social attitude?
- 4. Draw Maslow's priority model of motivation?





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