



**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.





# 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?





# REFERENCES



1. B.T. Basavantappas "Nursing Education", first edition, 2003, Jaypee Brothers publication, New Delhi, India.
2. [http://:WWW.unesco.org/education/nfsunesco/pdf/LESTAG\\_E.PDF](http://WWW.unesco.org/education/nfsunesco/pdf/LESTAG_E.PDF)



# REFERENCES



3. <http://monroecc.edu/manila/webfiles/pbrunett/audiovisual.pdf>

4. <http://wp.lps.org/jholbei/files/2012/03/visual-aids.pdf>

5. Farrant, (1998) , Principles and Practice of Education, "Essex: LONGMAN .



Thank  
you