

SPY 100-74

The effects of persuasive communication, including theories of attitude formation and change. Behavior in face-to-face communication situations. Social and personality factors governing individual encoding and decoding behavior.

COMM 676: Social Psychology of Communications

Primary topic and reading list (Subject to revisions).

I. Attitudes and Persuasive Communications

\*A. Cohen Attitude Change and Social Influence, (Basic Books), Passim.

\*Zimbardo & Ebbesen, Influencing Attitudes and Changing Behavior, (Addison-Wesley), passim.

Hovland, Janis & Kelley, Communication and Persuasion, (Yale).

II. Cognitive Consistency Theories

R. Brown, Social Psychology, Chap. 11 (Free Press)

\*Festinger, L. A Theory of Cognitive Dissonance, mainly Chaps. 1 & 11 (Stanford)

Brehm & Cohen, Explorations in Cognitive Dissonance, Chap. 6

Feldman, S., ed. Cognitive Consistency, Chaps. by Aronson and Rosenberg

Bem, D., "Self-perception: an alternative interpretation of cognitive dissonance phenomena," Psychological Review, 1967, 183-200 (Xerox)

Bem, D., "An experimental analysis of self-persuasion," in Fishbein, ed. Attitude Theory and Measurement.

Abelson, et al, Cognitive Consistency Theories: A Sourcebook, (Rand McNally)

III. Social Influence, Social Comparison

Festinger, Schachter & Back in Cartwright & Zander, eds. Group Dynamics, p.241

Back, K., in Maccoby, et al, eds. Readings in Social Psychology, p.183

Schachter, S., "Deviation, Rejection and Communication," in C & Z, p.260

Festinger, L. "Informal social communication," C & Z, p.286

Festinger, L. "A theory of social comparison processes," in Hare, et al, Small Groups (Xerox).

IV. Affiliation and Emotions

\*Schachter, S. The Psychology of Affiliation (Stanford), passim.

Sarnoff & Zimbardo, "Anxiety, fear and social comparison," Xerox

\* Schachter, S. Emotions, Obesity and Crime (Academic Press: 1971), part one, or: Schachter & Singer, "Cognitive, social and physiological determinants of emotional state," (Xerox)

Schachter & Wheeler, "Epinephrine, chlorpromazine & amusement," (Xerox)

Nisbett & Schachter, "Cognitive manipulation of Pain," (Xerox)

