

**UNIVERSITY OF TORONTO AT SCARBOROUGH  
DEPARTMENT OF PSYCHOLOGY**

**PSY C12 – Advanced Social Psychology  
Summer, 2005  
Wednesdays, 10-12 a.m.**

<https://intranet.utsc.utoronto.ca>

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| <b>Instructor:</b> | Tara M. Burke, Ph. D.                                    | T.A.: Igor Juricevic   |
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**Course Description:**

This course will focus on the nature of attitudes, their structure and function, their impact on behaviour, and how they may be measured. Theories of attitude formation and change will also be discussed in detail. Specific topics include social and cultural influences, persuasion and prejudice.

**Required Text:**

Perloff, Richard M. (2003) *The dynamics of persuasion: Communication and attitudes in the 21st century* (2nd ed.) Mahwah, NJ: Lawrence Erlbaum Associates.

**Required Readings (on reserve in library):**

\*Oskamp, Stuart O. (1991). *Attitudes and Opinions* (2<sup>nd</sup> ed). Prentice-Hall. Chapters 3 & 5 only.

**Course Requirements:**

There will be a mid-term (50%) and a final exam (50%) - not cumulative - covering material from both the lectures and the text.

**Evaluation:**

Exams will consist of multiple choice, short answer, and short essay questions. Not everything in the text will be reviewed in class - and there will be material we discuss in the lecture that does not appear in the text. You are responsible for all this material. Generally, missed exams will be assigned a grade of zero, unless prior notification is given and/or there are legitimate medical or compassionate circumstances involved. In such cases, official documentation is required. Please notify me or the teaching assistant for the course within 24 hours if you are unable to write an exam. I have 24hr voice-mail where you can leave a message.

## Class Schedule, Summer 2005

| <b><u>Date:</u></b>    | <b><u>Lecture Topic:</u></b>                              | <b><u>Readings:</u></b>                          |
|------------------------|---|--|
| May 11 <sup>th</sup>   | Introduction to Persuasion                                | Chapter 1  |
| May 18 <sup>th</sup>   | Attitudes: Definition and Structure                       | Chapter 2  |
| May 25 <sup>th</sup>   | Attitudes: Functions and Consequences                     | Chapter 3  |
| June 1 <sup>st</sup>   | Attitude Measurement & Public Opinion Polling             | Chapter 4 & *Oskamp Ch. 3                        |
| June 8 <sup>th</sup>   | Public Opinion Polling                                    | *Oskamp Ch. 5                                    |
| June 15 <sup>th</sup>  | Exam 1 (50%)  | Chapters 1-4 (Perloff) and Chapters 3 & 5 Oskamp |
| June 22 <sup>nd</sup>  | Processing Persuasive Communication                       | Chapter 5  |
| June 29 <sup>th</sup>  | Reading Week  |  |
| July 6 <sup>th</sup>   | Message Factors   | Chapter 7  |
| July 13 <sup>th</sup>  | *Exam Review  |  |
| July 20 <sup>th</sup>  | Personality & Persuasion, and Cognitive Dissonance Theory | Chapter 8 & 9                                    |
| July 27 <sup>th</sup>  | Advertising   | Chapter 11                                       |
| August 3 <sup>rd</sup> | Communication Campaigns                                   | Chapter 12                                       |
| T. B. A.               | Exam 2 (50%)  | Chapters 5, 7, 8, 9, 11 & 12                     |