

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

**PSY C12 – Advanced Social Psychology
Winter, 2005
Thursdays, 3-5 p.m.**

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

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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* (2nd 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, Winter 2005

<u>Date:</u>	<u>Lecture Topic:</u>	<u>Readings:</u>
Jan. 6 th	Introduction to Persuasion	Chapter 1
Jan. 13 th	Attitudes: Definition and Structure	Chapter 2
Jan. 20 th	Attitudes: Functions and Consequences	Chapter 3
Jan. 27 th	Attitude Measurement & Public Opinion Polling	Chapter 4 & *Oskamp Ch. 3
Feb. 3 rd	Public Opinion Polling	*Oskamp Ch. 5
Feb. 10 th	Exam 1 (50%)	Chapters 1-4 (Perloff) and Chapters 3 & 4 Oskamp
Feb. 17 th	Reading Week	
Feb. 24 th	Processing Persuasive Communication	Chapter 5
March 3 rd	Exam Review (no regular class)	
March 10 th	Message Factors	Chapter 7
March 17 th	Personality & Persuasion, and Cognitive Dissonance Theory	Chapter 8 & 9
March 24 th	Advertising	Chapter 11
March 31 st	Communication Campaigns	Chapter 12
T. B. A.	Exam 2 (50%)	Chapters 5, 7, 8, 9, 11 & 12