

UNIT 6. SOCIAL PSYCHOLOGY

1. Read and translate the key words.

1. core
2. social
3. branch
4. sociology
5. cognition
6. motivation
7. development
8. information
9. mental
10. personality
11. opinion
12. contemporary
13. language
14. cognitive
15. emphasis
16. to conform to
17. abnormal
18. reason
19. discipline
20. wish
21. opinion
22. event
23. diverse
24. to identify
25. to influence smb/to have an influence on smb
26. life span
27. observable
28. perception
29. to prevent
30. various

2. Read the text below and answer the question:

Social Psychology

Social psychology is that branch of psychology most closely associated with the social sciences, especially sociology. Within the discipline of psychology, social psychology is defined as being concerned with how psychological processes within the individual (e.g., cognition, personality, motivation, development, etc.) are affected by exposure to social stimuli (i.e., events, information, or objects representing one or more people). The most distinctive feature of social psychology in North America for the past 30 years has been its emphasis on the individual's cognitive processes – mental functioning such as attention, perception, memory, thought, and decision making. For that reason, of all the disciplines within psychology, social psychology is perhaps most closely linked to cognitive psychology, the study of mental functioning (memory, thought and language are core topics within the general area of cognitive psychology). Beyond that, social psychology also has ties to the areas of personality, abnormal behavior, development, and motivation.

Social psychology is characterized by its interest in a diverse array of questions and topics. For example, in trying to understand different types of social behavior – such as helping another person in need or conforming to another's wishes or opinions – is the nature of the situation of greater importance than the individual's personality characteristics? How do we come to «know» ourselves and others? What is a good way to change someone's opinion on a given subject? When does our sense of justice lead us to respond unfairly to someone else? What role do cognitive (i.e., mental) processes play in social behavior? Contemporary social psychology provides answers to these and other questions.

1. How is social psychology defined?
2. What is cognitive psychology?
3. Why is social psychology closely linked to cognitive psychology?
4. Does social psychology deal with personality?
5. What is the area of investigation of social psychology?

3. Ask questions to the underline words:

1. The most distinctive feature of social psychology in North America for the past 30 years has been its emphasis on the individual's cognitive processes.

2. Social psychology is most closely linked to cognitive psychology.

3. Social psychology is defined as being concerned with how psychological processes within individual are affected by exposure to social stimuli.

4. Contemporary social psychology provides answers to these and other questions.

5. Social psychology also has ties to the areas of personality, abnormal behavior, development, and motivation.

4. Choose the correct preposition:

to be associated to/with/by

to have ties with/by/to

to be defined by/as/on

to be characterized with/by/to

to be affected by/with/on

to conform to/by/at

to be linked with/by/to

to respond at/in/to.

5. Read the description of sub-fields of psychology on the right, underline key words and then match with the names on the left.

1. Political psychology	a) includes the study and application of psychology for the purpose of understanding, preventing, and relieving psychologically-based distress or dysfunction and to promote subjective well-being and personal development.
2. The psychology of art	b) studies cognition, the mental processes underlying mental activity. Perception, learning, problem solving, reasoning, thinking, memory, attention, language and emotion are areas of research.
3. Parapsychology	c) Mainly focusing on the development of the human mind through the life span, developmental psychology seeks to understand how people come to perceive, understand, and act within the world and how these processes change as they age.
4. Psycholinguistics or psychology of language	d) is the branch of psychology concerned with the scientific study of human learning. It studies how humans learn in educational settings, the effectiveness of educational interventions, the psychology of teaching, and the social psychology of schools as organizations.
5. Positive psychology	e) is an interdisciplinary field focused on the interplay between humans and their surroundings.
6. Educational psychology	f) applies psychological concepts and methods to optimize human potential in the workplace.
7. Social psychology	g) The term has only recently come into use, and typically refers to any non-clinical law-related research. It explores such topics as jury decision-making, eyewitness memory, scientific evidence, and legal policy.
8. Personality psychology	h) seeks an understanding of the relationships between mediated communication and the thoughts, feelings, and behaviors of the senders and recipients of the communication.

9. Legal psychology	i) studies patterns of behavior, thought, and emotion in individuals, commonly referred to as personality.
10. Media psychology	j) is the study of social behavior and mental processes, with an emphasis on how humans think about each other and how they relate to each other.
11. Organizational psychology	k) is the branch of psychology that uses scientific understanding and effective intervention to aid in the achievement of a satisfactory life, rather than treating mental illness.
12. Industrial and organizational psychology (I-O)	l) is a subfield of I-O psychology which examines the effects of work environments and management styles on worker motivation, job satisfaction, and productivity.
13. Environmental psychology	m) is the study of the psychological and neurobiological factors that enable humans to acquire, use, comprehend and produce language.
14. Developmental psychology	n) is an interdisciplinary field that studies the perception, cognition and characteristics of art and its production.
15. Cognitive psychology	o) is a field of study concerned with the investigation of paranormal and psychic phenomena which include telepathy, precognition, reincarnation, clairvoyance, psychokinesis, near-death experiences, and other paranormal claims. It is often identified as pseudoscience.
16. Clinical psychology	p) is an interdisciplinary academic field dedicated to understanding politics, politicians and political behavior from a psychological perspective.

6. Speaking. Work in pairs.

Discuss which field of psychology you are most interested in. Give reasons for your choice.

7. Find English equivalents in the task 5 above for the following words:

включати, охоплювати; область, сфера; підхід; (практичне) застосування; запобігати, попереджати; сприяти, пропагувати; тривалість життя; втручання; взаємодія, взаємний вплив; одержувач (реципієнт); модель поведінки; галузь, розділ; розуміти; передбачення; ясновидіння.

8. Write what you know about Consumer, Political, Media and Parapsychology.