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BA Sociology Honours | Semester I | Calicut University

Introduction to Social Psychology

Course Code: SOC1MN103 • Module 3

Module 3: Attitude, Personality, and Social Learning

Course: SOC1MN103 – Introduction to Social Psychology • **University of Calicut (CUFYUGP 2024)**

1. Curricular Orientation & Thematic Foundations

The intellectual objective of Module 3 ("Attitude, Personality, and Social Learning") within *Introduction to Social Psychology* is to provide undergraduate learners with rigorous conceptual, epistemological, and empirical literacy. In contemporary sociological scholarship, society cannot be understood merely as an aggregate of isolated individuals; rather, it constitutes an emergent, dynamically organized network of patterned interactions, structural relations, cultural meanings, and institutionalized mechanisms of power and consensus.

Sociological enquiry demands what C. Wright Mills famously termed the "sociological imagination"—the cognitive capacity to discern the profound interplay between personal biographies and historical social structures. Through systematic engagement with foundational classical traditions, twentieth-century revisions, and contemporary post-colonial and empirical insights, this module equips the student with the critical vocabulary to interrogate taken-for-granted social assumptions, dissect structural inequalities, and appreciate the institutional complexities governing human collective existence.

> **Epistemological Core of Module 3**
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> **Central Inquiries:** How do macroscopic structural forces condition microscopic individual agency? Through what historical, cultural, and material mechanisms do social institutions reproduce order, transmit cultural heritage, and manage social contradictions? What are the empirical manifestations of these sociological dynamics within the complex socio-historical landscape of India and Keralam?

2. Comprehensive Analysis of Nature and Components of Attitudes (CAB Model)

The pedagogical analysis of **Nature and Components of Attitudes (CAB Model)** occupies a paramount position within this course. In sociological taxonomy, this domain encapsulates foundational theoretical debates, structural transformations, and empirical realities that have shaped modern social formations. Historically, scholars have approached this topic from diverging theoretical vantage points, ranging from structural-functionalist consensus models to conflictual materialist frameworks, symbolic interactionist hermeneutics, and critical subaltern paradigms.

When examining nature and components of attitudes (cab model), it is crucial to dissect its internal components, operational mechanisms, and empirical variations across diverse cultural contexts. Sociologists emphasize that social phenomena are historically contingent rather than biologically predetermined or unalterably fixed. Whether examining institutional structures, social interactions, cultural norms, or policy interventions, the analyst must untangle the multi-layered relationship between structural constraints and individual or group agency.

2.1. Conceptual Frameworks and Theoretical Articulations

Theoretical discourse regarding nature and components of attitudes (cab model) has evolved through distinct epistemological epochs. Early classical sociological theorists sought universal laws analogous to Newtonian physics or Darwinian evolutionary biology, conceptualizing society as an organic entity characterized by

differentiation, functional integration, and structural equilibrium. However, critical and conflict theorists challenged this harmonistic imagery, arguing that social patterns fundamentally reflect differential power distribution, economic monopolies, and ideological hegemony.

In contemporary sociological theory, the dichotomy between macro-structural determinism and micro-interactional voluntarism has been substantially mediated by structuration theories (Anthony Giddens) and field-habitus models (Pierre Bourdieu). Applying these advanced perspectives to nature and components of attitudes (cab model) reveals that human agents are neither passive cultural dopes dictated entirely by social structures nor utterly autonomous rational actors unencumbered by material and normative realities.

Theoretical Paradigm	Primary Analytical Focus	Epistemological Assumptions	Application to Nature and Components of
Structural Functionalism	Social integration, stability, functional prerequisites	Society as an integrated system with equilibrium needs	Examines how nature and components of attitudes (cab model) maintains systemic cohesion and moral consensus.
Conflict & Critical Perspective	Power asymmetries, resource competition, domination	Social structures reflect class, caste, and gender hegemony	Analyzes how nature and components of attitudes (cab model) serves dominant interests and reinforces inequalities.
Interactionist & Interpretative	Subjective meanings, symbols, everyday interaction	Social reality is socially constructed through intersubjectivity	Explores how actors negotiate, interpret, and perform nature and components of attitudes (cab model) in micro-settings.
Subaltern & Post-Colonial	Marginalized voices, lived experiences, decolonization	Eurocentric models obscure subaltern realities and local histories	Reinterprets nature and components of attitudes (cab model) from the standpoints of Dalits, Adivasis, and oppressed groups.

2.2. Institutional Operations and Empirical Manifestations

In empirical social reality, nature and components of attitudes (cab model) manifests across multiple institutional sites—including the family, religious organizations, educational establishments, labor markets, political apparatuses, and digital communicative networks. The functioning of these institutional arenas demonstrates how social values are translated into prescriptive behavioral codes, social hierarchies, and tangible material outcomes.

Empirical studies in contemporary Indian sociology demonstrate that traditional institutional arrangements do not merely disintegrate under the impact of modernization and globalization; rather, they undergo profound structural reinvention. For instance, traditional kinship loyalties and caste identities frequently articulate with democratic politics, modern occupational structures, and consumer culture, generating unique hybridized social configurations.

> **Sociological Insight: Empirical Dynamics in India & Keralam**
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> Within the specific socio-historical context of Keralam and greater India, **Nature and Components of Attitudes (CAB Model)** exhibits remarkable complexity. The unique historical convergence of public education, redistributive agrarian land reforms, vibrant subaltern social reform mobilizations (Kerala Navodhanam), left-wing political consciousness, high female literacy, and transnational Gulf remittances has shaped distinct patterns of social mobility, gender relations, and civic engagement that diverge significantly from North Indian or Western prototypes.

2.3. Critical Scholarly Debates and Methodological Issues

Investigating nature and components of attitudes (cab model) necessitates methodological reflexivity. Sociologists must navigate critical debates surrounding value neutrality versus political commitment, qualitative ethnography versus quantitative survey enumeration, and localized participatory inquiry versus large-scale macro-structural demographic modeling.

Furthermore, scholars emphasize the imperative of intersectionality. One cannot adequately analyze social phenomena through a single isolated lens; the intersecting matrices of caste status, socioeconomic class, gender socialization, regional geography, and religious community must be simultaneously evaluated to grasp the true multidimensionality of human lived experience.

3. Comprehensive Analysis of Attitude Formation and Measurement Techniques

The pedagogical analysis of **Attitude Formation and Measurement Techniques** occupies a paramount position within this course. In sociological taxonomy, this domain encapsulates foundational theoretical debates, structural transformations, and empirical realities that have shaped modern social formations. Historically, scholars have approached this topic from diverging theoretical vantage points, ranging from structural-functionalist consensus models to conflictual materialist frameworks, symbolic interactionist hermeneutics, and critical subaltern paradigms.

When examining attitude formation and measurement techniques, it is crucial to dissect its internal components, operational mechanisms, and empirical variations across diverse cultural contexts. Sociologists emphasize that social phenomena are historically contingent rather than biologically predetermined or unalterably fixed. Whether examining institutional structures, social interactions, cultural norms, or policy interventions, the analyst must untangle the multi-layered relationship between structural constraints and individual or group agency.

3.1. Conceptual Frameworks and Theoretical Articulations

Theoretical discourse regarding attitude formation and measurement techniques has evolved through distinct epistemological epochs. Early classical sociological theorists sought universal laws analogous to Newtonian physics or Darwinian evolutionary biology, conceptualizing society as an organic entity characterized by differentiation, functional integration, and structural equilibrium. However, critical and conflict theorists challenged this harmonistic imagery, arguing that social patterns fundamentally reflect differential power distribution, economic monopolies, and ideological hegemony.

In contemporary sociological theory, the dichotomy between macro-structural determinism and micro-interactional voluntarism has been substantially mediated by structuration theories (Anthony Giddens) and field-habitus models (Pierre Bourdieu). Applying these advanced perspectives to attitude formation and

measurement techniques reveals that human agents are neither passive cultural dopes dictated entirely by social structures nor utterly autonomous rational actors unencumbered by material and normative realities.

Theoretical Paradigm	Primary Analytical Focus	Epistemological Assumptions	Application to Attitude Formation and M
Structural Functionalism	Social integration, stability, functional prerequisites	Society as an integrated system with equilibrium needs	Examines how attitude formation and measurement techniques maintains systemic cohesion and moral consensus.
Conflict & Critical Perspective	Power asymmetries, resource competition, domination	Social structures reflect class, caste, and gender hegemony	Analyzes how attitude formation and measurement techniques serves dominant interests and reinforces inequalities.
Interactionist & Interpretative	Subjective meanings, symbols, everyday interaction	Social reality is socially constructed through intersubjectivity	Explores how actors negotiate, interpret, and perform attitude formation and measurement techniques in micro-settings.
Subaltern & Post-Colonial	Marginalized voices, lived experiences, decolonization	Eurocentric models obscure subaltern realities and local histories	Reinterprets attitude formation and measurement techniques from the standpoints of Dalits, Adivasis, and oppressed groups.

3.2. Institutional Operations and Empirical Manifestations

In empirical social reality, attitude formation and measurement techniques manifests across multiple institutional sites—including the family, religious organizations, educational establishments, labor markets, political apparatuses, and digital communicative networks. The functioning of these institutional arenas demonstrates how social values are translated into prescriptive behavioral codes, social hierarchies, and tangible material outcomes.

Empirical studies in contemporary Indian sociology demonstrate that traditional institutional arrangements do not merely disintegrate under the impact of modernization and globalization; rather, they undergo profound structural reinvention. For instance, traditional kinship loyalties and caste identities frequently articulate with democratic politics, modern occupational structures, and consumer culture, generating unique hybridized social configurations.

> **Sociological Insight: Empirical Dynamics in India & Keralam**
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> Within the specific socio-historical context of Keralam and greater India, **Attitude Formation and Measurement Techniques** exhibits remarkable complexity. The unique historical convergence of public education, redistributive agrarian land reforms, vibrant subaltern social reform mobilizations (Kerala Navodhanam), left-wing political consciousness, high female literacy, and transnational Gulf remittances has shaped distinct patterns of social mobility, gender relations, and civic engagement that diverge significantly from North Indian or Western prototypes.

3.3. Critical Scholarly Debates and Methodological Issues

Investigating attitude formation and measurement techniques necessitates methodological reflexivity. Sociologists must navigate critical debates surrounding value neutrality versus political commitment, qualitative ethnography versus quantitative survey enumeration, and localized participatory inquiry versus large-scale macro-structural demographic modeling.

Furthermore, scholars emphasize the imperative of intersectionality. One cannot adequately analyze social phenomena through a single isolated lens; the intersecting matrices of caste status, socioeconomic class, gender socialization, regional geography, and religious community must be simultaneously evaluated to grasp the true multidimensionality of human lived experience.

4. Comprehensive Analysis of Attitude Change: Cognitive Dissonance Theory (Festinger) and Persuasion

The pedagogical analysis of **Attitude Change: Cognitive Dissonance Theory (Festinger) and Persuasion** occupies a paramount position within this course. In sociological taxonomy, this domain encapsulates foundational theoretical debates, structural transformations, and empirical realities that have shaped modern social formations. Historically, scholars have approached this topic from diverging theoretical vantage points, ranging from structural-functionalist consensus models to conflictual materialist frameworks, symbolic interactionist hermeneutics, and critical subaltern paradigms.

When examining attitude change: cognitive dissonance theory (festinger) and persuasion, it is crucial to dissect its internal components, operational mechanisms, and empirical variations across diverse cultural contexts. Sociologists emphasize that social phenomena are historically contingent rather than biologically predetermined or unalterably fixed. Whether examining institutional structures, social interactions, cultural norms, or policy interventions, the analyst must untangle the multi-layered relationship between structural constraints and individual or group agency.

4.1. Conceptual Frameworks and Theoretical Articulations

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In contemporary sociological theory, the dichotomy between macro-structural determinism and micro-interactional voluntarism has been substantially mediated by structuration theories (Anthony Giddens) and field-habitus models (Pierre Bourdieu). Applying these advanced perspectives to attitude change: cognitive dissonance theory (festinger) and persuasion reveals that human agents are neither passive cultural dopes dictated entirely by social structures nor utterly autonomous rational actors unencumbered by material and normative realities.

Theoretical Paradigm	Primary Analytical Focus	Epistemological Assumptions	Application to Attitude Change: Cogniti
Structural Functionalism	Social integration, stability, functional prerequisites	Society as an integrated system with equilibrium needs	Examines how attitude change: cognitive dissonance theory (festinger) and persuasion

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			maintains systemic cohesion and moral consensus.
Conflict & Critical Perspective	Power asymmetries, resource competition, domination	Social structures reflect class, caste, and gender hegemony	Analyzes how attitude change: cognitive dissonance theory (festinger) and persuasion serves dominant interests and reinforces inequalities.
Interactionist & Interpretative	Subjective meanings, symbols, everyday interaction	Social reality is socially constructed through intersubjectivity	Explores how actors negotiate, interpret, and perform attitude change: cognitive dissonance theory (festinger) and persuasion in micro-settings.
Subaltern & Post-Colonial	Marginalized voices, lived experiences, decolonization	Eurocentric models obscure subaltern realities and local histories	Reinterprets attitude change: cognitive dissonance theory (festinger) and persuasion from the standpoints of Dalits, Adivasis, and oppressed groups.

4.2. Institutional Operations and Empirical Manifestations

In empirical social reality, attitude change: cognitive dissonance theory (festinger) and persuasion manifests across multiple institutional sites—including the family, religious organizations, educational establishments, labor markets, political apparatuses, and digital communicative networks. The functioning of these institutional arenas demonstrates how social values are translated into prescriptive behavioral codes, social hierarchies, and tangible material outcomes.

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5. Comprehensive Analysis of Social Learning Theory (Bandura) and Observational Modeling

The pedagogical analysis of **Social Learning Theory (Bandura) and Observational Modeling** occupies a paramount position within this course. In sociological taxonomy, this domain encapsulates foundational theoretical debates, structural transformations, and empirical realities that have shaped modern social formations. Historically, scholars have approached this topic from diverging theoretical vantage points, ranging from structural-functionalist consensus models to conflictual materialist frameworks, symbolic interactionist hermeneutics, and critical subaltern paradigms.

When examining social learning theory (bandura) and observational modeling, it is crucial to dissect its internal components, operational mechanisms, and empirical variations across diverse cultural contexts. Sociologists emphasize that social phenomena are historically contingent rather than biologically predetermined or unalterably fixed. Whether examining institutional structures, social interactions, cultural norms, or policy interventions, the analyst must untangle the multi-layered relationship between structural constraints and individual or group agency.

5.1. Conceptual Frameworks and Theoretical Articulations

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In contemporary sociological theory, the dichotomy between macro-structural determinism and micro-interactional voluntarism has been substantially mediated by structuration theories (Anthony Giddens) and field-habitus models (Pierre Bourdieu). Applying these advanced perspectives to social learning theory (bandura) and observational modeling reveals that human agents are neither passive cultural dopes dictated entirely by social structures nor utterly autonomous rational actors unencumbered by material and normative realities.

Theoretical Paradigm	Primary Analytical Focus	Epistemological Assumptions	Application to Social Learning Theory (
Structural Functionalism	Social integration, stability, functional prerequisites	Society as an integrated system with equilibrium needs	Examines how social learning theory (bandura) and observational modeling maintains systemic cohesion and moral consensus.
Conflict & Critical Perspective	Power asymmetries, resource competition, domination	Social structures reflect class, caste, and gender hegemony	Analyzes how social learning theory (bandura) and observational modeling serves dominant interests and reinforces inequalities.

Theoretical Paradigm	Primary Analytical Focus	Epistemological Assumptions	Application to Social Learning Theory (
Interactionist & Interpretative	Subjective meanings, symbols, everyday interaction	Social reality is socially constructed through intersubjectivity	Explores how actors negotiate, interpret, and perform social learning theory (bandura) and observational modeling in micro-settings.
Subaltern & Post-Colonial	Marginalized voices, lived experiences, decolonization	Eurocentric models obscure subaltern realities and local histories	Reinterprets social learning theory (bandura) and observational modeling from the standpoints of Dalits, Adivasis, and oppressed groups.

5.2. Institutional Operations and Empirical Manifestations

In empirical social reality, social learning theory (bandura) and observational modeling manifests across multiple institutional sites—including the family, religious organizations, educational establishments, labor markets, political apparatuses, and digital communicative networks. The functioning of these institutional arenas demonstrates how social values are translated into prescriptive behavioral codes, social hierarchies, and tangible material outcomes.

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Investigating social learning theory (bandura) and observational modeling necessitates methodological reflexivity. Sociologists must navigate critical debates surrounding value neutrality versus political commitment, qualitative ethnography versus quantitative survey enumeration, and localized participatory inquiry versus large-scale macro-structural demographic modeling.

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6. Comprehensive Analysis of Social Influence: Conformity (Asch), Compliance, and Obedience (Milgram)

The pedagogical analysis of **Social Influence: Conformity (Asch), Compliance, and Obedience (Milgram)** occupies a paramount position within this course. In sociological taxonomy, this domain encapsulates foundational theoretical debates, structural transformations, and empirical realities that have shaped modern social formations. Historically, scholars have approached this topic from diverging theoretical vantage points, ranging from structural-functionalist consensus models to conflictual materialist frameworks, symbolic interactionist hermeneutics, and critical subaltern paradigms.

When examining social influence: conformity (asch), compliance, and obedience (milgram), it is crucial to dissect its internal components, operational mechanisms, and empirical variations across diverse cultural contexts. Sociologists emphasize that social phenomena are historically contingent rather than biologically predetermined or unalterably fixed. Whether examining institutional structures, social interactions, cultural norms, or policy interventions, the analyst must untangle the multi-layered relationship between structural constraints and individual or group agency.

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Theoretical Paradigm	Primary Analytical Focus	Epistemological Assumptions	Application to Social Influence: Confor
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Conflict & Critical Perspective	Power asymmetries, resource competition, domination	Social structures reflect class, caste, and gender hegemony	Analyzes how social influence: conformity (asch), compliance, and obedience (milgram) serves dominant interests and reinforces inequalities.

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Subaltern & Post-Colonial	Marginalized voices, lived experiences, decolonization	Eurocentric models obscure subaltern realities and local histories	Reinterprets social influence: conformity (asch), compliance, and obedience (milgram) from the standpoints of Dalits, Adivasis, and oppressed groups.

6.2. Institutional Operations and Empirical Manifestations

In empirical social reality, social influence: conformity (asch), compliance, and obedience (milgram) manifests across multiple institutional sites—including the family, religious organizations, educational establishments, labor markets, political apparatuses, and digital communicative networks. The functioning of these institutional arenas demonstrates how social values are translated into prescriptive behavioral codes, social hierarchies, and tangible material outcomes.

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7. Comparative Sociological Synthesis & Case Analysis

To achieve mastery over the themes articulated in Module 3, undergraduate students must synthesize discrete theoretical concepts into an integrated analytical framework. The matrix below delineates the multidimensional variables governing the subject matter of this module across distinct socio-historical epochs:

Analytical Dimension	Traditional / Pre-Modern Order	Colonial & Modern Transition	Contemporary Globalized Era
Institutional Basis	Ascriptive hierarchy, localized agrarian economy, sacred normative legitimacy	Rational-legal bureaucracy, colonial restructuring, initial urban-industrial growth	Digital networks, flexible capitalism, transnational flows, consumer citizenship
Social Stratification	Rigid caste/feudal estates, minimal occupational mobility, ritual status	Emergence of modern middle class, politicized caste associations, English education	Intersecting caste-class dynamics, fragmented labor, digital divide, consumer status
Identity Formation	Collective corporate identity embedded in lineage, clan, taravad, or village community	Individual civic identity, anti-colonial nationalist sentiment, reform consciousness	Reflexive, hybridized, and fluid identities shaped by global media and local culture
Conflict & Resistance	Localized millenarian revolts, everyday forms of peasant resistance, ritual contestation	Organized socio-religious reform movements (Navodhanam), trade unions, nationalist struggle	New social movements (environmental, feminist, Dalit, tribal, and digital advocacy)

Detailed Sociological Case Study: The Kerala Experience

Contextual Background: Kerala presents a globally celebrated developmental and sociological paradox. Despite relatively modest industrialization and per capita state domestic product historically, the state achieved exceptional physical quality of life indicators—near-universal adult literacy, high life expectancy exceeding 75 years, extremely low infant mortality, and a favorable sex ratio (1,084 females per 1,000 males as per Census 2011).

Sociological Analysis: This distinctive achievement was not the accidental outcome of market forces, but the historical consequence of intense public action: subaltern anti-caste uprisings spearheaded by Sree Narayana Guru, Ayyankali, and Poikayil Appachan; royal educational proclamations in Travancore and Cochin; radical agrarian land reforms under the Kerala Land Reforms Act of 1969 that abolished feudal landlordism (Janmi system); universal public distribution of food grains; and expansive decentralized healthcare infrastructure. Applying the concepts of Module 3 enables students to evaluate both the strengths of the Kerala Model and its contemporary second-generation challenges, such as the educated youth unemployment dilemma, elderly demographic transition, environmental vulnerabilities, and persistent gender asymmetries.

8. Applied Sociological Implications & Policy Formulations

Sociological training extends far beyond abstract scholastic contemplation; it represents an applied, emancipatory science capable of informing public policy, grassroots community interventions, and developmental planning. The concepts analyzed throughout this module provide vital diagnostic tools for addressing pressing real-world dilemmas:

- **Evidence-Based Social Policy:** Formulating governmental welfare interventions that address the structural root causes of poverty, marginalization, and educational disparity rather than treating superficial symptoms.
- **Community-Driven Development:** Implementing participatory rural appraisal (PRA), social mapping, and stakeholder consultation to ensure grassroots decentralization and authentic democratic empowerment (as exemplified by Kerala's People's Plan Campaign).
- **Human Rights & Social Justice Advocacy:** Utilizing empirical sociological data to expose systemic discrimination, gender-based violence, caste atrocities, and environmental injustice before judicial bodies, legislative committees, and international human rights forums.
- **Organizational & Human Resource Management:** Navigating cultural diversity, fostering inclusive workplace cultures, resolving organizational conflicts, and optimizing interpersonal group dynamics within public and corporate institutions.

9. Comprehensive Pedagogical Summary & Self-Assessment Guide

In concluding Module 3 ("Attitude, Personality, and Social Learning"), students should consolidate their mastery over the foundational themes, theoretical paradigms, and analytical tools presented. Sociological thinking fundamentally requires defamiliarizing the familiar—looking beyond personal common sense to identify the profound structural regularities, institutional practices, and power dynamics shaping human collective life.

Core Concept / Thinker	Essential Sociological Definition	Key Analytical Contribution
Sociological Imagination (C. Wright Mills)	The awareness of the relationship between personal experience and wider society.	Enables individuals to distinguish between private personal troubles and public structural issues.
Social Structure & Agency	The patterned social arrangements that form society versus the capacity of individuals to act independently.	Explains the dual nature of social reality: humans construct society, which concurrently constructs humans.
Social Institutions	Established, organized, and enduring patterns of social relationships that fulfill vital societal needs.	Provides stability, transmits culture, regulates behavior, and reproduces the moral and material order.
Socialization & Social Control	Lifelong process of internalizing norms versus mechanisms employed to ensure normative compliance.	Maintains social continuity, constructs personal identity, and manages deviance and social disruption.

Self-Assessment & Analytical Examination Questions

1. Critically examine the theoretical and empirical foundations of attitude, personality, and social learning, highlighting the divergence between consensus and conflict perspectives.

2. Discuss how the socio-historical transformations of modern Indian society and Keralam have redefined traditional institutional practices and structural relations.
3. Analyze the reciprocal relationship between micro-level human interaction and macro-level social structures using concrete sociological illustrations.
4. Evaluate the policy relevance of sociological insights in addressing contemporary challenges of social inequality, community development, and institutional governance.

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